

# BLACKPOOL

INVESTMENT OPPORTUNITY





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# INTRO TO BLACKPOOL

Blackpool is undergoing an exciting transformation, with major investment and regeneration efforts revitalising the town, boosting the economy, and enhancing the experience for both residents and visitors. Now, you have the chance to be part of this growth with an exclusive, low-entry investment opportunity in the heart of Blackpool.

*The Wellington* is set to be beautifully renovated into a stylish apart-hotel development, offering 24 self-contained studio apartments and 3 spacious two-bedroom residences. Designed for short-term and holiday lets, this prime location is perfectly positioned to capitalise on Blackpool's thriving tourism and regeneration plans.

- Exclusive Off-Market Opportunity – Just 27 apartments available
- Location – Walking distance to Blackpool's top attractions
- Affordable Entry – Studio apartments from £35,000 + VAT
- Strong Rental Potential – Ideal for short-let tourism, contractor stays & corporate guests

With demand soaring and limited availability, this high-yield investment won't be on the market for long! Secure your stake in Blackpool's booming future today.

Enquire now to reserve your unit before it's gone!



## BLACKPOOL

Blackpool is undergoing significant investment and regeneration efforts aimed at revitalising the town, enhancing its economy, and improving the quality of life for residents and visitors.

### BLACKPOOL CENTRAL DEVELOPMENT

A £300 million private sector-led regeneration scheme, Blackpool Central is set to become the largest single investment in the town for over a century. The project will transform the area into a year-round leisure destination featuring new entertainment centres, hotels, restaurants, a public square, and a Heritage Quarter. The development is expected to create approximately

1,000 jobs and attract an additional 600,000 visitors annually. [GOV.UK](#)

### TALBOT GATEWAY PHASES 2 AND 3

The Talbot Gateway project is a major redevelopment initiative in Blackpool's town centre. Phase 2 includes a new tramway extension and transport interchange, enhancing connectivity and accessibility. Phase 3 involves the construction of a Department for Work and Pensions (DWP) Civil Service Hub, which will accommodate around 3,000 employees, stimulating economic growth and increasing footfall in the area. [Blackpool Gazette](#)

### WINTER GARDENS CONFERENCE AND EXHIBITION CENTRE

A £25 million investment has been made to develop a state-of-the-art conference and exhibition centre within the historic Winter Gardens complex. This facility aims to boost business tourism, hosting events and conferences that will contribute to the local economy. [Blackpool Gazette](#)

### BLACKPOOL AIRPORT ENTERPRISE ZONE

With an investment of approximately £300 million, the Blackpool Airport Enterprise Zone focuses on creating a hub for business and industry. The project aims to generate employment opportunities, attract new businesses, and stimulate economic development in the region. [Blackpool Gazette](#)





# INVESTMENT HIGHLIGHTS

FULL ADDRESS: 20-24 COOP ST, BLACKPOOL, FY1 5AJ



- 27 Apartments in total
- Three large 2 Bedroom Residential Apartments
- 24 self-contained apart-hotel rooms catering for the single contractor or guest to family rooms



- Stamp Duty not payable on the studios
- Share of freehold offered to each buyer on completion
- Communal courtyard to the rear



- Low season nightly rates ranging from £35 to £85 // High season rates ranging from £50 to £175
- NET Yields as high as 16% achievable
- Less than a 5 minute walk to the beach & central pier



- 2 Bed's priced from £135,000
- Studios priced from £35,000 plus VAT
- 999 Year lease
- No Ground Rent
- Service charges estimated at £2 psqft



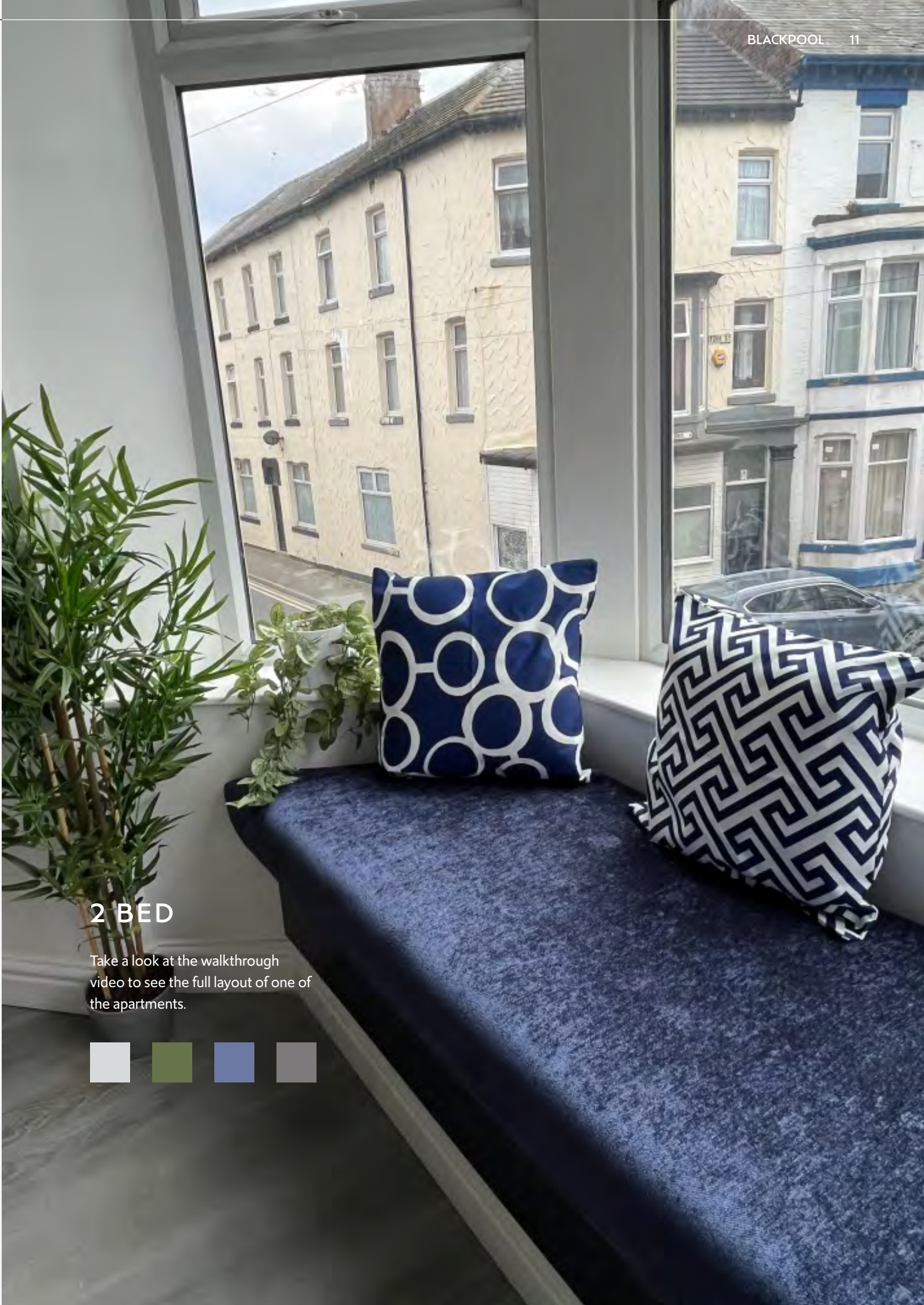
- 9 minute walk to Blackpool tower
- 12 minute walk to the famous Winter Garden theatre







CLICK THE IMAGE  
BELOW TO WATCH  
THE YOUTUBE  
WALKTHROUGH  
VIDEO

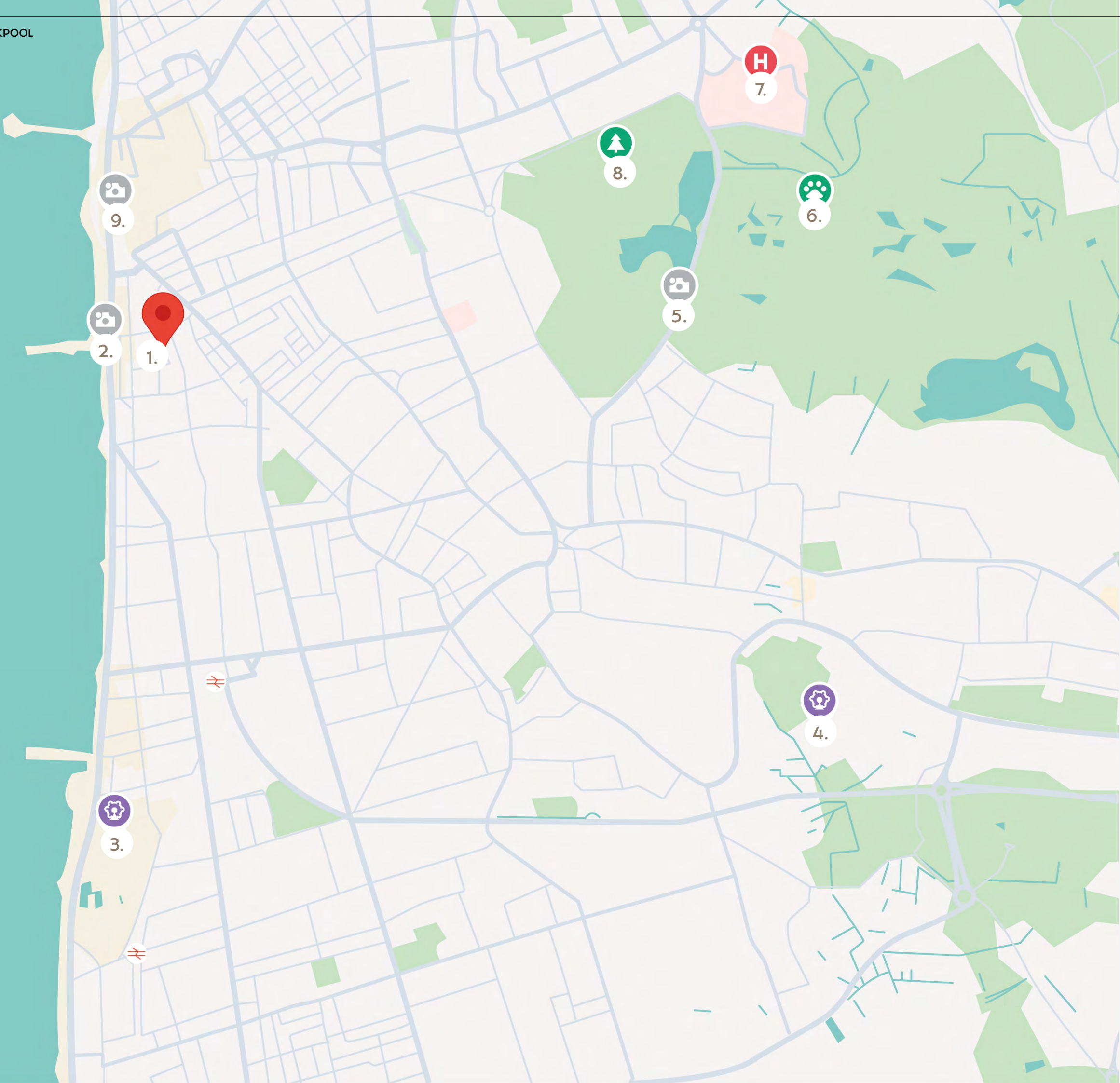


2 BED

Take a look at the walkthrough  
video to see the full layout of one of  
the apartments.







1.  
DEVELOPMENT

2.  
CENTRAL PIER

3.  
PLEASURE BEACH

4.  
ADVENTURE PARK

5.  
MODEL VILLAGE

6.  
BLACKPOOL ZOO

7.  
VICTORIA  
HOSPITAL

8.  
STANLEY PARK

9.  
BLACKPOOL  
TOWER





# HOLIDAY LET FORECAST

## THE WELLINGTON - HOLIDAY LET FORECASTS

Apartment Type	Price (Inc VAT)	Average Nightly Rate	60% Occupancy	Net Return	Net Yield	80% Occupancy	Net Return	Net Yield
Single Studio	£42,000	£40	£8,760.00	£4,818.00	11.47%	£11,680.0	£6,424.00	15.30%
1 person/contractor								
Standard Studio	£54,000	£45	£9,855.00	£5,420.25	10.04%	£13,140.0	£7,227.00	13.38%
2 person/contractors								
Premium Studio	£72,000	£66.50	£14,563.50	£8,009.93	11.12%	£19,418.0	£10,679.90	14.83%
2 person/contractors								
Family Apartments	£96,000	£88	£19,272.00	£10,599.60	11.04%	£25,696.0	£14,132.80	14.72%
Family/3 contractors								
Large Apartments	£120,000	£105	£22,995.00	£12,647.25	10.54%	£30,660.0	£16,863.00	14.05%
2 couples / 4 contractors								
2 Bed Apartments	£135,000	£135	£29,565.00	£16,260.75	12.05%	£39,420.0	£21,681.00	16.06%
2 families 4+ contractors								

\*Net Return has been calculated at 55% of the Gross income  
\*\*Average Nightly rate is taken as an average for the whole year, taking into account peak and off peak seasons  
\*\*\*All Forecasts given are an estimate only based on FHL rental software and online data analysis

The Wellington is perfectly located to capitalise on Blackpool's year-round holiday let tourism market. Having already been successfully operated in this way, further refurbishments to the hotel, along with development plans for the area as a whole, will only help increase both occupancy rates and nightly rates. Guestz holiday let rental software and online analysis have forecast the above projections for investors.







MANAGEMENT OPTION

Arguably the most lucrative rental option for investors in Blackpool is to run the properties as short term lets. This involves letting the property out on a nightly basis; be it for corporate or leisure bookings. In order to get the most out of your short term lets, it is highly recommended to use an experienced management company that have the contacts, booking portals and housekeeping already set up. This is where Guestz.co.uk, can help.

With all of their experience in the short term lets market, knowing exactly how the market works, the supply and demand always in the favour of the investor and knowing it is a mature market, and one in which they excel, they could not be more confident with the success of these apartments on whichever model you opted for when it comes to deciding how to generate your revenue from the properties.



LEISURE

Guestz have constant requests for leisure bookings at their established properties across the UK. Guests come from a plethora of countries including –

- All European countries
- America
- Australia
- China
- Japan
- South Africa
- Brazil
- Argentina

CORPORATE

Not all of their bookings are for leisure stays. They also have a large number of corporate stays which actually make up over 60% of their total bookings. Within close proximity are plenty of major companies. They continually take corporate bookings from the following example companies –

- |                   |                        |
|-------------------|------------------------|
| • Urenco          | • Vauxhalls            |
| • Nestle          | • Airbus               |
| • Storyhouse      | • Aldi                 |
| • HSBC            | • Siemens              |
| • Bank of America | • Bristol Myers Squibb |







# PURCHASING MODEL

## PURCHASING MODEL FOR HOTEL STUDIO APARTMENTS

The purchasing model for the hotel studio apartments is unique yet highly effective for all parties involved. In summary, this model allows developers, such as Anglesey Homes, to acquire sites alongside investors without the need for development finance. This approach results in a more cost-effective entry-level price for purchasers, increasing the potential for property price growth in the future.

For the hotel studio apartments, buyers will complete the purchase at 80% of the total price, minus the initial reservation deposit. This transaction is made with the developer, Anglesey Homes, who holds an option on the building with the current owner. An additional 10% of the purchase price is due once planned work begins. After refurbishment works are completed, the final 10% becomes payable. Since the apartments are designated for hotel use, all payments will be subject to VAT.

For the three residential apartments, clients will exchange contracts and complete the purchase simultaneously, with no VAT applicable.

## RESIDENTIAL APARTMENTS

£3,000 reservation deposit

Simultaneous exchange and completion

## STUDIO HOTEL APARTMENTS – BACK-TO-BACK TRANSACTION:

£3,000 reservation deposit

80% minus the deposit on legal exchange and completion

10% due once refurbishment works have commenced

10% due upon completion of works

[Click here to view the YouTube short of back to back purchasing](#)





# THE DEVELOPER



In 2018, Anglesey Homes began its first housing development within the areas. Together with local property owners, developers, letting agents and sales teams, they find key areas within the local community to create new, exciting houses, holiday homes and apartments in Anglesey and other coastal areas around the UK.

Their developments range from completely new built streets, to renovated apartments, luxury flats and holiday homes all finished to the highest quality. Anglesey Homes ensures that they create innovative new homes in Anglesey for local residents, or smart investors who see the potential of owning a holiday home in the popular area. Over the past 20 years, investors in the area have seen growth of over 240% in house values, not to mention the increasing popularity of coastal areas like Blackpool for holiday lets and year round rentals.



## THE SWELL

The Swell is right on the sea front in Rhosneigr. This fantastic, spacious, refurbished development has been sympathetically designed and built to provide 8 apartments and 2 cottages, all with some amazing features, and everything just a stones throw from the beautiful Rhosneigr beach. All the properties have been finished to a high specification.



## WEL-YR-WYDDFA

9 new build houses featuring private parking, close to an area where guests can engage in activities such as golfing, cycling and fishing. All the properties have been finished to a high specification



## ROSSETT

A collection of 4 large luxury bungalows in the centre of Rossett, just outside of Chester. All unique and architecturally designed to cater for true modern living.





# BLACKPOOL

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