



# BETTESHANGER

COUNTRY PARK

DEAL • KENT

FOR SALE

ESTABLISHED COUNTRY PARK WITH EXCEPTIONAL  
DEVELOPMENT AND ALTERNATIVE USE POTENTIAL



[WWW.BETTESHANGER-PARK.CO.UK](http://WWW.BETTESHANGER-PARK.CO.UK)

# AN EXCITING OPPORTUNITY TO ACQUIRE A 230-ACRE COUNTRY PARK

WITH EXCEPTIONAL DEVELOPMENT AND ALTERNATIVE USE POTENTIAL LOCATED IN CLOSE PROXIMITY TO INTERNATIONALLY RENOWNED GOLF COURSES



# **FOLLOWING SIGNIFICANT INVESTMENT, THE SITE IS RUN AS A COUNTRY PARK AND EVENTS BUSINESS**

**WITH POTENTIAL FOR A 150-LODGE HOLIDAY PARK, INCLUDING  
TWO VALUABLE CONSENTS FOR A HOTEL AND WAVE GARDEN  
PLUS ADDITIONAL COMMERCIAL SPACE**



**COMMERCIAL SPACE**  
10 ACRES OF BROWNFIELD LAND

**HOTEL**  
120 BEDS WITH SPA, GYM AND RESTAURANT/BAR FACILITIES

**HOLIDAY PARK (THE WOODS)**  
150 HOLIDAY LODGES WITH WASHING AND COOKING FACILITIES

**WAVE GARDEN (THE SEAHIVE)**  
SURF LAGOON WITH CLUB HOUSE AND LODGES

  
**BETTESHANGER**  
COUNTRY PARK  
DEAL • KENT

# PROPOSED DEVELOPMENT AND ALTERNATIVE USE PLAN

# INVESTMENT SUMMARY

**An exciting opportunity to acquire an established country park with exceptional development and alternative use potential.**

Betteshanger Country Park is located between Sandwich and Deal, in close proximity to internationally renowned golf courses.

The 230-acre site is currently used by 100,000 visitors a year for outdoor sporting and adventure activities.

The Park has benefitted from significant investment in the last 20 years.

The operational business comprises a museum, restaurant, events space with established wedding market and additional vacant modern space suitable for a variety of uses providing scope to generate an attractive income stream.

Explore planning potential for a 150-lodge holiday park along with additional commercial space.

Opportunity to implement the planning consents for a 120-bed hotel and spa and a wave garden

The property is held freehold.

## PROPOSAL

Offers are invited for the freehold interest, subject to contract and exclusive of VAT.





# BETTESHANGER COUNTRY PARK





# ABOUT THE COUNTRY PARK

**Betteshanger Country Park is a 230-acre park located on the Kent coast between the popular seaside towns of Deal and Sandwich. The Park is situated on the former Betteshanger Colliery, one of the largest collieries in Kent.**

The site is currently used by approximately 100,000 visitors annually for outdoor sporting and adventure activities. 15 km of leisure paths are shared by cyclists, walkers and runners. Betteshanger Country Park is already the most important cycling centre in East Kent, providing cyclists with 3.5 km of traffic-free road cycling and 11 km of mountain biking trails.

Other activities on offer include archery, den building, fossil hunting, forest school, military fitness and orienteering, supported by a diverse calendar of events.

The site lends itself to a wide range of events, large and small, providing potential to generate an attractive and diversified income stream.



# THE LOCATION

The proximity to London, international connections and large population centres of the South East all make Deal a very attractive tourism and leisure centric destination.



**BETTESHANGER**  
COUNTRY PARK  
DEAL - KENT

# PRIORITY GAP IDENTIFIED IN THE KENT ACCOMMODATION STUDY FOR DOVER

Executive glamping/high end boutique hotels (coastal and rural)



## KENT

**66M**  
VISITORS ANNUALLY

**£4.1BN**  
VALUE JOBS SUPPORTED

**77,854**  
JOBS SUPPORTED



## KEY DRIVERS FOR THE VISITOR ECONOMY

Dover's strategic location and connectivity is considered the main economic driver for the district.

Dover District Council has developed its own Tourism and Visitor Economy Strategy, and prioritised the visitor economy and the accommodation sector as a key strategic pillar of its Corporate Plan and emerging Local Plan

## 2021-2023 STATS

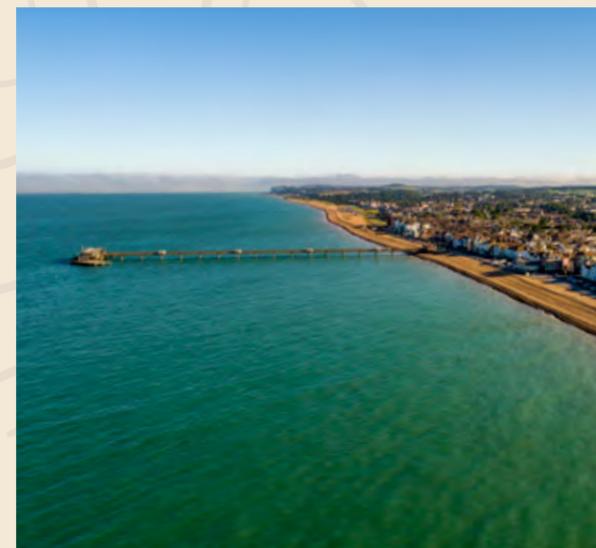
Dover 13% increase in trips (below Kent at 28%)

Dover 47% increase in value (below Kent at 58%)

Dover 25% increase in jobs (below Kent 32%)

Dover's overnight visitors £386,500 worth £85m equating to an average of £219.90 per person

Day visitors of 4.1m worth £138m and worth £33.65 per person



## DOVER

**4.5M**  
VISITORS ANNUALLY

**£295M**  
VALUE

**5,633**  
JOBS SUPPORTED



# THE OPPORTUNITY

## HOLIDAY PARK (THE WOODS)

Feasibility plan undertaken for the delivery of up to 150 holiday lodges adjacent to a popular coastal destination within 90 minutes of London



## HOTEL

Consented 120 bed hotel with spa, gym and restaurant/bar facilities in close proximity to internationally renowned golf courses



Indicative CGI of the Proposal

## WAVE GARDEN (THE SEAHIVE)

Consented wave garden with holiday lodges and multi-functional clubhouse. An experienced operator is associated with this to deliver a hugely exciting venture catering for Kent and London



## COMMERCIAL SPACE

Potential for up to 10 acres of brownfield land capable of delivering a mix of light industrial, rural office, workshop and open/self-storage facilities delivering a strong cashflow



Indicative CGI of the Proposal



Indicative CGI of the Proposal



# The Woods

HOLIDAY PARK

With the critical infrastructure for the offering already in place, this is a viable route forward to deliver an exciting, high value tourism offer for the district.

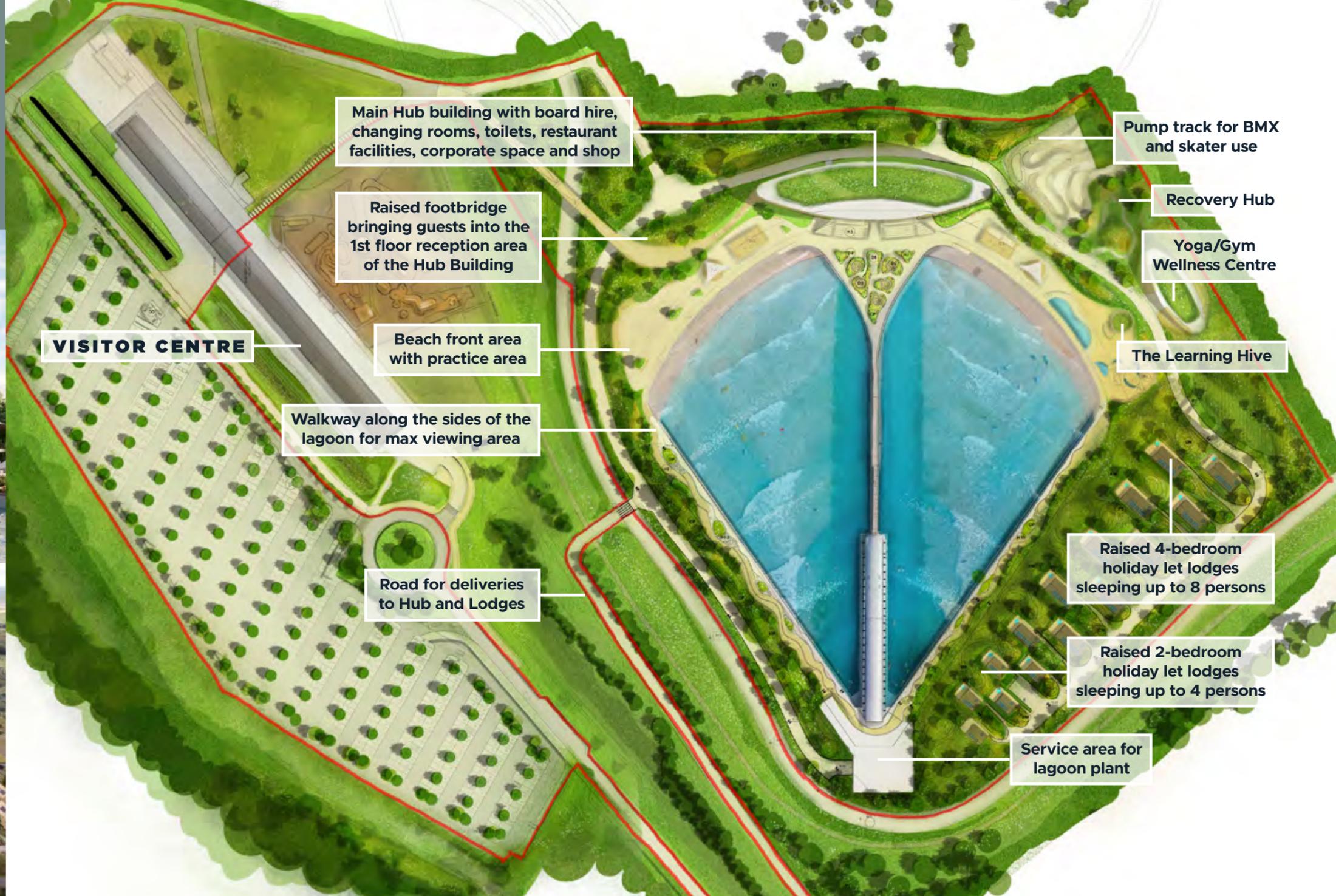
## HIGHLIGHTS

-  150 lodges
-  Use of the visitor centre and café
-  Each lodge to have their own washing and cooking facilities

## PHASE I

-  2.66 acres
-  1.43 acres
-  3.02 acres
-  5.63 acres





Main Hub building with board hire, changing rooms, toilets, restaurant facilities, corporate space and shop

Raised footbridge bringing guests into the 1st floor reception area of the Hub Building

**VISITOR CENTRE**

Beach front area with practice area

Walkway along the sides of the lagoon for max viewing area

Road for deliveries to Hub and Lodges

Pump track for BMX and skater use

Recovery Hub

Yoga/Gym Wellness Centre

The Learning Hive

Raised 4-bedroom holiday let lodges sleeping up to 8 persons

Raised 2-bedroom holiday let lodges sleeping up to 4 persons

Service area for lagoon plant

- Planning consent granted for the creation of a Wavegarden Cove surf lagoon which can generate over 20 different types of waves from 50cm to 2m, providing rides up to 15 seconds long for all ages and abilities.
- Creation of a Clubhouse, a beautifully sculpted building with a green roof, containing the surf academy as well as a restaurant and bar, conference facility, retail outlet, chill out spaces, dedicated work zone and a viewing balcony.

- Dedicated Learning Hive to run a full-time programme of surf therapy and educational intervention courses in collaboration with charity partners.
- Dry land surfing practice area for beginners to learn in a safe environment.
- Small splash pool next to surf lagoon for kids and non-surfing visitors to enjoy.

- State of the art performance playground with Skate/BMX Pump Track - a sculptural track designed to feel like surfing with the slopes shaped like perfect waves where visitors can practice and improve their surfing ability and techniques.
- Flat Track - a skatepark for children up to 6 years old where they can ride bikes, scooters and skateboards.

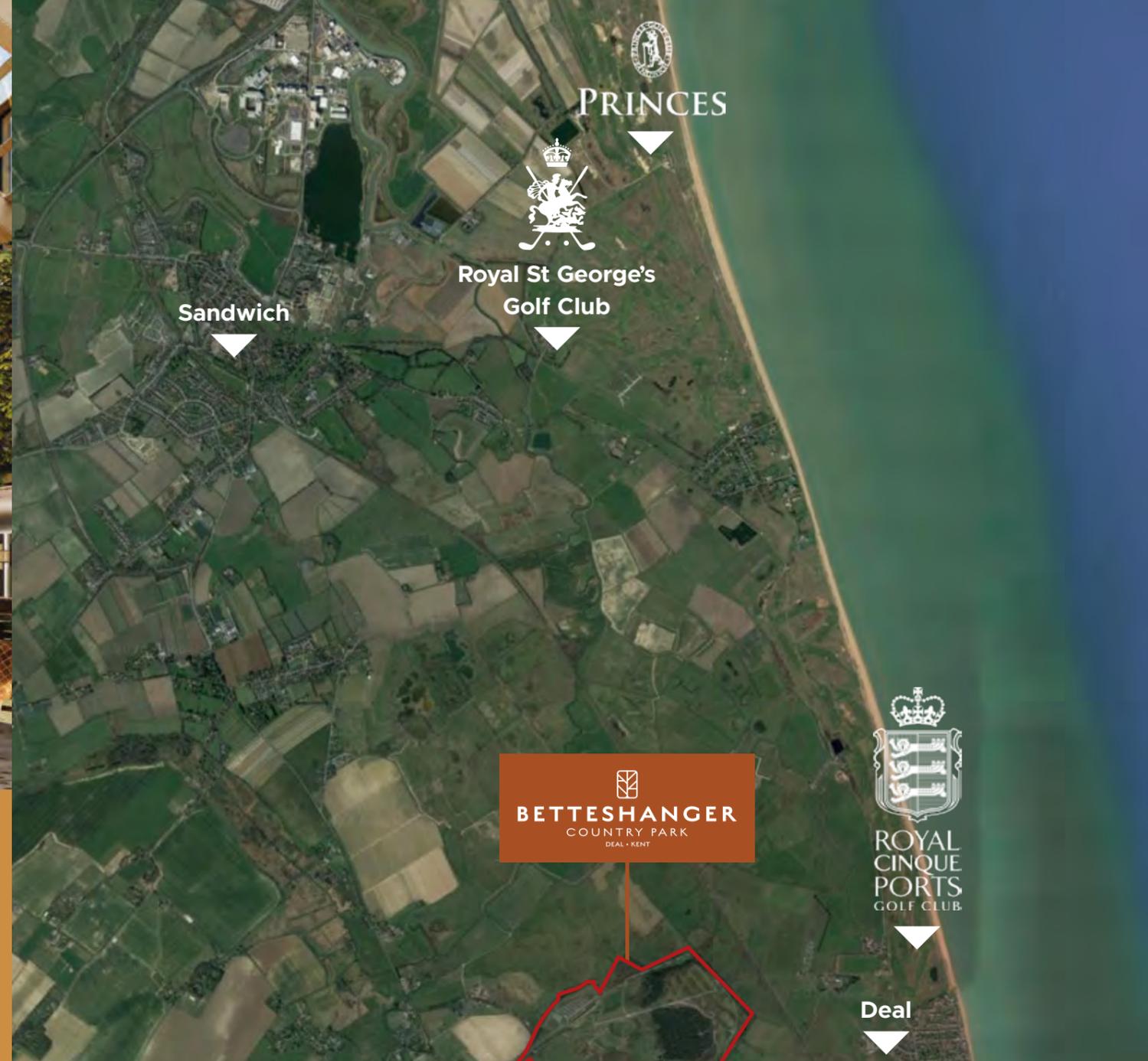
- A Wellness Centre - a centre for yoga and callisthenics gymnasium with meditation pavilion and cold water therapy pavilion.
- 15 elevated holiday lodges (5 x 2-bed and 10 x 4-bed) with private raised decking areas for guests to stay, allowing natural ecology to thrive below.



**BETTESHANGER PARK**  
HOTEL & SPA



- 120-BED HOTEL
- GYM
- SPA
- LUXURY 4 STAR
- RESTAURANT/BAR



**UNRIVALLED  
PROXIMITY TO  
GOLF COURSES OF  
INTERNATIONAL  
REPUTE**





Indicative CGI of the Proposal



Indicative CGI of the Proposal

# COMMERCIAL SPACE

Potential for up to 10 acres of brownfield land capable of delivering a mix of light industrial, rural office, workshop and open/self-storage facilities delivering a strong cashflow.

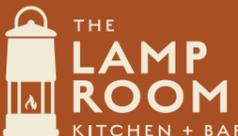
Policy E1 allows for the development and diversification of land-based rural businesses through new employment development.

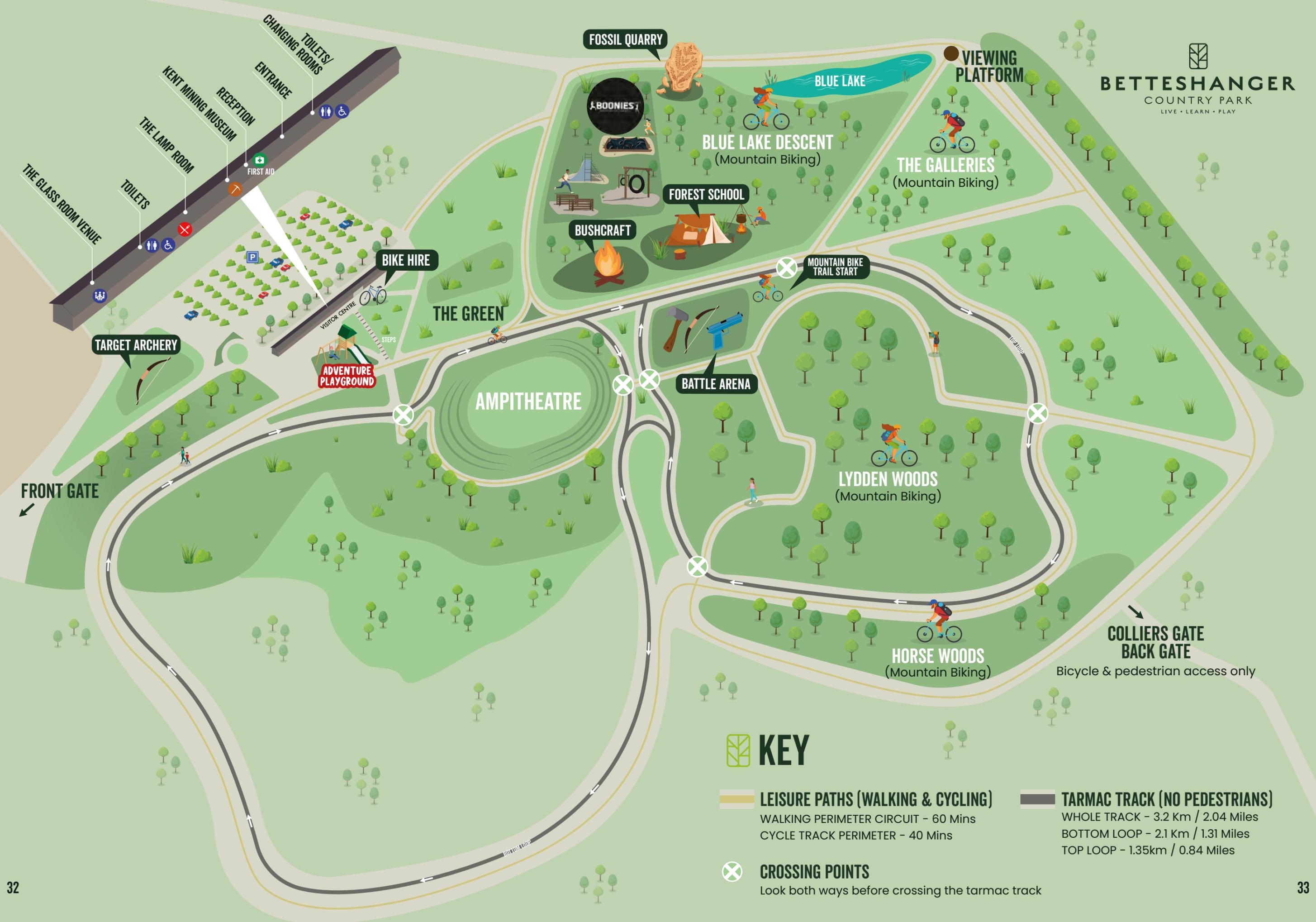




# THE OPERATIONAL BUSINESS

with vacant possession possible upon completion





TARGET ARCHERY

ADVENTURE PLAYGROUND

BIKE HIRE

THE GREEN

AMPITHEATRE

BUSHCRAFT

FOREST SCHOOL

FOSSIL QUARRY

BOONIES

BLUE LAKE DESCENT  
(Mountain Biking)

FOREST SCHOOL

MOUNTAIN BIKE TRAIL START

BATTLE ARENA

LYDDEN WOODS  
(Mountain Biking)

HORSE WOODS  
(Mountain Biking)

VIEWING PLATFORM

THE GALLERIES  
(Mountain Biking)

FRONT GATE

COLLIERS GATE BACK GATE

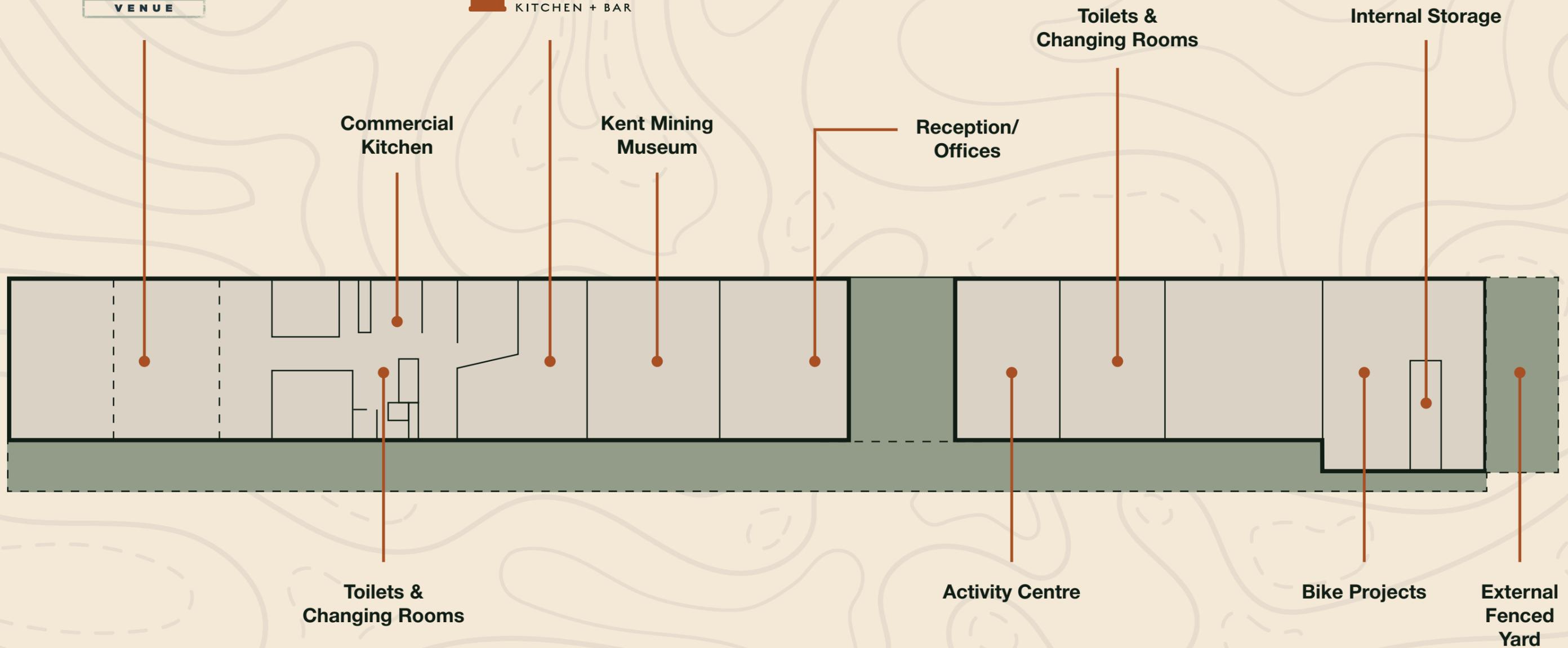
Bicycle & pedestrian access only

**KEY**

**LEISURE PATHS (WALKING & CYCLING)**  
WALKING PERIMETER CIRCUIT - 60 Mins  
CYCLE TRACK PERIMETER - 40 Mins

**TARMAC TRACK (NO PEDESTRIANS)**  
WHOLE TRACK - 3.2 Km / 2.04 Miles  
BOTTOM LOOP - 2.1 Km / 1.31 Miles  
TOP LOOP - 1.35km / 0.84 Miles

**CROSSING POINTS**  
Look both ways before crossing the tarmac track



# THE VISITOR CENTRE

34 OVER 15,000 SQ FT OF FLEXIBLE SPACE

## SCHEDULE OF ACCOMMODATION

The Glass Room .....	3,078 sq ft	Reception/Offices .....	710 sq ft
Commercial Kitchen .....	1,151 sq ft	Activity Centre .....	1,119 sq ft
The Lamp Room (with external seating) .....	1,367 sq ft	Bike Projects .....	1,614 sq ft
The Kent Mining Museum		<b>The Building Length .....</b>	<b>173m</b>
Ground Floor .....	1,786 sq ft		
Basement .....	2,023 sq ft		



THE  
**LAMP ROOM**  
KITCHEN + BAR

The Lamp Room in the heart of Betteshanger Country Park is a recently curated venue.

-  FULLY LICENSED
-  46 INSIDE COVERS
-  44 OUTSIDE COVERS WITH SPACE TO EXPAND
-  FULL COMMERCIAL KITCHEN
-  EVENTS SPACE
-  OPENED IN APRIL 2022
-  TURNOVER - APPROX £450K PER YEAR (2025)





THE  
**GLASS ROOM**  
 VENUE



The Glass Room is perfectly equipped to host everything from intimate gatherings to full company events and weddings.



 **GROWING WEDDING VENUE WITH 12 LAST YEAR WORTH £75,000 GROSS**

 **HOSTS BIRTHDAYS, WAKES, CORPORATE EVENTS AND CHRISTMAS JOINER EVENTS WITH LARGE GROWTH POTENTIAL**

 **ADJACENT TO THE COMMERCIAL KITCHEN ADDING TO THE FLEXIBILITY OF THE SPACE**

 **EVENTS CATERED WITH MAXIMUM CAPACITY IS 180 STANDING, 150 IN THEATRE STYLE SEATED, 140 IN BANQUETING STYLE**

 **FULLY LICENSED**





# THE KENT MINING MUSEUM

The Kent Mining Museum is a heritage museum dedicated to preserving and sharing the history and stories of coal mining in Kent's East Kent Coalfield, which operated for nearly a century from the early 1900s to the closure of the last pit at Betteshanger in 1989.

- Exhibits spanning two floors telling the story of coal mining in Kent – from geology and discovery of the coalfield to everyday life underground and in mining communities.
- Displays about a day in the life of a miner, the local collieries and mining tools and equipment.
- Interactive and audio-visual exhibits featuring voices and memories of miners themselves.
- Original artefacts such as small gauge mine cars and miners' tools.





# FURTHER INFORMATION

# FURTHER INFORMATION

## TENURE

The property is held freehold.

## DATA ROOM

Access to the Data Room is available on request.

## VAT

The property is elected for VAT.

## AML

In accordance with Anti-Money Laundering (AML) Regulations, the purchaser will be required to satisfy the vendor on the source of the funds used to complete the transaction.

## PROPOSAL

Offers are invited for the freehold interest, subject to contract and exclusive of VAT.





# BETTESHANGER

## COUNTRY PARK

DEAL • KENT

### CONTACTS

---

#### Noel Lander

Capital Markets  
07931 371 825  
noel.lander@jll.com

#### Yasmin Foley

Capital Markets  
07709 507 207  
yasmin.foley@jll.com

#### Ian Thompson

Operational Real Estate  
07514 733 902  
ian.thompson1@jll.com



---

DISCLAIMER JLL for themselves and for the vendors or lessors of this property whose agents they are, give notice that:- a. the particulars are set out as a general outline only for guidance and do not constitute, nor constitute part of, an offer or contract; b. all descriptions, dimensions, references to condition and necessary permissions for use and occupation, and other details are believed to be correct, but any intending purchasers, tenants or third parties should not rely on them as statements or representations of fact but satisfy themselves that they are correct by inspection or otherwise; c. no person in the employment of JLL has any authority to make or give any representation or warranty whatever in relation to the property; d. Any images may be computer generated. Any photographs show only certain parts of the property as they appeared at the time they were taken. © 2026 Jones Lang LaSalle IP, Inc.