



Whalesborough  
HOLIDAY COTTAGES & SPA

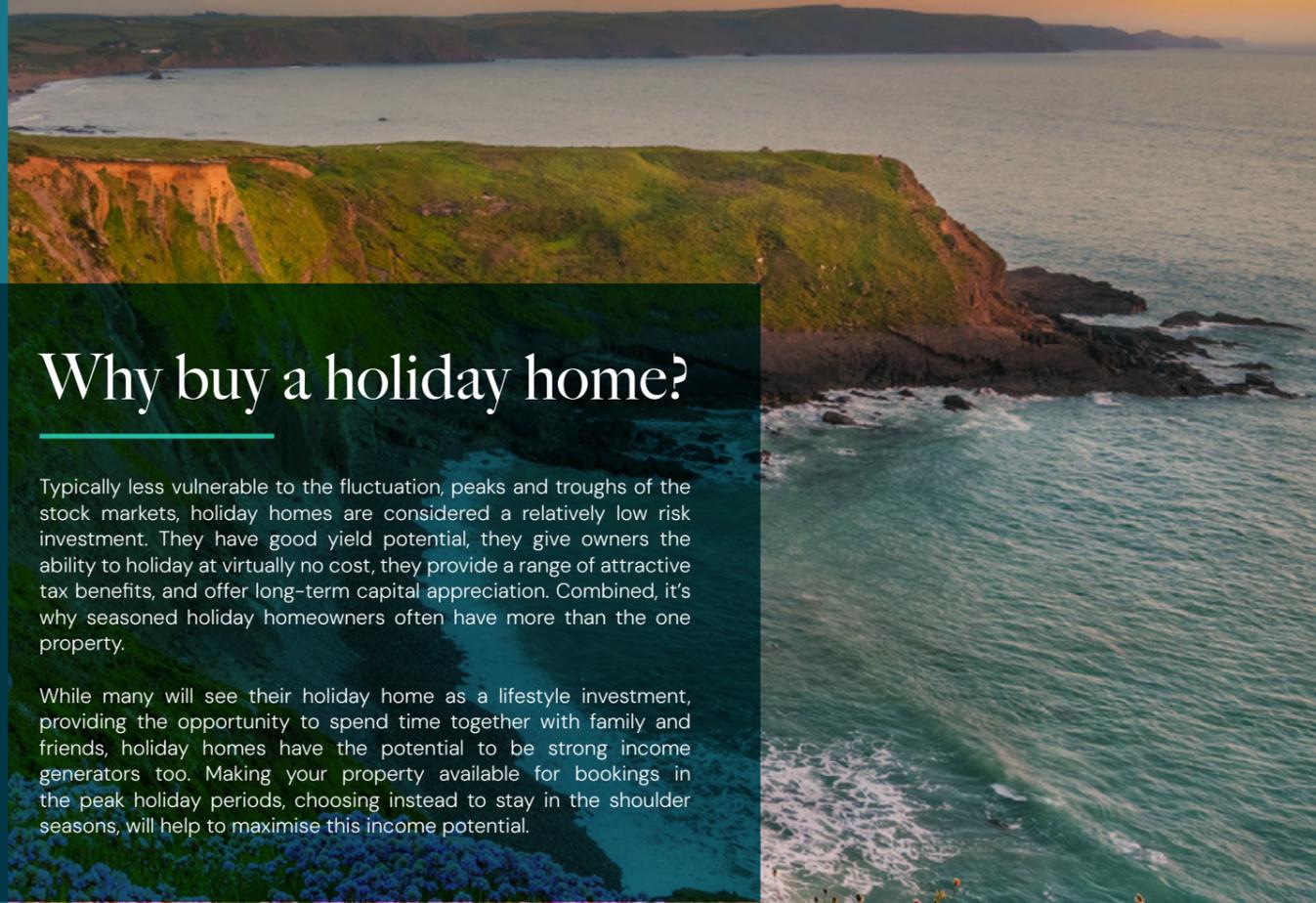


# Whalesborough Investor Pack

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Holiday homes have long had a romantic draw, and no more so than on the dramatic coastline of North Cornwall.

From first time buyers looking to capitalise on high demand for staycations, to pensioners wishing to invest a lump sum, holiday homes are an attractive consideration offering reliable income with perks.



## Why buy a holiday home?

Typically less vulnerable to the fluctuation, peaks and troughs of the stock markets, holiday homes are considered a relatively low risk investment. They have good yield potential, they give owners the ability to holiday at virtually no cost, they provide a range of attractive tax benefits, and offer long-term capital appreciation. Combined, it's why seasoned holiday homeowners often have more than the one property.

While many will see their holiday home as a lifestyle investment, providing the opportunity to spend time together with family and friends, holiday homes have the potential to be strong income generators too. Making your property available for bookings in the peak holiday periods, choosing instead to stay in the shoulder seasons, will help to maximise this income potential.

Bird's eye view of the eco-villa plots at Whalesborough



## Looking for an alternative property investment?

If, like so many buy-to-let landlords, you have been hit by higher taxes, increased mortgage costs and uncertainty about upcoming legislation, you may be thinking about finding a new alternative investment option for your money, and you're not alone.

### The big buy-to-let exit

According to the National Residential Landlords Association (NRLA), Landlords are leaving the market in their droves. Although Landlords will not be required to meet energy efficiency targets in the immediate future, thanks to a delay in the Conservative's climate target plans, uncertainty remains about what legal changes are planned in the Renters Reform Bill.

### Pressure on Landlords

High interest rates are not helping the situation for buy-to-let investors, with the average two-year buy-to-let-fixed interest rate standing at 6.63% in September 2023 compared to 2.94% in 2021. For landlords renewing interest-only mortgages, this could add hundreds of pounds to monthly repayments, squeezing margins. Clearly, this won't affect those without interest-only mortgages, but it does not escape the fact that, according to the NRLA, profits are at a 16-year low, which is why landlords are currently twice as likely to sell up than purchase properties.

### Tax trouble

Changes to tax benefits have not helped the situation. Currently, higher rate tax-paying landlords pay tax on the full rental figure and receive only a 20% tax credit on their mortgage interest payments. This is a far cry from the days when tax was paid only on the difference between mortgage interest payments and the amount that the property was rented for. Add this to concerns that landlords could be hit by further taxes, and it doesn't make for a rosy picture.

### Tenant trouble

On top of this, there are tangible worries that the Renters (Reform) Bill will make it harder, more costly and more drawn-out for owners to regain possession of rental properties for a legitimate reason, such as anti-social behaviour, or extreme rent arrears.

As a consequence, according to Hamptons, so far this year 67,430 buy-to-let properties across the UK have been sold, while 53,030 have been purchased.

If you are one of the many landlords reconsidering your buy-to-let position, owning a holiday home could be the answer that you're looking for.



# Why buy a villa at Whalesborough?



## Connecting you to the land and sea

Set in 450 acres of serene farmland running down to the coast, our collection of eight eco-villas, each designed by award-winning architects, is located in an idyllic meadow setting close to the North Cornish coastline. Here you'll find golden beaches, headlands, wild swimming and pretty villages all within striking distance.



## Hassle free lifestyle investment

Managed and marketed on our owners' behalf, the villas have yields expected to reach £80-90,000 a year. We take care of everything, so you don't need to worry. It's why we regularly have 5-star TripAdvisor ratings, and an impressive 75% return booking rate.



## Eco-credentials

Featuring green roofs with wildflower blankets, exposed timber cladding and traditional Cornish stone, the luxury single-storey eco-villas are part of the award-winning luxury Whalesborough farm resort, which is set to become net zero by Summer 2025, and entirely self-sufficient for both power and produce within ten years.



## Cornish contemporary chic

Available from £749,595, each villa comes with a large open-plan kitchen, dining and living area, four luxurious bedrooms with en-suites, and floor-to-ceiling windows that open onto private decking areas, a large garden, al-fresco dining, and stunning countryside views.



## Fantastic facilities

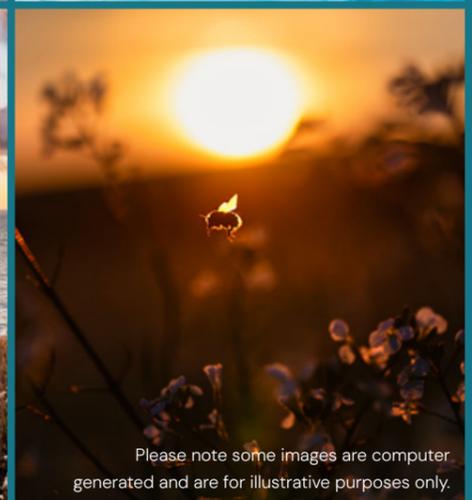
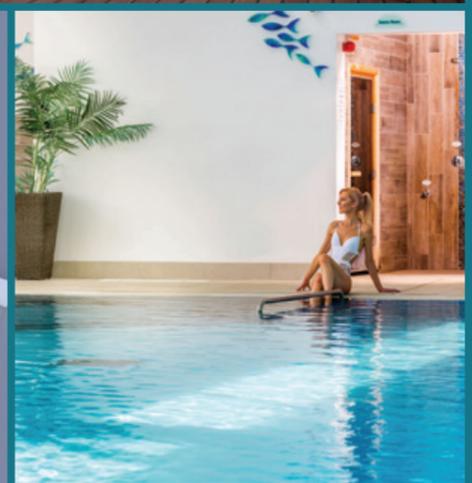
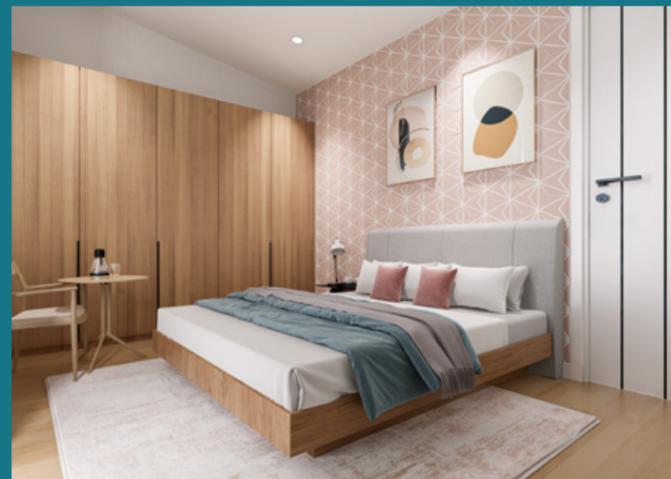
On-site facilities include a state-of-the-art gym, Gaia treatment spa, steam room and jacuzzi, heated indoor and outdoor pools, tennis courts, restaurant, children's play areas, fishing lake, woodland, meadow, coastal and canal walks.



## Family friendly

Whalesborough prides itself on its family friendly facilities, appealing to parents with pre-schoolers looking for a touch of luxury, without the premium costs attached to the peak school holidays. That's why we have our Little Farmers club, which gives toddlers and pre-schoolers the chance to have fur and feather encounters with everything from pygmy goats, piglets and Llamas to chicks and hens, encouraging bookings in the traditionally quieter periods of the year.

Throughout the summer months, we also offer tractor and trailer animal feeding experiences, taking visitors to meet our flock of Lyens sheep and herd of Dexter cattle, and on trips down to the coast. On top of that, we have outdoor play areas with climbing frames, swings, and an adventure playground too. There's even a well-equipped under 6's playground.



Please note some images are computer generated and are for illustrative purposes only.

## What guidance will Whalesborough provide to me as a buyer?

We are on hand to guide you through the process of holiday home ownership. We have worked with owners for whom it is their first venture into holiday lets as well as those who have large portfolios.

We can provide onboarding calls to help with any questions you have, explaining the full process. We also offer site visits and try before you buy money back breaks if you go on to buy one of the three remaining villas. This way, you can experience what it means to be a Whalesborough guest, and owner, and you'll have the opportunity to see where your villa will be sited. It also gives you the opportunity to talk about optional fixtures and fittings, such as hot tubs or plunge pools.



## What will I be charged as an owner?

At Whalesborough, we believe in being completely transparent with our owners so that there are no surprises. That's why we break down all the costs that you'll encounter.

The good news is that these costs represent only a small fraction of the income you'll make on your property and cover services that ensure both you and your guests have a holiday to remember for all the right reasons.

Wi-Fi:	£175
Linen @£100 per changeover x 30 a year:	£3,000
Cleaning @ £80 per changeover x 30 a year:	£2,400
Welcome packs:	£256
Hot Tub plus chemicals and service:	£725
Window cleaning:	£380
Service charge:	£2,800 per annum
Electricity:	£1,280
Water:	£550
Insurance:	£400
The W Club membership for owners and holidaymakers staying in the villa:	£825
<b>Total cost:</b>	<b>£12,791</b>

Managed on your behalf, we take away all the hassle of finding service providers or maintenance teams, ensuring that your visiting guests have a trouble-free, five-star stay. And, should the worst happen, we'll deal with it for you, providing worry free ownership. That's lifestyle investment as it's meant to be.



## Our Property Management fees

In addition to site service charges, we charge a 25% + VAT management fee. This covers the marketing of your property to attract guests year-round, and includes:

- PR to secure coverage in the national media;
- marketing and promotional activity;
- e-communications with customers;
- an active social media engagement programme;
- maintenance of our website on which your villa will feature prominently;
- provision of a comprehensive and user-friendly online booking system.

Your management fee also covers customer service.

From the first time customers visit the Whalesborough website to the moment they return home, we're here to provide a first class experience, ranging from answering questions and welcoming guests, to ensuring they have a fantastic holiday experience. It's why so many of our guests return time and time again, and it's all wrapped up in our management fee, giving you peace of mind.

And, because we only earn the management fee on the bookings that we take on your behalf, you can be sure that we use every trick in the book to maximise both your bookings and your earning potential.

## What can I expect to earn after site costs and management fees are deducted?

Based on bookings for properties of a similar size to the villas at Whalesborough, including Whalesborough Cottage and Whalesborough Farmhouse, gross rental returns on your eco-villa (based on 30 bookings a year) are projected to be in the region of £90,000 per annum. From this figure, management fees of £22,500 would be deducted, alongside the on-site services and maintenance charges of £12,791. This would give you a net annual return of approximately £54,709:

**Net annual income projection: £54,709**

### Please Note:

Figures are for illustration purposes only and are based on historical data of similar sized properties at Whalesborough Resort and Spa. Rental returns can go up and down.

# How can I make the most of tax advantages on my holiday home?

Furnished Holiday Lettings (FHL) occupy a special niche in the tax world, with benefits and allowances that are normally only available to trading businesses. To benefit from these, your villa will need to:

- be let on a commercial basis with a view to making a profit;
- be furnished appropriately to its size;
- be available to be booked for at least 210 days a year (30 weeks);
- be let commercially to the public for at least 105 days (15 weeks);
- not be occupied by the same person for more than 31 days and have no more than 155 days of such 'longer term' occupation.



## Tax breaks

With these conditions fulfilled you can benefit from:

- Capital allowances on fixtures: furniture, fittings and equipment up to £200,000 will qualify for 100% Annual Investment Allowance.
- Capital Gains Tax relief if you sell your property, including Entrepreneurs' Relief, allowing the taxable gain to be charged at the reduced rate of 10%
- Roll-over relief – where specific chargeable gains can be deferred if new trading assets are acquired
- Hold-over relief – if the property is gifted, the capital gain can be frozen until the recipient sells
- Proportioning of profits – if operated by a husband and wife partnership, the profit can be allocated in any proportion irrespective of actual shares
- Pensions savings – profits from running an FHL business are classified as 'relevant earnings' allowing owners to make a bigger contribution to their pension – known as tax advantaged pension savings

## What expenses can I claim?

To be considered as a deductible, an expense must:

- Be incurred 'wholly and exclusively' for the purposes of the FHL business
- Not be 'capital' in nature. Capital expenses are usually one-off incurred in the original purchase, construction, or improvement of a property. Some expenditure on plant and other equipment may qualify for 'Capital Allowances'

As an owner of a FHL, you will need to complete a tax return. To make the most of your tax benefits, we would advise that you seek the advice of a qualified, professional accountant to optimise tax efficiency.



## Is the holiday home market resilient?

Although staycationing has dipped slightly in the post-pandemic era, one lasting benefit has been the number of households that now own a pet. Currently, that figure stands at 57% of all households, up from 41% in 2019. These owners typically choose to travel with their pets, avoiding the expense of kennels by staycationing rather than travelling overseas.

It's why all our properties at Whalesborough are pet-friendly, featuring enclosed cottage gardens, pet blankets and throws, dog showers, luxury pooch packs on arrival, and even a dog-sitting service. This helps to appeal to a year-round pet-owning audience, helping to keep Whalesborough's booking levels buoyant.

Cornwall itself remains one of the UK's most popular holiday destinations, drawing many thousands of visitors to our shores and coastline each year. Discerning, high value customers are particularly drawn by 5-star holiday homes with on-site facilities, which is where Whalesborough excels.

This helps us attract both new visitors and return visitors. But where Whalesborough really wins out, is its close proximity to North Devon. This gives guests visiting the South West the best of both worlds, and also provides a quicker, more convenient journey time than travelling deep into Cornwall. While the rest of Cornwall remains accessible for day trips, Whalesborough provides the perfect place to dip into both counties, broadening its appeal among visitors. No wonder Whalesborough has a return booking rate of 75%.



# Common questions:

## How do I get paid as an owner?

We take care of guest payment reconciliation, which includes taking deposits on bookings, balance payments and payments to owners who are paid monthly.

We also book in housekeeping for guest stays, logging and reporting of maintenance tasks and guest issues on-site. As an owner, you can relax and leave the property management to us.

## What information will you provide to me as an owner?

Our goal is to provide you with all the information you need, in a way that's not overburdening. This includes monthly reports updating you on marketing analytics, operational reviews, maintenance reports, guest feedback and other items as they arise.

Marketing strategies will be communicated with you as we move forward, such as seasonal promotional activities, offers, discounts and deals that you can opt in or out of.

You'll receive owner statements at the end of the month showing your bookings from the month previous and the total amount of payment made to you for your bookings in the month. The rental income has our management fees, housekeeping, maintenance fees and other costs deducted directly, so your monthly income will be net of costs. You will also be invited to our owner events for Whalesborough Resort and The W Club.

## What facilities are available to guests at Whalesborough

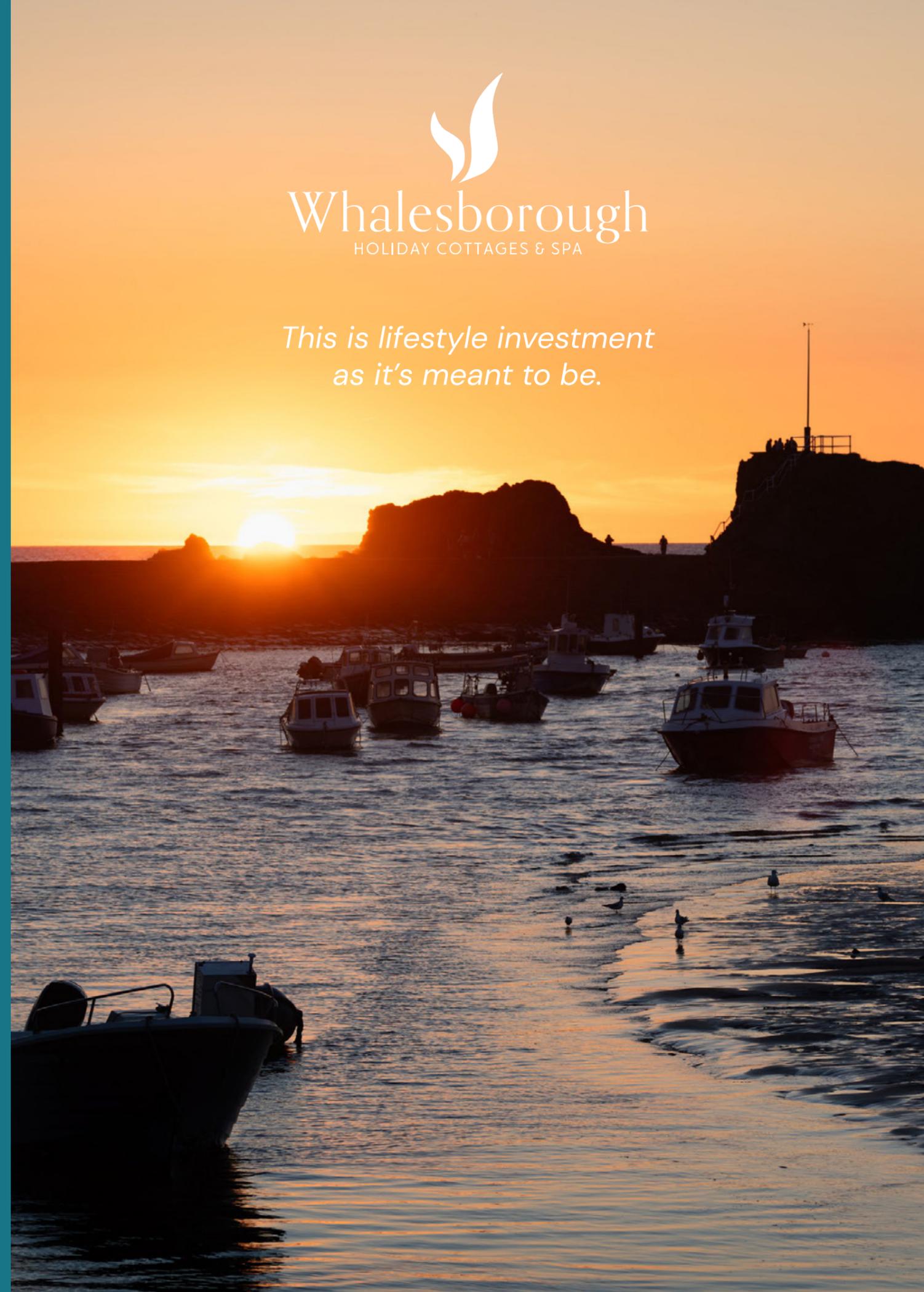
The Villas will be fully serviced to ensure the comfort and convenience of your guests during their stay.

Our guest service team operates between 8am and 7pm daily to ensure that guests can ask any questions they may have, including asking advice on where to visit locally. Our knowledgeable and friendly team are always happy to make recommendations.

Whalesborough guests have a plethora of facilities available to them including our on-site parking with EV charging points, indoor and outdoor heated pools, sauna, steam room, fishing, jacuzzi, fitness suite, state-of-the-art gym, on-site spa, under 6's play room, adventure playground, tennis courts, Little Farmers animal experiences, dog showers, and more!

Whalesborough's **on-site Weir restaurant** serves coffee and cakes, breakfast, lunch and dinner featuring dishes that celebrate produce including prime cuts of lamb and beef raised on the surrounding land.

Here, you can enjoy views over the tranquil lake, the winding River Neet, mature woodland, and the farm's rolling countryside and pastures. Throughout the summer months Chill and Grill evenings are held each Friday with live music and DJ sets accompanied by food served straight from the Argentinian Parrilla Grill. We also provide delicious pre-prepared meals for the fridge, making life that little bit easier when you're on holiday.



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*This is lifestyle investment  
as it's meant to be.*



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*Connecting you to  
the land and sea.*



## What happens next?

If you'd like to discuss owning a villa at Whalesborough, or if you'd like to arrange a viewing of the villa plots, please call our helpful team on **01288 361 940**, or email **sales@whalesborough.co.uk**

Or, visit **[www.whalesborough.co.uk/villas](http://www.whalesborough.co.uk/villas)**

Scan the QR code to explore the eco-villas at Whalesborough.

