



JOEL VAN DER MOLEN'S

GYPSY BILLIONAIRE

PRESS KIT & PRODUCTION NOTES

BORN IN A CARAVAN IN A LAYBY, ALFIE BEST BECOMES THE RICHEST GYPSY IN THE WORLD, TACKLING THE BIGGEST CHALLENGE OF MODERN TIMES.



“HE HAS TOUCHED THE LIVES OF MILLIONS OF PEOPLE ALREADY. AND I’M CERTAIN HE WILL GO ON TO TOUCH THE LIVES OF BILLIONS OF PEOPLE—WHAT A GREAT LEGACY.”

JOHN MAPPIN ON ALFIE BEST

SYNOPSIS

Born in a caravan to a dirt-poor Romany Gypsy family, Alfie Best’s first sight of the world was a snow-covered layby just outside Leicester. Despite a childhood spent being a victim of racism, working with his dad tarmacking driveways at eight, and leaving school at 12, Alfie is now the richest Gypsy on the planet.

At 14, he started his first business, consciously turning the scrap of his youth into metal for his future. By 1989, he was investing in property, earning £200,000 a year, and driving a brand-new Porsche. When the recession gutted his business, he lost everything. But boxing as a child had taught him to get straight back up when you get knocked down—even if you are living in the back of an Escort van.

Alfie might not be an academic, but he is a visionary. During the 90s, he predicted the importance of the connected future, investing in mobile phones and opening 18 stores across the country in 18 months. The following decade, he started investing in affordable housing, having accumulated a personal wealth of £5 Million. Twenty years later, he owns Europe’s largest affordable housing solution, valued at over one billion pounds.

Gypsy Billionaire is the story of how a man who should have failed became the most successful Gypsy in history whilst helping to solve the biggest crisis of our times.



SUBJECTS OF FOCUS

Racial injustice. Cost of living crisis. Affordable housing. Entrepreneurship and success against all odds.

GENRE

Documentary: a Great British success story and a solution to a global problem.

TECHNICAL SPECIFICATION

Project type:	Documentary
Runtime	56.28 minutes (including credits)
Aspect Ratio	16:9 4K UHD
Frames per second:	25
Shooting format:	Digital 4K UHD, 10 Bit
Cameras:	Sony FX6 and Sony FX3
Audio:	Stereo, 24 bit, 48 kHz, EBU R-128
Captions:	English
Country of Origin:	United Kingdom
Country of filming:	United Kingdom
Audience:	All audiences

AUDIENCE

Gypsy Billionaire is a documentary for anyone interested in entrepreneurship, social justice, or great stories. From people looking for a solution to pay their monthly bills to people who love an underdog, this film is inspirational.

PRODUCER CONTACT

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“YOU MIGHT SEE HIM IN HIS HELICOPTER, BUT HE HAS KEPT SO TRUE TO HIS HERITAGE, HIS FAMILY, AND HIS FRIENDS.” CLAIRE SWEENEY



ALFIE BEST

Self-made UK entrepreneur, investor, speaker, and philanthropist Alfie is chairman of the Wyldecrest Parks group of companies.

Born in a caravan to a poor Romany Gypsy family, Alfie built Wyldecrest Parks from scratch. He now has a portfolio of over 100 UK-based residential and holiday parks and 20 in the USA, valued at over one billion pounds.

Alfie also has a plethora of successful businesses, including exclusive property in Barbados and London, golf and country clubs, hotels and restaurants, East Thurrock United Football Club, Vaaroom Motorhome Hire, and Nomad Campers and Converters.

A Forbes Magazine thought leader, Alfie won Entrepreneur of the Year at The Signature Awards, the NSMA Best Business and Financial Influencer Award, and received the 'Park Home & Holiday Park Operator of the Year' for Wyldecrest Parks. In 2022 Alfie was listed at #230 in the Sunday Times UK Rich List.

Alfie is no stranger to the media, regularly appearing in many top UK editorials such as The Daily Mail, The Sunday Times, The Sun, and The Mirror. He took part in 'My Big Fat Gypsy Fortune' on Channel 4, 'The Really, Really Rich' with Kathy Burke, 'Britain's Spending Secrets' with Anne Robinson, and 'Undercover Big Bosses' on ITV.

"I'M NOT LIKE ANYONE YOU WILL EVER MEET. NOT BECAUSE I'M SPECIAL, OR IMPORTANT. BUT BECAUSE I'M ACTUALLY A NOBODY". ALFIE BEST



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(PICTURE OF JOEL AND ALFIE. CREDIT: GEORGE RICHARDSON)

JOEL VAN DER MOIEN —

PRODUCER, DIRECTOR, AND EDITOR

Winner of 31 Global Film Awards, Joel grew up in Southeast England, was a young British tennis hopeful, and studied acting at The Webber Douglas Academy of Dramatic Art in London. Through his filmmaking passion, he loves creatively telling stories to inspire others.

DIRECTORS STATEMENT

I was immediately captivated by Alfie's inspirational life and business story. It is an untold Great British success story and pertinent for our time.

Roma, Gypsy, and Traveller people in Britain face more barriers and discrimination than any other community. Even in 2023, Britain is still a racially unjust society. According to figures from the Evidence for Equality National Survey (EVENS), this community often experiences racist insults, property damage, physical attacks, job insecurity, and poor health.

Over the 18 months we spent filming around the UK, I have come to understand the essence of Alfie's business empire. He is at the forefront of a housing revolution, answers the social housing problem, and provides the opportunity for people to live in luxury homes, free up capital, and beat the cost-of-living crisis.

Alfie shares how he started his business, lost everything, and built it back stronger to become the world's first Gypsy Billionaire.

This is the beginning of a documentary series following Alfie as he grows his empire worldwide and reflects on the past lessons that have contributed to his financial success.



PRIMARY CONTRIBUTORS



CLAIRE SWEENEY

Actress, Singer and TV Personality, Claire Sweeney became a household name in the nineties after starring in Brookside and is now on our screens as Cassie in Coronation Street. She is also known for playing Roxie Hart in the musical Chicago, and opposite Patrick Swayze in Guys and Dolls in London's West End. She is a close friend of Alfie.

“I’LL BE EATING PIES, WATCHING TELE, AND SINGING SHOW TUNES FROM MY SOFA IF I WAS AS RICH AS ALFIE”.

“I DON’T KNOW HOW HE KEEPS ALL THE PLATES SPINNING AND STAYS SANE”.

TERRY STONE

British Actor and Film Producer, Terry is most notable for his role as Tony Tucker in the Rise of the Footsoldier film franchise. He met Alfie later in life as they share a love of boxing.



JOHN MAPPIN

“I don’t know how the hell he did it. It’s an enigma”.

Born into the jewellery and silver family that founded Mappin & Webb which has served the Royal Houses of England and Europe continuously since the 1700s, John is one of the owners of the Camelot Castle Hotel in Cornwall. Hearing about Alfie Best from Celia Sawyer of Channel 4’s ‘Four Rooms’, one day he invited him for afternoon tea at the castle where their friendship began.



ELIZABETH BEST

“What we are providing is the answer to the cost-of-living crisis”.

Daughter to Alfie, Elizabeth grew up on the first mobile home park Alfie brought in 2001. She was learning about the business before she even knew she was learning about the business. Elizabeth is now working her way up within the Wyldecrest empire.

JOE RICOTTA

“He does not stop. When he’s sleeping, I think he records what he’s thinking”.

As a long-time friend, Joe met Alfie at age 8, delivering cucumbers with his father. The family moved back to Italy, but Joe returned to London at 16 with nothing but a suitcase and his business life began. He learnt to read from Truck Trader and Commercial Motor Magazine. He shared a similar determination to succeed as Alfie’s and built his own empire in logistics.



CHRIS BALL

“What he’s doing for the Gypsy community is phenomenal”.

From the same gypsy background, Chris had to navigate his way through the racism and abuse that came with being a gypsy. But he did not let this stop him from seeing his own path to creating business success with Scrap Yards, like the one’s he would play on as a child. He and Alfie have been friends since they were teenagers when Alfie was dating his next-door neighbour.