

Park insurance

Prepare and protect today;
operate with confidence
tomorrow



Rapid changes in the park industry means it is time to look again at your insurance arrangements – to look beyond ill-fitting, generalised products and find efficient cover that provides comprehensive, efficient protection.



At Marsh Commercial we don't rely on a single, inflexible product. Instead, we draw on our scale and our close relationships with insurers to shape comprehensive, streamlined insurance programmes designed to protect the park industry today and tomorrow – delivering a scope, level, and range of cover that other providers struggle to match."

CHRISTOPHER BARCLAY
Sales Director

Your ideal insurance partnership

Marsh Commercial is part of Marsh, a global leader in risk and insurance solutions. That strength and scale, combined with deep market relationships, is what makes us the ideal partner. It enables us to work with specialist insurers on your behalf – taking on the heavy lifting of finding the right covers to defend against all your risks, so you don't have to.

Here to help

While we are part of a world-leading insurance group, we're also proud to be a UK community broker with a local branch network the length of the country. We are here to help protect and future proof your park - combining the power of Marsh with the passion of our people to deliver world-class expertise with a personal touch. That is why, when you need us, help will always be on hand from a dedicated contact that knows your park inside out.

Expertise

We can offer advice and provide effective insurance solutions across a wide range of risks – from property, liability, and cyber to specialist covers for renewable energy, electric vehicle charging and much more.





How well do you know your risks?

Office

Travel and tourism is becoming a prime target for cyber criminals exploiting internet-connected office systems and data.

Development site

Building works and infrastructure developments bring risk as well as reward.

Biomass boiler

The lure of cheaper, greener energy has seen a number of parks install Biomass plants - but with increased risk.

Health and fitness centre

Fitness centres are subject to regulation - which means an incident affecting staff or visitors could have serious legal, financial, and reputational consequences.

Workshop and equipment shed

Are you required to have inspection cover for your machinery and equipment? it may be necessary to have inspection cover for your machinery and equipment.

Car park - EV charging point

EV charging points can expose staff, visitors, and your park to new risks - so effective risk management and insurance is vitally important.

Clubhouse

Your social hub is home to many risks from fire and theft to trips, slips and falls. Adequate limits are very important, along with dovetailed Business Interruption cover.

Touring park

Have you considered a robust storage agreement, which can help mitigate the risks when holding third party property?

Borehole

While a borehole can be a convenient and cost-effective supply solution, understanding and mitigating contamination risks, proper certification, and compliance with the right regulatory framework are vital.

Flood areas

Have you considered a different approach to the traditional way?

You're unique. That's why we listen

With many years' experience in insurance broking, and working closely with parks, we know that no two risks the same. That is why we don't deal in one-size fits all insurance policies that take little account of your specific needs.

Instead, we listen to understand the issues that keep you awake at night - your needs, worries and concerns - and draw on our deep knowledge of the sector to take on the heavy lifting when it comes to identifying and quantifying your risks and building the ideal insurance solution.

Prepare and protect today; operate with confidence tomorrow

Your “happy place” park industry could see significant change in the coming years, driven by mergers and acquisitions, investment in infrastructure such as solar energy and EV charging, and the constant reinvention of glamping accommodation

However, while much of this change is designed to capitalise on the staycation boom by elevating the guest experience, it also opens the door to new risks – and that has implications for both risk management practices and insurance arrangements.

Quite simply, risk management and insurance solutions must now do more than defend against the well-known, traditional risks like property and liability. They must also play a role in future proofing park businesses against new and emerging risks, which may include:



Climate change and flooding: In recent years a spate of serious flood incidents have affected holiday parks in areas as diverse as Kent³, Northamptonshire⁴, Pembrokeshire⁵, Cheshire⁶, and Cornwall⁷ - bringing serious damage to property, causing significant financial losses and even endangering the lives of staff and guests. What’s more, with extreme weather events becoming more frequent⁸ the flood risks facing parks are likely to become more widespread.



Cyber and data risks: The parks’ increased reliance on cloud-based and internet connected systems to manage everything from booking and payment, to procurement and the supply chain is helping to make park offices more efficient, but also creates risks from cyber criminals. Perhaps more significant is the risk that personal or financial information will fall into the wrong hands – whether due to unauthorised system access or staff errors – which can lead to significant financial penalties under tough new privacy laws known as GDPR.



Park diversification and expansion: If you are looking to add complementary services to your existing park or planning to expand the business – for example building on vacant land, your insurance broker should be able to advise you on the risks and insurance protection you need.



Mergers and acquisitions: For buyers and sellers, the merger and acquisition trend can represent a significant opportunity, but it’s worth remembering that these deals can be drawn out, complicated affairs – and can be derailed by adverse findings during a due diligence process, which will typically look in detail at insurance arrangements as well as other financial risks.

Our solutions

As a broker with wide market access and strong relationships with specialist insurers, we are ideally placed to help secure cover that’s tailored to you – both defending against the risks of today, and futureproofing against the risks of tomorrow.

For instance, as a contributor to DEFRA best practice around flood resilience – and working with some of the UK’s leading providers of flood modelling, risk, and resilience surveys – we are ideally placed to help you reduce flood risk, stabilise insurance pricing, and open doors for new coverages, such as instant pay-out, parametric flood insurance. We can even work with you to explore funding options for new flood resilience works - including insurer bursaries.

On top of that, we are always looking for new ways to add value for our customers, which is why we are currently exploring advanced, AI-driven geographic data technologies designed to predict changing risks, help prevent losses, and give you the insight you need to build greater resilience into your park operations.





For more information visit:

marshcommercial.co.uk/parkowners

Call:

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