

For Sale – Freehold with Vacant Possession

Alpamare Waterpark

Scarborough

A modern purpose-built waterpark and wellness centre on Scarborough's North Bay, with significant opportunity for complementary strategic development.



NEWMARK



Executive Summary

Waterpark • Wellness • Development

Alpamare is the newest purpose-built indoor waterpark in the UK and combines the thrill of a family focused water-based attraction with a more contemporary wellness offer.

It was constructed in 2016 as part of a wider masterplan of leisure focused regeneration for the Sands in the North Bay. In 2024, North Yorkshire Council took over ownership and now operates the waterpark via a third party.

It benefits from its close proximity to Premier Inn Scarborough (North Bay), Marston's Tunny Catch pub, an abundance of parking and other major attractions including the Open Air Theatre, Miniature Railway and Sealife Centre.



Play

The core 'wet' facility includes a centerpiece wave pool, children's splash and play area, 17m slide tower (four major slides), and two outdoor pools complemented by a poolside café/restaurant, comprehensive changing, administration, staff and plant infrastructure.

Relax

The Wellness & Spa is a modern wellness sanctuary combining several relaxation and treatment areas including a panorama sauna, hay bath, rhassoul, steam and soap baths and sun terrace.

Opportunity

There is excellent potential for further growth and development with significant scope for diversification of the offer within the existing freehold including the installation of a fifth waterslide, further wellness modalities, and guest realm upgrading.

Place Making

There are a number of strategic landholdings, both directly adjacent and in close proximity to Alpamare in NYC ownership, that offer a purchaser with a much wider opportunity for destination place making. Subject to Planning, North Yorkshire Council will seek to encourage complementary development on these that not only underpins the long-term viability of Alpamare, but also Scarborough and the wider Yorkshire region as a vibrant and superb place



“ An absolutely epic waterpark

“ Lovely chilled few hours

“ Great four hours of adrenaline and relaxation.

“ Scarborough's best attraction

“ A fun day out for all the family

“ Great experience

Scarborough

Situated on the stunning and beautiful Yorkshire Coast, Scarborough boasts a rich heritage and history embedded in its maritime history. Nationally renowned as a quintessential seaside resort and enjoying the benefits of its coastal location and proximity to the North Yorkshire Moors National Park and Cleveland Way, Scarborough continues its growth as a destination and town adapting to suit all tastes.

With the Castle providing the town's most striking backdrop, the Promontory divides the seafront into two bays, North and South, linked by Marine Drive.

The **South Bay** is synonymous as the main tourist area and clustering for arcades and entertainment on the foreshore leading up to and into the town centre, with the harbour area at its core.

The **North Bay** provides a more relaxed atmosphere with its wide expansive beach popular with bathers, families, surfers and water sports enthusiasts, brightly coloured beach huts, cafes and an extensive esplanade. This area also includes a number of key visitor attractions which are all accessible on foot including the **Sealife Centre** on the foreshore, **Peasholm Park**, **Miniature Railway** and **Scarborough Open Air Theatre**, the latter hosting a lineup of internationally recognised artists for several years.

Situated in an elevated position above the North Bay affords Alpamare with picturesque views out to sea. Direct access off Burniston Rd (A165) makes the waterpark easily accessible from all surrounding routes. There is a dedicated bus stop serving the park (X93/X94) together with ample parking, and the situation also benefits from direct and convenient pedestrian access to the foreshore and Cleveland Way.



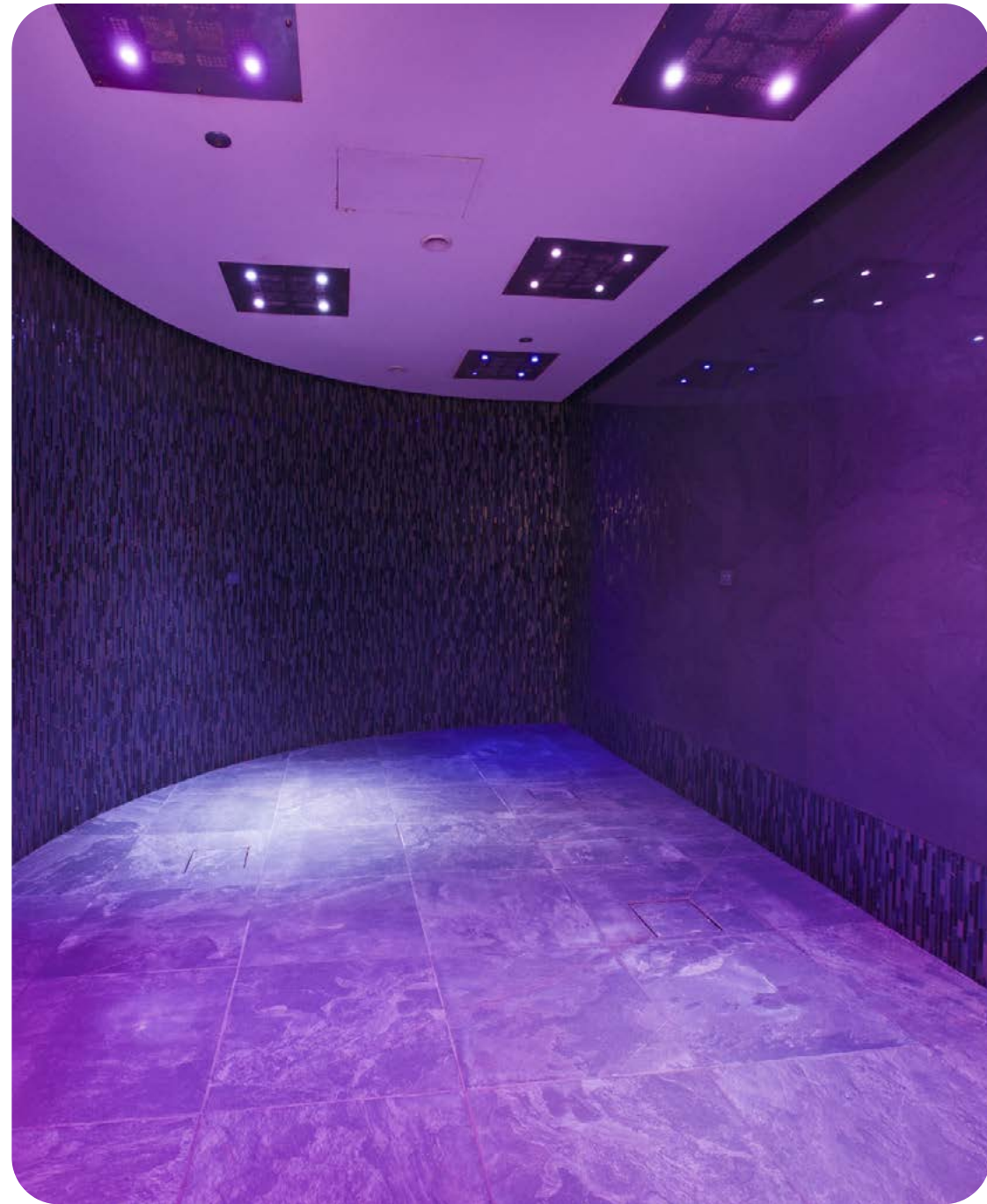
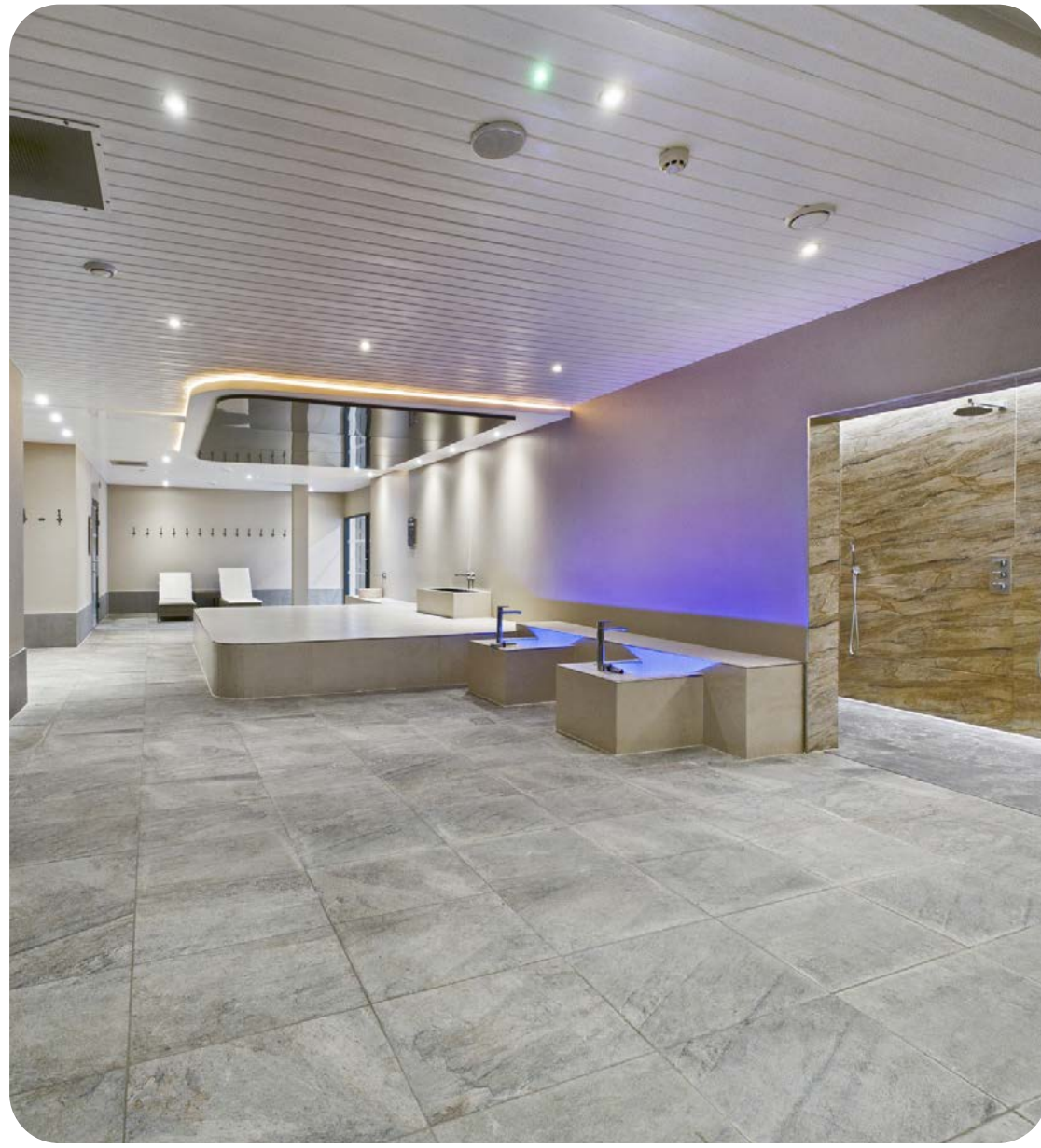
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Drive times

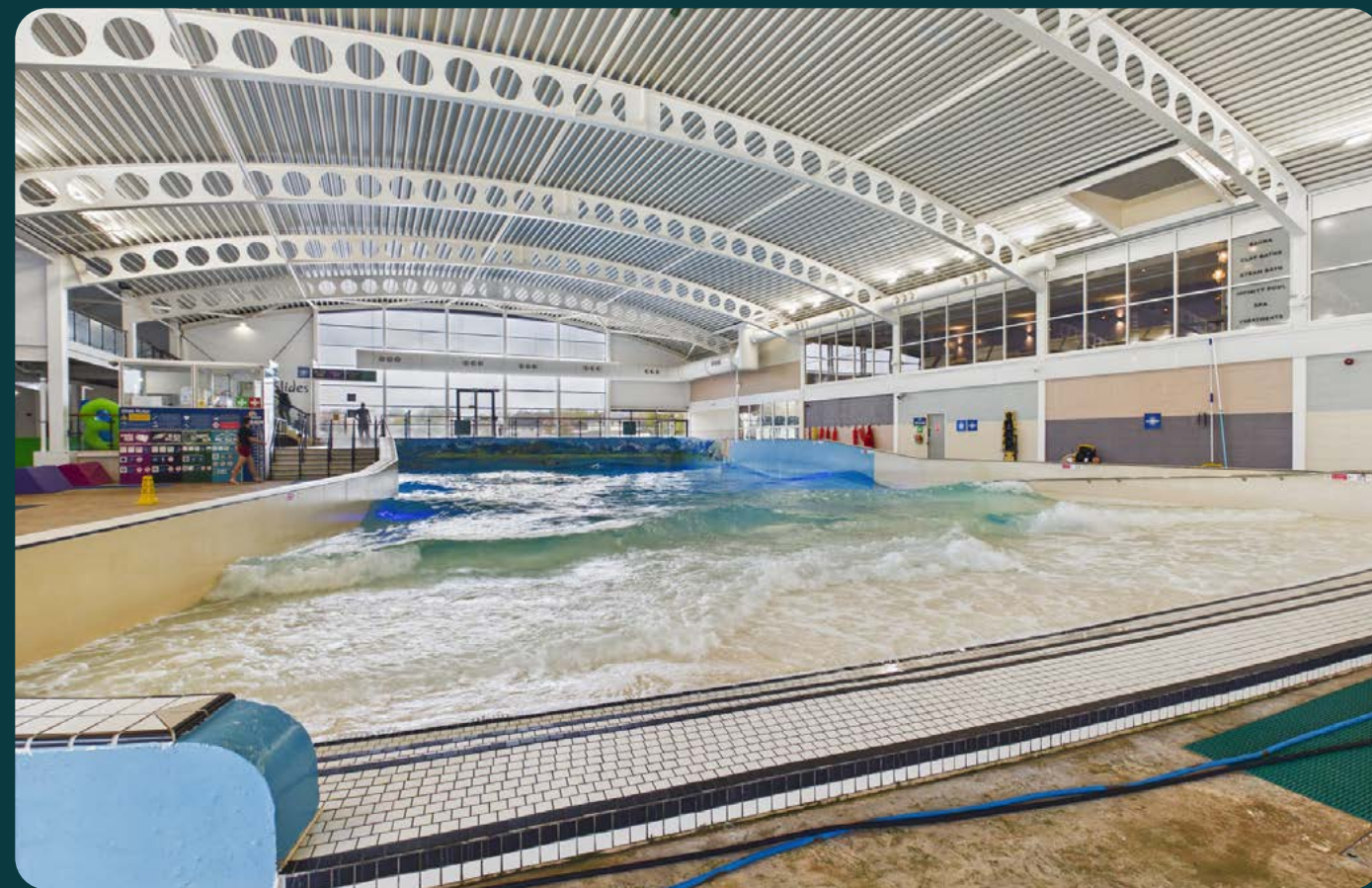
York	1h 10m	40 miles
Hull	1h 25m	45 miles
Middlesbrough	1h 20m	50 miles
Leeds	1h 40m	70 miles
Newcastle upon Tyne	2h 15m	95 miles
Sheffield	2h 20m	100 miles





The Waterpark

Purpose built (2016) part single, part two storey colourful and distinctive detached property with a dominant 17m slide tower.



Dry Side



- › Guest Reception – Turnstile and Ticket Counters
- › Unisex Changing – Booths & 900 lockers
- › Male & Female showers and Toilets – Pool Side
- › Hydro Cafe & Restaurant – 300 cover licenced F&B facility (150 internally / 150 externally)

Wet Side



- Pool Hall – Open plan with direct access to:
- › Splash & Play – Children’s water play area
 - › Wave Pool – 30m x 15m x 1.6m – 1.35m with meter high waves
 - › Slide Tower – with four slide rides: Snow Storm / Black Run / Olympic Run / Cresta Run

Outdoor Pools



- Both with whirlpools and bubble recliners
- › Garden – 18m x 10m x 1.35m – with direct access from the Pool Hall
 - › Infinity – 22m x 8m x 1.35m – with long distance views across the bay

Wellness & Spa



At first floor and offering a high-quality wellness and spa facility finished in a contemporary style.

Three treatment rooms

- › Offering a wide variety of treatments and massages

Relaxation area

- › Overlooking the pool hall

Spa area

- › Warm Centre Stone
- › Herbal Steam Room
- › Salt Steam Room
- › Rhassoul Bath
- › Reflexology Bath
- › Showers

Sauna area

- › Hay Bath Relaxation Room
- › Clay Sauna (to be completed)
- › Ice and Aroma Showers

Roof terrace

- › Panorama Sauna – Nordic sauna overlooking the North Bay
- › Spa Terrace – overlooking the North Bay
- › Outside showers

Administration & back of house

- › Office, stores and toilets off the reception
- › Kitchen, wash up, stores and goods in off the cafe
- › Staff changing, showers, toilets and staff room at first floor

Services, Plant & Maintenance

Alpamare has all mains service connections.

The waterpark and wellness centre is serviced by three separate key water handling plant areas providing safe operation, high volume filtration, automated disinfection (chlorine), circulation pumps and PH balancing. There are -

- › At Lower Ground Floor and providing the core Pool Hall, Slides and Garden Pool systems.
- › On the first floor and providing the main building air handling system and Wellness plant systems.
- › Adjacent to and only serving the Infinity pool.
- › Purpose built boiler infrastructure - dual gas fired boiler systems providing pool heating.
- › CHP Unit - three units. (recommissioning required).
- › Chlorine and chemical storage.

Maintenance

Directly adjacent to the building is an enclosed general-purpose yard, used for storage, deliveries and private parking.

Tenure

Freehold.

Title

NYK336235* (*this also includes the wider Sands land holding which extends to 21.2 hectares). Appropriate titles will be registered for purchase.

Local Authority & Planning

North Yorkshire Council
Follow this link to access NYC's website and planning portal to search related planning permissions and applications.
The property is listed under - UPRN 200003342270

[Alpamare - Planning](#)

Licences

The current operation has the benefit of a Premises Licence.

Rating

£152,000 - Effective date 1 April 2026
Water park and premises

EPC

Alpamare has an EPC rating of B (40)

Branding

Alpamare is a registered Trademark of Alpamare AG. The purchaser would need to agree with the brand owner for the continued use of the brand. Details will be provided in the data room.



Floor Areas / Surface Areas / Heights / Depths

Floor	Sqm - GIA	Sq ft - GIA	Water Surface Areas	Sqm	Heights
Basement	535	5,760			
Ground	3,100	33,370	Wave Pool	772	Pool Hall to eaves - 5.75m
First	957	10,300	Garden Pool	195	Slide Tower - 17m
	4,592	49,430	Infinity Pool	165	

Parking / Access / Rights of Ways

There are over 370 shared public parking spaces available adjacent to Alpamare. These are administered and maintained by North Yorkshire Council, and do not form part of the Alpamare freehold demise.

Access is directly off Burniston Road and a right of way is held over the car park.

There are also convenient pedestrian rights of way to site directly from the North Bay foreshore.

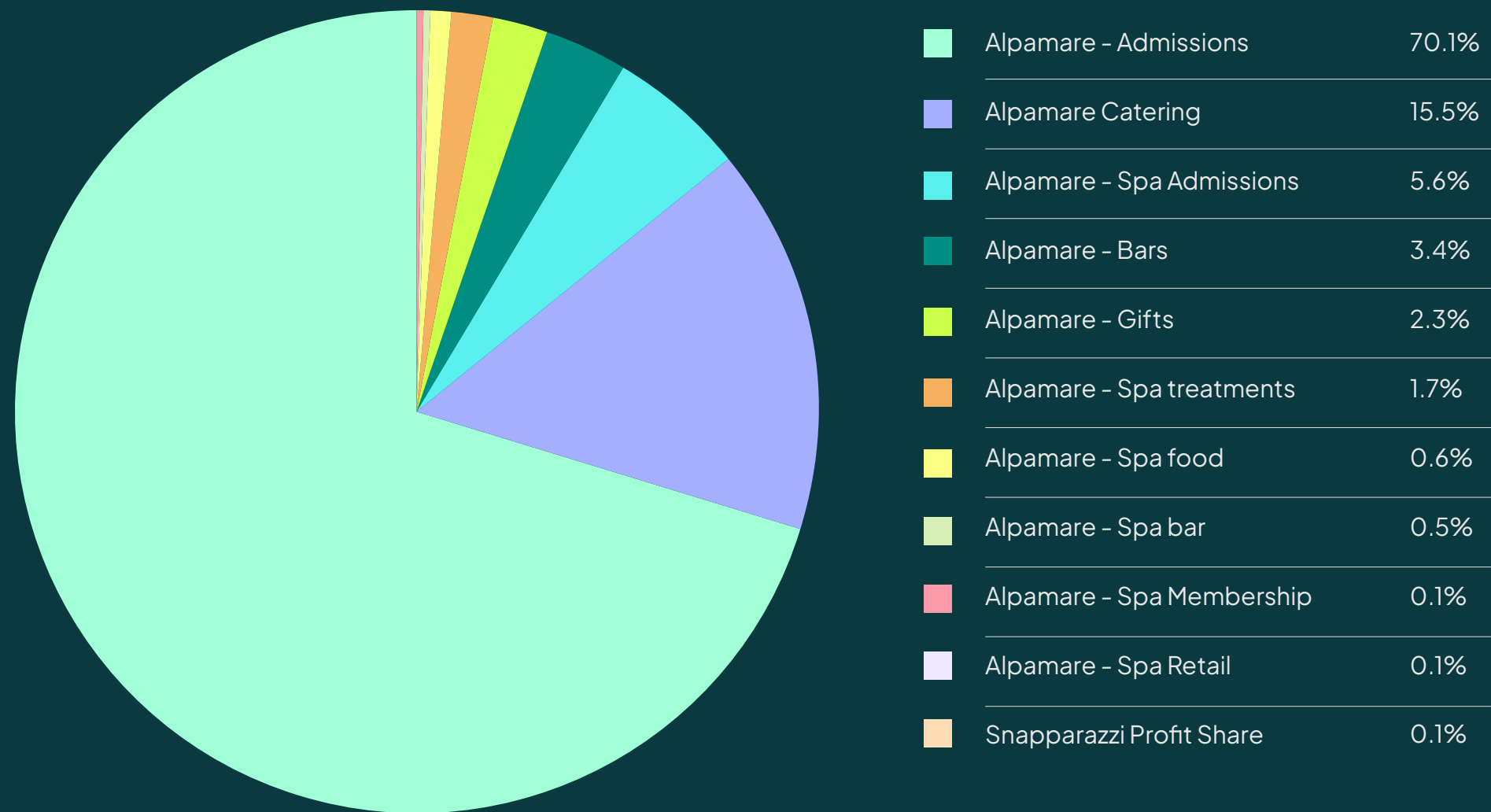
Operation / Trading

alpamare.co.uk ↗

Alpamare is currently operated by Flamingo Land Limited on a short-term lease agreement which expires in Oct 2026, details of which are available upon request.

Since opening in 2016, Alpamare has experienced several changes in ownership and operational management, limiting its ability to fully benefit from the rapid expansion of the health and wellness market. As a result, the business remains significantly underexploited relative to broader industry growth trends. This creates a compelling opportunity for an entrepreneurial owner-operator to reposition and develop the waterpark into a more integrated leisure, wellness, and lifestyle destination.

Sources of income over the core spring & summer trading (April – August 2025) were: -



Income

12 Month Period
24th July 2024 - to 31st July 2025

Admissions	£2.526m
Catering	£0.578m
Bar	£0.139m
Retail	£0.08m
Sundry	£0.183m
Total Income	£3.506m
Costs of Sales	£0.316m
Gross Profit	£3.191m
Expenses	£2.959m
EBITDA*	£0.232m

*Earnings before Interest, Tax, Depreciation and Amortisation



Cost Savings

It is anticipated that substantial cost savings could be made through more sustainable energy saving measures being developed. A Decarbonisation Report is available in the data room which details the short-, medium-, and long-term options for both decarbonization, social wellbeing, and nature at Alpamare.

It details gas, electricity and water infrastructure upgrades and the potential savings from them, most notably the recommissioning of one or more of the existing Combined Heat and Power (CHP) units, and from solar panel installations.

Development Opportunities

North Yorkshire Council have identified a number of adjacent sites to Alpamare that, subject to planning, may be suitable for complementary development aligned to the overall aspiration for significant enhancement of the North Bay / Sands area as a primary destination for tourism, leisure and recreation.

Consideration will be given to an acquisition of Alpamare with all or any of these sites where it can be demonstrated that they will enhance the operational viability of the waterpark and wider destination place making. The sites will be sold with appropriate covenants that restrict non-complementary development.



The site boundaries are not exact due to the aspect and ratio of the photos and are provided for representational purposes only. Exact demarcation and title registration will be undertaken as part of the sale legal process.



Site 1 **North Bay Gateway**

Area	1.2 hectares
Site Details	Cleared flat site
Attributes	Road frontage to the A165
Formerly	Waterpark
Planning	Previous planning consent for cinema and restaurants



Site 2 **Scarborough Heights**

Area	4.7 hectares
Site Details	Cleared site with a large plateau
Attributes	Elevated with uninterrupted views across North Bay
Formerly	Marvels Amusement Park
Planning	None.



Site 3 **Northstead Gardens**

Area	2.2 hectares
Site Details	Cleared flat site
Attributes	Extended frontage to the A165
Formerly	Kinderland Children's Adventure Park
Planning	None.



Site 4 **Former Outdoor Pool and Parking**

Area	2.7 hectares
Site Details	Two-tiered site used for parking
Attributes	Access off and road frontage to the A165
Formerly	Indoor pool and parking
Planning	Pay and display parking with overspill provision.



Site 5 **Footpaths**

Area	2 hectares
Site Details	In use
Attributes	Varied topography
Formerly	Footpaths
Planning	In use for public recreation and wellbeing, to be ideally retained and enhanced.



[Take a tour of Scarborough's North Bay - Development opportunities ↗](#)

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Sale process & Timeline

North Yorkshire Council are seeking offers for the freehold of Alpamare waterpark and any associated sites (as identified in this brochure) by way of an asset sale 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.

The business will be sold with the benefit of all appropriate operational licences. Licenses will need to be transferred upon completion, and purchasers are reminded that Personal Licenses are required in order to maintain the Premises licence.

IP rights to the Alpamare brand are available by separate negotiation with Alpamare AG, and are not included in the sale.

Dataroom

Access to a data room holding further information is available upon request through NMRK or Stripe Leisure.

Viewings

Please contact NMRK or Stripe Leisure to arrange all viewings for further information.

No approaches should be made directly to members of staff or management of Alpamare, Flamingo Land Limited or North Yorkshire Council.

**Alpamare is a registered Trademark of Alpamare AG.*

For Sale – Freehold with
Vacant Possession

Contact:

All enquiries for this opportunity should be directed to:

Richard Baldwin

Director

richard@stripeleisure.com
+44 (0) 7920 824275



Leo Llewellyn

Associate

Leo.Llewellyn@nmrk.com
+44 (0) 7345 752434

NEWMARK

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Stripe Leisure Consulting Ltd is a limited company registered in England and Wales (registered number 16963420 and registered office at Gate Eel Byre, Harrogate HG3 4ED) and is acting as a consultant to Newmark Gerald Eve LLP.

Designed and produced by **Martin Hopkins**

029 2046 1233 | studio@martinhopkins.co.uk | martinhopkins.co.uk