Ownership Charter
Honest. Open. Respectful.

We know there has been a lot of negative press recently about caravan parks and ownership. At McDonnell Caravans, owned and run by the Holkham Estate, we do things differently. This charter sets out our promises so you can feel confident about buying and owning a holiday home with us.

Who are McDonnell Caravans?

McDonnell Caravans has been welcoming families to the Norfolk coast for nearly 60 years. We operate six caravan and lodge holiday parks along the coast, as well as supplying caravans and lodges to more than 30 parks across Lincolnshire and East Anglia.
We also provide a wide range of services - including touring caravan sales, transportation and siting, gas servicing and repairs. We are proud members of the British Holiday & Home Parks Association (BH&HPA), about to become Holiday and Residential Parks Association (HARPA).

Is caravan ownership here the same as in the headlines?

No. Much of the recent media coverage does not reflect McDonnell Caravans. We are transparent about ownership, pricing, and management, and we operate to the highest standards.

What can I expect when I buy?

- Clear information about holiday use (not residential), site licence terms, and season dates.
- Clear details on caravan lifespan, resale options, and depreciation. Much like cars, caravans naturally lose value over time. We are happy to share typical depreciation examples to help you understand what to expect. Market conditions such as supply, demand, and the time of year can also play a role.

- An information pack with everything you need to know, and a team always available to answer questions.

Are your agreements fair?

Yes. We provide agreements to occupy plots, supported with clear park rules that are fair and easy to understand. We do not hide terms in small print or make vague promises.

What about pitch fees and charges?

- All fees are stated upfront with no hidden extras.
- They are reviewed annually, with notice and explanation.
- Charges are benchmarked against industry norms.

Do you use sales pressure or finance deals?

No. Our approach is:

- No pressure tactics.
- No false promises about investment returns.
- No in-house finance selling.
- No hidden costs dressed up as "special offers".

What happens if I want to sell?

- We explain depreciation clearly from the start.
- We offer guidance and support if you decide to sell.
- We support owners even if they wish to exit early.

How do you manage feedback and complaints?

- A transparent complaints process.
- Friendly staff available seven days a week.
- Respectful and responsive communication at all times.

Our Promise to You

McDonnell Caravans is more than a business - it's a relationship built on trust. Our mission is simple: to provide a safe, fair, and enjoyable experience for every caravan and lodge holiday homeowner.

If you have questions or concerns, please come and talk to us. The sales office at Gayton is open seven days a week, and we'll always be happy to help.

What Our Owners Say

"McDonnell Caravans' greatest asset is the wealth of experience across the board within their quality team of helpful and friendly staff."
Owners at The Meadows Field, Heacham

"We have had a caravan in The Haven site in Thornham now for 22 seasons. To say it has been the best money we have ever spent would be an understatement! When you buy your van you are also purchasing a lifestyle that we find second to none. We have never looked back and will never tire of our own little bit of north Norfolk."
Owners at The Haven, Thornham

"We bought our caravan on Shepherd's Port because we fell in love with the park as soon as we saw it. The park is immaculately maintained, and the staff are perfectionists. Buying our caravan is probably the best decision we have ever made. It's a lifestyle changer, and it really is our happy place."
Owners at Shepherd's Port, Snettisham

"We have been on the Shepherd's Port site for 27 years. The site has a serene ambience, peaceful and dog-friendly, with lovely walks and spectacular sunsets. Overall, a wonderful small park if you want peace and quiet, rather than built facilities and organised entertainment."
Owners at Shepherd's Port, Snettisham

This charter was last updated in September 2025.