In this issue

Sector KPIs
Using our extensive operational intelligence, we identify the key performance indicators in the market.

Deals Update
A look at a selection of our deals over the last year.

Parks for Sale
A chance to find your perfect property in eight pages of our latest parks on the market.
Welcome
to the 2019/20 edition of our Leisure and Residential Parks portfolio.

Variety is the Spice of (Business) Life

We are pleased to report another successful year for our Parks department which is always a useful barometer to gauge market conditions in the sector.

Specialising in the UK Parks sector, we deal with a wide variety of transaction sizes which creates continued high levels of professional satisfaction. The fact is, whether we are conducting the sale of a privately owned ‘lifestyle business’ or involved in a corporate transaction (most of which we are unable to publicise), we love conducting transactions on behalf of all our clients.

Furthermore, our performance and track record in the sale of parks transfers seamlessly into our ability to provide our clients with respected and informed professional and valuation advice.

The ‘variety’ theme continues with property type; there are now so many variances of holiday accommodation in the sector – from glamping to lodges, huts to statics, tents to chalets – not to mention the mix of permitted use and tenure options offered to customers.

Roll in the variance of management approach and the result is a widespread differential in the performance (and possible future performance) of holiday park businesses.

These variances mean that a bespoke approach to price and value, underpinned by experience (there is, after all, no substitute) and expertise is essential – so we implore business owners to always obtain specialist advice.

The sector variety continues to be the ‘spice’ of our professional life! The team thrive on helping our clients achieve their objectives, so please get in touch if you think we can assist you.

RICHARD MOSS
MRICS
HEAD OF UK PARKS AGENCY
We know the Market
We understand the Business

With lenders still concentrating on serviceability and sustained activity from private equity and other new entrants, specialist professional advice is imperative. We don’t just know the market, we understand the business. During the last five years Colliers International have valued 425 caravan parks with an aggregate value of £1.9 Billion and continue to conclude a park sale every 3 weeks on average.

Did you know?

**Valuation**

We have valued 425 parks over the last five years.

Aggregate value of £1.9 billion of parks valued over the last 5 years.

We are on the valuation panel of every major UK bank.

**Agency**

Deals ranged from £250k to £20m.

We sold £145 million worth of parks in the last three years.

Every 3 weeks we sell a park.
Discretion has always been our watchword, in a tight-knit sector news can spread quickly. We work with our clients in determining if a confidential route to market is appropriate and once the decision is made, we make it our mission to do everything within our power to ensure that confidentiality is maintained.

Confidentiality can be important for a variety of reasons, but most important is protection of the ongoing business and hence the value of the operational asset.

Some businesses can be more affected by an open marketing campaign than others. For instance, an open marketing campaign is likely to prove detrimental to a wedding venue but is far less likely to affect a holiday home park.

The interests of buyer and seller are aligned more often than commonly thought. For instance, staff are often concerned for their future (aside from the statutory protection offered under TUPE) but purchasers can be just as concerned that they will lose key staff who hold valuable knowledge regarding the property and business. Therefore, sometimes an open and transparent approach can be more beneficial to business continuity.

Confidentiality can be an excellent tool for generating competitive tension through a focused campaign. However, it should only be adopted when the agent has the ability to offer a genuine route to market through known credible buyers to buyers from our extensive applicant database. Through our experience and position in the market, we are able to confidently match properties to buyers. Our clients are at the heart of everything we do, so it is also our duty to advise when a confidential approach is inappropriate; where the characteristics of the property mean that identifying the buyer or buyer group is problematic or narrows the purchaser pool, which ultimately could affect the price achieved.

It is a rapidly evolving market with new buyers appearing all the time. Therefore, even when the purchaser pool is established and well-known, there is a danger that the best potential buyer could be missed.

So, wherever practicable, a full and open marketing campaign is most often the best approach for the client. All things considered, every client is unique and so too is every caravan park. Therefore, knowledge and experience are key to providing tailored advice for each sale; something that we pride ourselves on at Colliers International.
Key Performance Indicators

With the benefit of 75 years of sector experience across the team, we continue to build upon a wide-ranging library of operational intelligence which is used confidentially in the trading analysis that underpins our valuation and agency advice. The following Key Performance Indicators relate to parks that we have valued during the last 24 months.

**Holiday Static/Lodge Parks**

- **EBITDA per Pitch**
  - HIGH: £6,367
  - AVERAGE: £3,488
  - LOW: £1,132

- **Gross Margin from Static/Lodge Sales**
  - HIGH: 49%
  - AVERAGE: 24%
  - LOW: 37%

- **Net Static/Lodge Pitch Fee**
  - LOW: £1,390
  - AVERAGE: £2,321
  - HIGH: £3,669

**Touring Holiday Parks**

- **Pitch Values**
  - LOW: £5,000
  - AVERAGE: £15,000
  - HIGH: £10,000

- **Turnover per Pitch**
  - LOW: £731
  - AVERAGE: £2,333
  - HIGH: £1,568

**Residential Home Parks**

- **Vacant Pitch Values**
  - LOW: £40,000
  - AVERAGE: £62,000
  - HIGH: £115,000

- **Gross Profit from Home Sales**
  - LOW: £50K
  - AVERAGE: £121,125
  - HIGH: £31,000

- **Range**
  - LOW: £40,000
  - AVERAGE: £40,000
  - HIGH: £40,000
What our clients say about us

The service met all our expectations... a big thank you to Georgina for all her help and assistance, and always being available when needed.

FORMER OWNERS OF NIDDERDALE LODGE PARK

We would like to say that the service we received was always of a highly professional nature, but with a pleasant and friendly manner, which made us feel very comfortable as we progressed with the sale. Thank you to the Parks Team.

OWNERS OF WHITE ROSE HOLIDAY PARK

Communication and attention to detail was excellent. We appreciated the advice and support during the process. All the team were nice people to deal with and very approachable... Would you recommend us? We already have.

OWNERS OF CAYTON VILLAGE CARAVAN PARK

Winston Bridge Holiday Park
North Yorkshire
High quality privately owned holiday static park. Developed with 109 static caravan pitches, 12 month licence. Included a detached house and 5 acres of land with scope for development. The site extends to a total of circa 20.6 acres.
Guide Price: Undisclosed

Castlewigg Caravan & Camping Park
Dumfries & Galloway
An established holiday caravan park developed with 22 touring caravan pitches and 20 static caravan/lodge pitches, including a 4-bedroom holiday cottage/house and extending to circa 5.3 acres.
Guide Price £535,000

We have been busy...
As the market heightens, here’s a selection of deals we have recently been involved with.

1  Winston Bridge Holiday Park
   North Yorkshire
   High quality privately owned holiday static park. Developed with 109 static caravan pitches, with 12 month licence. Included a detached house and 5 acres of land with scope for development. The site extends to a total of circa 20.6 acres.
   Guide Price: Undisclosed

2  Castlewigg Caravan & Camping Park
   Dumfries & Galloway
   An established holiday caravan park developed with 22 touring caravan pitches and 20 static caravan/lodge pitches, including a 4-bedroom holiday cottage/house and extending to circa 5.3 acres.
   Guide Price £535,000
3. White Rose Holiday Park | North Yorkshire
   A substantial holiday static and touring caravan park sold in an excellent tourist location. Developed with 223 caravan pitches (173 static and 50 touring). Included 6 holiday cottages and popular public house. Extending to circa 13 acres.
   Guide price: Undisclosed

4. Naburn Caravan Park | North Yorkshire
   Superbly located touring caravan park, developed with 115 touring pitches. The site included an owner’s bungalow, salmon fishing rights and extends to circa 29.8 acres.
   Guide Price Undisclosed

5. Cayton Village Caravan Park | North Yorkshire
   A high quality family owned touring caravan and camping park with exceptional trading performance. Developed with 319 touring/tent pitches and including successful tourer storage and tourer sales businesses. Extending to circa 21.3 acres.
   Offers Over £4m

6. Cairnryan Holiday Park | Dumfries & Galloway
   Established and profitable holiday static caravan park in a strong trading location. Site Licence for 173 holiday static caravans. Included impressive 3 bedroom detached house and 2 superbly renovated cottages. Extending to circa 12.3 acres.
   Guide Price Undisclosed

7. Brickyard Farm Lakes | North Yorkshire
   Established holiday caravan park located on the outskirts of the popular market town of Malton. Developed park with consent for 35 touring pitches and caravan storage area. Included 3 well stocked fishing lakes, 4 bedroom owner’s accommodation and substantial outbuildings.
   Guide Price £799,500

8. Nidderdale Lodge Park | North Yorkshire
   Superbly located Park Home Estate with river frontage located on the outskirts of Knaresborough. Developed with 54 residential pitches. Included a twin staff unit and 2 vacant twin pitches. Extends in total fronting 4.3 acres.
   Offers Over £1.25m

9. Trossachs Holiday Park | Stirlingshire
   A high quality mixed holiday park, developed with a total of 162 holiday units including: 90 static caravan pitches, 24 lodge pitches and 48 touring caravan pitches, extending to circa 101 acres.
   Guide Price Undisclosed

10. Redbrick Woodland Lodges | Nottinghamshire
    A successful lodge park set in idyllic surroundings and developed with 4 magnificent timber lodges and 1 new timber cabin. The site included a substantial barn with residential consent, a 3 bedroom owner’s bungalow and extends to circa 7.2 acres.
    Guide Price Undisclosed
| **11** Roydon Marina Village | Essex  
High quality mixed use leisure park located on the Essex/Hertfordshire border. Planning permission for 72 holiday lodges and 42 residential park homes. The site included a 315 berth marina and licensed restaurant. Extending to circa 56.2 acres.  
Offers Invited in the region of £10.75m |
| **12** Trethiggey Holiday Park | Cornwall  
Beautiful holiday park located in an exceptional trading location. Developed with 155 touring and 20 static caravan pitches. Planning permission in place for 200 pitches. Included bar and bistro and two semi-detached bungalows. Extending to circa 14.7 acres.  
Guide Price £2.65m |
| **13** White House Caravan Park | East Yorkshire  
Established and profitable holiday static caravan park in strong trading location. Site Licence for 173 holiday static caravans. Included an impressive 3 bedroom detached house and 2 sparsely renovated cottages. Extending to circa 12.3 acres.  
Guide Price Undisclosed |
| **14** Norton Park | Devon  
Rare holiday park investment opportunity with development potential. Prime location 1.5 miles from Dartmouth centre. Developed with 263 privately owned chalets on 99 year leases. 18.8 acres of chalet park land.  
Guide Price £2.5m |
| **15** Penally Development Site | Pembrokeshire  
Development site located on the outskirts of the Pembrokeshire Coast National Park, less than one mile from Tenby’s South Beach and just over a mile from the town centre. Planning permission in place for 45 high quality self-catering lodges. Extending to circa 7.4 acres.  
Guide Price £750,000 |
| **16** The Gart Holiday Park | Perthshire  
An attractive mixed use holiday park located at the gateway to the world-famous Loch Lomond and the Trossachs National Park. The site has been extensively developed and well planned, with circa 200 touring and static pitches. Extending to circa 26 acres.  
Guide Price Undisclosed |
| **17** Eastchurch Holiday Centre | Kent  
A collection of five long established and popular holiday parks located on the Isle of Sheppey. Developed with over 500 static caravan pitches and chalets. Extending to circa 57 acres.  
Guide Price £5.95m |
| **18** Paradise Leisure Lodges | North Yorkshire  
A successful and highly profitable holiday letting business, developed with 14 twin lodges and 13 mega camping pods. The site included a 5 bedroom house and extends to circa 14 acres.  
Guide Price £2.4m |
On the Market

The following pages show a selection of our latest additions to the market throughout the UK.

For further details on any property or to arrange a viewing, please call your nearest regional office quoting the property reference number.

CONWY
NEW INSTRUCTION
REF: 23552 Edinburgh

Located just beyond the eastern boundary of Snowdonia National Park in the idyllic Conwy Valley.

A holiday park with planning permission for 26 static holiday caravan pitches.

Opportunity to improve trading levels and add value through additional pitches, subject to planning permission.

EPC Rating: N/A

Offers Over £500,000 F/H

INVERNESS-SHIRE
NEW INSTRUCTION
REF: 23579 Bristol

A high-quality residential park offering substantial development potential.

Developed with a total of 65 pitches.

Site Licence and planning for 184 units.

Set in approximately 34 acres of land with plenty of scope for further development.

Includes 5 bedroom detached houses and buildings.

EPC Rating: F

Guide Price: £1.95m L/H

LEISURE AND RESIDENTIAL PARKS

HEREFORDSHIRE
FOR SALE
REF: 24437 Bristol

Nestled in idyllic Herefordshire countryside, in the pretty village of Aymestrey.

Highly profitable holiday and Leisure business comprising five letting lodges of Scandinavian round log construction.

Surrounding the total of 2.2 acres.

Four self-catering houses providing owner’s accommodation, with enclosed gardens.

EPC Rating: C/D

Guide Price: £995,000 F/H

NORTH WALES
NEW INSTRUCTION
REF: 24759 Manchester

Outstanding holiday park development opportunity close to the popular North Wales coast.

Lot 1: Former holiday park with expired planning for 39 holiday chalets; and 3 former holiday cottages.

Lot 2: Substantial rental property split into 9 flats and 2 large holiday letting properties.

In total extends to circa 7 acres.

EPC Rating: TBC

Lot 1: Guide Price: £1.25m F/H

Lot 2: Guide Price: £950,000 F/H

CONWY
NEW INSTRUCTION
REF: 24759 Manchester

Located just beyond the eastern boundary of Snowdonia National Park in the idyllic Conwy Valley.

A holiday park with planning permission for 26 static holiday caravan pitches.

Opportunity to improve trading levels and add value through additional pitches, subject to planning permission.

EPC Rating: N/A

Offers Over £500,000 F/H
NORTH WALES
NEW INSTRUCTION
REF: 24758 Manchester
- Well regarded caravan and camping park which enjoys magnificent views across Snowdonia.
- Developed with 20 touring caravan pitches, 35 tent pitches and 2 well-appointed hire fleet static caravans.
- Includes substantial 4/5 bedroom owner’s accommodation and detached garages.
- Extending to circa 3 acres.
EPC Rating: E
Offers in Excess of £1.25m F/H

CENTRAL SCOTLAND
CONFIDENTIAL INSTRUCTION
REF: 24339 Edinburgh
- Luxury leisure and holiday estate extending to circa 80 acres.
- Variety of high quality holiday accommodation (statics, houses and lodges).
- Planning in place for further development.
- Leisure and retail facilities on site.
EPC Rating: B–G
Guide Price: £10m F/H

LINCOLNSHIRE
NEW INSTRUCTION
REF: 24739 Manchester
- Excellently developed touring park extending to circa 2.4 acres.
- Developed with 36 touring caravan pitches.
- Includes substantial 5 bedroom owner’s bungalow.
- Highly popular destination close to the beach and traditional seaside amenities.
EPC Rating: C–E
Guide Price: £795,000 F/H

CUMBRIA
NEW INSTRUCTION
REF: 24620 Manchester
- Spacious and long-established touring caravan park in an ideal touring location.
- Developed with 30 touring caravan pitches and caravan storage area.
- 12 month season.
- Includes substantial 4 bedroom owner’s bungalow.
- Site ideal for further growth through trading improvements.
EPC Rating: C
Guide Price: £875,000 F/H

YORKSHIRE DALES
NEW INSTRUCTION
REF: 24652 Leeds
- Successful and long-established family business.
- Located on the main route connecting the Yorkshire Dales and Lake District National Parks.
- Developed with 7 lodges and a bunkhouse.
- Ideal for trading improvements.
- Includes a 3 bedroom detached log-built house for owners.
- Established and successful trade with consent for an additional 2 lodges.
Guide Price: £1.65m F/H

LINCOLNSHIRE
UNDER OFFER
REF: 24412 Leeds
- Outstanding and rare opportunity to acquire a substantial holiday lodge development close to the Lincolnshire Wolds.
- Includes a substantial residential dwelling, ideal for staff or a manager.
- Outstanding residential property and land additionally available, available by separate negotiation.
- Extending to circa 32 acres.
EPC Rating: F–G
Price on Application
ESSEX
NEW INSTRUCTION
REF: 24734 Leeds

- A newly revitalised and thriving business set within an excellent touring location.
- Developed with 67 touring/tent pitches (total of 62 electric hook up points).
- Extending to circa 3.5 acres.
- Planning permission in place for 19 holiday static caravans (as replacement for a number of touring pitches).
- Includes the Strangers Home Public House and 3 bedroom apartment.
EPC Rating: TBC

Guide Price: £1.5m F/H

PERTHSHIRE
NEW INSTRUCTION
REF: 24729 Edinburgh

- High quality and well established holiday park set in a strong trading location.
- Currently developed with a total of 145 pitches, including 103 owner occupied static/lodges.
- Total area circa 19 acres with an all year round Site Licence for 200 units.
- Includes an impressive Manor House, 3 apartments, 2 detached cottages and the Factor’s Cottage.
EPC: Exempt

Guide Price: £4.75m for the Company Shareholding
WARWICKSHIRE
UNDER OFFER
REF: 24639 Leeds

• One of the largest commercial coarse fisheries in the country.
• Expertly developed with over 23 acres of water.
• Includes a recently developed touring caravan park (35 pitches) and holiday lodge development.
• Also includes well-developed owner’s bungalow.
EPC Rating: B–E
Guide Price: £1.75m

AYRSHIRE
NEW INSTRUCTION
REF: Edinburgh Argyshire

• Well established holiday caravan park with substantial central facilities complex.
• Significant development and business growth potential.
• Extending to circa 83 acres.
• Site Licence for 206 units operating between March and January and February weekends.
EPC Rating: TBC
Offers Over £2.5m F/H

ANGER
NEW INSTRUCTION
REF: Edinburgh Angus

• Woodland development site extending to circa 35 acres (14.1 hectares).
• Situated defensively adjacent to the beautiful Monikie Country Park.
• Planning permission for 20 Wigwam Cabins for holiday use with further scope for a holiday lodge development (STP).
• Access to mains services.
EPC Rating: N/A
Guide Price: £500,000 F/H

FIFE
UNDER OFFER
REF: 24420 Edinburgh

• Well established holiday static caravan park in a picturesque trading location close to St Andrews.
• Extending to circa 5.1 acres.
• Licensed for 100 units.
EPC Rating: G
Offers In Excess of £1.2m

These pages represent only some of the properties we have been asked to market around the country.

For a national, specialist market such as the one we operate in, it makes sense to appoint a national, specialist agent like Colliers International.

We will commit to providing you with trusted expertise and advice in a market where confidentiality is essential, which is why we have acted for and/or advised 80% of the largest UK Holiday Park operators over the last three years.
Meet the team

We place great importance on getting to know our clients and we do this over years not months. Here are some things you may not have known about our parks team.

**Richard Moss**

**Years in the industry**

20

**What are your hobbies?**

Playing cricket and golf, the latter preferably somewhere hot with on course hydration available.

**What do you like most about working for the Parks team?**

No 2 days are the same!

---

**Ben Jones**

**Years in the industry**

15

**What are your hobbies?**

My favourite hobbies are playing and watching rugby, walking/cycling/running around the Brecon Beacons and reading.

**What do you like most about working for the Parks team?**

The places I visit and the people I meet.

---

**John Rushby**

**Years in the industry**

25

**What are your hobbies?**

Rock climbing and mountaineering, road and mountain biking and sailing. I have no hand eye co-ordination so can’t kick a ball or hold a golf bat.

**What do you like most about working for the Parks team?**

The client and property base is varied, often complex and always interesting. I deal with all the “left field” property, across Europe, so it’s always challenging.

---

**Amy Brooksbank**

**Years in the industry**

11

**What are your hobbies?**

Country pub walks, kayaking, watching stand-up comedy and Formula 1.

**What do you like most about working for the Parks team?**

Not being confined to an office - travelling across the UK, visiting lovely places and meeting interesting people. And I guess the rest of the team aren’t bad company either.

---

**Robert Smithson**

**Years in the industry**

7

**What are your hobbies?**

Travelling and watching sport, both of which have taken a back seat now I have an 18 month old daughter!

**What do you like most about working for the Parks team?**

The varied client base and the interesting places we go and see but most of all the passion in the businesses of the property owners we go and see.
Leisure and Residential Parks

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www.colliers/uk/parks

Georgina Cank
Years in the industry
10
What are your hobbies?
Walking, watching movies and reading a good crime book.
What do you like most about working for the Parks team?
Working in a small friendly and slightly wacky team and having a varied role.

Jack Ferguson
Years in the industry
1
What are your hobbies?
Playing sport, watching movies and reading autobiographies.
What do you like most about working for the Parks team?
Being part of a small, close-knit team.

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