

CASE STUDY

HOTEL + LEISURE



PARK HOUSE HOTEL, SHIFNAL

PROJECT SUMMARY

Marketing and disposal of The Park House Hotel, Shifnal.

TEAM

Hotel + Leisure Team Manchester

LOCATION

The Park House Hotel, Shifnal,
Shropshire, TF11 9BA

CLIENT

Devonshire Real Estate Limited

DATES

December 2021

SUBHEADER

Marketing and disposal of The Park House Hotel in Shifnal, Shropshire, an established full service 4 star hotel comprising 54 bedrooms, restaurant, bar, conference and banqueting suites, spa, and leisure facilities.





“Having a close working relationship with Crest Hotels for the last 20 years, we are pleased to have secured another hotel to add to their expanding portfolio. In fact the Park House Hotel closely follows the Tiverton Hotel that Crest Hotels purchased early in 2021. Together we look forward to our continued efforts to secure more transactions in this extraordinary period.”

Simon Stevens, Simon Stevens Associates

WHY G+S

We are recognised as one of the leaders in this field across the UK. We work across a range of business types and sectors, but have particular expertise in the Hotel, Licensed and Leisure sector. As a result, we are retained by many of the UK’s leading hospitality and leisure groups to manage the sales and disposal of their business portfolios.

We add value every step of the way – whether it’s using our negotiating skills to get the best possible deal, or looking for opportunities to maximise the value of your assets through strategic enhancements.

APPROACH

The Graham + Sibbald, Hotel + Leisure Team based in Manchester carried out a full and open marketing campaign and specifically targeted experienced hotel owners, operators, and investors.

The hotel is situated in a prominent position on the A464 close to Shifnal town centre and only five miles away from Telford. The hotel is well placed for leisure guests wanting to explore the many attractions in an around Shropshire, including the RAF Cosford Museum and the historic Ironbridge Gorge, a scenic world renowned tourist destination and UNESCO World Heritage site.

The Hotel’s location is also ideal for corporate/business travellers to the area given that it is not only within the heart of Shifnal but also close to the extensive commercial and retail facilities of Telford which is the largest town in Shropshire. The Hotel also has excellent transport links, with Shifnal’s main line railway station just a short five-minute walk away, whilst Junction 4 of the M54 motorway is less than two miles from the Hotel.

SERVICES PROVIDED

The Hotel + Leisure Team introduced and negotiated the sale of the hotel by way of an asset sale of a going concern business to a national multiple operator.



Key contacts:



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