

WE'VE MISSED YOU SHOW MUCH!

We are hard-wired to report on what the industry is up to at this time of year, so we're going to!

A busy event full of eager showgoers. We can't wait to experience such scenes once more!



**BACK
TO THE
FUTURE!**

need-to-know information. Stoneleigh week would have been 10 to 13 June, so it seems the perfect time to do that!

For the past few decades The World of Park & Leisure Homes Show, at Stoneleigh Park, has been a much-loved event in our calendar. That won't change as we pencil the 2022 dates firmly into our calendar. In 2019 it became two dates as Ardingly was added as a second location to universal acclaim. We look forward to two shows again next year with our fingers firmly crossed that we will all be back together again before we know it. As both are outdoor shows, and designed specifically to recreate the park and leisure home lifestyle, it gives visitors a wonderful chance to really view the homes available and find out about the incredible sense of community this lifestyle can bring.

As for The World of Park & Leisure Home shows for this year, from 10 to 13 June we may all have to raise a glass to each other from a distance and enjoy the online activity instead. While it's been a difficult time for many, it's clear that a huge amount of work has continued behind the scenes, ensuring we all still have plenty to get excited about now and well into the future.

Every year we look ahead to show season with excitement and anticipation, knowing we're all getting ready to pack up our desks and suitcases and decamp to Stoneleigh for The World of Park & Leisure Homes Show.

This year is obviously a little different as we're not physically attending, thanks to the coronavirus, as it's been postponed for the second year.

For buyers, the shows are a fantastic way to find out more about the park and leisure home lifestyle, to explore the homes and meet park representatives and useful suppliers. For the trade, these shows also feel like massive 'work get-togethers', where a huge amount of business is done and where the latest developments and innovations are showcased. Announcing that 'it's showtime' is like raising the starting flag to all the excitement and build-up that makes the shows so special and loved by the industry, and that there's always a huge buzz in the air around them.

That's why we've chosen to create our own buzz around what would have been Stoneleigh show season this year, joining forces with the show organisers and many of the manufacturers who might have been there this year to update our readers on what they've all been up to, keeping readers up-to-date with all the latest models and



Above Both shows are free to enter



Above Mobile homes of all shapes and sizes will be available to peruse

Diary dates

The dates for the South of England Show, Ardingly, are 8 to 10 April 2022 with a trade only day on 7 April.

The 2022 Stoneleigh Show is scheduled to take place from 10 to 12 June with 9 June as the trade only day.

Its Park Finder service has also been in the forefront of its activity this year, for both the residential and holiday markets, and that's due to be revamped over the summer.

Showroom viewings are by appointment only, with several members of staff on hand to answer questions, although the sessions are pretty exclusive, with just two couples allowed to book at any one time.

TIMBER FRAMED MANUFACTURERS

A manufacturer that might have made its show debut this year is TFM Lodges, a company we've been updating you on in *Park Home & Holiday Caravan* and *Holiday Living* magazines, and we have been really impressed with the styling and build quality on display. We hope that showgoers will be able to see that for themselves at next year's show, although TFM does welcome visitors by appointment and has show lodges near its manufacturing facility.

WESSEX UNIQUE LODGES

Wessex's range is well established and classy and tends to be timeless, although the ever-popular Cranborne park home will be refreshed shortly as a 2021 model.

WILLERBY

In its 75th anniversary year, Willerby has invested £750,000 in a new Southport showground to serve the north-west, and the opening came as lockdown restrictions were being eased to allow holiday parks and non-essential retail operations to open.

The company simultaneously launched the Astoria holiday home, which is a stylish model with an open-plan layout and family entertainment in mind, and its next releases are likely to be later in the year for 2022.



Above Inside the Willerby Dorchester



Above Expect a strong showing from Stately-Albion at 2022's series of events



Above We adore Willerby's new Astoria lodge's striking exterior

FOLLOW THE UPDATES!

To keep up-to-date with The World of Park & Leisure Home shows and follow the online show activity from *Park Home & Holiday Caravan* magazine and our sister publication *Holiday Living*. You can find it all by signing up to email updates on the websites below and following away! It's a great way to stay in the loop with all the key announcements from the park and leisure home world.

	World of Park & Leisure Homes Show	Park Home & Holiday Caravan	Holiday Living
Website	www.parkhomeandleisure.co.uk	www.phhc.co.uk	www.holidayliving.co.uk
Hashtags	#WPLHS	#phhc #parkhomemag	#holidayliving
Facebook	The World of Park & Leisure Homes Show	Park Home & Holiday Caravan	Holiday Living Magazine
Twitter	@WorldPLHomeShow	@ParkHomeMag	@holiday_living



PRESTIGE

In late 2020 Prestige brought out its new holiday lodge collection ready for 2021, so the Northants-based company already had plenty of new releases out. Focusing on already popular models, the Foresters, Hampton and Dovecote were refreshed with a really stunning upgrade to provide even more style and practical features. Also new to the range, the Harleigh is already high in demand.

This holiday lodge is a contemporary haven, perfect for families and also makes an ideal rental unit. Thanks to Prestige's extensive outdoor showground in Rushden, you can make an appointment to view these to find out more.

STATELY-ALBION

Stately usually creates an amazing stand to showcase its range so no doubt we can look forward to catching up with them fully next year, and we can't wait to see what 2022 will bring on their stand. For now, Stately-Albion is keeping its interim activity under wraps. The World of Park & Leisure Home shows are always a great showcase though.

TINGDENE HOMES

Tingdene never stands still; this year, we've already seen the company bring out its Viewpoint lodge, and it will be launching a new twin unit version of the Cosgrove any time now. We can also look forward to Tingdene launching a revamped Regency and Deene Cottage, so it's clear that the design team has been as busy as ever!



Above We can look forward to Tingdene Homes' revamped version of its Regency



Above Prestige has already had a busy year, with models like this gorgeous Harleigh high in demand among buyers



For Pathfinder, it's the 'Year of the Retreat' with staycationing to the fore

PATHFINDER HOMES

Pathfinder Homes has been busy throughout lockdown creating new home designs and introducing its 'Year of the Retreat'.

This marks Pathfinder's theme for the year, celebrating the glory and colour that our country has to offer. The thinking behind this is that a good old-fashioned staycation can be better than an exotic, long haul trip – especially when you stay in a Pathfinder home. Three brand new model releases form part of Pathfinder's 'Year of the Retreat' activity, which will be in situ at its all-new showground at its headquarters, in Devon, with views overlooking Haytor in Dartmoor's National Park.

The Forest – reviewed in this issue (see page 38) – is particularly memorable for its porch area, although it is also one of Pathfinder's most spacious models and has many more great selling points. Already released, the Forest is available to view now. Its next release will be The Holcombe – a name based upon a beach in the south-west, synonymous with holiday breaks and getaways for holidaymakers up and down the country. With its distinctive red sand backed by tall cliffs it's a sunbather's paradise... and the team at Pathfinder say that's in keeping with this latest design. Suitable for retirement or holiday living, it will have full height panoramic windows and French doors flooding the living area with natural light.

PEMBERTON LEISURE HOMES

Pemberton has definitely been busy behind the scenes, working on some new models, and we hear that a new park home is in the pipeline there although the company is not ready to release it quite yet. So we think that Pemberton will definitely be worth watching a little later in the year as they all stream into our line of sight after release.

Kick back and relax inside (or outside!) a Pemberton home



Omar's new single unit Arden is a bit of a tardis inside!



OAKGROVE LODGES AND PARK HOMES

Oakgrove has been busy in the background throughout, with its bespoke models going directly out to parks rather than to shows first for this year, but we have been following some of them out to their destination parks and keeping up to date, in particular with its development at Penally Grange, in Tenby. Oakgrove recently revealed that one of its first face-to-face (but socially distanced) specification meetings was with Welsh rugby legend Shane Williams and his wife Gail, who enjoyed a visit to the Oakgrove design office to choose the interior finishes for their lodge.

OAKWOOD PARK HOMES

Oakwood Park Homes has been busy working on a new range of residential park home models, so when they're released we'll bring you further information. Looking back at its past models, these could be a good solid mix of traditional and contemporary offerings but we know Oakwood also likes to drop in a few surprises. We can't wait!

OMAR PARK & LEISURE HOMES

Omar has already launched several new models this year. The Kingfisher 2021 luxury lodge is a great take on an existing favourite, well executed and already proving popular. Then there was a brand-new launch in the form of a new single unit luxury lodge, the Omar Arden – quite different for Omar and we were very impressed by the fact that it looked more like a twin unit inside – a bit of a tardis! We've also had a peek into the new 2021 Alderney luxury lodge, a twin unit model, with a bright and breezy interior, so the cool refreshes keep on coming. At the time of going to press, two new models were on the horizon; the Omar Boutique luxury lodge, and the OmarVision park home, so there's plenty more to look forward to.

As you will have seen from our feature on page 44, the Omar Group has also announced news of its new southern showground and production facility, with five new holiday homes coming soon. We'll be reporting on those as soon as they are released.



Above Omar Group will now also produce holiday caravans in Dorset

orders so far this year than the whole of 2020. To help cope with demand, we will be opening a second factory in the next few weeks.' That's exciting stuff, so great news for Kingston: there with a potential upscale in production in the offing!

MANOR PARK HOMES

Life didn't stand still for Manor Park Homes during lockdown, the Northants-based firm has been busy developing a brand new website, which was launched in January. The new site looks superb, with some stunning photography and virtual tours to bring the homes to life. It also launched into the luxury lodge arena with the Anteres – a stunning new contemporary lodge with a centre-lounge arrangement that was working through the production process at the time the website was launched. The Monaco and Ascot are also available as lodges; they are well known as some of the biggest-hitting park home designs around so, the fact that we are now likely to see more of these built for the leisure side of the marketplace is exciting news from Manor. The company is also now working on the design for an exciting new residential home, due to be launched in the summer. The details are currently under wraps, however we look forward to seeing more information soon.

Manor Park Homes' arresting new Anteres lodge design



Oakgrove is well known for its unique interior designs



Oakwood looks set to spring a few surprises in time for next year's show season



VIRTUAL SHOW ROUND-UP

After an enforced two year hiatus, we're looking forward to 2022's events even more than we normally do! To whet your appetite ahead of next year's Ardingly and Stoneleigh shows, here's a flavour of what you can expect from some of the UK's best park home and luxury lodge manufacturers...

Part of what's great about the annual Stoneleigh show is catching up with manufacturers and exploring their new models. So, we thought we'd catch up with many of them who would usually be at the show, or might be at the next, to see what they've been doing over lockdown and get an overview of their new releases.

Over the past year, production has continued for most manufacturers after a short hiatus early in the lockdown while they all introduced new Covid-safe measures to enable manufacturing to continue.

Visits to the factories and showgrounds were either non-existent or very limited for a while, but now most accept visits by appointment, and have made their premises Covid-secure and welcoming, once more, to ensure the safety of all.

ASPIRE

Aspire has had some superb launches over the past year with the Oslo and Artro in the fleet lodge category and also the stunning Vienna, which has turned lodge design on its head somewhat to create a stunning atrium with extensive views out to the front. Some of the detail in that was phenomenal, and we particularly loved the cosy lounge area with raised fire and window seating. Aspire's Willowdale park home is the model the company asked us to flag up in the absence of the show. Distinctive with its exterior cladding, it's also cleverly punctuated by rendered accent box bay windows and boasts an interior that's a subtle mix of traditional and contemporary styling.

ATLAS LEISURE HOMES

The soon-to-be-revealed 2022 range from Atlas features two brand new lodges including the return of a firm family favourite – the Jasmine Lodge which has been newly re-imagined with an emphasis on luxury throughout. The holiday home



Above The breathtaking interior design inside Aspire's new Willowdale park home



Above Atlas's re-imagined Jasmine lodge



Above The friendly team at Kingston

range includes one completely new 12ft wide model – available in 32ft to 39ft configurations – along with significant upgrades to many popular favourites including new sizes and layouts and even BS: 3632 residential specification for the first time on certain models. With seven lodges in total, alongside ten stunning holiday homes, the Atlas 2022 collection really does have something for everyone.

KINGSTON PARK AND LEISURE HOMES

As many of you will know, Kingston Park and Leisure Homes' sister company, Kingston Modular, had been busy throughout, designing and constructing a number of modular medical buildings for the NHS during the coronavirus crisis. Since the start of this year a lot has happened for Kingston Park and Leisure Homes, with two new fleet lodge ranges, the Hambleton and the Ennerdale. Although aimed at use for rental, they can also be bespoke to suit all buyers, so we'll be reporting further on those. Sales director, Steve Taylor, said; 'We have had an incredible start to the year, taking more

and the shows!



Left Getting mobile at a mobile homes show! Jo Turner is all smiles

people with land to develop, and others already in the trade to attend the show.

Q: It must have been very difficult planning ahead and adapting since the start of the pandemic. Do you work in collaboration with exhibitors to make the decisions? How has that all worked?

A: Obviously, the past year or so has been very difficult for everybody, but, in particular, for those working in the events industry. We are no different and, of course, planning has been a challenge for sure. However, we are lucky to have such a great relationship with our exhibitors and have been able to liaise closely with them to plan for the shows going forward. Everybody has been incredibly supportive and understands the importance and benefits to all within the industry that well planned, successful and exciting shows in 2022 will bring.

Q: How are your plans shaping up for 2022 and is there anything you'd like us to know about that? Will there be any physical changes?

A: We are really excited about the shows in 2022. Firstly, won't it be great to get back after such a frustrating break? But most importantly, we are looking forward to seeing the new models and welcoming new exhibitors and innovations for visitors to enjoy. Of course, the general format and show layouts that work so well will remain but look out for some new features! The dates for the South of England Show, Ardingly, are 8 to 10 April 2022, with a trade only day on 7 April. The 2022 Stoneleigh Show is scheduled to take place from 10 to 12 June, with 9 June as the trade only day.

We would like to get the message out to visitors and exhibitors alike to save the dates now. Make sure you get them both in your diary!

Q: We see the shows as central to the industry, and right at its heart as events where everybody can catch up from a trade perspective, as well as public - and where a lot of business is done. How important do you think the shows are to the industry?

A: The World of Park and Leisure Homes shows are, for want of a better term, 'the industry's own events'. Being set outdoors especially gives the visitor not just the chance to see, feel and touch, but also a true sense of 'living the lifestyle.'

It allows the opportunity for manufacturers to showcase their new models alongside a range of their existing homes to a combined audience of both

trade and general public committed to the lifestyle.

The shows provide a relaxed yet professional atmosphere for all to enjoy and discuss new ideas, view new product ranges and discover the best deals. The show attracts the 'right visitors' and this allows exhibitors the ability to focus and spend quality time with potential key customers.

Q: For the public there's also a great atmosphere at the shows, and they are the perfect opportunity to fact-find and walk around the homes. What do you think about how the manufacturers have adapted in the past year?

A: They've been really creative, but nothing beats viewing the homes in person and walking around them, as the size of the homes will vary, and you'll know exactly how they feel that way. It's also good to meet the park representatives who can tell you all about the park and answer any questions you may have. In addition, the shows are an informal opportunity to pick up tips and find out what you do want and what you don't want. They really help focus the mind and give buyers the confidence in their decisions in an unpressurised environment.

Q: Have you been able to do anything else in 2020/2021, personally, which you've really enjoyed?

A: Well, we've discovered firstly that we actually like walking, which in turn has led us to find out what a beautiful area we live in. We've discovered forests we didn't know existed, reached the summit of many Cotswold hills that we'd previously only seen from ground level and walked along many a riverbank that were, until now, just a wavy blue line on a map! We've also developed our cooking skills and even had a go at some of editor Alex's recipes! I guess most surprisingly, is that despite so many weeks holed up together, we're still talking!

Q: How are you marking the showtime this year in its absence?

A: As Kelsey Media are our media partners, we are working with both the Park Home & Holiday Caravan and Holiday Living magazine teams to create a bit of a 2021 virtual show week online and on social media channels. Between us we'll be sharing some interesting flashback posts from past shows, and giving our advertisers a few shoutouts to highlight their latest models and activity. You can also sign up for email updates on our websites.

Q: For those thinking of booking ahead for next year, do they need to do that now, and what types of packages do you offer

A: We have had great interest and most of the stands have already been booked for our shows in 2022. However, we do still have a limited number of spaces available with various packages to suit all budgets and requirements. For further information on availability and sponsorship options, please contact Jo on 01789 491451 or email: organisers@parkandleisurehomedshows.co.uk.

Tune in to this year's show news by following #wplhs

Meet the couple behind

We had a chat with the much-loved couple behind the shows at MPM Events, Jo and Pat Turner, to catch up with them in what would have been Stoneleigh season...

Q: How did you come to be involved in the show and how did it all start?

A: Our background and experience has mainly been in the event and exhibition industry, where we organised and ran many large shows across the UK for a wide range of industries with topics as diverse as motorbikes and wedding dresses! We were heavily involved in various caravan shows, in particular, the NEC Boat and Caravan Show, where we became familiar with - and developed a great working relationship with - many of the manufacturers and other key industry players. In time, they invited us to manage the annual park homes show from 2002. We've been doing it, in various guises, ever since and have had the pleasure of seeing the show grow and develop.

Q: What did you do before that?

A: As mentioned, we both have a long history of working in the event industry, not only in exhibitions but also with large conferences and prestigious launch and award events, often televised. Before this, a range of jobs from Jo's modelling to running the membership and education departments for a large professional body.

Q: What do you enjoy most about it?

A: Very simple, the people. The manufacturers, the traders, and the visitors. Yes, doing the shows is hard work, but it's actually a lot of fun and also great to just meet up with so many old and new friends. They really are a great bunch to work with, and it's so rewarding to see the fantastic homes and displays created and be part of the positive vibe that comes with the shows every year.

Q: How has it changed since the first show?

A: Firstly, it's grown substantially both in terms of the numbers of homes displayed and the companies and parks that support the event. Secondly, the knowledge of the visitors now attending is much greater. Although there are many simply looking to find out what the lifestyle is all about, there is an increasingly larger number who are already committed to embracing the park and leisure home lifestyle and are now just trying to decide upon the home and park site they want.

Next, we would say the general look and feel of the event. We have tried to develop the show so that it feels like you are actually visiting a park, allowing visitors to get an experience of what this fantastic lifestyle offers. Finally, the development of our very successful trade day, which has seen a growth in bringing site owners and managers,



Right Pat and Jo Turner in their element during show week, reaping the richly deserved fruits of their extensive labours

