



# THE BAY

BLACKPOOL

LANDMARK LIVING



PROSPERITY

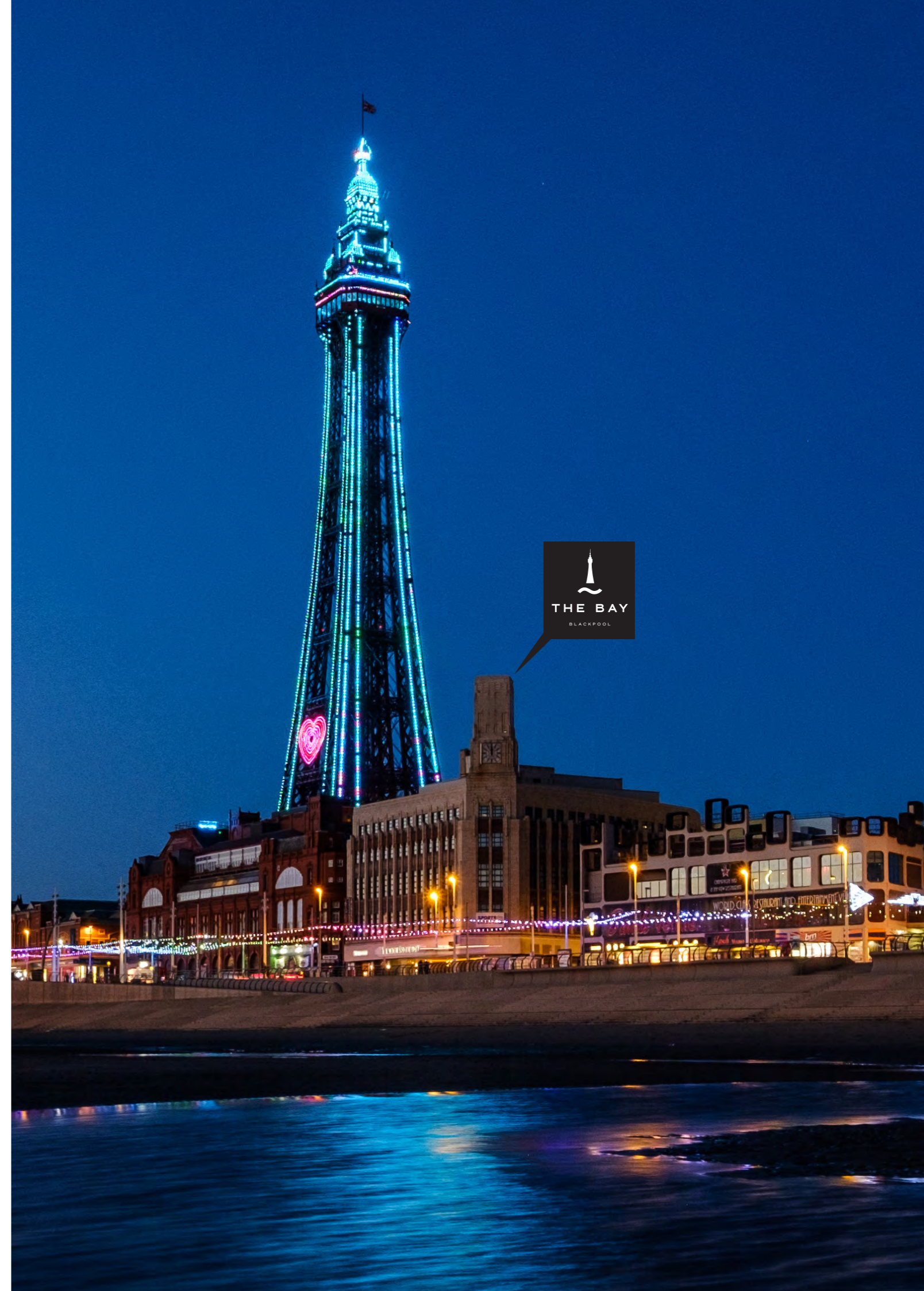
# LANDMARK LIVING

THE BAY, THE PROMENADE, BLACKPOOL

Apartments set within Blackpool's iconic island location. Offering stunning views of the promenade and easy access to the tram system, The Bay is ideally positioned next to Blackpool Tower and the main shopping district. Just a short stroll from the Central Pier, North Pier, Blackpool Pleasure Beach, and the renowned Tower Ballroom, these 65 one- and two-bedroom homes promise an exceptional living experience. Whether you're an investor or a homeowner, this is the perfect place to enjoy life at the heart of one of Europe's premier destinations.

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# LIVE WORK PLAY



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# TOWER ISLAND REGENERATED

One of the most exciting regeneration projects  
in the UK right now...

The Blackpool Tower island site is one of Britain's best-loved landmarks. As a popular tourist destination known for its iconic amusement park, famous tower, and vibrant nightlife, Blackpool has a constant influx of workers and tourists. Located in the Northwest of England in the county of Lancashire, Blackpool is in an impressive coastal area with miles of sandy beaches and stunning views

**THE BAY**

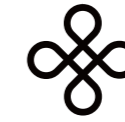
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# THE BAY

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# STRONG YIELDS

Blackpool is a leading UK destination for tourists all over the world. Currently one of the largest redevelopment sites in the UK, with its £2 billion redevelopment and regeneration project already underway, this thriving town is not only attracting tourists, but residents too. With increasing numbers of tenants looking for both short and long term accommodation in the area, strong rental yields alongside solid infrastructure investment are positioning Blackpool as a lucrative buy-to-let investment destination.

Blackpool is well connected to the rest of the UK via the M6 and from this, onto the M55, A583, A584, or A585. Blackpool college has ranked in the top 3% of England's further education colleges and both Lancaster University and the University of Central Lancashire are within 20 miles of Blackpool.

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# HISTORIC BLACKPOOL

Blackpool's rich history is a tapestry of fascinating architecture and landmarks that span centuries. Originally a small hamlet, it began to thrive in the mid-eighteenth century with the rise of sea bathing, and by 1781, several hotels had already sprung up.

Since the 1800s, Blackpool has reigned as Britain's top seaside resort. With entertainment woven into its very fabric, this vibrant town has become synonymous with non-stop fun and adventure. Yet, if you look beyond the bustling attractions, there's a deeper cultural story waiting to be uncovered.

Scratch beneath the surface, and you'll discover a unique culture, brimming with inspiration. From the world-famous Blackpool Illuminations light show to star-studded performances at the Grand Theatre and Winter Gardens, plus an array of events, festivals, and galleries, Blackpool has so much more to offer than meets the eye.

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# INVESTMENT SIMPLIFIED

Prosperity Developments embody an independent approach to residential and mixed-used developments with affordable quality at the heart of everything we do. This philosophy continues to shape our work, refined over sixteen years of hands-on experience across schemes of varying sizes.

THE BAY will showcase our individual approach to providing owner occupiers and buy-to-let investors with an exceptional opportunity to invest in prime, luxury apartments directly with us, the developer, through our unique purchase and payment options. To put it simply, we break down barriers to owning a home, as a place to live or to invest.

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# WHY INVEST

## Location

One of the UK's highest-yielding locations

## Price

Low entry price point

## Growth

Predicted due to huge regeneration

## £2bn

regeneration underway

## No. 1

UK's Number 1 Resort

## Position

Prime, central, promenade position

Blackpool offers an ideal environment for investors looking to benefit from low-price entry points married with high income, resulting in some of the best yields in the market, and strong capital appreciation. It is home to numerous industries such as food manufacturing and production, administration, aviation and medical technologies and aerospace, advanced engineering, and energy markets - particularly the Lancashire Energy HQ, a centre of excellence for the energy industry.

# THE BAY BLACKPOOL

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# DELVE INTO DETAIL

At THE BAY individualism is the order of the day. Designed to meet your every need, these homes provide you with the space and freedom to live your best life.

Prosperity deliver affordable, characterful homes directly to the owner occupier. Every aspect of your home is designed, built and finished with care and consideration by our skilled team.



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All homes at THE BAY have been thoughtfully designed to accommodate the many different aspects of everyday life, from working at home to relaxing and entertaining.



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# BLACKPOOL

## LANCASHIRE

Blackpool is a vibrant seaside town located on the Irish Sea coast in Lancashire, England, on the picturesque Fylde peninsula. Just 27 miles north of Liverpool and 14 miles west of Preston, it offers the perfect blend of coastal charm and lively atmosphere.

Historically, Blackpool's rise in popularity was closely linked to the Lancashire cotton mills' practice of wakes weeks, when workers would take their annual factory shutdowns and flock to the seaside. This tradition fuelled rapid growth in the town during the late Victorian and Edwardian eras, with the population reaching 147,000 by 1951.

THE BAY offers an ideal location for those who want to enjoy all the buzz of a town centre, complete with shops, restaurants, bars, and coffee spots, all while being just steps away from some of the most stunning coastlines and national parks Lancashire has to explore and enjoy.

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'LONDON LANDLORDS ARE FLOCKING TO BLACKPOOL AS RENTAL RETURNS IN THE RESORT TIP INTO DOUBLE DIGITS, NEARLY TWICE WHAT INVESTORS CAN GET IN THE CAPITAL'

*The Telegraph*

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'BLACKPOOL IS THE THIRD BEST PLACE TO LIVE IN THE UK INCLUDING BLACKPOOL TOWER AND THE GOLDEN MILE'

  
**THE SUNDAY TIMES**

**THE BAY**

BLACKPOOL

RANKED AS  
TOP UK  
DESTINATION  
FOR  
OVERNIGHT  
STAYS

centreforcities 



# HAVE IT ALL

## Food & Drink

Blackpool has a vast selection of places to eat and drink, whatever your taste. From stylish, independent dining experiences and international cuisine in spectacular beachside settings to coffee shops and bakehouses. The town offers diverse culinary options from a huge choice of restaurants, cafés, and pubs.

## Shopping

A mix of independent boutiques and major retail centres, ensuring a variety of shopping experiences.

## Education

Home to Blackpool college, ranked in the top 3% of England's further education colleges. Lancaster University and the University of Central Lancashire - providing excellent educational opportunities for all ages.

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# QUALITY OF LIFE

## Arts & Culture

Rich cultural seaside heritage with theatres, art galleries, and museums showcasing local talent and history. Iconic listed buildings, lovingly restored Art Deco dwellings, the dizzy heights of the Tower and ballroom designed by the renowned and leading Victorian architect Frank Matcham

## Nightlife

Huge selection of vibrant bars, clubs, and entertainment venues catering for all tastes and preferences.

## Transport

Excellent connections to nearby cities via the M6 and onto the M55, A583, A584, or A585. Blackpool Airport is just 2.5 miles from the town centre and with a new direct London to Blackpool train, as well as rail links to all other major towns and cities, accessibility of Blackpool to the business traveller has never been easier.

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# REASONS TO INVEST

## Connectivity

Easy access to major UK road networks provides easy connectivity across the region and country. Direct trains to major cities and its own airport.

## Economic

The Blackpool 2030 objective focuses on creating at least 10,000 jobs and growing the economy by £1BN. £2bn regeneration underway.

## Investment & infrastructure

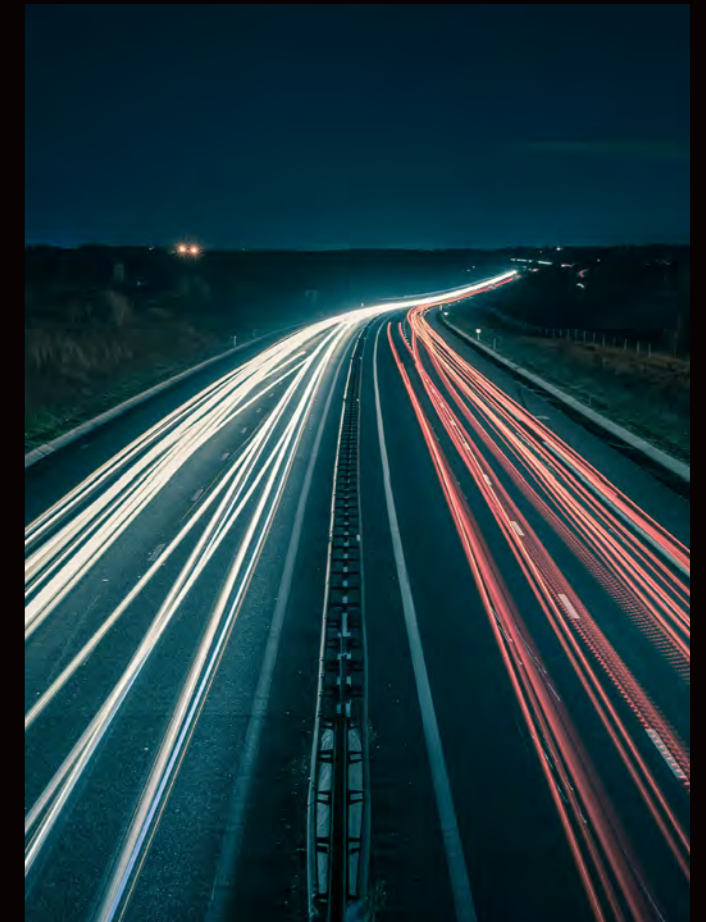
£2bn regeneration underway.

## Rental market

Blackpool's rental income is 49% cheaper than the national average, however, still outperforms the average UK yield due to its low entry values.

## Regeneration Projects

Current regeneration projects underway include a 1,300-space car park, 127,000 sq ft flying theatre, two indoor theme parks, a 200-bedroom hotel, 70,000 sq ft public square, and an array of bars and restaurants in the heart of the seaside town.





BLACKPOOL VICTORIA HOSPITAL

BLACKPOOL ZOO

TO M55

BLACKPOOL AIRPORT

BLACKPOOL F.C.

BLACKPOOL SOUTH

A584

BLACKPOOL NORTH

A5099

BLACKPOOL PLEASURE BEACH

BLACKPOOL OPERA HOUSE

COACH STATION

MADAME TUSSAUDS

CENTRAL PIER

THE GRAND THEATRE

THE PROMENADE

TOWER BALLROOM



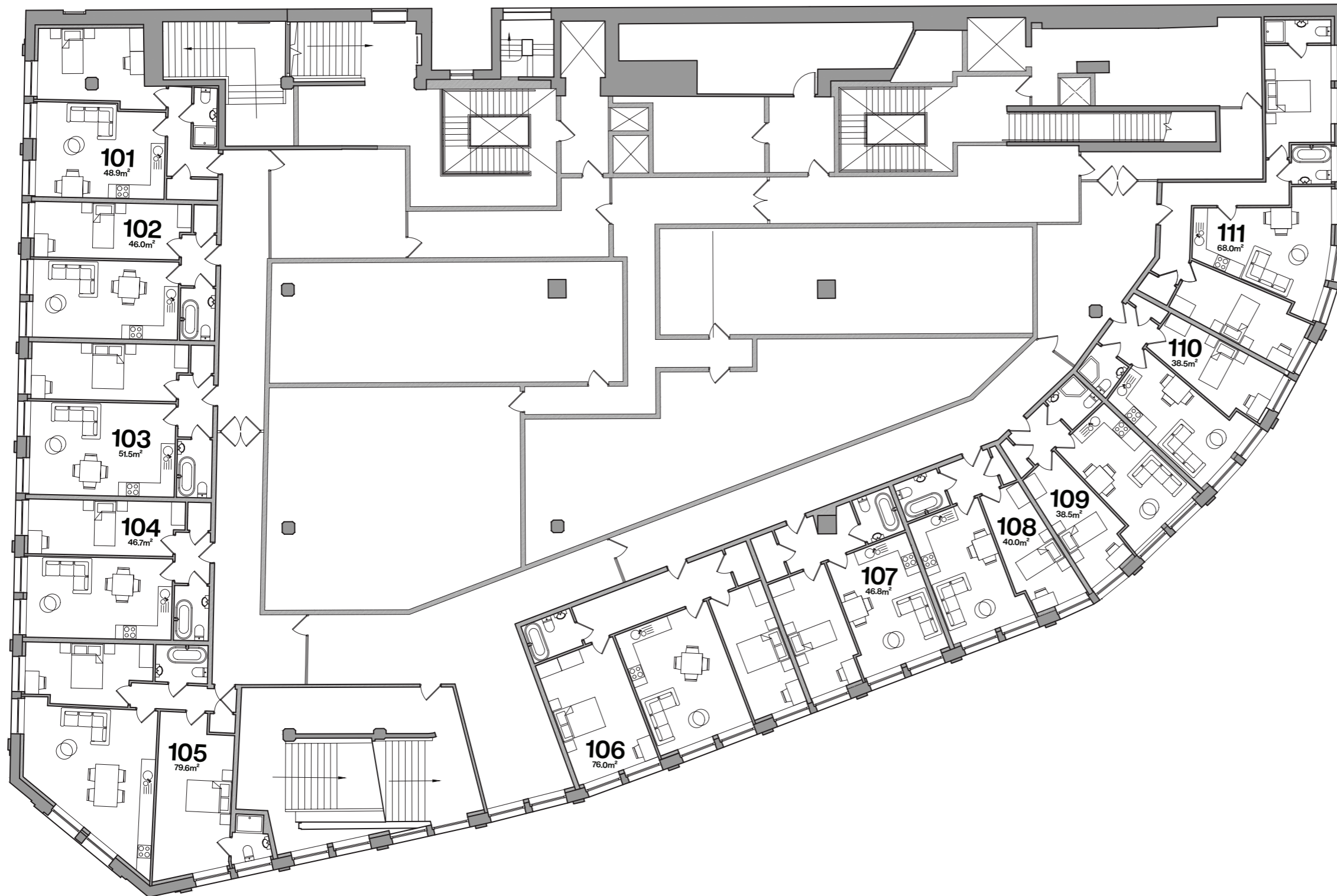


# PLANS SPECS

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# FIRST FLOOR



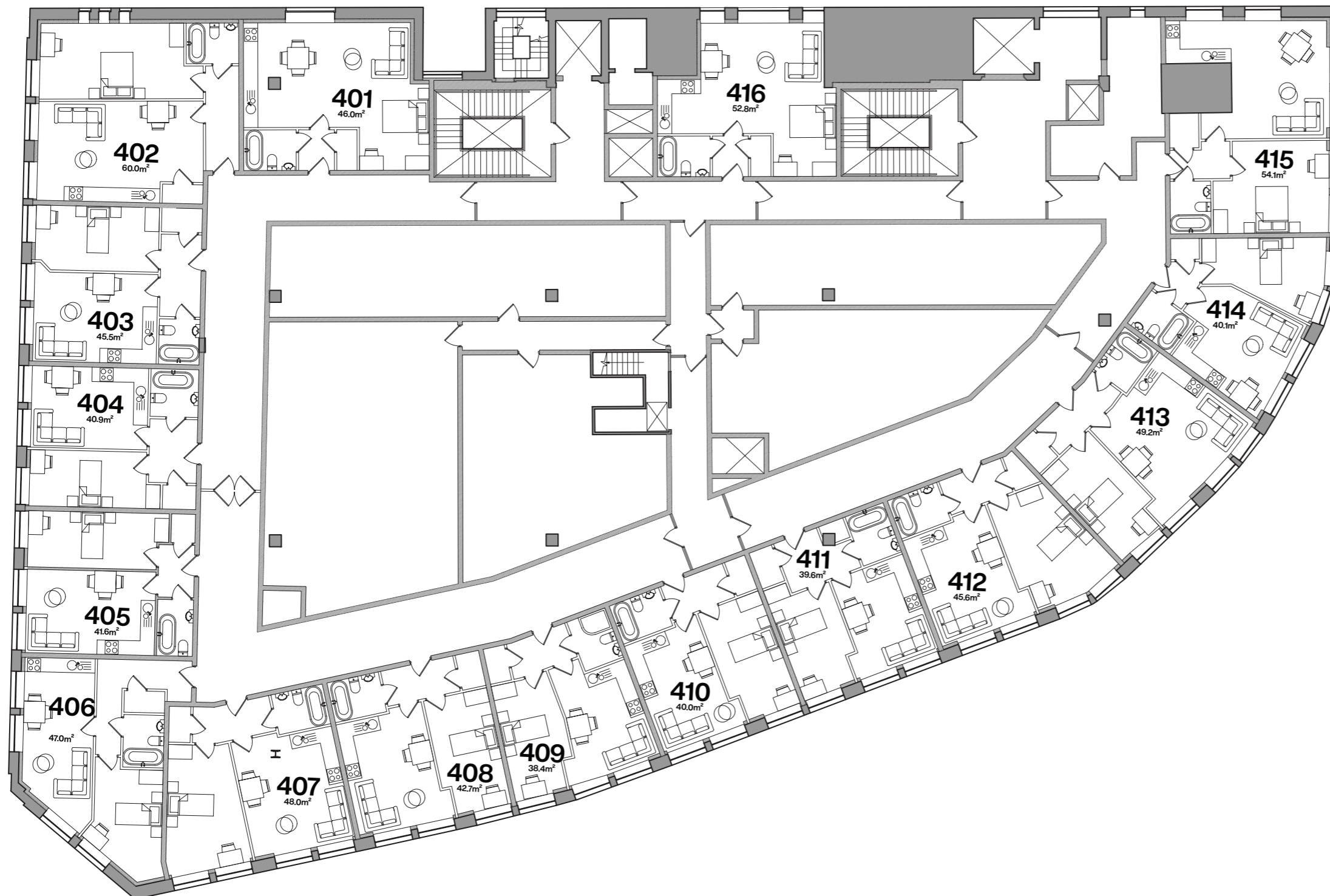
# SECOND FLOOR



# THIRD FLOOR



# FOURTH FLOOR



# FIFTH FLOOR



# SPECS

## FLOORING

- Safetred anti-slip vinyl flooring
- Bedroom areas fitted with contemporary carpeting

## KITCHENS

- Double base units, double and single wall units
- One and a half sink unit with chrome mixer tap
- Laminate worktop
- Tiled or glass splashback
- Brushed metal handles to kitchen units
- Fully integrated appliances to include oven, ceramic hob, extractor, and fridge freezer as per kitchen supplier's proposals

## BATHROOMS

- Contemporary bathroom suite
- Self-contained sliding door shower cubicle with tray and overhead adjustable shower head
- Full height tiling panel to the back and side of shower cubicle
- Contemporary WC to match
- Pedestal basin with high quality chrome mixer tap with tiles as a splashback
- Mirror over basin
- Downlights or single ceiling light of high quality positioned as per electrical layout-switch control
- Ceiling/wall mounted extraction fan
- Electric ladder towel rail



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