

# FESTIVAL PARK

outlet shopping & leisure



NikeFactoryStore

M&S  
OUTLET



SPORTS  
DIRECT.COM

Clarks  
FACTORY SHOPPING

**NOW OPEN**  
JacquesVert  
**Bench.** Poundland<sup>OUTLET</sup>  
AUTONOMY  
LADIESWEAR  


# Festival Park • South East Wales

The scheme has undergone a total transformation in the last three years; achieved in the worst retail environment in decades.

- Covering 75 acres.
- 40 units.
- Significant leisure attractions introduced & more planned.
- Footfall over 1.7 million.
- 863 car parking spaces.

## Centre Performance

2014/15 performance YOY comparison

|                    |      |
|--------------------|------|
| • % change 2008/09 | 34.5 |
| • % change 2009/10 | 11.7 |
| • % change 2010/11 | 5.5  |
| • % change 2011/12 | 7.3  |
| • % change 2012/13 | 7.3  |
| • % change 2013/14 | 13.9 |
| • % change 2014/15 | 2.0  |

- Over the last three years footfall increased by +31%.
- 200 new jobs created.

## Highlights

- Over 35 retail lettings or renewals in the past 40 months.
- New brand identity for the centre implemented in September 2012.
- M&S opened a 10,000 sq ft store. It is the only Marks & Spencer in a large catchment area, including Abergavenny, Monmouth and Brecon.
- 7,000 sq ft Gap store opened in April 2010.
- 8,000 sq ft Nike Factory Store opened in 2010.
- £600,000 investment into leisure attractions at the centre, delivering the largest supertubing run in the UK and the region's biggest play castle, project managed by Chester.



# A large and under shopped market

- Total catchment expenditure (excluding catering) of £2.2 billion, including a fashion market of £982 million.
- Estimated resident based shopping potential of £78.2 million.
- Additional catchment wide annual tourist visitor potential of £97 million on retail goods and £159 million on catering.
- Weak competition compared to other parts of the United Kingdom.
- Limited catchment overlap due to the nearest competing outlet being over one hour away.



Outlet Centre Goods Potential / Floorspace (£/sqft)





# Location & key catchments



## catchment segments

- primary
- secondary
- tertiary

## shopping locations

- major city
- minor regional centre
- district centre
- other out of town

# FESTIVAL PARK

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Set in 75 acres of parkland, the Outlet Centre covers 100,000 sq ft and comprises of over 40 units, leisure attractions, including the UK's longest Supertubing run, The Red Dragon's Adventure Castle, an Owl Sanctuary, fishing lakes, two coffee shops, a restaurant and 863 free car parking spaces.

Over 800 Free Parking Spaces

59

To Cardiff, Newport, Swansea & M4

Coach Drop Off Point

Bus Stop



Fishing Lake

|                          |                                  |  |                         |                      |                     |                                |   |                             |                             |                    |                                 |                              |                    |
|--------------------------|----------------------------------|--|-------------------------|----------------------|---------------------|--------------------------------|---|-----------------------------|-----------------------------|--------------------|---------------------------------|------------------------------|--------------------|
| 1/2<br>HOLLAND & BARRETT | 3<br>NEW STORE COMING SOON       | 4/5<br>EWM                                   | 6<br>Klass COLLECTION   | 7<br>ROMAN ORIGINALS | 8<br>DOMO           | 9<br>TRESPASS                  | 10<br>AUTONOMY LADIESWEAR               | 11<br>NEW STORE COMING SOON | 12/13<br>MOUNTAIN WAREHOUSE | 14<br>Hallmark     | 15<br>DESIGNER SUIT-OUTLET      | 16/17<br>PAVERS & Bellissimo | 18<br>JOHN JENKINS |
| 19-25<br>M&S OUTLET      | 26/27<br>Clarks FACTORY SHOPPING | 28<br>Endless Dreams RESISORCE ORIGINAL WEAR | 29<br>SPORTS DIRECT.COM | 30/31<br>GAP OUTLET  | 32/33<br>Poundland  | 34a<br>Cotton TRADERS          | 34/35<br>Tacklesmart fishing superstore | 36-40<br>NikeFactoryStore   | 41/42<br>Bench.             | 43<br>beautyoutlet | 44<br>RECTELLA PURE INSPIRATION | 45<br>YEOMANS OUTDOOR GEAR   | 46<br>RUGBY LEAVEN |
| 47/48<br>The Works       | 49<br>claire's                   | 50<br>Thorntons the Art of the Chocolatier   | 51/52<br>JacquesVert    | 53<br>select         | 54a<br>COSTA COFFEE | 54b<br>Mazzarelli's RESTAURANT | 55<br>Denby 1809                        | 56<br>CAFE NOVA             | 57<br>anna rose COLLECTION  | 58<br>Dickies      | 59<br>NEW STORE COMING SOON     |                              |                    |

## Leisure attractions



- The UK's longest super tubing run.
- A thrilling 120m ride.
- A family attraction that accelerates through Festival Park woodlands.
- The only shopping centre in the UK to operate a super tubing run.
- Hilltop cafe and scenic views.



- The region's biggest outdoor play area.
- Fully interactive family outdoor play area.
- Welsh themed play castle.
- A free attraction.
- Another reason to visit Festival Park.

## Award winning parkland

40 acres of award winning gardens • 3 fishing lakes • Owl sanctuary



## Hangloose at Festival Park

Keep your eyes peeled and look to the skies; Hangloose is coming to Festival Park!

The site will feature a series of new and exciting adrenaline attractions including:-

- Giant swing
- Climbing & Abseiling
- Aerial trekking
- Giant zip wires
- Giant slide
- Lateral bungee
- Parachute drop



# Future projects

## A465 (Heads of the Valleys Road) - Dualling Scheme



- £800 million investment.
- Major local stretch of road due for completion in June 2015.
- This will significantly reduce travel times to Festival Park.
- Forming part of the strategic transport corridor across South Wales linking the Midlands and Northern England to West Wales and Ireland.
- Improved road has upgraded links to businesses and communities.
- Ease traffic congestion and improve safety.
- A rest area with extended parking and tourist information.

## Circuit of Wales Race Track



- 4 miles from Festival Park.
- 6,000 full time jobs will be created
- 750,000 visitors will be attracted annually to the local area.
- Planning Consent granted July 2013.
- Planning Conditions currently being signed off.
- Section 16 De Registration of common land going through Public Enquiry stage, March 2015 - Outcome June 2015, high degree of confidence of a positive decision by Welsh Government.
- £315m Investment.
- Will rival Silverstone as the preeminent motor sports facility in the UK.

# Regeneration of the local area

## The Works (former Corus steelworks site) Regeneration



- 200 acre site.
- £350 million project.
- New hospital including a GP out-of-hours and minor injuries unit.
- To encourage the use of existing facilities (Festival Park & Town Centre) there will be no retail on site.
- £15 million leisure centre and sports pitches.
- Brand new college campus.
- 2000 new jobs.
- Project will bring around 720 new homes to the area (within a mile of Festival Park).
- Creating a better quality of life and enhancing the area.
- Hospital, primary school and college now open.
- Secondary school, leisure centre, multi-storey car park now open.
- Creation of a mini town (no retail).
- A mechanic lift to transport people to the site will open at the end of March 2015.
- The extension of the railway from Ebbw Vale parkway to the General Offices will open Dec 2015.
- Residential plots of land will be marketed for sale in May 2015.



# Testimonials

"Chester Properties worked closely with M&S Outlet to deliver its first ever bespoke TV advertising campaign, which resulted in an increase in both footfall and sales to the Festival Park store. As a landlord; Chester, in conjunction with brand partners, supported the M&S Outlet team with a range of initiatives to support the TV ad. Delivering a robust customer journey media campaign."

**Gail Sutton**  
**Outlet External Marketing & Brand Manager, Marks and Spencer Outlets**

"Ian and the team at Chester have delivered some staggering results since purchasing Festival Park; they have delivered international retail brands, created 200 new jobs and provided new leisure attractions that the borough are very proud of".

**Robin Morrison**  
**Chief Executive, Blaenau Gwent County Borough Council**







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