

Holiday Heim: Curated Holiday Homes for Everybody



Holiday Heim, founded by mother-daughter duo Carley and Sharna, is making a name for themselves in the North West with their beautifully curated holiday homes. Blending the Nordic word 'Heim', meaning 'home', with their family name 'Helm', Carley and Sharna have created a brand that lives up to its promise: your home away from home.

Offering something for everybody, Holiday Heim have lovingly crafted a portfolio of six holiday homes across the scenic Fylde Coast. Hand-selected for their prime locations, beauty, and comfort, these spaces provide the perfect backdrop for family holidays, romantic getaways and private celebrations.

In addition to curating their own stunning holiday homes, Holiday Heim also runs Heim Management, a bespoke property management service. Hands-on and hassle-free, Heim Management support experienced landlords and first-time property owners with maximising their property's success.

With a comprehensive and flexible service, Heim Management can cover as

much or as little as you like. This can include interior styling, listing set-ups, professional photography, marketing, financial overviews, management of day-to-day operations, 24/7 support, cleaning, maintenance and guest communication.

For their management clients, the Heim Management set up individual booking profiles rather than hosting everything under their umbrella, so if a client ever decides to take over themselves, they keep their customer reviews. Heim Management is built on the same principles as Holiday Heim: care, trust, and creating unforgettable guest experiences.

Holiday Heim founders Carley and Sharna are proud Fylde Coast locals, offering guests a unique and memorable way to experience the place they love to call home. Before launching the family business, Carley enjoyed a successful corporate career, which included seventeen years in the financial industry. Carley is also a qualified counsellor and today utilises her skills in both the financial and psychology sectors for her business,



bringing the best to both her guests and her management clients. Sharna, Carley's eldest daughter, also brings a wealth of experience to the business, having previously worked in financial services, events, and customer service.

Holiday Heim began organically when Carley started renting out her own property for some extra income following her divorce. At the time, the family used a management company to help run the property, but something about it didn't sit right.

While reading the messages being sent to guests, they couldn't shake the feeling they were missing a key piece of the puzzle. The service felt impersonal, and nothing like the kind of stay they would want for themselves. Understanding what it's like to only have one family holiday a year, Carley and Sharna know just how important these moments are, and they want each guest's stay to feel warm, personal and special.

This is how Holiday Heim started, with Carley and Sharna squeezing in admin work in between their full-time jobs and cleaning



Above:
Carley and Sharna.

Today, the pair run six luxuriously presented holiday homes for people to enjoy across the North West.

their first property. Their visitors began to take notice and soon enough, Carley and Sharna were approached and asked by a property owner to help them run their holiday home.

Carley had always had the dream of creating a business of owning and managing holiday homes, so she agreed and what had started as just a practical solution, snowballed. Over the past six years, Carley and her family have put in many hours of hard work, cultivating in the launch of Holiday Heim over three years ago, which was closely followed by Heim Management just under three years ago.

Today, the pair run six luxuriously presented holiday homes for people to enjoy across the North West. Their latest show-stopping accommodation, Crookdale House, is located Over Wyre in Stalmine. This Victorian country manor sleeps 17 guests and is set within 1.3 acres of gorgeous gardens. With a nod to the property's history, this holiday home pays homage to the architectural heritage, while seamlessly integrating modern amenities, such as an indoor swimming pool, sauna, games room and bar.

Crookdale House offers six spacious bedrooms in the main building, complemented by a separate one-bedroom lodge. It also features a fully-equipped kitchen, large dining table with seating for 20 guests, pool table, darts board and karaoke machine. Outside, there's also an outdoor dining table for 20, a pond and a firepit. Every detail in this grand manor has been personally styled by Carley, who wanted each room to feel like its own experience.

Crookdale House provides an elegant and picturesque setting, perfect for all kinds of getaways and celebrations, from family reunions and big birthdays to baby showers and intimate gatherings. It's situated within a gated, private, and secluded setting with a large driveway, allowing space for over ten



cars. Its convenient location just a 25 minute drive to Lancaster and to Blackpool makes it the ideal base for exploring all that the North West has to offer.

Looking ahead to 2026, Holiday Heim have exciting plans to develop Crookdale House into an intimate micro-wedding venue. This new offering was inspired by Carley's difficulty in finding a wedding venue for her own small wedding. Through her own experience, Carley identified a gap in the market in the North West for micro-wedding venues.

Holiday Heim is currently beginning this development and will soon offer a charming space for weddings of around 18 to 20 guests. This will provide a much-needed affordable and inviting alternative to expensive and large venues, perfect for couples wanting a warm, personal celebration.

Alongside Crookdale House's spacious luxury, Holiday Heim's portfolio also includes their accessible property, The Townhouse. In a fabulous coastal location a few minutes from St Annes town centre, this retreat sleeps 18 guests. The house impresses with its eight bedrooms, hot tub, large garden and bar.



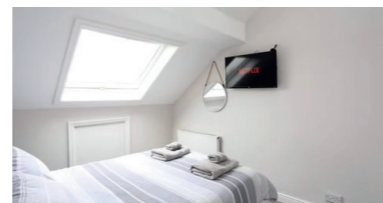
All of Holiday Heim's homes are pet-friendly, except for Crookdale House, and have off-road parking and on-street parking with no restrictions.



A highlight of this property is the fully-accessible ground floor, which has a wet room complete with a wet/dry toilet, low rise sink, accessible shower and ceiling hoist system. The Townhouse also has a wheelchair-friendly ramp entrance, wide doorways, a large driveway and a ground floor bedroom with a hoist. Everything has been carefully designed to accommodate those who need it without compromising on aesthetics or experience.

Completely unique to Holiday Heim, The Townhouse is the only accommodation in the whole of Lancashire with a full wet room and ceiling hoists. While perfect for all large families and groups, The Townhouse provides a refreshing and important option for guests with accessibility needs and their loved ones.

In addition to The Townhouse in St Annes, Holiday Heim have two more St Annes locations; The Old Station House and Villa Rose, the first of which being the oldest building in St Annes. The Old Station House is a beautifully renovated location, featuring



four bedrooms, three and a half bathrooms, a sun-trap garden, games room, log fire and open-plan kitchen, dining and living area. Styled with tasteful and contemporary decor to reflect the building's historic charm, this holiday home serves as a picturesque hideaway to relax and de-stress after a day of exploring St Annes.

Close by is Villa Rose, a fully-renovated property new for 2025. With three bedrooms, two and a half bathrooms, and a bright and welcoming open-plan living space, guests can enjoy relaxing by the traditional fireplace or unwinding in the decked pergola area of the garden.

Holiday Heim have also expanded their range of stylish getaways to Cleveleys with The Crescent and The Corners. Both of these properties are just a stone's throw from the seafront and close by to Cleveleys' shops, cafes and restaurants. They also have excellent bus and tram links, making Blackpool, Fleetwood and Thornton-Cleveleys easily accessible.

The Crescent is a three-bedroom home with one and a half bathrooms, featuring Holiday Heim's signature modern and stylish decor. It also boasts a charming private garden. While budget-friendly, Holiday Heim has never compromised on quality - this home offers everything you need for a comfortable stay.

Holiday Heim's five-bedroom The Corners is even closer to the beach, with a partial sea view. This cosy abode stars a garden bar, pizza



oven barbeque and log fire. The Corners is a peaceful stay away from the crowds, while still being close to all attractions and amenities. And whilst staying here, you can enjoy the nearby promenade, beach and sea, or explore the vibrant Blackpool nightlife, theaters, and activities.

All of Holiday Heim's homes are pet-friendly, except for Crookdale House, and have off-road parking and on-street parking with no restrictions. With Holiday Heim's pet-friendly homes, travellers can bring the whole family – pets included – to join in on the fun. Dog-owners can enjoy sunset walks along the beach with their furry friend, or quiet nights in by the fire. Each Holiday Heim location has been carefully selected with safety, convenience, and plenty of activities nearby to ensure a memorable visit.

The team at Holiday Heim are experts on the area and can provide recommendations for just about anything. They've even curated a trusted vendor list of local small businesses that can help elevate your stay. Whether you're looking for personalised cakes, cocktails, private chefs, pizza trucks, yoga teachers, event decorations, catering options or even a celebrant, they've got it covered. This network of reliable local suppliers makes organising events completely hassle-free. If you're planning a birthday surprise, you can simply book what you need in advance and arrive to find everything set up and ready to go. ▶





Always looking to go the extra mile for their guests, Carley and Sharna have recently developed a new offering. To add an extra finishing touch to your stay, you can receive personalised embroidery hand-made by Holiday Heim. Available for all of their properties, this bespoke service can look like personalised robes for a hen party at Crookdale House, customised pyjamas for a birthday party, or tailored cloth napkins for a bride and groom. Holiday Heim can source, personalise, and set everything up prior to your arrival, adding one more reason to smile when you walk through the door.

Holiday Heim want to go further than simply offering accommodation, they want to create experiences and lasting memories. They would love for their guests to leave feeling excited about the Fylde Coast and already planning their return.

As Holiday Heim continues to grow and are hoping to introduce more properties this year, Carley and Sharna remain grounded in the ethos that started it all - offering beautifully curated homes for everybody. The future looks bright for Holiday Heim, with exciting website developments underway and an expanding social media presence.

If you're seeking your own home away from home, please visit www.holidayheim.co.uk or contact myholidayheim@gmail.com. Quote LANCSMAG when booking direct at Holiday Heim to receive a complimentary early check-in or late check-out (subject to availability) – a little thank you for choosing Holiday Heim.

If you're a like-minded property owner looking to make some passive income, feel free to reach out to Carley and Sharna. They are always happy to chat at no cost.



Reviews

The Townhouse



5* Lucy ★★★★★

We had a fabulous weekend away as a family at Carley's home in Lytham St Anne's. There was something to cater for everyone, from the grandparents at 80+ and children at 3 and 7, and even the 2 family dogs. It was great for all. Plenty of space to park 5/6 cars right in front of the home and we were able to make fabulous use of the back garden, bar and hot tub with the great weather. All in all, great stay for what we needed and would highly recommend!

The Townhouse is rated an exceptional 9.5 on Booking.com, The Old Station House holds a 9.3, and The Crescent has earned a perfect 10. While their newer homes are still gathering reviews, early feedback has been overwhelmingly positive and as always, any suggestions made are taken on board. On Airbnb, Holiday Heim have consistently maintained an average rating of 4.95 to 5 stars for nearly three years.



5* Becky ★★★★★

We stayed at the Airbnb for my 30th with my whole family and we had the best time ever. The house was perfect for hosting a large group of people, it had all the amenities we needed and was lovely and clean. The location is perfect, easy to walk into St Anne's, we ended up driving in to Blackpool to see the illuminations but the house was so cozy and the weather was rainy so we enjoyed spending most of the trip in the house/in the hot tub. Communication with the host really good also and we really appreciated arranging for late check in and out. Overall, everything was perfect and would definitely come again!



The Old Station House



5* Kev ★★★★★

The Old Station House was simply incredible. Spacious and furnished beautifully. Both Jack and Carley were great from booking through to check-out. I would book this property again in a heartbeat. Perfect for a big family get together, situated close enough to everything you could need. Thank-you!

5* Katie ★★★★★

We stayed here for my mum's 70th birthday and it was the perfect base. The house is deceptively spacious with two living spaces and huge bedrooms that have been beautifully renovated. The beds were so comfy with crisp soft linen that smelled amazing. The house felt like home from the moment we walked in.

There was a little welcome snack box on the counter top which was welcome for the little ones.

The fish and chip shop 5 minutes walk along the same street was excellent and there are plenty of other independent restaurants within 10 minutes walk. We tried Imli for an Indian and several of the cafes/coffee shops. The beach was about 15 minutes walk away.

Lytham was also 5 minute's drive up the coast towards the windmill and we discovered more independent eateries including Apricot for an amazing brunch and Sticky for brownies, cookies and fudge. We would definitely visit here again! Note that parking on the drive is very snug even for one car but there was ample free on-street parking.

Reviews



Crookdale House

5* Basith ★★★★★

The booking through Airbnb was hassle-free and the host was really prompt and helpful. They had every amenity which was shown in the listing! You can reach the exact location if you put Old Toms Lane in your Google Maps! There are two gates to enter and it is written Crookdale House on the gates, helping us to identify easily. We arrived in 4 cars, yet had space for another 3 cars at least. The host showed us around the property and explained everything in detail. We were group of 13, yet there was space for another 3!

Every corner of the house is beautiful! There are numerous TVs! Not that we spent a lot of time watching TV because the property comes with a brilliant pool, billiards and darts. There are even more games available. Also there is a well equipped kitchen! Beyond the internal facilities, the backyard is just picturesque and beautiful. The property is noise friendly as well. We had a perfect weekend. Would definitely love to comeback! Thanks for hosting us!

5* Zakir ★★★★★

We stayed at Carley's place for a family vacation, and all I can say is, wow, it was amazing! We had such a great time with plenty of activities to do in the house, and the Lake District is only 45 minutes away. The location was perfect for us. The indoor swimming pool felt really private, and the kids absolutely loved it. I was pleasantly surprised by how warm both the room and the water were, definitely a massive win!

The house is ideal for a large group (we were 16!), with plenty of space and ensuite rooms, which made mornings so much easier with no waiting around. The games room with a pool table and a huge TV setup was a great touch, especially if you enjoy video games, perfect for hooking up a PlayStation or Xbox. Carley was a fantastic host, kind, respectful, and very responsive. She kept us updated throughout. I would like to give a big thank you to Carley from me and my family.



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