





Welcome to The Willows, an exceptional new development in Bath, a renowned World Heritage City celebrated for its rich history and timeless charm. Nestled along the tranquil banks of the River Avon, next to the iconic Windsor Bridge, The Willows offers luxurious living in a truly unique setting. These high-quality apartments feature a range of stunning river views in select units, with every home designed to include premium amenities that cater to contemporary lifestyles.

Residents will enjoy a welcoming reception with concierge services, and convenient parcel storage as well as Private storage units. The Willows offers a variety of stylish one and two-bedroom apartments, along with an exclusive three-bedroom apartment with riverside terrace, providing the perfect blend of comfort and sophistication. Experience the pinnacle of urban living at The Willows, where elegance and convenience harmoniously converge.





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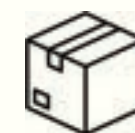
Our luxury apartments come with a range of amenities onsite and in the local area to make your life easier.



Bicycle
Storage



Concierge



Parcel
Room



Private Storage
Units

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Discover the sophistication of our designer kitchen, featuring handle-less cabinetry with brushed brass accents and luxurious quartz stone worktops.

A copper-finish stainless steel sink and tap by Caple add a distinctive touch, while Bosch appliances—including a built-in single oven, 4-ring induction hob with touch controls, extractor hood, tall integrated fridge/freezer, and dishwasher—combine style with high performance.

These kitchens available in 2 different colour schemes are crafted to bring both elegance and functionality to your cooking experience.



KITCHENS



The living room is a showcase of refined luxury, with expansive windows that bathe the space in natural light.

Elegant finishes and thoughtfully designed open spaces create an atmosphere of modern sophistication, perfect for both relaxation and entertaining. This is a place where timeless style meets contemporary comfort, offering a truly elevated living experience in the heart of Bath.

LIVING ROOM

BEDROOM

The bedroom is a serene retreat, blending elegance with modern comfort. Designed with large windows, it welcomes ample natural light, creating a warm and inviting ambiance.

Premium finishes and meticulous detailing enhance the space's sophistication, making it an ideal sanctuary for rest and relaxation. Here, timeless style meets luxurious comfort, offering a perfect escape

BATHROOM

Experience the elegance of our luxury bathrooms, designed with refined details and premium finishes.

Walls and floors feature sleek porcelain marble, complemented by a modern vanity with a white or grey drawer and a square white basin. The back-to-wall WC includes a soft-close lid and concealed cistern for a seamless look.

Relax in an acrylic bath with an integrated bronze filler and overflow, and enjoy brushed bronze fixtures throughout, including bath mixers, a backlit circular LED mirror, and sophisticated accessories. A clear shower screen with black accents and a heated towel radiator complete this sanctuary of style and comfort.



LOCAL AREA

1. THE WILLOWS

HISTORIC LANDMARKS

- 2. The Roman Baths
- 3. Bath Abbey
- 4. Pulteney Bridge
- 5. Royal Crescent
- 6. The Circus

TRANSPORT

- 7. Oldfield Park Railway Station
- 8. Bath Spa Railway Station

RETAIL

- 9. Tesco Express
- 10. Sainsbury's
- 11. Mero Retail Park

FOOD & DRINK

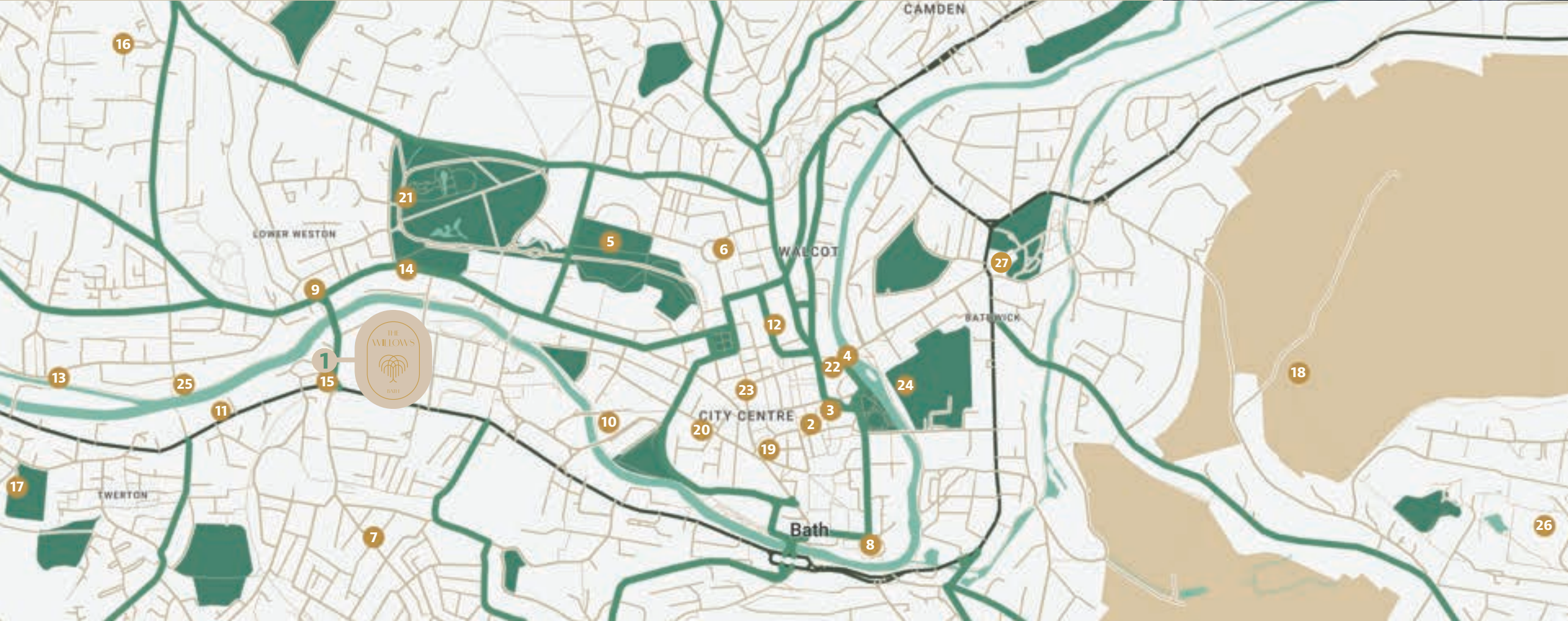
- 12. The Ivy Bath Brasserie & Garden
- 13. The Locksbrook Inn
- 14. Victoria Pub & Kitchen

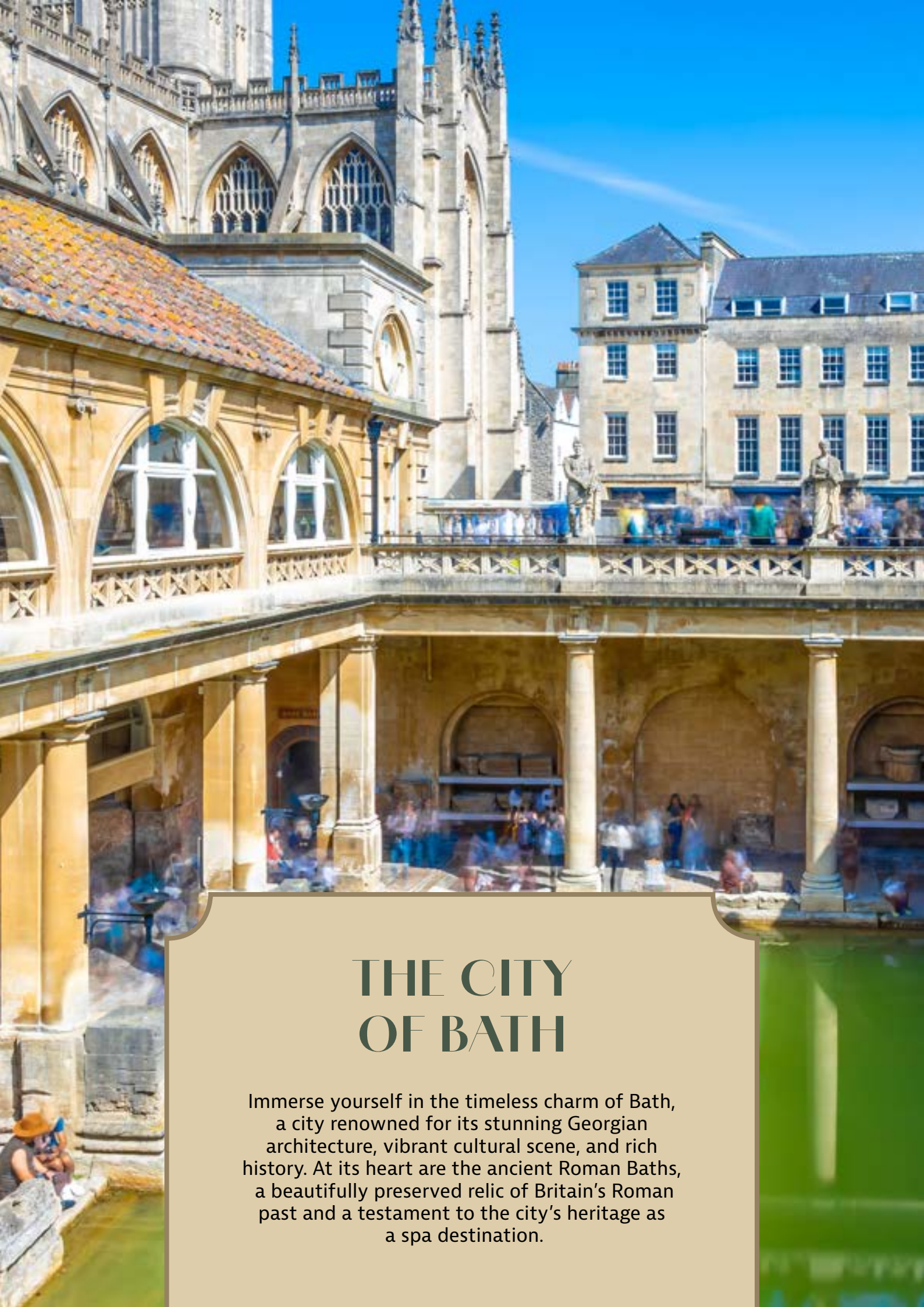
RECREATION

- 15. PureGym
- 16. Royal United Hospital
- 17. Bath City FC
- 18. Bath Golf Club
- 19. Thermae Bath Spa
- 20. Kingsmead Entertainment Centre
- 21. Botanical Gardens
- 22. Victoria Art Gallery
- 23. Theatre Royal, Bath
- 24. Bath Rugby Club
- 27. The Holburne Museum

EDUCATION

- 25. Bath Spa University
- Locksbrook Campus
- 26. University of Bath





THE CITY OF BATH

Immerse yourself in the timeless charm of Bath, a city renowned for its stunning Georgian architecture, vibrant cultural scene, and rich history. At its heart are the ancient Roman Baths, a beautifully preserved relic of Britain's Roman past and a testament to the city's heritage as a spa destination.



LIVING IN BATH

Bath is a city where history seamlessly blends with modern life, offering a unique and enriching experience.

14,800
MORE HOMES PLANNED
BY 2042

9.9%
REGIONAL POPULATION
GROWTH IN THE LAST CENSUS
(ONS, JULY 2024)

8.4 %
RENTAL GROWTH YEAR ON YEAR
(ONS, JULY 2024)

4.5%
ANNUAL HOUSE PRICE GROWTH
(ONS, JULY 2024)

Beyond its famous Roman Baths, Bath offers a dynamic lifestyle with a thriving arts and food scene, lush parks, and independent boutiques that contribute to the city's unique charm. The cobbled streets are lined with elegant Georgian architecture, while contemporary galleries and stylish cafes provide a lively contrast.

For sports enthusiasts, Bath is also home to the renowned Bath Rugby Club, one of the UK's premier rugby teams. The passion of its supporters and the electric atmosphere at the stadium make it a central part of the city's vibrant community, drawing visitors and locals alike for exciting matchdays.

Whether strolling through the picturesque Royal Crescent, relaxing at the renowned Thermae Bath Spa, or enjoying a performance at the Theatre Royal, Bath invites you to experience a refined lifestyle.

With its beautiful countryside views, rich cultural offerings, and vibrant community, Bath offers an unparalleled quality of life. This remarkable city truly embodies the perfect balance of heritage and modernity, making it an ideal place to live, work, and unwind.

REGENERATION

There is a substantial amount of public and private investment into Bath's infrastructure and public spaces that will make it an even more attractive 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 commercial 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.



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:

8,360
BUSINESSES IN THE CITY

18.6%
BUSINESS GROWTH IN THE
LAST CENSUS PERIOD

£4.5BN
GVA ECONOMY

£500M
CONTRIBUTED BY
TOURISM EACH YEAR

6M
VISITORS ATTRACTED BY THE
TOURISM INDUSTRY EACH YEAR

ECONOMY

EDUCATION

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 welcomes approximately 20,000 students to Bath each year from across the globe, with 31% coming from overseas, representing 162 nationalities. The Complete University Guide 2025 ranks it 8th best 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.

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.

OTHER EDUCATION

There is also an excellent range of private and state schools, catering for all age groups which include King Edwards, Kingswood and The Royal High, all of which are within easy reach.

**CONTRIBUTES £380M TO THE
LOCAL ECONOMY EACH YEAR**

(UNIVERSITY OF BATH)

**£9,500 OF ECONOMIC
IMPACT PER STUDENT**

(OXFORD ECONOMICS)

SUPPORTS 5,950 JOBS LOCALLY

(UNIVERSITY OF BATH)

**£450M INVESTED INTO THE
CAMPUS IN THE LAST DECADE**



CONNECTIVITY

A major reason to purchase property in Bath is 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.

LONDON
1hr 20 min
(APPROX)

BRISTOL
11 mins
(APPROX)

CARDIFF
1 hr
(APPROX)

BIRMINGHAM
1 hr 40 min
(APPROX)

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.





DEVELOPER

The development team, C Group Developments, brings a proven track record of success, backed by strategic partnerships with two highly reputable funding organizations: Silbury Finance and Mura LLP.

These strong and credible partners underscore the commitment to delivering projects of exceptional quality.



24 Experience luxury living with top-tier amenities both on-site and nearby. Contact us today for more information!

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ALLIANCE

INVESTMENTS

Alliance Investments (AIL) has a proven track record of expertise and an established reputation for working closely with developers to identify the best property opportunities and key locations for its clients.

Head quartered in Manchester, AIL is a key contributor to the growth of the UK's top property hotspot and maintains an unrivalled level of customer service which has become its trademark.

With local experts on hand across Europe, the Middle East, Asia and Africa, our experienced Sales and Aftersales teams are dedicated to

offering a clear and transparent service at every stage of the process.

Our in-house team can help to assist with all elements of the sale ensuring a smooth transition from purchase through to exchange and completion, and you can be sure Alliance Investments will never be far away.



ALLIANCE

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