



BREAN LEISURE PARK HISTORY FACT SHEET

The Resort is owned and operated by the 'House' family, who are the sole owners of the 200-acre site. In 2007 we celebrated 60 years of trading.

The Family is:

- Mr AE House (Retired)
- Mr Richard J House
- Mrs Bridget D House
- Mr Alan R House
- Miss Sarah G House

Mr and Mrs House Senior bought Unity Farm in 1946 and it is still owned by the family and the 200-acre site now encompasses the Brean Leisure Park complex and the Holiday Resort Unity caravanning and camping centre. The Company also owns Golden Sands Caravan Park a mile down the road.

IN THE BEGINNING

From 1946 to the mid seventies the farm was run primarily as a dairy farm, with a herd of approximately 140 cows, supplying the locality with milk which was bottled at the farm and then delivered, Richard has fond memories of his milk round Pigs and sheep also featured on the farm and, of course, horses, which still play a major part even today with a small string of both Flat and National Hunt horses, which have over the years enjoyed reasonable success.

However, as far back as 1946, camping was even then a popular past time and Fry's Chocolate Factory pitched large tents over three fields of the Farm for a two week period in order that their employees could have a holiday by the sea. In those days the sleeping arrangements were very strict, men in one tent and women in another, the Fry family being very strict Quakers.

The 'Camping Holiday' developed and Boy's Brigade Troops from all over the Country made regular summer visits. During one summer, every Boy's Brigade Troop from London stayed at Brean.

In 1948 there were whispers that the Government would be insisting on planning permission for Caravans and Camping and Unity Farm was allowed approximately 20 acres for the purpose.

Caravan and Camping developed into a major part of the business through the Fifties and Sixties. In the late Sixties, a bar was opened at the Farm with the appropriate title of 'Bert's Bar', named after Mr House senior.

SEVENTIES AND EIGHTIES

At the beginning of the Seventies the Mid Somerset Golf Centre was formed with four directors and amongst the initial attractions were a Target Golf and Driving Range, a Pitch and Putt and a Crazy Golf area, a Café and a Bar and the start of an 8 Hole Golf Course. Through the seventies other entertainment facilities were introduced and they were popular with the increasing number of visitors from the Midlands; Bristol and South Wales. Among these new attractions were Greyhound Racing; a Swimming Pool; Donkey Derby's; Chariot Racing; Banger Racing and Open Air Markets.

In the late seventies the House family bought out the other directors so that they could concentrate on their desire to improve the facilities for local residents and holiday makers. The directors from then on were Mr & Mrs AE House and Richard & Bridget House.

The 8 Hole Golf Course in turn was succeeded by the 18 which hosts Celebrity-Amateur Tournaments; Pro-Am Tournaments; County Matches and Charity Days as well as Brean Golf Club members, local golfers and holiday makers.

1980 saw the opening of the new multipurpose building providing a comfortable 'Pub like a Club'. It comprises the 'Farmer's Tavern'; an Evening Family Entertainment Venue the 'Farmer's Den'; Amusement Arcade; Shops; Fast Food Services and family style Fun Fair Rides. The original bar was moved and may be seen today servicing the 'Barn & Barbecue'.



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The Greyhound Track was closed in January 1984 thus creating an area to be utilised for many purposes and also helping to make the site more presentable. The next stage of development at the park emphasised what may only be termed a 'Tidy-up-Exercise'; planting shrub trees; landscaping etc. The same operation gradually taking place at Unit Farm. The past ten years have seen an investment of well over £4million by the House family.

THE NINETIES

A project for 1992 was the construction of a 'Rapid River Ride' in the pool complex, where all members of the family can shoot the rapids in an inner-tube, a facility which has no equal in the South West.

During the winter 94 / spring 95 the following major additions or improvements were made – Unity Farm: installation of two Ten-Pin Bowling Alleys, conversion of an existing building on Blue Site into a Restaurant / Café. This cost the companies in excess of £500,000! And demonstrates the House family's commitment to providing top class facilities for all residents, holiday makers and staff.

THE 2000's

The year 2000 saw a £1 million investment in RJ's American themed family entertainment venue replacing Bert's Bar and Chicks Roost.

2002 saw the introduction of a state of the art toilet block in Green Field, and Gym at Blue Field – Buster's Workout.

Improvements continued in 2003. An extension was built at RJ's to form a separate bar 'Berties' and a Sun Bed installed at the gym. The main kitchen at the Leisure Park was also extended. The Family purchased 'Golden Sands Caravan Park' 1 mile away with 20 caravans.

In 2004 the Tavern was refurbished with a new modern look, new play equipment at the Play Area, and improvements at the Pool Complex. The Fun Park will see additional new rides.

2005 saw the building of a new Costcutter Supermarket located centrally on the Resort. The refurbishment of yellow field toilet block. The introduction of additional facilities/amendments to cater for guests with disabilities and new rides on the Fun Park.

In 2006 a new central reception building was built allowing an extension to Unity bowl into the existing reception.

2007 to encompass the forthcoming smoking ban in public places the beer garden at the Leisure Park was being re-vamped into a modern outside dining area. Jesters converted into a Wimpy dining area and the creation of a birthday party area and play equipment in this area will allow us to develop this expanding area. Burger Corner was turned into an Oggy Oggy Pasty Co franchise increasing the number of top brands and choice of food to our guests.

In 2008 a new toilet block is was built on Brown Field and a new Caravan Sales Centre built Caravan sales was also taken back in-house.

Following our Visit Britain inspection in 2008 for the first time the Resort was awarded a 4 star holiday village, we had previously only achieved 3 stars. Our 4th star has come following our investment into new facilities.



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Brean Leisure Park now attracts over half a million visitors a year and unlike some leisure complexes, remains open in some form all year with the 'The Tavern' being a venue for Trade Shows; Conferences; Dinner Dances; Office Parties; Weddings etc. Over the Christmas period 2,500 people will enjoy their Christmas Party with Cabaret, a Traditional Menu and our own In-House Disco.

Holiday Resort Unity now accommodates 550 caravan holiday homes and has 750 pitches for tents and touring caravans. Over 20,000 families visit Unity Farm every year.

THE FUTURE

It is the House family's intention to go on offering first class facilities to residents and visitors, and to continually invest in the Company.

Although the House family were the driving force behind the making of the business as it is today, they could not have done it alone and gratefully acknowledge the help and support from past and present Management and Staff, Concessionaires and Brean Golf Club members and hope that they have enjoyed being part of a family run business which is:

THE BEST IN THE WEST

Some Celebrities who have appeared at Brean Leisure Park over the last 25 years:

Gerry & The Pacemakers	The Wurzels
The Swinging Blue Jeans	Bernard Manning
The Fortunes	Stan Boardman
The Searchers	Frank Carson
Bill J Kramer & The Dakotas	Bruno Brooks
Freddies & The Dreamers	Kid Jensen
Love Affair	Ellie Lane
The Ivy League	Hilary O'Neill
Vanity Fair	Jethro
Eddison Lighthouse	The Brothers Lee
The New Vauderville Band	The Black Abbotts
The Platters	Kenny Ball
Dozey, Beakey, Mich & Tich	Acker Bilk
The Rockin' Berries	Raymond Froggett
Marmalade	The Indians
Hermans Hermits	The Hillsiders
Lord John Oaksey OBE	West Virginia
Ray Reardon	Manson Grant
Dennis Taylor	Fever
John McCririck	Peter Andre & Jordan
Jason Donovan	Cheeky Girls
D- Side	Keedie

Over the years Brean Leisure Park and its customers have helped national and local charities and good causes through fund raising projects; Donkey Derby's and Charity Golf Days. Amongst the beneficiaries have been the following organisations:

Army Cadets	RSPCA
BIBIC	Scouts
Berrow Boys Junior Football Club	St Johns Ambulance
Burnham Rugby Juniors	St Johns Nursing
Burnham & District Medical Equipment Fund	Southmead Hospital
CLIC	Sea Cadets
St Margaret's Hospice Taunton	Injured Jockeys Fund
Local Emergency Services NSPCC	
Musgrove Leukemic Group Somerset	Royal British Legion
Dorset Air Ambulance	