

# PRIME LONG-INCOME HOTEL INVESTMENT WITH CPI LINKED RENT REVIEWS

PREMIER INN NORWICH CITY CENTRE,  
DUKE STREET, NORWICH, NR3 3AP

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**Kimmre**

# INVESTMENT SUMMARY

Premier Inn Norwich City Centre, Duke Street, Norwich, NR3 3AP

Norwich, the county town of Norfolk, is an attractive, historic and dominant regional hub in the East of England, attracting both tourists and business travellers.

The property benefits from a prominent position in the heart of the city close to the historic centre which includes both Norwich Cathedral and Norwich Castle.

Purpose-built 117 bed hotel with Premier Plus rooms.

Let on a FRI lease to Premier Inn Hotels Ltd until 27th October 2039 providing a very attractive WAULT of 14.2 years to expiry.

Current passing rent is £559,238.67 per annum reflecting a very low £4,780 per key.

5 yearly CPI linked rent reviews with a collar of 0% and a cap of 4%, compounded annually.

Next rent review is 31st January 2030 where the rent could increase to up to £680,400 per annum.

Premier Inn is the largest UK hotel brand and achieved over £1.3 billion in revenue in 2024/25. It has a D&B rating of 5A1.

Freehold.

Offers in excess of  
£8,750,000

Capital Value (Per Key)  
£74,786

Net Initial Yield  
6.00%

Reversionary Yield  
In 2030 of up to 7.30%



WATCH THE VIDEO

# LOCAL LANDMARKS

Premier Inn Norwich City Centre, Duke Street, Norwich, NR3 3AP



**NORWICH**  
CATHEDRAL

**Norwich**  
Railway Station

**NORWICH CITY**  
FOOTBALL CLUB

**Premier Inn**  
*Rest easy*

**Norwich**  
Market

**Chantry Place**

**NORWICH**  
LANES

**NORWICH**  
UNIVERSITY  
OF THE ARTS

*Picture*  
house

**Norwich**  
Castle

**City Hall**

**the**  
**forum**

**A147**

**St Andrews**  
Car Park

**CITY CENTRE**

**ST. ANDREWS ST**

**Jane**  
Austen  
COLLEGE

**NORWICH**  
UNIVERSITY  
OF THE ARTS

**DUKE ST**

# NORWICH – A STRONG COMMERCIAL CENTRE

Premier Inn Norwich City Centre, Duke Street, Norwich, NR3 3AP

Norwich benefits from the third-highest concentration of science and research parks in the country and is a hub for financial services and insurance.

Norwich Research Park is one of Europe's largest single-site concentrations of expertise in food, genomics, health and environmental sciences. It is home to over 30,000 professionals and contributes more than £3 billion per annum to the national economy.

Financial and business services continue to make the largest private sector contribution to Norwich's economy, accounting for approximately 20% of the city's GVA and employing thousands of professionals. Norwich is home to over 180 financial firms, including major names such as Virgin Money, Royal Bank of Scotland and HSBC. Norwich headquartered Aviva, one of the world's largest insurance groups, secures the city as the UK's foremost general insurance centre outside London.

The public sector also has a strong presence, with institutions like HM Revenue & Customs, Norwich City Council, and the Crown Prosecution Service among the city's largest employers.



**Third-highest** concentration of **science and research parks** in the country



Norwich is home to over **30,000 professionals**



Contributes more than **£3 billion per annum** to the national economy



**£25M government funding secured** through the Towns Fund



An ongoing investment initiative known as the Cambridge Norwich Tech Corridor is driving innovation-led growth along the A11, connecting Norwich's financial strengths with Cambridge's tech and bioscience sectors. The corridor aims to unlock over £500M of investment in infrastructure, housing, and skills over the coming years.

Norwich was one of the first seven UK locations to secure £25M government funding through the Towns Fund, part of the wider £3.6B government scheme. This investment is supporting eight strategic projects fostering job creation, skills, regeneration, and digital infrastructure to support the city's long-term ambitions.



# SITUATION

Premier Inn Norwich City Centre, Duke Street, Norwich, NR3 3AP



NORWICH LANES

NORWICH UNIVERSITY OF THE ARTS

Norwich Castle

[▶ WATCH THE VIDEO](#)

St Andrews Car Park

Norwich Theatre

Jane Austen COLLEGE

NORWICH UNIVERSITY OF THE ARTS

DUKE ST

The property occupies a position on Duke Street, approximately 200 metres north of Norwich City Centre and Norwich Castle. Duke Street forms part of the city's one-way system, offering direct access from the city centre to the A147.

Premier Inn enjoys a highly prominent location directly opposite Norwich University of the Arts' Duke Street building and just 50 metres from the St Andrews multi-storey car park, which provides 1,084 spaces and operates 24 hours a day, seven days a week.

# NORWICH HOTEL MARKET DEMAND DRIVERS

Premier Inn Norwich City Centre, Duke Street, Norwich, NR3 3AP

The city has a thriving commercial and financial centre, a strong tourism offer, a Top 25 university and a Top ten shopping location in the UK, which gives Norwich strong visitor appeal and underpins its position as the County Town of Norfolk.

## TWO LEADING UNIVERSITIES



**The University of East Anglia:**  
Total student population of over 17,700.

**Norwich University of the Arts:**  
Total student population of over 2,300.



## TOURISTS



Norwich, **England's first UNESCO City of Literature** and the only city within the Norfolk Broads National Park, blends medieval heritage with vibrant culture. Its **£800m tourism economy** thrives on festivals, historic sites, and natural beauty, attracting both domestic and international visitors year-round.



## DEMOGRAPHICS



Norwich is ranked in the **Top 10 UK shopping destinations**.

Primary retail market area is **estimated at 613,000 sq ft**.

Norwich has seen significantly **above average growth in population** over 2020-2025.

One of the **largest insurance centres in Europe, outside of London**.



## NORWICH CITY FOOTBALL CLUB



The club is currently in the **EFL Championship** for the 2025-2026 season.

Carrow Road Stadium has a capacity of **27,359**.



# NORWICH HOTEL MARKET OVERVIEW

Premier Inn Norwich City Centre, Duke Street, Norwich, NR3 3AP

## £ TOP 15 'STR CORE MARKETS'

Norwich is in the Top 15 best performing core markets in the UK by way of RevPAR.

## STRONG DEMAND DRIVERS

Largest Insurance hub in Europe outside of London, world class universities and a Top 10 Retail Centre in the UK.

## RESILIENT REVPAR GROWTH – 2024

RevPAR ended 20% higher than in 2019 buoyed by above inflation ADR growth. Demand has all but returned to pre-covid levels with occupancy in 2024 just 2% lower than 2019.

## LOW LEVEL OF CITY CENTRE COMPETITION

There are 23 hotels with over 20 bedrooms in Norwich, totaling 1,844 bedrooms, a low level compared to other regional hubs.

Only half of these are in the city centre, resulting in reduced choice for travellers.

## STRONG DOMESTIC DEMAND

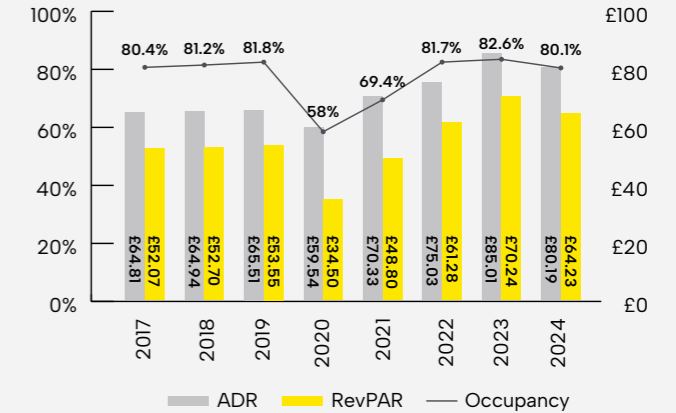
Norfolk has remained a popular destination for domestic travellers after a surge in staycations during the COVID-19 Pandemic with over 3.2m overnight visitors.

## LOW QUANTUM IN PIPELINE

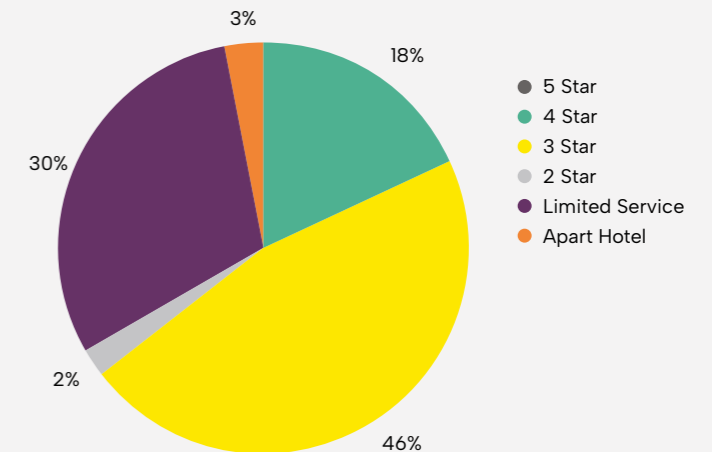
Only two new hotels in the planning pipeline, a boutique city centre hotel and the potential redevelopment of the existing Premier Inn on Prince of Wales Road.



## NORWICH HOTEL MARKET PERFORMANCE



## NORWICH MARKET MIX



Source: Costar Realty 2025

# DESCRIPTION

Premier Inn Norwich City Centre, Duke Street, Norwich, NR3 3AP

The purpose-built hotel was completed in 2004 and comprises approximately 42,452 sq ft. Arranged over ground and four upper floors, it offers 117 en-suite bedrooms, with lift access to all levels and luggage storage facilities. An on-site full-service Thyme Bar and Grill restaurant is provided.

Originally built to the former Premier Lodge specification, the rooms are notably larger than standard, and the hotel has been refurbished to meet current brand standards with some Premier Plus rooms.

Guest parking is available at the nearby St Andrew's multi-storey car park, located 100 metres from the property, at a discounted overnight rate of £5.00. Two disabled parking spaces are available adjacent to the hotel.

Facilities	Details
Reception	Manned lobby
F&B	Thyme Bar and Grill
Bedrooms	117 bedrooms comprising: 20 premier plus, 6 accessible rooms and 91 standard rooms
Parking	No on-site parking but discounted prices at nearby Car Park

## SITE AREA

0.124 ha (0.306 acres).



**4.1/5.0**  
Tripadvisor Travellers'  
Choice Award 2025



**117 Keys including  
Premier Plus Rooms**



**Free  
Wi-Fi**



**Riverside  
Location**



**Close to historic  
Norwich centre**



**All Day  
Restaurant & Bar**

# GALLERY

Premier Inn Norwich City Centre, Duke Street, Norwich, NR3 3AP





## TENURE

Freehold.

## TENANCY

The hotel is let on a full repairing and insuring lease to Premier Inn Hotels Limited for a term of 35 years, from the 28th October 2004 and expiring on the 27th October 2039 providing an unexpired lease term of approximately 14.2 years.

The current passing rent is £559,238.67 per annum reflecting a very low £4,780 per key. The lease is subject to 5 yearly rent reviews to CPI subject to a collar and cap of 0 – 4% per annum compounded annually.

The next rent review occurs on the 31st January 2030. Adopting ONS historical CPI data and using OBR CPI forecast, the rent is forecast to increase to approximately £620,950 per annum or up to £680,400 per annum assuming the maximum 4% cap indexation.



## Premier Inn Hotels Limited (Company No. 05137608)

D&B rating 5A1

55% of Premier Inn's estate is held Freehold.

Premier Inn is the largest UK hotel brand with more than 850 hotels and over 85,000 rooms, and is one of the UK's most recognised hotel brands. It is a wholly owned subsidiary of Whitbread PLC, the UK's largest hospitality company and a FTSE100 company whose brands include Bar + Block, Beefeater, Brewers Fayre, Cookhouse + Pub, Table Table and Whitbread Inns.

Premier Inn has continually outperformed the market with total accommodation sales exceeding those of the broader Midscale & Economy (M&E) market as of Q1 FY26 YTD, maintaining the brand's leading position in the hotel market.

In 2024, Whitbread announced a new five-year plan that will deliver £300m in profit to the group. This includes the conversion of 112 Brewers Fayre and Beefeater restaurants adding an additional 3,500 rooms to Premier Inn's UK network as well as opening a further 1,500 new bedrooms from the committed pipeline.

Premier Inn Hotels Ltd has a D&B rating of 5A1 representing very low risk of business failure.



Premier Inn Hotels Ltd (Company No. 05137608)	27/02/2025 (£'000s)	29/02/2024 (£'000s)	02/03/2023 (£'000s)
Turnover	£1,358,981	£1,357,054	£1,210,845
Pre-Tax Profit	£381,620	£400,225	£380,349
Net Assets	£1,401,060	£1,119,419	£1,312,487

## INVESTMENT COMPARABLES

Hotel	Sale Date	Keys	UXT	Price	Price per Key	Rent per Key	Yield	Rent Review
Premier Inn Horsham	Available	92	19	£9,781,000	£106,315	£6,978	5.50%	5 yearly CPI (0-5%)
Premier Inn Dover Central	Under Offer	126	19	£14,180,000	£112,540	£6,910	5.75%	5 yearly CPI (0-4%)
Project Apple – sale and leaseback of 5 assets	August 2025	446	30	£44,000,000	£99,655	£5,490	5.25%	5 yearly CPI (0-4%)
Premier Inn Peterborough City Centre	May 2025	126	20	£12,000,000	£95,238	£5,100	5.85%	5 yearly CPI (0-4%)
Premier Inn West Thurrock	January 2025	193	10	£14,760,000	£76,477	£5,389	6.60%	5 yearly CPI (0-5%)
Premier Inn Hereford City Centre	November 2024	65	19	£5,350,000	£82,308	£4,600	6.00%	5 yearly CPI (0-4%)
Premier Inn Oxford City Centre	October 2024	90	29	£20,300,000	£225,556	£9,000	3.99%	5 yearly CPI (0-4%)
Premier Inn Brentford	August 2024	125	10	£13,450,000	£107,600	£7,506	6.60%	5 yearly CPI (0-4%)
Premier Inn Stansted	May 2024	303	12	£34,870,000	£115,083	£7,372	6.00%	5 yearly CPI (0-4%)



Premier Inn has more than **850 hotels in the UK** with over **85,000 rooms**



**Best UK Economy & Midscale Hotel** at the **British Travel Awards 2023**



**Best Budget Hotel Brand** at the Business Traveller Awards for the **13th year in a row**



Premier Inn Norwich City Centre (Duke Street) received a **Tripadvisor Travellers' Choice Awards** in 2025

## FURTHER INFORMATION

Premier Inn Norwich City Centre, Duke Street, Norwich, NR3 3AP

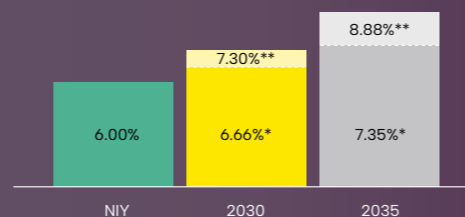


## PROPOSAL

We are inviting offers in excess of **£8,750,000 (Eight Million Seven Hundred and Fifty Thousand Pounds)** subject to contract and exclusive of VAT.

A purchase at this level will reflect a **Net Initial Yield** of **6.00%** and a **Reversionary Yield** of up to **7.30%** in 2030. The property has a **capital value** of **£74,786 per key** after allowing for purchaser costs of **6.68%**.

## RUNNING YIELD PROFILE



\*Adopting ONS Historical CPI data using OBR CPI forecast, with a 4% cap applied where the index exceeds this level.

\*\* Assuming 4% cap per annum

## VAT

The property has been elected for VAT and we anticipate the transaction to be treated as a Transfer of a Going Concern.

## EPC

The property benefits from an EPC rating of **C(54)**.

## DATA ROOM

A data room has been set up to provide supporting property and legal information relevant to the sale.

## ANTI-MONEY-LAUNDERING

A successful bidder will be required to provide information to satisfy the AML requirements when Head of Terms are agreed.

For further information, contact the agents:

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