



Priory Lakes

Holiday lodge development site

Priory Road, Ruskington, Lincolnshire NG34 9DL

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**AVISON
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Freehold For Sale

£1,000,000

Summary



Planning consent for
35 lodges



Holiday occupation
12 months



Fishing lakes
2



Site area approx.
10.2 acres (4.127 ha).

Background and the opportunity

Priory Lakes represents an excellent opportunity for a high quality development of holiday lodges set around 2 fishing lakes in the Lincolnshire countryside. Planning consent is in place for 35 lodges that can be occupied all year round together with a reception building. A scheme has been prepared with 16 of the lodges having lakeside frontage.

Once developed, the lodges could either be sold, typically subject to an annual pitch fee, or utilised as a letting fleet or a combination of both.

Lincolnshire is an established tourist area with a wide variety of inland and coastal destinations popular throughout the year.

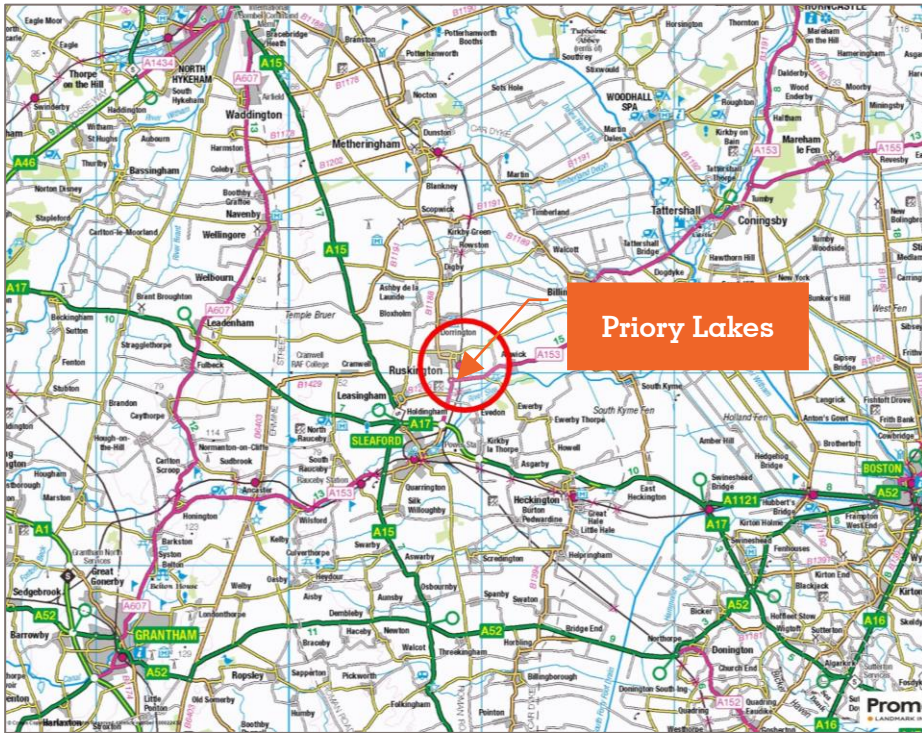
Description

The property is a development site and currently comprises 2 separate fishing lakes which are now disused with grass banks and land which is largely overgrown. The property also includes a central building which has in the past at different times been used as a clubhouse for the former fishing business.

The property comprises a development site and currently benefits from planning consent allowing for 35 holiday lodges and a reception building. The development is to be carried out at the eastern side of the property beside the 2 lakes one of which is on the western side of the property (2.15 acres) parallel with the western boundary and one on the southern side of the park (1.75 acres) parallel with the southern boundary. The disused building is to be demolished as part of the development works. The main entrance will be onto the original car park at the south western corner of the park. The development area is currently laid to overgrown grass.



Avison Young | Priory Lakes, Lakeview, Priory Road, Ruskington, Sleaford, Lincolnshire, NG34 9DJ



Indicative plan for information only

Location

The property is located about 1 mile to the south east of Ruskington, a large village and civil parish in the North Kesteven district of Lincolnshire. The property is well located in close proximity to local and regional population centres. Lincoln is 16 miles to the north, Boston is about 19 miles to the east, Sleaford is about 4 miles to the south and Newark on Trent is about 28 miles to the west. Additional centres further afield include the urban conurbations of Manchester, Leeds and Cambridge all of which are within a 2-4 hr drive time together with the whole of the North of England and Heart of England.

Lincolnshire is a rural county and attractions in the county include attractive countryside with nature reserves and trails and there are a number of coastal towns which are an attraction in their own right. There are a number of historical houses and attractions including Lincoln Castle.

Communications to the area are reasonably good, the regional arterial routes converge at Sleaford including the A15 and A17 dual carriageway which links to Boston, Newark on Trent, Peterborough and Lincoln. There is a railway station in Sleaford which has regular services to Lincoln, Peterborough, Doncaster and other regional destinations.

Location	Approximate Distance (miles)	Travel Time
Sleaford	4	10 minutes
Boston	19	31 minutes
Grantham	18	31 minutes
Lincoln	16	30 minutes
Nottingham	43	1 hr 4 minutes
Sheffield	65	1 hr 30 minutes

Proposed accommodation

Reception building

35 twin holiday lodges, 16 with lakeside frontage

Landscaping

Car park



Lincolnshire Tourism

In 2019 tourism contributed £2.49bn to the Greater Lincolnshire economy. The Greater Lincolnshire and Rutland Tourism Action Plan 2021-25 aims to improve that figure by encouraging high quality accommodation to increase income outside the traditional holiday periods with an emphasis on sustainability, outdoor and nature tourism by improving infrastructure, marketing and building a comprehensive programme of skills training.

Hoseasons stated in May 2022 that “Lincolnshire has been an exceptionally popular destination for Hoseasons visitors for many years now and continues to show some of the strongest performance figures in the UK for quality product with no signs of slowing down”.

Data from Visit Lincolnshire shows that visitor numbers to non-serviced accommodation types, such as holiday lodges, to the North Kesteven District Council area, in which the site is located, has increased annually since 2009 to 41,550 in 2019 with an increase of 16.3% in that year. This is in sharp contrast to serviced accommodation such as hotels where there has been a steady decline.

Services

We have been advised that the property is connected to mains electricity, drainage and water. The development will involve the connection and/or expansion of these services as part of the works. Prospective purchasers are advised to make their own enquiries into the adequacy, or otherwise, of the services.

Planning

Change of use of the land was permitted, on appeal, for the “change of use of land at Priory Lakes for creation of holiday park including stationing of 35 lodges and one unit for office / reception and creation of pedestrian / cycle path to link to Priory Road” dated September 2020.

Guide price

£1,000,000 for the freehold property.

VAT

All prices quoted exclude VAT where applicable.



If you would like more information about this property, please get in touch.

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