





# WELCOME TO BATH

Bath is located on the River Avon in England's beautiful South West and is one of the most desirable places to live in the country. The city's history stretches back more than 2,000 years and its future is bright, making it a premium investment location.

With a strong talent pool and world-leading industries, Bath is one of the South of England's premier economic hotspots. The city's population grew by 9.9% over the last Census period and its housing market is growing at one of the fastest paces in the UK.

Domestic and overseas investors have an outstanding opportunity to buy property in Bath ahead of this growth and benefit from the house price rises and rental increases that are likely to follow in the coming years.

**9.9%**

Regional population growth in Bath  
over last Census period (ONS)

**4.5%**

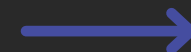
Annual house price growth in  
Bath (ONS, July 2024)

**8.4%**

Annual rental growth in Bath  
(ONS, July 2024)

**5,680**

Number of homes that can be  
construction in Bath (Savills)





# HOUSING MARKET AND POPULATION

Bath is one of the most attractive cities in the UK and there is a high level of competition for premium homes in the best locations by the River Avon.

The Bath area population increased by almost 10% over the last Census period and housebuilding has not kept up. The local council estimates it can build a maximum of 1,466 homes a year in Bath and there is space for just 5,680 homes in the area according to Savills.

Those number are not enough to meet existing demand, let alone handle future population increases. The effect of that competition for homes can already be seen.

As of Q4 2024:

- *House prices are 6% higher than the 2021 peak (Rightmove)*

- *Rents have gone up 8.5% in the last 12 months*

*(Office for National Statistics)*

In the future, Savills predicts that the South West region including Bath will see house price growth of 18.8% by the end of 2028. Rental growth across the UK is expected to be 18.1% over the same time period.

This is the ideal time to invest in Bath, especially if you can purchase the most in demand property type: luxury apartments by the River Avon. There is a huge demand for this property type in the city and not enough of them to go around – making it the ideal investment opportunity.







# BATH'S

## GROWING ECONOMY

*Bath has recovered well from the Covid-19 pandemic and is in a strong position to grow in the future.*

The Local Economic Strategy plans to deliver an additional 65,000 jobs in the region by the end of the decade. Many of those will be based in Bath, and the ones that aren't will likely be filled by people who want to live in Bath.

Councillor Paul Roper, cabinet member for Economic and Cultural Sustainable Development, said, "In many ways, Bath and North East Somerset's economy is a success story. We have two universities, the

Royal United Hospital, thriving market towns, significant businesses, and outstanding heritage and nature sites. Our residents are highly qualified, and unemployment is low. Key economy stats from Bath & North East Somerset Council:

- £4.5bn GVA economy
- 8,360 businesses in the city
- 18.6% business growth in the last Census period

## Key sectors

Finance and professional services  
Professional services including finance, legal, management, insurance and accounting play a major role in Bath's successful economy. They provide a large number of high quality jobs that attract both professionals and graduates to the city.

Companies such as Stone King, RWK Goodman, Mogers Drewett, Wealthtime and M&G Wealth have helped to create a thriving professional services sector in the city which helps attract both established enterprises and smaller start-ups.

## Tech and innovation

Technologists, engineers and creative thinkers find a natural home in Bath. The University of Bath Innovation Centre and TechSpark provide the environment for new firms to grow in Bath, while the city also caters for bigger name like Future PLC, Altran and The Filter. The latter counts NBC, Sony Music, Warner Brothers and Nokia as clients.

## Advanced Engineering

Bath and the wider Somerset region have a long track record when it comes to cutting edge manufacturing in a range of areas. The University of Bath has a strong reputation with materials, mechanical, electrics and related fields which brings firms in those areas to the city.

They appreciate the high level of expertise they can access by being in Bath. In turn, the jobs they provide brings more graduates to the city. Facilities such as the IAAPS propulsion research centre only add to that expertise. Its new £70 million research and development facility ranks among the top three independent R&I centres of its type in the world.

Nearby businesses including BMT Defence Services, Rotary Precision Instruments, Horstman Group and Rotork mean that Bath is a natural home for engineers, manufacturers and the next wave of innovators in advanced materials fields.





# REGENERATION

There is a substantial amount of public and private investment into Bath's infrastructure and public spaces that will make it an even better place to live. The work will upgrade Bath's transport services and reinforce the city's unique history and status as a World Heritage Site.

## Bath Central Riverside

Bath Central Riverside is renewing the riverfront between Pulteney Bridge and Bath Spa Train Station. Unlocking the potential of this area will enhance the World Heritage Site and benefit both residents and visitors in two ways. Firstly, by making the space more usable. Second, by making it safer and more resilient to climate change and its effects.

## Bath Quays North

Avon Street Car Park will become a new city centre district with 16,000 sqft of office space, a 130 bed hotel, space for retail, financial services, pedestrianised areas and more. It's the sort of modern, city centre project that brings in young professionals, students and families. In turn, it's exactly what property investors want to see as it will have a direct positive effect on rents and house prices in Bath.

## High Street Renewal

The city of Bath has secured funding from WECA's Love our High Street Fund for a five-year high street renewal project. Milson Quarter and Kingsmead Square will see public square improvements, new street furniture, event spaces and street dressing. Additionally, the Outdoor Trading Project will improve the look and feel of market spaces and stalls. That will stimulate the city centre economy and make Bath a more vibrant place to live as more people visit, stay and contribute.

*The same factors will make Bath a more attractive place to live. Renewing the high street will make the whole city a livelier and more inviting place which will be another reason for people to move to Bath.*





# CONNECTIVITY

A major reason to buy at Bath property for sale is that the city has superb links to London. There are 72 trains a day between Bath and the capital city, and the average journey takes just 1 hour 20 minutes.

That brings obvious economic benefits to Bath and makes it obvious why so many businesses and young professionals choose the city as a base. You can live here and work in the capital, or you can run a business here and attract customers from London easily.

Similarly, it adds another benefit to life in Bath. Not only are you living in a beautiful place as it is, but all the culture and lifestyle that London offers is easily accessible. In many ways, Bath offers the best of all worlds for families and young professionals.

*Bath also has easy access to the national motorway network via the nearby M4, and is only a short journey from Bristol international Airport which puts residents within reach of more than 100 destinations around the world.*

**LONDON**  
**1hr 20 min**  
(APPROX)

**BRISTOL**  
**11 MINS**  
(APPROX)

**CARDIFF**  
**1 HR**  
(APPROX)

**BIRMINGHAM**  
**1 HR 40 MIN**  
(APPROX)

*Bath excels in the field of education. Whether it is the exceptional local school system or the city's two large universities, everyone who is educated in the city is well prepared for life, work and everything in between.*

## The University of Bath

The University of Bath is the biggest in the city and brings approximately 20,000 students to Bath each year from around the world. The Complete University Guide 2025 ranks it 8th in the UK, and 6th for graduate prospects.

It is a major contributor to all areas of the economy in Bath. It employs thousands directly and indirectly, and is a key part of Bath's innovation, research, knowledge and technical economies.

- Supports 5,950 jobs locally (University of Bath)
- Contributes £380m to the local economy each year (University of Bath)

## Bath Spa University

Bath Spa is the city's second university and it teaches another 13,000 students every year. It specialises in a range of fields including art, sciences, education, social science, and business.

It was named Sunday Times University of the Year for Social Inclusion 2023/24 and is committed to opening up social and economic opportunities for its students and the people of Bath.

- £9,500 of economic impact per student (Oxford Economics)

# EDUCATION





# LIFE IN BATH

On top of the predicted job growth, economic strength and easy links to London, a third reason people move to Bath is that it is an excellent place to live in its own right.

It's a beautiful city that was originally built by the Romans as a spa town destination. It has retained that traditional heritage and elegance, becoming a place like nowhere else in the UK.

The city centre is friendly and busy. A good mix of bars, restaurants, national retailers and independent traders ensure that Bath has a unique feel. In addition, the city benefits from a range of theatres, galleries, museums and other cultural sites which offer plenty of entertainment.

There is plenty of attractive green space, and the River Avon waterfront offers the ideal escape from the worries of day to day life.

People have wanted to live in Bath for thousands of years, and its appeal has not faded in the slightest. This is a premium location that provides a luxury modern lifestyle, without losing all the benefits of its ancient heritage.





# WHY BUY WITH ALLIANCE INVESTMENTS?

Alliance Investments is a subsidiary of leading UK property developer, Property Alliance Group—acting as the master sales agent for all Property Alliance Group residential developments in the UK. With a proven track record of marketing, selling and exchanging properties within several of the group's landmark buildings, Alliance Investments has also become the master sales agent for other high-end luxury developments from trusted partners across the UK's leading property markets.

Headquartered in Manchester, we have been behind the development and sale of some of the city's most iconic landmark buildings. Being a key contributor to the growth of what has become one of the UK's top investment locations has given us the credibility to move into other key cities, all the while maintaining the same high levels of quality that

have become our trademark. This expansion into other areas of the UK has in turn allowed our investors and homebuyers to find their perfect property.

With local experts on hand across the globe our experienced sales and after-sales teams are dedicated to offering a clear and transparent service at every stage of the process. Our in-house team can handle all elements of the sale, including exchange, mortgages, completion and property management, Alliance Investments guides you every step of the way, ensuring seamless support from start to finish.





# ALLIANCE

I N V E S T M E N T S

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