

Holiday park bosses banned from running companies

Walsham Chalet Park was incorporated in 1966 and operated 8 holiday parks across several sites in England including Suffolk, Essex, Norfolk, Cambridgeshire, Devon, Cornwall, East Sussex and Berkshire.

James Moir (23) and William Moir (27), both from Harlow, joined their father Simon Moir as directors of Walsham Chalet Park Limited in 2017.

The holiday parks company ran an investment scheme where people could invest in part or an entire holiday chalet and would receive returns based on the holiday rental income.

Investigations following Walsham Chalet Park's insolvency in September 2019, however, found that 161 people had paid Walsham Chalet Park £14.2m to invest in chalets never built.

30 of those investors further paid the holiday park company £1.8m to invest in chalets at a site in Gloucestershire that Walsham Chalet Park did not own.

Investigators established that false accounts had also been sent to the company's bank.

On 11 March 2021, the Secretary of State accepted disqualification undertakings from James and William Moir after they did not dispute they had breached their duties as directors of the company.

James and William Moir have been banned from acting as directors for 6 years each which means they cannot, directly or indirectly, become involved, without the permission of the court, in the promotion, formation or management of a company.

The directors' father, Simon Moir (58), previously received a [14 year ban](#) in September 2020 for his role in the failed investment scheme.

Sue MacLeod, Chief Investigator at the Insolvency Service, said:

Millions of pounds were taken from investors for holiday chalets from James and William Moir's company, despite Walsham Chalet Park not owning one site and the chalets never being built.

As a result of this financial mismanagement, investors have lost substantial amounts of money and it is only right that these brothers are removed from being company directors for this significant period.

James Moir is from Harlow, Essex and his date of birth is July 1997.

William Moir is from Harlow, Essex and his date of birth is January 1994.

WALSHAM CHALET PARK LIMITED (Company number 00871417)

Disqualification undertakings are the administrative equivalent of a disqualification order but do not involve court proceedings.

Persons subject to a disqualification order are bound by a [range of restrictions](#).

[Further information about the work of the Insolvency Service, and how to complain about financial misconduct.](#)

You can also follow the Insolvency Service on: