

Primrose Hill, Preston, UK

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CONTENTS

- 3** Introduction
- 4** Preston at a Glance
- 6** City Growth Plans
- 10** Connected & Convenient
- 12** Leisure & Education
- 14** The Development: London House
- 27** Legacy Investment Consultancy

Introducing
London House

London House is a brand-new off-plan development by Legacy Investment Consultancy, perfectly positioned in the thriving city of Preston.

Offering 70 contemporary apartments, this landmark project is set to elevate the standard of modern, premium living in one of Preston's most exciting up-and-coming neighbourhoods.

With strong rental demand, major regeneration projects underway, and excellent transport connections, London House presents a compelling opportunity for both first-time and seasoned investors.



Preston at a Glance

Population

147,835+

Average Rental Yields

7.7%

New Road Scheme

£57.9m

Employment Rate

80.4%

Average Property Price (ONS)

£189,000

Annual House Price Growth

Up 4.8%



Part of
Lancashire

Active Enterprises
5,685

Preston has recently been ranked the top small city in England for rental yields, with investors achieving **average returns of 8.6% on apartments, according to Savills.**

This performance outpaces many other regional cities and is driven by a combination of affordable entry prices, strong tenant demand, and a steady pipeline of regeneration projects that continue to boost the city's appeal to renters.

City Growth Plans



Harris Quarter Renewal

A vibrant cultural and leisure destination with upgraded streets, new dining spots, and a £45m cinema & entertainment hub—all designed to boost footfall and city living.



Preston Station Quarter

A future-focused business and transport hub, connecting HS2, UCLan, and the city centre—set to attract companies, students, and high-skilled professionals alike.



UCLan Masterplan

A £200m campus transformation featuring a striking new Student Centre and public square. This world-class upgrade enhances daily life for 30,000+ students, drawing constant activity into the city centre and fueling premium rental demand.



Preston has been recognised by both local and national government as a city with significant growth potential.

As a result, it has attracted substantial public and private investment in recent years, driving a rapid transformation of its cultural, commercial, and economic landscape.

Several major regeneration schemes are already underway, positioning Preston as one of the most promising emerging cities in the UK.

£2.3bn
Commercial investment

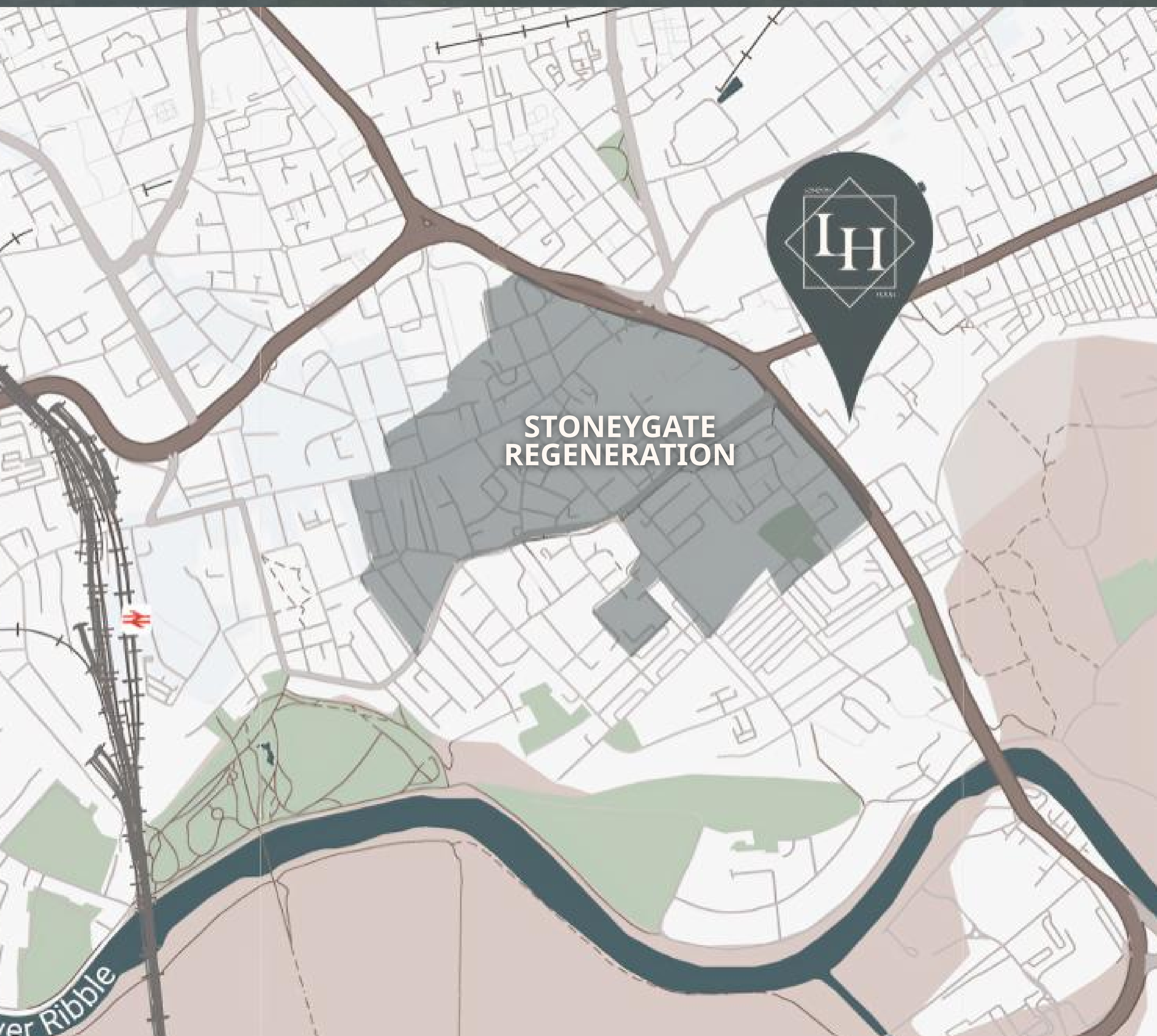
£11.3bn
Projected Economic Growth

17,420
New homes

20,000
New Jobs

Reviving Preston's Historic Core:

THE STONEYGATE MASTERPLAN



The Stoneygate Masterplan is transforming 25 hectares east of the city centre into a vibrant urban village. Focused on unlocking the area's full potential, this £45 million project is set to bring over 1,600 new homes, mixed-use spaces, and green public areas to life.

With better walkways, cycling routes, and community spaces, Stoneygate is designed to boost local business, attract young professionals, and reduce car traffic—creating a more liveable, connected city.



25
Hectares



15+ YR
Regeneration Plan



1,600+
New Homes



NEW
Pedestrian & Cycle Links

Transforming the Campus:

UCLan MASTERPLAN

The University of Central Lancashire is investing £200 million into its Preston campus, reshaping the area with modern facilities, green public spaces, and a striking new £60 million Student Centre.

This major upgrade not only enhances daily life for over 30,000 students but also draws more activity into the heart of the city—fueling demand for high-quality rental homes like London House.



400+
Courses



38,000+
Students in Preston

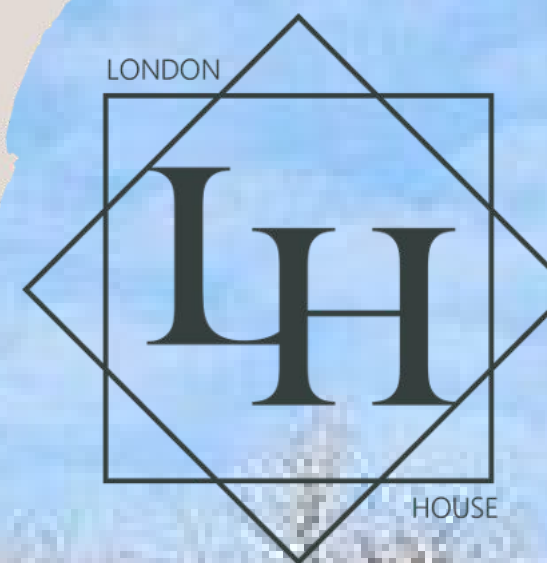


66.8%
Retention Rate



100+
International Students





Connected & Convenient

Lancashire - Preston offers the ideal balance of accessibility and lifestyle. Located between Manchester and Liverpool, Preston offers excellent connectivity via the West Coast Main Line—with fast, direct rail links to London, Birmingham, and other major UK cities.

As housing demand surges in surrounding city centres, Preston is emerging as a smart alternative for renters and buyers seeking value without sacrificing connectivity.

For those craving natural beauty and weekend escapes, the Lake District—a UNESCO World Heritage site—is just a short drive away. From modern city life to breathtaking countryside, Preston delivers the best of both worlds.

Preston





KEY:

- | | |
|-----------------------|-------------------|
| 1- Liverpool | 4- Sheffield |
| 2- Greater Manchester | 5- Birmingham |
| 3- Leeds | 6- Greater London |

BY CAR

MANCHESTER

53 Mins

LIVERPOOL

1Hr

LEEDS

1Hr 15 Mins

SHEFFIELD

1Hr 30 Mins

BIRMINGHAM

1Hr 45 Mins

LONDON

3Hrs 15 Mins

BY TRAIN

MANCHESTER

40 Mins

LIVERPOOL

50 Mins

LEEDS

1Hr 15 Mins

SHEFFIELD

1Hr 40 Mins

BIRMINGHAM

1Hr 35 Mins

LONDON

2Hrs 20 Mins

Leisure & Education



Retail at Your Doorstep

Enjoy high-street brands, vintage shops, and markets—plus three shopping centres and two retail parks—all within easy reach.

Eat, Drink & Unwind

From cosy pubs to quirky restaurants, Preston's food scene offers something for everyone—including the award-winning Guild Ale House and historic Baker Street Bar.

Stay Active, Explore More

With golf clubs, gyms, award-winning parks, and quick access to the Lake and Peak Districts, there's no shortage of ways to unwind and stay active.

In Preston—**home to over 38,000 students**—this creates strong, predictable tenancies aligned with the academic year, often delivering higher yields than standard buy-to-lets.



*University of Central Lancashire
(UCLan)*

- 30,000+ students
- 400+ undergraduate and postgraduate courses
- Ranked in top 7% of universities globally (CWUR)

Cardinal Newman College

- Around 3,800 students
- One of the top-performing sixth form colleges in the UK
- Offers A-Levels, BTECs and Foundation degrees



The Development:

London House

Units

70

Unit Mix

1 & 2 Beds

Rental Yields

Up to 7%+



London House is a stunning redevelopment, transforming a classic building into 70 contemporary apartments, offering the perfect blend of historic charm and modern convenience.

London House offers a diverse selection of residences to suit your lifestyle, including 45 stylish one-bedroom apartments and 25 spacious two-bedroom apartments. Each home is meticulously designed with high-quality finishes and an emphasis on comfort, providing a serene retreat from the bustling city.

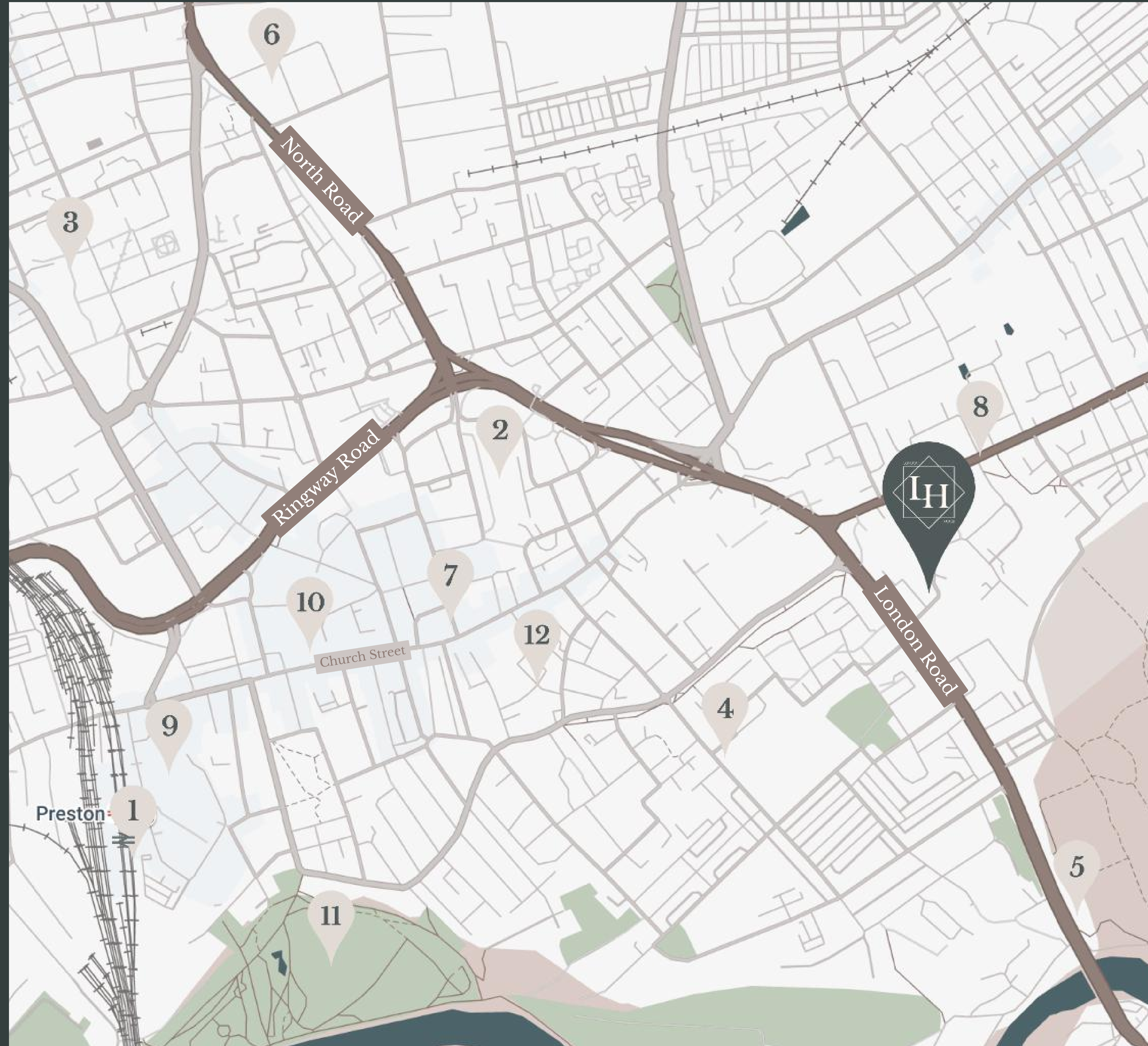
Est. Completion

Q3 2027

Address:

Primrose Hill, Preston PR1 4BX, UK

Key	Location	Distance
1	Railway Station	6 Mins Drive
2	Bus Station	15 Mins Walk
3	UCLan University	4 Mins Drive
4	Cardinal Newman College	8 Mins Walk
5	Team Fresh Gym	9 Mins Walk
6	Pure Gym	5 Mins Drive
7	Restaurants & Leisure	5 Mins Drive
8	Lidl	3 Mins Walk
9	Fishergate Shopping Centre	6 Mins Drive
10	St George Shopping Centre	4 Mins Drive
11	Avenham Park	4 Mins Drive
12	Stoneygate Regeneration	4 Mins Cycle





THE APARTMENTS



LONDON HOUSE
1 BEDROOM







LONDON HOUSE
2 BEDROOM









APARTMENT SPECIFICATION

Shared Amenities

- Two passenger lifts and two stairwells
- Secure resident cycle storage
- General-use car parking (not allocated to individual units)
- Private Juliet balconies and terraces

Safety & Security

- Secure fob access with video intercom
- Smoke and heat detectors
- Sprinkler system in all habitable rooms
- Fire-rated apartment entrance doors

Flooring

- LVT wood-effect flooring to living areas, kitchen and hallway
- Carpet to bedrooms in a neutral tone
- Porcelain tiled floors in bathrooms

Heating

- Slimline electric panel heaters throughout
- Electric towel radiator in bathroom

Kitchen

- Bespoke contemporary cabinetry
- Solid surface or stone-effect worktops
- Inset or undermount sink with brushed or matte finish tap
- Integrated appliances include:
 - Fridge-freezer
 - Oven and hob
 - Microwave
 - Extractor fan
 - Dishwasher
 - Washer-dryer provision (space and services provided; appliance not included)

Bathroom

- Fully tiled walls and porcelain tiled floors
- Wall-mounted WC with concealed cistern and soft-close seat
- Wall-mounted basin with integrated vanity unit
- Standard bath with shower (2-bed) or walk-in shower (1-bed)
- Full-sized mirror with modern finish
- Electric towel radiator

Internal Finishes

- White internal doors with minimalist architraves and skirting
- Secure entrance door with matte finish ironmongery
- Matte black door handles and bathroom fittings
- Walls and ceilings painted in neutral white or off-white throughout

Electrical & Lighting

- LED spotlights throughout all rooms
- USB-A and USB-C charging points in key locations
- Contemporary sockets and switches
- TV and broadband-ready (Virgin, BT, Hyperoptic, etc.)



The Master Agent:

LEGACY

UK INVESTMENT CONSULTANCY

As the appointed Master Agent for this exceptional development, Legacy Investment Consultancy is proud to bring this opportunity to investors across the UK, UAE, Africa, and beyond.

With a strong track record in international real estate advisory, our team provides expert guidance, local market insight, and end-to-end support to ensure a seamless investment experience.

Whether you are a first-time buyer or a seasoned investor, our role is to connect you with high-performing property opportunities backed by trusted developers, and ensure you receive the most up-to-date project information, pricing, and offers.



Clients Globally

400+

Experience Since

2011

Full Service

From Start to Finish



WANT TO LEARN MORE?

Get in touch to explore pricing,
availability, and next steps

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Bella Italia

Pizza Pasta Grill

a Pasta Grill

BARCLAYS

THE CLAYTON HOTEL
Norwich
01603 746278

2 COURSES
£12.99

City Centre
15

