

PARKDEAN RESORTS ANNOUNCES MAJOR INVESTMENT FOR EAST ANGLIA PARKS

The UK's largest holiday park operator, Parkdean Resorts, has given a significant boost for tourism in [East Anglia](#) with the announcement of a substantial investment for parks across Norfolk, Essex and Suffolk ahead of the 2021 season.

The spend of more than £4.6m is part of [a £70 million investment](#) in its business nationwide, and the award-winning company [is now hiring for seasonal and full-time roles](#) in the region.

Parkdean Resorts operates seven parks in Norfolk: five in and around Great Yarmouth – [Vauxhall](#), [Summerfields](#), [Cherry Tree](#), [Breydon Water](#), and [California Cliffs](#) – as well as two, [Heacham Beach](#) and [Manor Park](#), near Hunstanton; five parks in Essex: [Highfield Grange](#), [Valley Farm](#) and [Weeley Bridge](#) in Clacton, [Naze Marine](#) in Walton on the Naze, and [Coopers Beach](#), on Mersea Island; and [Kessingland Beach](#), near Lowesoft, in Suffolk. Between them, the thirteen parks welcomed more than 220,000 visitors in 2020.

As part of the multi-million-pound investment, the parks will benefit from new and upgraded accommodation, with a total of 142 upgraded caravans introduced to replace existing fleet. There will also be five new [luxury four-bed lodges](#) at Vauxhall, two [lodges with hot tubs](#) at Cherry Tree, and four new caravans at Breydon Water, while thirteen chalets at Summerfields have been fully refurbished with new bathrooms and kitchens. Cherry Tree will become one of two Parkdean parks to feature Connected Caravans, as the company tests out new smart accommodation, with improved sustainability credentials, as part of a trial to improve energy efficiency within the holiday sector.

In Essex, there will be a new [luxury lodge with hot tub](#) at Coopers Beach, as well as [new caravans](#) at Valley Farm, Naze Marine, Highfield Grange, and Weeley Bridge.

Across East Anglia, Parkdean Resorts employs more than 1,400 staff in season, and the Parks are currently hiring for a number of seasonal roles across sales, food and beverage, and housekeeping. The company expects to hire 6,500 seasonal staff for summer 2021, and anybody interested in applying for a job should [visit Parkdean's jobs website to view all vacancies](#).

Parkdean Resorts is the UK's largest operator of caravan, lodge, cabin, glamping and camping holiday resorts, and was named [Best UK Family Holiday Company, and Best UK Holiday Parks and Lodges Company at the British Travel Awards 2020](#), the UK's biggest opinion poll for travel and tourism in the country.

During a challenging 2020 – particularly for regions like East Anglia whose local economy is heavily reliant on tourism – Parkdean topped all furlough payments up to 100% during lockdowns, donated tens of thousands of pounds worth of provisions to local food banks, and provided free accommodation for more than 100 NHS key workers at four holiday parks. In response to increased demand for staycations last summer, once lockdown lifted, the company hired record numbers of

seasonal staff, and will recruit more seasonal workers this year as it prepares to bounce back again for the holiday season.

Steve Richards, Chief Executive of Parkdean Resorts, said:

“Despite the most challenging of years, we’re continuing to invest in our parks, creating an even better experience for holidaymakers and holiday home owners in 2021. With industry-leading COVID-safe standards, we’re looking forward to welcoming people back safely, to enjoy everything our parks, and the surrounding areas, have to offer. We know how reliant the local economy is on tourism, and we’re confident that we can help the region recover by welcoming holidaymakers to enjoy a well-deserved staycation in East Anglia.”

Nationwide, the £70m investment for 2021 includes £22.5m spent on introducing more than 700 new caravans and lodges, £13m on maintenance, more than £12m on technology projects, and £12m on three ‘Parks of the Future’, at [Sandford](#) in Dorset, [Trecco Bay](#) in South Wales, and [Cayton Bay](#), Yorkshire, which have received everything from new [luxury accommodation](#) options to [exciting activities](#), including high ropes and virtual reality zones, and facility upgrades, such as new swimming pools, pop-up food stands, and outdoor dining spaces. The investment in these parks takes the total number of ‘Parks of the Future’ to seven, as Parkdean continues to invest in taking its parks to the next level.

Parkdean Resorts has also further cemented its partnership with the Bear Grylls Survival Academy following a successful launch in 2020. The agreement sees a new and exciting Shipwrecked themed concept brought to seven parks across the UK. There are four missions available to children aged eight and above, plus a family session where children of all ages can get involved, with all missions delivering great entertainment, theatre and a grasp of Bear Grylls’ key survival skills and priorities.

Ends

For further information, please contact the Parkdean Resorts press office at Fleet Street
Communications: 0121 262 3900, parkdeanresorts@fsc.uk.com

Notes to Editors:

Parkdean Resorts is the leading operator of holiday parks in the UK, with approximately 2.5 million holidaymakers staying with us each year. We own and operate 67 award winning holiday parks nationwide in coastal locations and areas of natural beauty across the UK with a wide range of accommodation options including static caravans, lodges and glamping as well as touring and camping pitches. Our team’s commitment to ensure we offer the best possible experience for our holidaymakers has earned us at least one British Travel Award every year since 2010, most recently winning two gold awards for Best UK Family Holiday Company, and Best UK Holiday Parks and Lodges Company at the 2020 Awards.

Parkdean Resorts provide a wide range of accommodation, together with on-park facilities including bars, restaurants, amusement arcades and indoor and outdoor swimming pools for use by both holiday guests and holiday homeowners.

The Group sold over 600,000 holiday packages in 2019 to mainly families with 75% being for 5 or less days.

The Group has over 31,000 pitches across its parks with a mix of Parkdean-owned hire fleet, touring and camping pitches and owner-occupied pitches. Of the 31,000 pitches, 21,000 have been leased out to 'owners' to place their own holiday home upon.

The groups owns 3500 acres of freehold land in the UK and owns forests, areas of natural beauty and well known beaches such as Croyde beach in North Devon. The property footprint is diverse; our average park is 44 acres in size and our largest over 300 acres.