



FOR SALE FREEHOLD

# North Pier

Blackpool's first pier, and a much  
cherished leisure asset in this  
popular seaside town.

PROMENADE • BLACKPOOL FY1 1NE





A fantastic opportunity to acquire a prominent and important multi-faceted family entertainment attraction that has been in the same family ownership for the last 14 years, in a flagship seaside destination, and develop a business for the future.

“  
Pier of  
the Year  
*National Piers  
Society (2004)*

“  
One of the  
prettiest piers  
in the UK  
*(The Times)*

“  
One of the  
greatest piers  
in the UK  
*(The Telegraph)*



# Investment Highlights

- Originally opened in 1863
- Prime location on the Promenade
- Considerable investment made over the last 5 years
- Owner Operated
- Incorporates an Adult Gaming Centre and Family Entertainment Centre
- Joe Longthorne Theatre - 1,465 capacity
- Valuable concession income of @£154,000 per annum
- Total income for the year end - December 2024 of circa £2.3m
- All equipment and machines owned outright and included with the sale
- A Two Tier Venetian Bertazzon Carousel
- Grade II listed





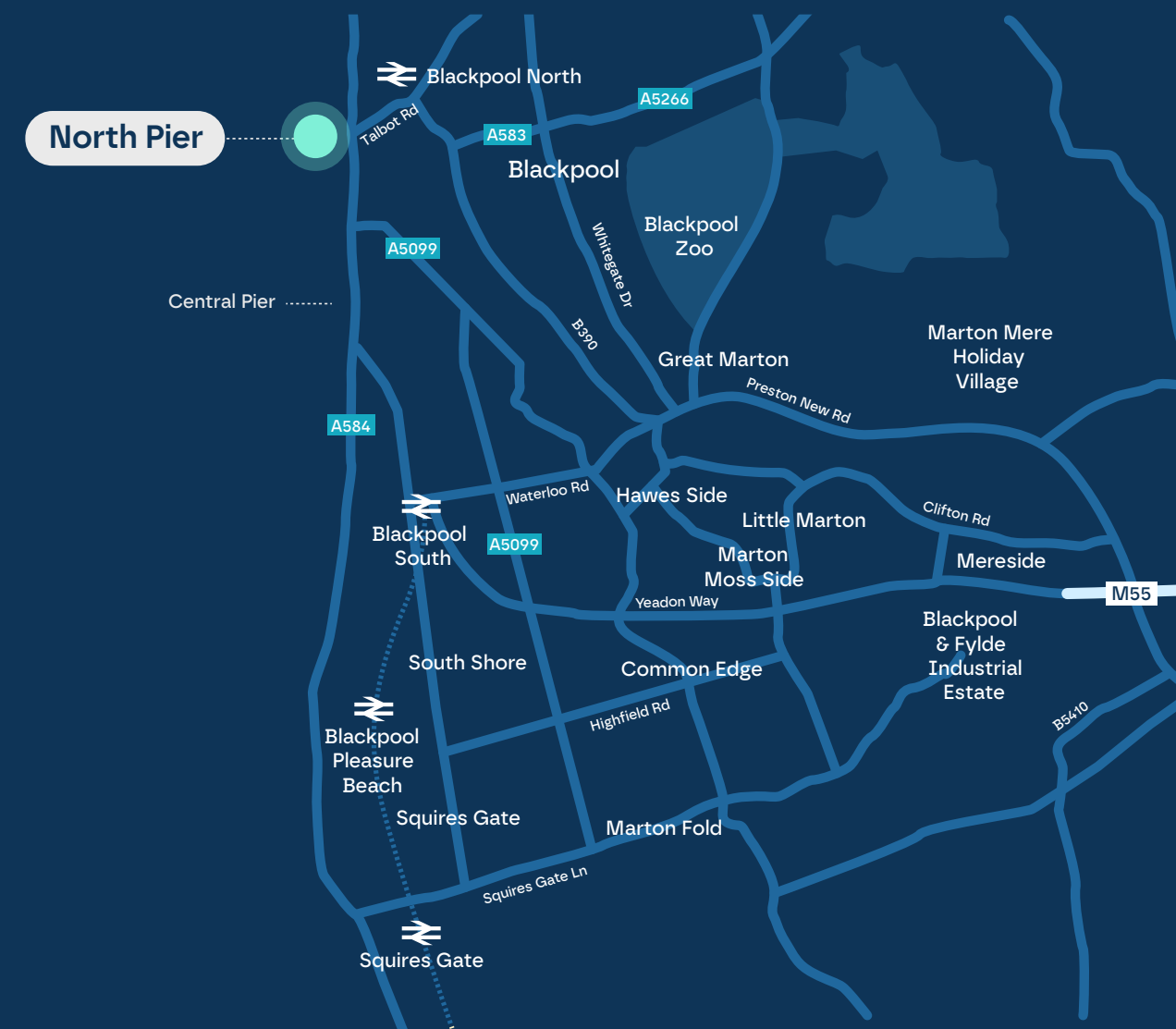
# Location

The renowned North Pier is prominently set in the heart of Blackpool's central tourist attractions, directly on the seafront and a stone's throw from the iconic Blackpool Tower.

Accessed off the sweeping Promenade, which provides a contemporary seawall and pedestrian walkway and Tram route along the extensive coastline, the Pier is well positioned to capitalise on the popularity of the Town as a key tourist destination.

The surrounding area is dominated by prime draws and accommodation provision, including Blackpool Tower, Sealife Centre, Madame Tussauds, The Winter Gardens, Coral Island, Premier Inn, and Houndshell shopping centre. Blackpool North train station is close by with regular services to Manchester, Liverpool Preston, Leeds and York.

Blackpool is fairly well connected by road, especially for a coastal resort town. It's accessible from major cities in the North West of England and is supported by key A-roads and motorways including the M55, A583 (Preston New Road), and A584 (Coastal Route).



# History

The renowned North Pier is prominently set in the heart of Blackpool's central tourist attractions, directly on the seafront and a stone's throw from the iconic Blackpool Tower.

It retains its Victorian grandeur and traditional characterised construction with a wooden deck above a sub structure of cast iron girders, cross members and screw piles, providing a significant footprint of circa 13,500 m2. The pier's promenade deck is lined with wooden benches with ornamental cast iron backs. At intervals along the pier are hexagonal kiosks built around 1900 in wood and glass with minaret roofs topped with decorative finials.



The prominent buildings to the foreshore and pier head including the main entrance, arcade, theatre and bar (built in 1903, 1939 and 1960's respectively) help to draw footfall off the Golden Mile, whilst a mix of traditional kiosks, along its length provide various retailing opportunities.

The Theatre is an Art Deco pier pavilion dating from the 1930s, now one of only six operating pier theatres in the country, and one of only three operating on the seaward end of a pier.





## 1. Foreshore Section

## 2. Pier Promenade/Mid section

## 3. Pier Head

### 1. Foreshore Section

- 04. Pavilion
- 05. Arcade
- 06. Georgas Diner
- 07. The Lounge
- 08. Happy Time Tokyo Grill
- 09. Show Bar
- 10. Garden Cafe
- 11. Conservatory Bar
- 12. Box Office

### 2. Pier Promenade/Mid section

- 13. Pier Promenade Kiosks

### 3. Pier Head

- 14. Venetian Carousel
- 15. Joe Longthorne Theatre
- 16. The Garden
- 17. Pier Bull Nose
- 18. Bloom Bar

The Offering

Explore Section details →



## 1 Foreshore • Easterly Section

The Pier benefits from a wide frontage off the pedestrian promenade. At this point the main Pier Pavilion dominates with an attractive themed front façade, punctuated by four dome sections.

### Arcade:

A comprehensive Family Entertainment Centre and Adult Gaming Centre with approximately 150 machines including 23 (4 B3 and 19 Cat C) in the AGC and a Donkey Derby. A change booth, redemption shop, customer toilets, staff room, workshop and an arcade office serve the arcades.

### The Lounge:

A licenced wet led bar with approximately 50 internal and 20 external covers, servery, cellar and customer toilets.

### Show Bar:

Formerly the Merrie England bar with approximately 600 capacity. This venue is currently stripped out awaiting refurbishment (*see below*).

### Georgas Diner:

Fish and Chips concession with external seating.

### Happy Time Tokyo Grill:

Japanese street food concession with external seating.

To the south of the main entrance is a smaller traditional Pavilion with a large LED screen to the façade, providing:

- Sweet Treats – Ice Cream and confectionary concession
- Management & Administration suite
- Night Watch office

At this point an attractive glazed walkway provides access to the main Pier walkway and neck via a conservatory style atrium area from which there is also access to the Arcade and Show Bar.

- Box Office
- Conservatory Bar – a modern bar venue with 50 covers, bar servery and cellar.
- Garden Café – Traditional café concession with approximately 70 covers, kitchen and servery

## 2 Pier Promenade / Mid-Section

An attractive and traditional open wooden walkway leads to the Pier Head and provides the public with southerly and northerly views. This is lined by ornamental benches to each side with cast iron backs, interspersed by two pairs of original (c 1900) octagonal buildings providing four retailing kiosks.



- Deck Ices
- Deck nougat
- Skills Games
- Vacant



### Electric Train

Providing visitors with the opportunity to ride to the end of the Pier



## 3 Pier Head

Widening out at this point (originally in 1874 for an Indian Pavilion) and providing two main leisure facilities opposite one another together with a pier head viewing area with uninterrupted views across the beach and Irish Sea.

### Joe Longthorne Theatre –

A multi-purpose theatre venue with a main auditorium capable of seating 1,465. It is served by an entrance foyer with bar servery, off which is a smaller, more intimate Studio venue (130 covers), customer toilets and cellar.

Back of house facilities include 11 dressing rooms (recently refurbished) and artist toilets.

### Bloom Bar and The Garden

Extensively refurbished in 2020 and with panoramic views south towards the Tower and Central Pier, this is an extensive modern venue with an excellent standard of finish which is capable of hosting up to 500.

The Garden leads off Bloom and is partially covered within a traditional sun deck / lounge area ornate glazed elevations and roof sections. Customer toilets and cellar serve the accommodation.



### Carousel

A Victorian 2 tier carousel ride manufactured by Bertazzon is housed within a further ornate open sided building.

### Pier Head / Bull nose:

An open area with far reaching views out to sea, used to host various activities including a bouncy castle, and stages for dance events etc. An annual 2 day Dance Event is held across this area and within The Garden, with a 3,300 capacity per day.

### Fishing Concession:

A private walkway around the garden bar and to the front of the theatre for a sea fishing club who also have the use of a small room adjacent to the Garden Bar. During the winter months, the fishing club have use of the pier promenade deck.

### General Maintenance / Staff Room:

To the north side of the Theatre is a staff welfare facility and general maintenance workshop and store.



# Key Financials

The operation is principally run in-house with the exception of those areas that are concessioned.

### Summary Profit & Loss Account

**Figures are as follows:**

Year Ended - December 2024  
(£'000)

### Total Turnover

Bars	£1,093
Arcades	£819
Rents, Fees & Concessions	£132
Other Income Theatre & Rides	£250
<b>Total:</b>	<b>£2,294</b>

### Concessions

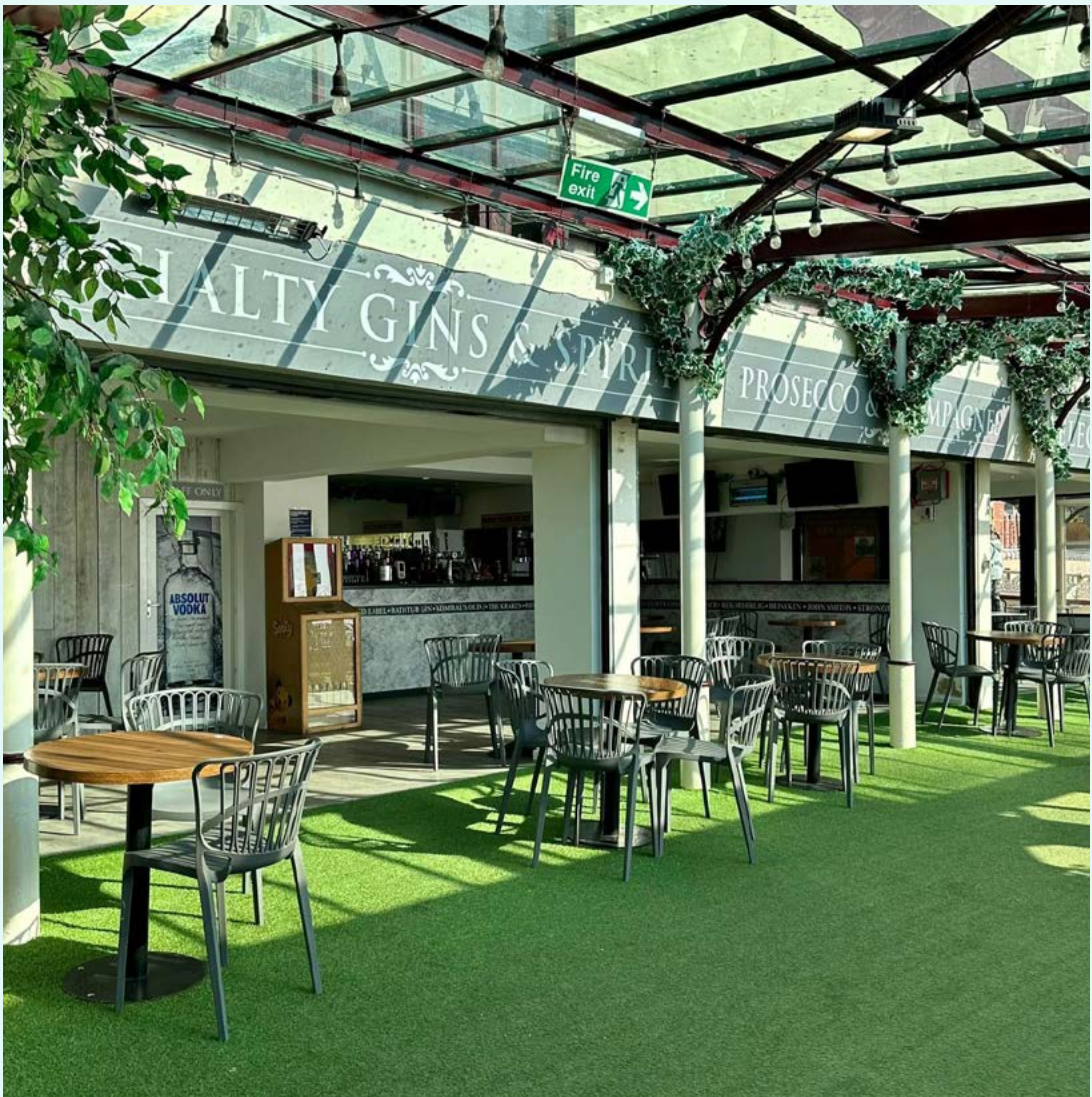
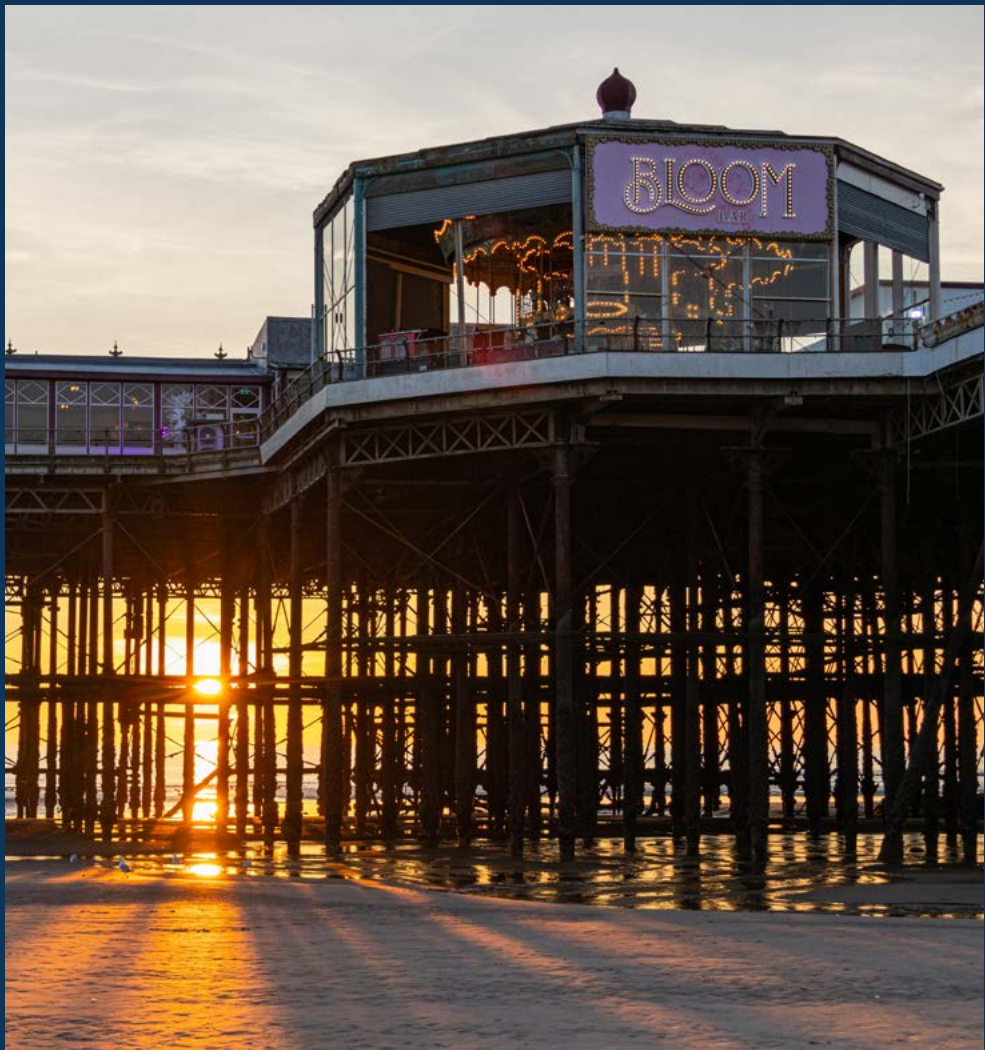
In 2025 the operation had eight concessions. These generate approximately £154,000 of annual income over a full 12 month period.

### Staffing

There are 10 full time members of staff employed on the pier, together with approximately 3 part-time and some 40 seasonal staff.

### Capital Expenditure

Over the last five years there has been significant capital expenditure.



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# Development Opportunities

A planning application is pending for the redevelopment of the 'Merrie England' bar to include the removal of existing signage, render to the front elevation, new windows and doors to front elevation, repainting of metal work and new boundary treatment to front external seating area.

Installation of new atrium roof window, installation of eight new lantern rooflights, new windows to north and west elevations and new timber and zinc cladding to front, north and west elevations complete the plans for this significant redevelopment proposal.

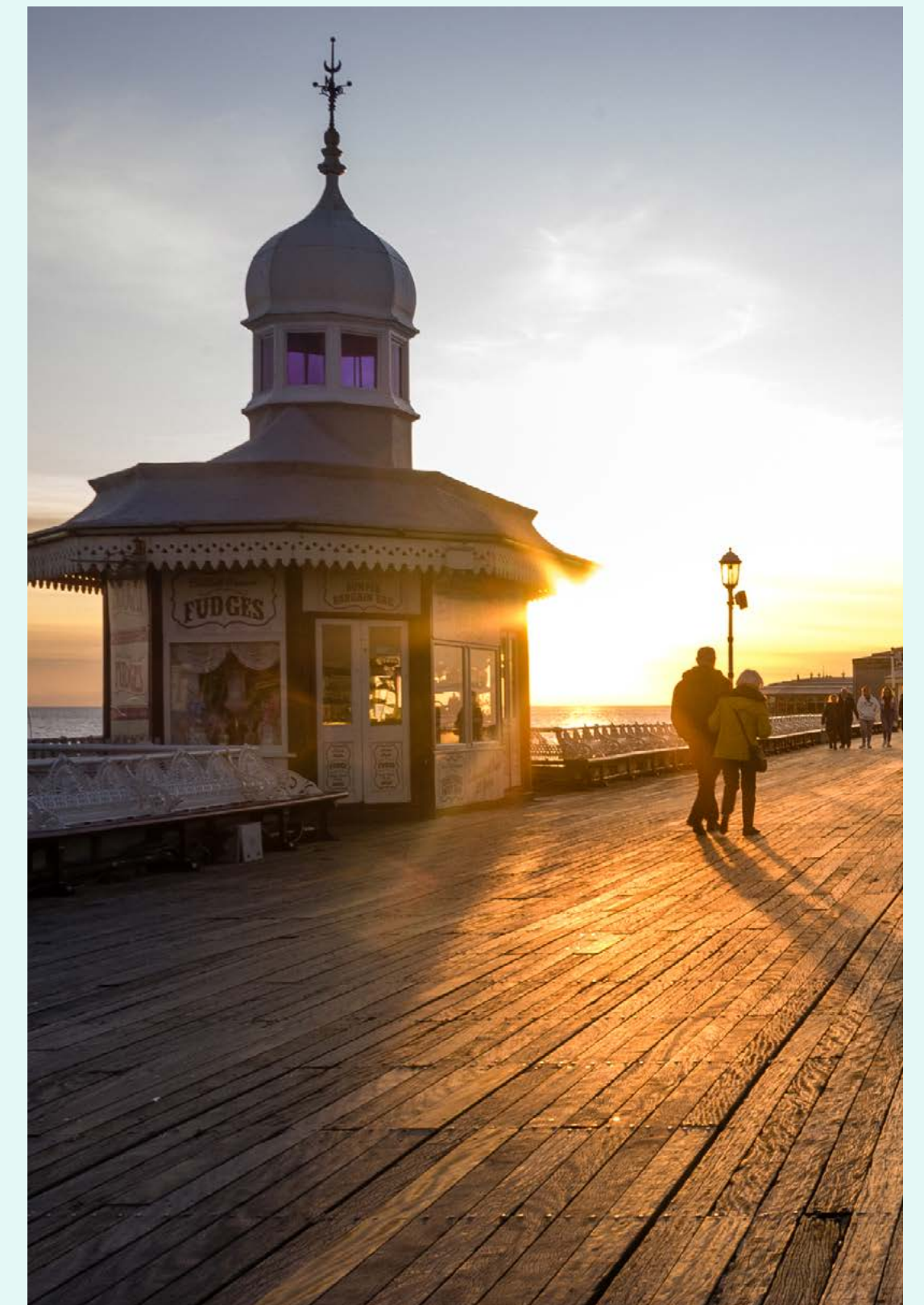
Follow these links to see the Planning and Listed Building Consent Applications:

[Ref Applications 23/0611](#)

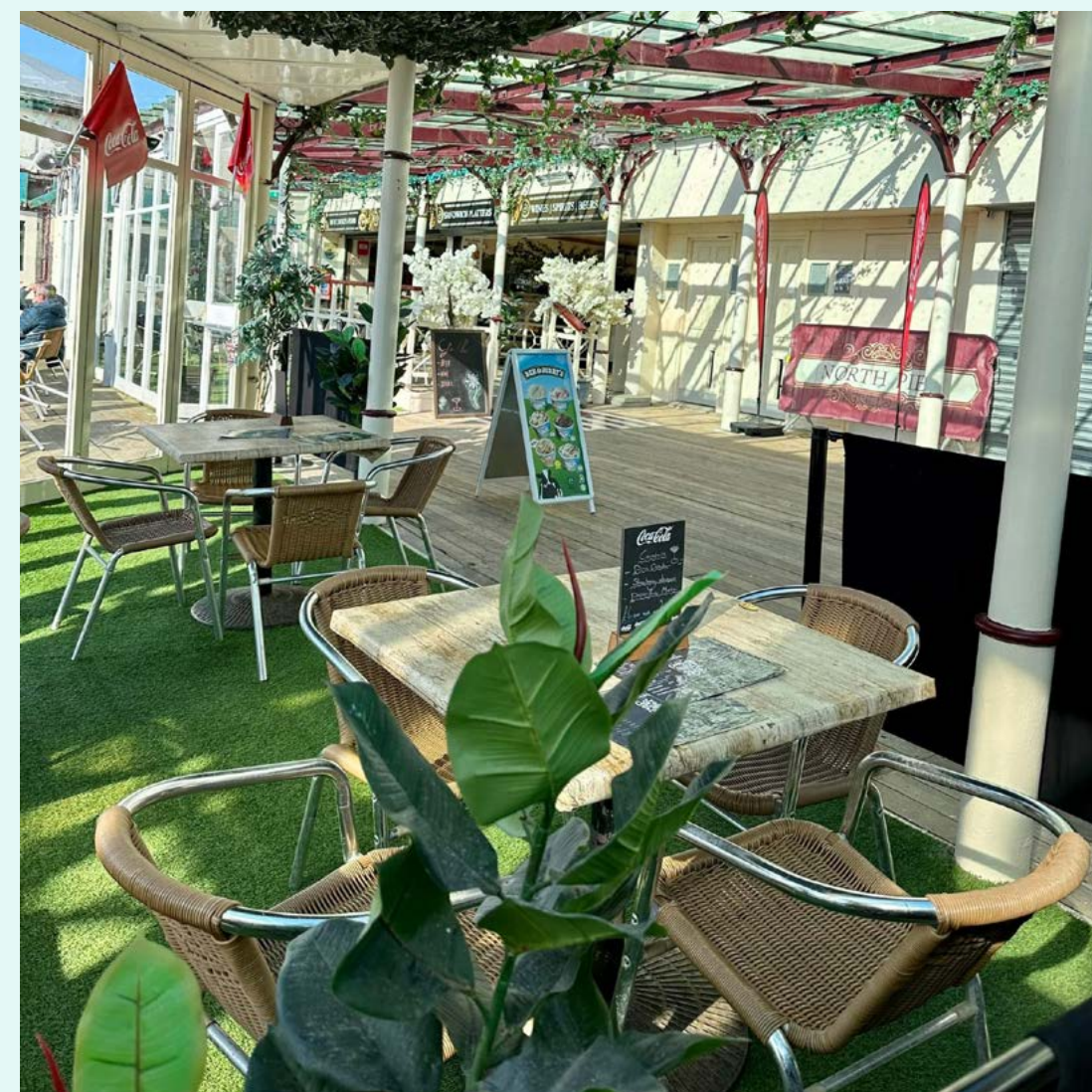
[LBC: 23/0612](#)

## Filming Projects

There are ongoing opportunities for filming projects on the pier.



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Tenure

Freehold

Title

LA828717

Licences

The operation benefits from the following licences:

Premises Licence – PL1399

Adult Gaming Centre Licence – GPL0095

Gaming Machine Permit – GMP0012

The business will be sold with the benefit of all appropriate operational licences and IP rights to the North Pier brand.

Licenses will need to be transferred upon completion, and purchasers are reminded that both a Gambling Licence and Personal Licenses are required in order to operate the AGC and maintain the Premises licence.



Local Authority

Blackpool Council

Click here to access BC’s website and planning portal to search related planning permissions and applications

<https://idoxpa.blackpool.gov.uk/online-applications>

Rateable Value

£110,000 – Effective date 1 April 2023

Pleasure Pier and Premises

EPC

The Pier is Grade II listed. It is anticipated that due to its historical importance the Pier is exempt from EPC regulations.

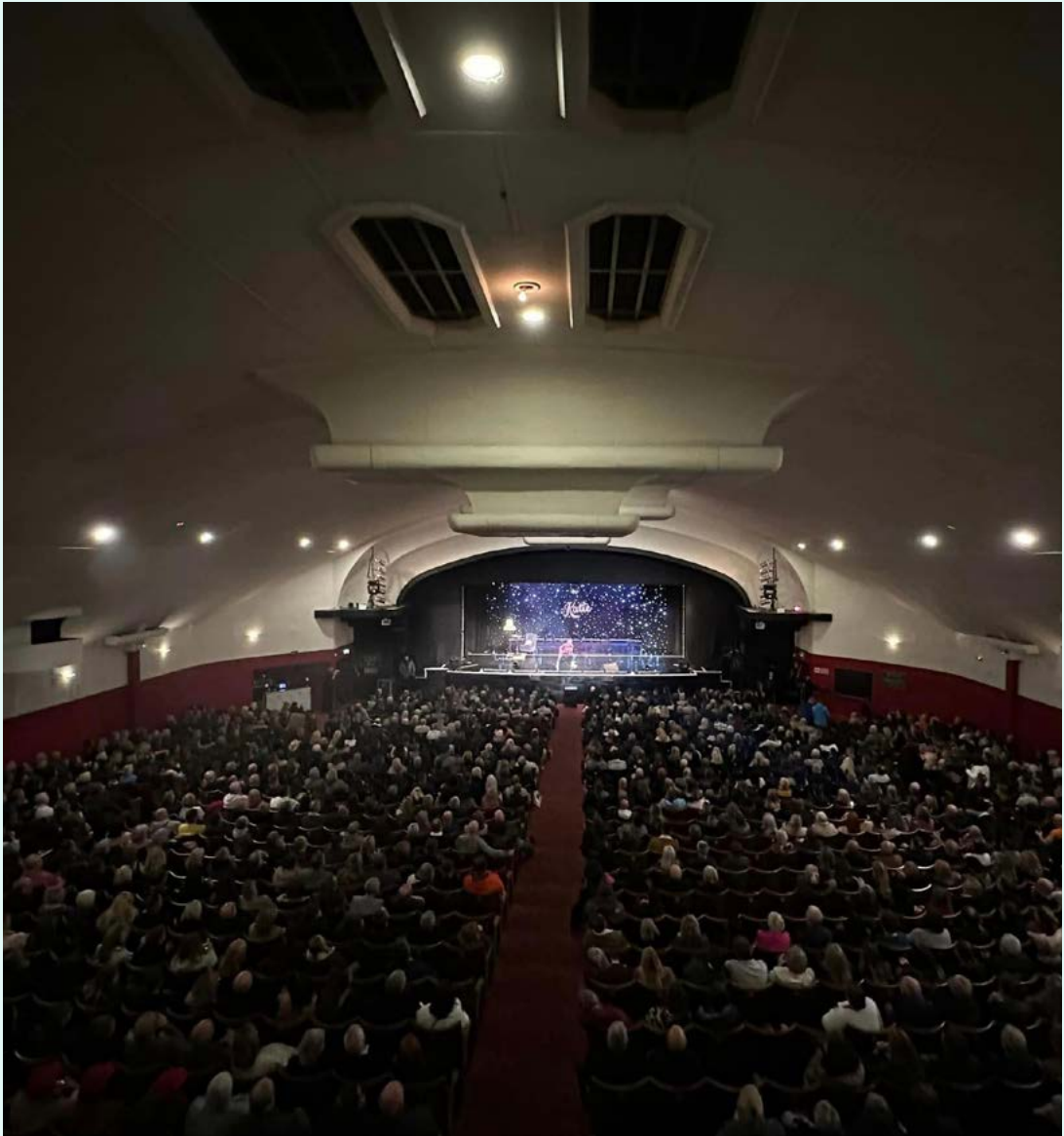
Basis of Disposal – Asset Sale

North Pier is available by way of an asset sale.

Guide Price

Sensible offers are invited for the fully equipped freehold going concern (exclusive of cash floats, and those fixtures, fittings and equipment subject to loan, hire or profit share arrangements).

In addition to the purchase price, all consumable stock is to be purchased at valuation upon completion.







# Further Info

For further information, for access to the data room or to arrange an inspection please contact agents Avison Young as per the details below:

## Process

The sale of the freehold interest of North Pier is by informal tender. All interested parties will be informed of the appropriate bidding process, deadlines and associated proforma information necessary to submit bona fide bids.

## Data Room

Further information will be provided in a data room which can be accessed through Avison Young.

## Viewings

Please contact Avison Young to arrange all viewings and for further information.

No approaches should be made directly to members of staff or management on the Pier, or the Directors of Northern Victorian Pier Limited.



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Director

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YOUNG**

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