

# Holiday Home Ownership



Eastern Daily Press EAST ANGLIAN  
NORFOLK & SUFFOLK  
**TOURISM AWARDS 2020**  
HOSEASONS

**WINNER**  
CAMPING, GLAMPING AND  
HOLIDAY PARK OF THE YEAR

part of SEARLES LEISURE GROUP

Tel: 01485 536026  
holidayhome@searles.co.uk

creating happiness for all ages



# Own Your Own Holiday Home

If you are a regular guest and enjoy the North West Norfolk coast, why not consider becoming one of our holiday home owners.

**We have a great selection of new and pre-owned luxury holiday lodges and high specification caravan holiday homes for sale.**

You and your family may enjoy the many facilities Searles has to offer. Caravan areas enjoy a 10 ½ month season and Country Park lodge areas 11 months.

We realise that your holiday time is very precious and for that reason all of our private caravans and lodges are in owner's only areas and as we prohibit any commercial lettings of owner's homes so you can rest assured you will not be disturbed by ever changing neighbours, allowing you to simply relax.



On holiday at Searles?

Call in to our sales office at the main entrance during your holiday where our friendly sales team will be happy to show you around.

**If you buy a new holiday home during your stay with us, we will refund you the price of your holiday!**

T's & C's apply, please see our website for more information:  
[www.searles.co.uk/ownership](http://www.searles.co.uk/ownership)

For further information

Call: 01485 536 026

Email: [holidayhome@searles.co.uk](mailto:holidayhome@searles.co.uk)





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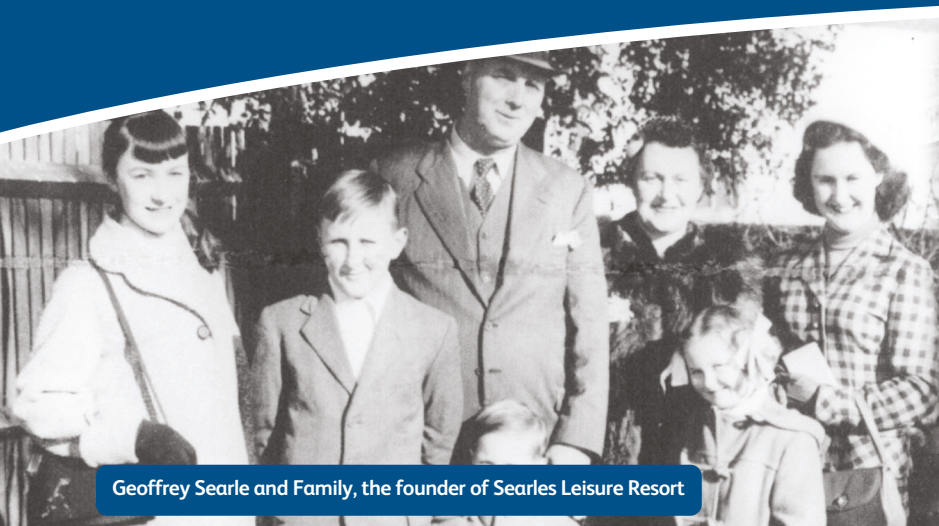
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We are a pet friendly resort!

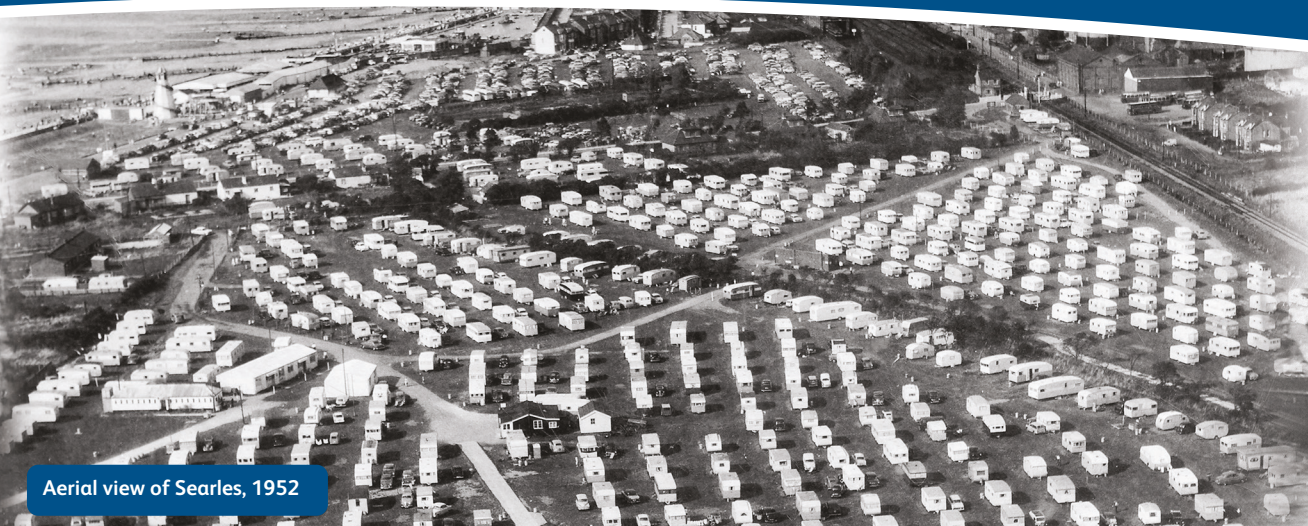


Pets are very welcome on our park and we have enhanced our facilities for them including dog-friendly areas within The Fountain Sports Bar and La Piazza.

Dogs must be well behaved and kept on a lead. Please note we do not accept any dog restricted by the Dangerous Dogs Act 1991, please ask for full details of our dog policy.



Geoffrey Searle and Family, the founder of Searles Leisure Resort



Aerial view of Searles, 1952

# Meet The Family

Searles Leisure Resort is a family resort that offers holidays on the Norfolk coast of 'Sunny Hunny'. 70 years as a limited company and 90 years since the start of the holiday resort we know today.

In 1929 Geoffrey Searle began his career in tourism when his love for the coastline led him to start pleasure boat trips on the Wash and donkey rides on the beach at Hunstanton.

On the field where he kept his donkeys, Geoffrey would let caravan pitches in exchange for a bag of potatoes. By the summer of 1934 this was the start of the Searles Leisure Resort we know today.

Geoffrey married Margaret and had two sons and three daughters to continue the family business. In 1966 eldest son, Richard Searle became General Manager and married his wife, Linda. By 1969 he was made a Director of the caravan park under the watchful eye of his father Geoffrey.

Richard most certainly learned well, as in 2001 he was honoured by Her Majesty the Queen with an MBE for services to the Holiday Parks Industry.

Geoffrey's youngest son William was to follow in his father's passion for the sea. William continues to successfully run Searles Sea Tours along the Hunstanton coastline with Seal Safari's and coastal tours in his distinctive Amphibious Vessels 'The Wash Monsters' and is fondly known as Captain Willie!

In 2015 and 2016 Searles Sea Tours was voted No.1 Attraction for 'Things to do in Hunstanton' by Trip Advisor and given the Award of Excellence.

As for the legacy of the donkeys...it was to be Geoffrey's daughter Rosemary who took up the reins. She still today can be seen with her ponies along the beach of Hunstanton central promenade, offering rides to excited children.

In 2006, Richard's eldest son Paul became Managing Director. Paul today, along with younger brother Andrew and sister Joanna, continue to manage the holiday resort that Geoffrey and Richard worked so hard to build.

In 2020 Searles Leisure Resort were awarded Best Holiday Park in Norfolk & Suffolk by the EDP Hoseasons, Suffolk & Norfolk Tourism Awards, this was the fourth time the resort has won this prestigious award.

Over 85 years and four generations, the Searle family continue to build on their legacy to provide 5 star holidays and memorable experiences for all ages for future generations to come.



The Searle family today: Back left to right: Andrew, Vicky, Paul, William. Front left to right: June, Pauline, Joanna, Rosemary.

*"Our philosophy for the park is one of continuous improvement and enhancing the guest experience. This is a business that never stands still and every year we want to offer something new to delight our visitors with improvements. Our business is making people and families happy".*  
Paul Searle Managing Director



Geoffrey Searle with his first boat in 1929

Richard & Linda Searle with MBE

An early guest

## Searles Core Family Promises to you are:

-  **Safety and Security**  
Deliver a safe and secure environment for all
-  **Friendly and Courteous**  
Present smart, friendly, helpful and professional staff
-  **Quality and Cleanliness**  
Provide quality, environmentally-friendly and clean accommodation and facilities
-  **Fun and Happiness**  
Offer facilities and create opportunities to ensure fun and happiness for all
-  **Environmentally Friendly**  
Implement environmental policies and energy conservation
-  **Community**  
Foster close relationships and offer neighbourly support to local businesses and residents

## Resort Conservation

For over 25 years Searles have been participating in the David Bellamy Conservation Scheme for which we received a Gold Award for 22 consecutive years.

The scheme has now been renamed as the David Bellamy Blooming Marvellous Pledge for Nature. In 2023 the resort achieved the Home Sweet Home challenge award. The award recognises the resorts continued commitment to wildlife which have included new bird boxes, bird feeders and bug hotels.





# Fun in the Pools!

make a splash in one of our three heated pools!

## Outdoor facilities

- > Outdoor heated swimming pool
- > Splash pad with water sprays
- > Fun water flume
- > Sun loungers and picnic areas
- > Summer pool parties
- > Summer poolside BBQ's
- > Water zorbing\*
- > Aqua Aerobics\*
- > Aqua Inflatables
- > Open May - September

*Outdoor facilities have seasons availability and are weather dependant, on some occasions some facilities may be unavailable due to a private function.*

*All facilities are closed on December 25th.*

*\*Extra fees may apply*

## Indoor facilities

- > Interactive splash pool
- > Indoor heated swimming pool
- > Toddlers pool
- > Sauna & jacuzzi

*Swimmers are required to be in appropriate swimwear (swimming costume and/or swim-shorts and swim t-shirts).*

Summer  
Pool Parties!

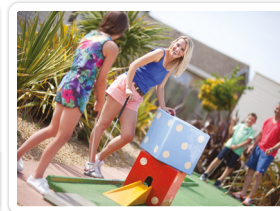




# There is always something fun to do at Searles!

At Searles our motto is 'creating happiness for all ages'. Which is why you can find a varied selection of activities throughout the year to keep the whole family entertained. We even offer special seasonal activities. Bringing you new experiences throughout the year.

- > Sidney's indoor play zone
- > Sidney's outdoor play park
- > Searles outdoor fitness park
- > Archery
- > Pedal karts
- > Arcade
- > Crazy golf
- > Table tennis
- > Pool tables
- > Gym
- > Cycle hire
- > Reflections hair & beauty salon
- > Arts & crafts (creative hub)
- > Indoor & outdoor heated pools
- > Indoor interactive splash play pool
- > Sauna & jacuzzi
- > Toddlers pool
- > Water zorbing
- > Water aerobics
- > In-house entertainment team





# Sporting Fun!

The Fountain Sports Bar is the venue for accessing our great range of on resort sports facilities. In the bar you may also watch your favourite sporting events on our large screens with BT & Sky Sports.

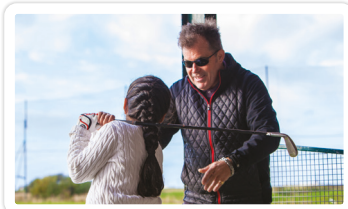
- > 9 Hole golf course at Searles Country Park
- > 18 Hole golf course at Heacham Manor Hotel
- > Golf lessons with our PGA Golf Professional
- > Covered heated driving range
- > Multisports court
- > Pétanque
- > Bowling green
- > 2 Fishing lakes

**SPORTS  
BOOKER**

Pre-book a range of activities using your Sportsbooker Login.







## Golfing facilities for all abilities!

Searles Resort 9 hole golf course is open daily and offers a friendly and welcoming environment for beginners, improvers and experienced golfers.

Golf club hire is available as well as tuition from our PGA Professional Ray Stocker at our 10 bay undercover driving range. Tuition is available to all ages Saturday to Wednesday, for individual or group lessons and specialised tuition breaks. See our website for more information.

## Driving Range

Our under cover Driving Range offers guests a fun experience to practice your golfing swing. The 270 yard range has pitching and chipping targets and a dedicated bay for tuition. Equipment is available to hire.

## Heacham Manor 18 hole Golf Course is open to all on a pre-book basis.

The natural features of rivers along with four lakes and various native species of trees and shrubs enhance the course and compliment the links style in this beautiful coastal location. Searles Guests may book through The Fountain Sports Bar. Club hire is also available.



# Restaurants and Bars

Countless choices for places to eat and drink at Searles Leisure Resort. There's no question, a fun-filled family holiday makes you hungry, and here at Searles we offer a wide selection of food to satisfy your taste buds. So why not take a break from cooking, pack away your marigolds and let us take care of you.

## Where can you dine?

Breakfast is served daily from Smokey Jo's Restaurant (please note this venue is changing to Amber's from April 2025) 8.30am - 11am. Evening meals are available from Smokey Jo's or The Fountain Sports Bar & Restaurant 5.00pm - 8.45pm from mid-March to the end of October. During the Winter months food is available at The Fountain Sports Bar & Restaurant, please see our website or the app for opening times.

From April 2025 we are delighted that there will be a dog friendly area within our new venue Amber's, this will be located on the raised area opposite the stage.

## What can you eat?

A full hot and cold buffet breakfast is available. Evening dining offers a varied menu, with popular favourite dishes to suit all taste buds. Special allergy and dietary requirements are also catered for.

## Owners benefits

As an owner you would receive 10% saving on all Searles food and drink in the club venues.

*Above times may vary and not all venues are open out of season. Enquire at Reception for further information.*

Reserve Your  
Table  
Book your table in  
advance. Reserve  
your table today!



## Carveries

Served every Sunday.  
(Plus Tuesdays and Thursdays  
during Peak Season).



We are part of the 'Proud to  
Serve Costa' family. Enjoy  
freshly prepared Cappuccinos,  
Lattes and Americanos prepared  
with Costa's signature blend of  
freshly ground coffee beans from  
The Beach Hut.





### Smokey Jo's

(Please note this venue is changing to Amber's from April 2025)  
Providing a wide selection of pub choices, juicy grills and brilliant breakfasts to suit all ages, diets and budgets.



### Sundowners

Sundowners is the home of evening entertainment, come and join us for a great night and meet the Searles SuperStars.



### The Beach Hut

Situated in our undercover La Piazza, The Beach Hut is the go to destination for casual dining. Enjoy a wide range of family favourites, including burgers, pizza, hot dogs, fish & chips, hot and cold drinks and cake.



### Splash & Snack

Located in the Leisure Complex, our kiosk serves tea, coffee, hot snacks and ice creams as well as swimming essentials such as armbands and swimming nappies. Open at peak times.



### Harry's Fish Bar

No seaside holiday is complete without traditional English Fish 'n' Chips available from Harry's Fish bar, opposite La Piazza, at selected times.\*





# The Fountain Sports Bar & Restaurant

Come down to the Country Park for a relaxed meal.

Step into a realm of comfort at The Fountain Sports Bar and Restaurant, a cornerstone of hospitality set against the scenic backdrop of Searles Golf Course. We take pride in being a family-friendly venue that gladly opens its doors to everyone, including the beloved family pooch with our indoor dog-friendly section. From traditional British cuisine to a diverse selection of drinks typical of a high-quality local tavern, we have something to please every palate.

Open to all throughout the year (excluding December 25). With a wide variety of tasty meals, delicious Sunday carveries served every Sunday, (plus Tuesdays and Thursday during Peak Season), and themed speciality evenings (throughout the Summer), it's a great place to unwind with friends or enjoy a leisurely family lunch.

The dog friendly undercover, heated terrace offers relaxed alfresco dining, perfect on those warm summer days and evenings. We also have a large screen TV showing BT & Sky Sports, so you can watch all the sporting action.



Reserve Your Table

Book your table in advance at  
The Fountain Sport's Bar.  
Reserve your table today!

Tel: 01485 536010





# The Complete Coastal Retreat

Set in sweeping picturesque grounds seeped in history and legend, Heacham Manor offers a relaxing escape a stone's throw from the Hunstanton coastline. Heacham Manor Hotel's impressive array of facilities ensure the ultimate indulgent escape offering mouth-watering food & drink and a beautiful coastal golf course.

There are 13 sumptuous house rooms and 32 rooms in the adjacent cottages. Rooms are available on a Bed & Breakfast, Dinner, Bed & Breakfast and Self-Catering basis, ideal for families during the school holidays. Owners benefit from 10% discount on food and drink.



The AA Rosette awarded **Mulberry Restaurant** is open daily to all so why not make a visit during your holiday at Searles for a supreme dining experience. All food is locally sourced and the menu changes seasonally guaranteeing the finest fresh ingredients.



Open for all to enjoy, The Pavilion serves an all-day menu utilising the best local and seasonal ingredients, from Cromer Crab to wild venison and much more in between alongside a wide array of refreshing beverages from local ales to barista-style hot drinks. Our ground floor Sports Bar is open to well-behaved dogs.



A Fine Dining Celebration of Norfolk's Land, Sea & Air. Located on the first floor of The Pavilion building boasting spectacular views across our golf course and grounds. Serving dishes inspired by the Norfolk landscape paired with delectable wines for an indulgent experience.



part of **SEARLES LEISURE GROUP**

[www.heacham-manor.co.uk](http://www.heacham-manor.co.uk) | Tel: 01485 536030



## Discover the Art of Wellbeing

We believe in a holistic approach to fitness and relaxation. Our carefully curated amenities are designed to support you on your journey to become your best self, ensuring every visit leaves you feeling better than before. Paired with Heacham Manor's peaceful grounds The Wellness Centre is a tranquil destination to achieve your personal physical and mental health goals. Open 7:30am - 8:00pm daily.








# What's right for you?

The best of both worlds. Choose an ownership experience to suit your lifestyle...



-  You and your family can enjoy the many facilities Searles has to offer, with Indoor and Outdoor Heated Swimming Pools, Sauna, Hot Tub, Fitness Studio and Hair and Beauty Salon.
-  Enjoy a range of daytime activities for all ages and stunning evening shows provided by our Resort Entertainment Superstars and Guest Acts in the Lounge Bar & Sundowners Show Bar.
-  Being an owner at Searles means there is something for all the family to enjoy.



-  The quieter Country Park area of the Resort is located by the 9 & 18 Hole Golf Courses, Bowles Green, Fishing Lakes, Tennis Courts and Fountain Restaurant and Bar. Perfect for relaxing and getting away from it all.
-  There are two lodge only areas, Fairway Court was developed in 2000 where there are pre-owned lodges available. Our Redgate Court development has new and pre-owned luxury lodges available. You can even create your own bespoke lodge! These lodge areas share a separate heated outdoor pool for the exclusive use of lodge owners and their family.
-  Being a lodge owner also gives you access to and benefit of the many facilities on our adjoining Leisure Resort. So, if you are looking for a bit more action or something for the younger family members there is always something to do.

## Park Services

- > Grass cutting
- > Landscaping
- > 24-Hour security
- > Onsite maintenance & gas safe engineer
- > Exclusive owners events
- > On park shop
- > Water & sewage
- > Piped gas
- > Hard standing pitches with parking



# Owners Benefits

## Owners receive:

- > 2 x owners photo ID cards gaining free access to the clubs, gym & pool.
- > 8 x additional photo ID cards gaining free access to the clubs & pool
- > Each pass holder can sign in two people at a small charge.
- > Extra temporary passes for guests can be purchased for a minimal charge.
- > Free access to the indoor children's activity area.
- > 2 named people (family members) currently can get discounted membership of the 9 hole golf course for the year for £219 each plus £26 affiliation fee.\*
- > Discount for owners is also available on the 18-hole golf course.
- > Owners receive 10% discount in the bars & restaurants at Searles
- > For 2025 Owners receive 10% discount in the bars & restaurants at Heacham Manor Hotel.
- > For 2025 cardholders benefit from 10% discount on tickets at the Princess Theatre in Hunstanton.
- > For owners peace of mind we have number plate recognition barriers.
- > 24 hour security & CCTV camera system on site.
- > Owners holiday homes are situated separately from our fleet hire and have full electricity supply and piped gas plus hard standing.
- > All holiday homes are non-residential for family and friends use only. Commercial letting is prohibited.

\* price subject to change.

All new prices include siting, connection, steps and an alarm system which reports to security. Connection to our TV system or an aerial is also supplied (TV licence not required if you have one at your main residence).

**CARAVANS ARE AVAILABLE TO USE FROM:**  
14th February 2025 - 2nd January 2026

**FAIRWAY COURT LODGES ARE AVAILABLE TO USE FROM:**  
15th February 2025 - 15th January 2026

**REDGATE COURT LODGES ARE AVAILABLE TO USE FROM:**  
9th February 2025 - 9th January 2026

The main resort season runs from Mid March to end of October each year. Outside of these times the clubhouse will be closed, opening periodically for special themed breaks and events. Some of these events are private, but often discounted tickets are made available to owners.



# 2025 Owners Pitch Charges

Please Note: Electric & gas metered units will be charged separately and are read in April and October each year, with the exception of Redgate & Fairways Courts which are charged separately and are read quarterly.

## CARAVANS

ANNUAL FEES:

**£6,969.00** INC. VAT

This includes local authority rates, water & sewage and for provision and maintenance of the gas & electric to the caravan up to and including the towers.

Fees can be paid by direct debit of **£580.75** over 12 months from September 2024 or you can pay lump sums of **£2,787.60** in November 2024, **£2,787.60** in February 2025, **£696.90** in May 2025 & **£696.90** in August 2025.

## COURTYARD TWIN LODGE UNITS

ANNUAL FEES:

**£7,368.00** INC. VAT

This includes local authority rates, water & sewage and for provision and maintenance of the gas & electric to the caravan up to and including the towers.

Fees can be paid by direct debit of **£614.00** over 12 months from September 2024 or you can pay lump sums of **£2,947.20** in November 2024, **£2,947.20** in February 2025, **£736.80** in May 2024 & **£736.80** in August 2025.

## FAIRWAY COURT LODGES

ANNUAL FEES:

**£7,459.00** INC. VAT

This includes local authority rates, water & sewage and for provision and maintenance of the gas & electric to the caravan up to and including the towers.

Fees can be paid by direct debit of **£621.58** over 12 months or you can pay lump sums of **£2,983.60** in November 2024, **£2,983.60** in February 2025, **£745.90** in May 2025 & **£745.90** in August 2025.

## REDGATE COURT LODGES

ANNUAL FEES:

**£7,640.00** INC. VAT

This includes local authority rates, water & sewage and for provision and maintenance of the gas & electric to the caravan up to and including the towers.

Fees can be paid by direct debit of **£636.67** over 12 months or you can pay lump sums of **£3,056.00** in November 2024, **£3,056.00** in February 2025, **£764.00** in May 2025 & **£764.00** in August 2025.





# A lifestyle you'll love

The best of both worlds, a 5 star location with 5 star facilities for all.

New lodges are located on a secluded section of Searles Country Park called Redgate Court, an exclusive development with a private pool for Country Park Owners only.

Overlooking the manicured fairways of the 18 hole golf course at Heacham Manor, Redgate Court offers classic Norfolk peace and tranquility away from the madding crowd.

Nature lovers will enjoy the wide variety of bird life that visits the nearby water features and tall grass areas. The perfect outlook for relaxing at any time of the year.

Year after year Searles continues to retain the 5 Star grading from Visit England and our Gold Conservation award from David Bellamy.

These awards recognise the unique position of Searles as Norfolk's leading park for leisure facilities and amenities. It's not just peace and quiet at Searles, read on for a summary of what else you'll find here.





# A lodge for your future

## **A lodge is a long term investment in your lifestyle.**

That's why we've chosen to work with some of the best manufacturers in the UK - those with a reputation for delivering products that are built to last.

All lodges available through Searles are built from modern materials to stringent standards, ensuring low cost maintenance, energy efficiency, robust luxury and more time to relax!

This also minimises maintenance, meaning you can spend your precious leisure time relaxing instead of maintaining.

## **A wide range of lodges**

Searles has long standing partnerships with many of the industry's leading lodge companies.

This means more choice, quicker delivery times and more flexibility with your budget than many other parks.

## **Fully customisable**

Each manufacturer has a large range of pre-designed lodges for you to choose from, but that doesn't mean inflexibility. Customising a lodge, or even building your dream from scratch is quick and easy. Our experienced sales team will act as trusted guides making sure you get the best lodge for your personal needs.

## **After-sales service**

At Searles your first class customer experience doesn't end with delivery. Throughout your time on the park you can expect the highest standard of service from our friendly after-sales team who aim to make your lodge ownership a year round pleasure year after year.

## **High Standards**

All of our modern holiday lodges are now built to residential standards (BS3632) which means you can enjoy a similar standard of heating and insulation in your lodge as you would in a new home.

This allows you to enjoy all the seasonal benefits that the North Norfolk coast has to offer.

## **Modern Materials**

Constant innovations in chassis design and steel fabrication mean that new lodges now have a much longer lifespan. PVC(u) double glazing maximises energy efficiency, while wall and roof structures are made of a combination of modern materials all engineered to maximise usability and minimise maintenance.



# Steps to Buying

1. Arrange an appointment to view the new and pre-owned holiday lodges available.
2. On your visit one of our friendly sales team will tour you around the Resort and the lodges available, they will discuss all ongoing costs and benefits of being an owner.  
During our tour feel free to talk to other owners we may meet, who are more than happy to give their feedback.
3. Choose your ideal lodge, if you're buying a show home we will take a £5,000 deposit and go through the contract with you, the contract is approved by the British Holiday and Home Parks Association so protects both you and us. There is no need to involve solicitors unless you want to.  
We often build bespoke lodges for owners or offer upgrades like hot tubs or extended

decking, if this is the case there may be different deposits and timescales involved.

4. Now its time to go shopping for all the new home and kitchenware to make it yours, don't forget the bucket and spade or a new set of clubs.
5. If you have purchased a pre-owned or show home lodge we would normally have it ready for you within 2 to 3 weeks. Once you have paid the balance we will arrange a time for handover, when one the friendly sales team will walk you through the lodge. They will explain the basics and answer any questions you may have about the lodge before leaving you to enjoy your future holidays.





# Frequently Asked Questions

## **Can I live in my holiday home?**

No. You can stay in it whilst on holiday but you must live somewhere else and we will require you to provide proof of the address of your main residence and cannot be the address of someone else such as a relative.

## **Can I receive post at the caravan / lodge?**

No. Your holiday home cannot be used as a postal address, if there is something you need delivered to your holiday home please discuss this with the owners reception and we may be able to take this in for you if we are aware its coming.

## **How long can I stay in my holiday home?**

The season varies with the different areas but for the caravans it is around 10.5 months and lodges 11 months.

During this time you can use it when you like on a holiday basis but the essence of holiday use is that you must have a home elsewhere to be on holiday from.

## **How long can my holiday home stay on site?**

All new lodges on Redgate Court will be sold with a "Tenure" of 45 years. If you were to purchase a pre-owned lodge you would get the remainder of this term from the model year of the lodge.

This means you can keep the lodge on the resort for 45 years, as long as it is kept in a good state of repair as per the licence agreement. If you were to purchase a pre-owned lodge that is being sold on behalf of the owner, you would get the remainder of the term on their original agreement. The tenure will be made clear to you before the purchase and will be shown on your contract.

## **Can I sublet my holiday home?**

No. Many of our owners choose Searles for the peace, quiet and continuity afforded by owning their own lodge or caravan.

Allowing owners to let their holiday homes would change the dynamic considerably with different families arriving and departing regularly and be detrimental to the relaxed atmosphere our owners enjoy.

## **Can I use the facilities on site?**

Yes, as an owner you get photo ID cards to gain access to our facilities and discount on your food and drink. A full list of benefits is detailed on page 15. The main facilities and entertainment are normally accessible from March through to the end of October, outside the main season there will be limited facilities available. However during this time Searles



host a variety of themed entertainment breaks, these are chargeable but are often discounted to owners although some may be private parties.

All opening times and special event details can be sourced from the main reception.

**Do you allow dogs on site?**

Yes, as long as they are well behaved and kept on leads. Certain breeds are not allowed as detailed in our park rules.

**Can we build our own decking?**

No. All decking, patios and storage boxes must be purchased through the resort to keep our 5 star standards. You are allowed to maintain these yourself but if you require an outside contractor to work on your holiday home rather than our maintenance team this must be approved in writing before going ahead.

**Can I have a BBQ by my holiday home?**

Yes, as long as it conforms to approved safety standards.

**Can i have a washing line by my holiday home?**

Yes we allow rotary washing lines but they must be removed when not in use and the spike installed by Searles.



We look forward to welcoming you



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🌐 www.searles.co.uk

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