

## Navigating a successful outcome for a holiday park

---



Owned by the Martin Family who have been running holiday parks successfully for three generations, [New Romney Caravan Park](#) is an 11 acre caravan and camping park nestled amongst the Kent Marshes and only 300 yards from Greatstone Beach offering leisure pursuits by the sea welcoming motorhomes, touring caravans, tents and static caravans.

### The challenge: family dynamics

In order to make the business more attractive to potential buyers and separate the non-core assets from the business, a group reorganisation was required. Once complete, the holiday park was marketed for sale.

### Our approach: reorganising assets to enable the sale

Knowledge of New Romney Holiday Park's business, company structure, assets and family members allowed us to identify key legal points early in the process, making the reorganisation more focused and efficient. Our restructuring team collaborated closely with the company's accountants and tax advisors to successfully execute the group reorganisation in preparation for a company sale. Our real estate specialists provided support in handling all property related matters throughout both the group reorganisation and company sale. Then once a suitable buyer was found, our transactional team conducted the seamless completion of the company sale.

### The outcome: landing the deal

Following the restructuring and reorganisation of the group, the New Romney Holiday Park group was successfully acquired by The Family Parks Group.



## How we made a difference

The Cripps team approached the reorganisation project and the subsequent sale with confidence and awareness, drawing on their technical skills and vast experience in these types of reorganisations and subsequent sales of a similar nature.

## Client quote

“As a long-standing client of Cripps, they really understood our business and we value the ability to navigate the complexities of the group reorganisation and sale of our family business. I wouldn’t hesitate to recommend Cripps to other business owners looking to sell.” Sian Hunter