

Springfields
A16 SPALDING

OUTLET SHOPPING • FESTIVAL GARDENS

The East
of England's
Premier Value Retail
& Leisure Destination

RADLEY
LONDON

T.M. Jewin

M&S
OUTLET

Wearfish

GAME


NikeFactoryStore

Springfields The East of England's Premier Outlet & Leisure Destination



55 factory outlet
retail stores



T.M. Jewin



RADLEY
LONDON



3 car parks with 1,000
spaces and coach
drop-off area / coach park

Well established centre
serving the East of
England & East Anglia

Footfall over 2.3
million per annum



60,000 Sq Ft Garden Centre

Springfields Events & Conference Centre

5 Acre Events Centre



NikeFactoryStore



Family & Children's attractions – Jurassic Golf, Play Barn and Outdoor Play Area, Land Train and Miniature Railway



A16 with 24,000 cars per day

25 acres of Festival Gardens including designer gardens by celebrity horticulturalists



Springfields Outlet Shopping – A16 Spalding

Extensive Catchment Area

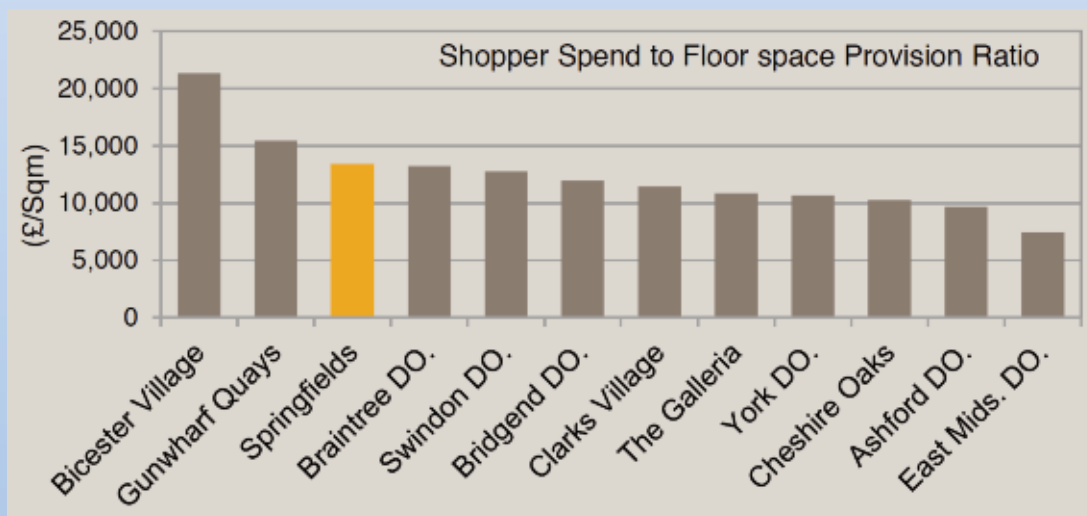
Springfields Actual Catchment Area



Centre Performance

- **10 years of continuous Turnover growth**
- 2008 to 2014 Turnover has lifted +45%
- In the previous financial year **74%** of space at Springfield's traded up on the previous year by up to **+19%**
- Since 2008 Footfall has risen **+ 25%** and now stands at over **2.3 million visitors per year**
- Catchment radius continues to significantly extend
- 2014 Full Calendar Year Turnover increased by +5%

Springfields has the third highest market potential density out of all the UK FOCs





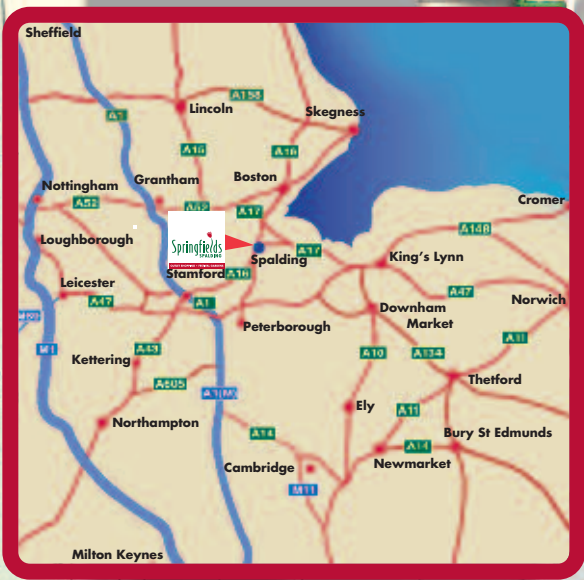
RADLEY
LONDON





Retailer Highlights

- Radley London - 2014 / 15 highest year on year increase out of all FOC
- M&S - so successful they extended three times on a 10 year lease
- TM Lewin - best performing Outlet to LY for 2014 / 2015
- Hallmark – in 2014 traded with the largest annual Turnover out of all FOC
- Skechers – the number one growth store in Europe
- Game – one of the top 5 stores in the country out of all FOC and High Street stores
- Subway – most successful opening out of 25 franchise restaurants, surpassing 100 subs per hour
- New Restaurants, cafes and leisure attractions planned for this year
- 19 new store openings in the last 2 years including Radley London, Subway, Bench, The Fragrance Shop and Tefal



SPORTS DIRECT.COM
Unit 1 4000 sq ft

Unit 2 3029 sq ft

The Edinburgh Woollen Mill

pilot
Unit 3 2006 sq ft

hotter
Unit 4 2041 sq ft

Unit 5 1531 sq ft

FARAH

art depot
Unit 6/7 3341 sq ft

THE WORKS

Unit 13

the Gift company
1300 sq ft

Unit 12

Double Two
1300 sq ft

Unit 11

HOLLAND & BARRETT
1335 sq ft

Unit 10

Grape Tree
1314 sq ft

Unit 9

Spinnakers
911 sq ft

Unit 8

chapelle
1118 sq ft

North Avenue

Unit 14

Autonomy
1447 sq ft

Unit 15

Denby
1329 sq ft

Unit 16

Denby
1016 sq ft

Unit 17

new store opening soon
1805 sq ft

Unit 18

JULIAN GARDNER
1408 sq ft

Unit 19

COSTA
1574 sq ft

Unit 20

REDS
815 sq ft

Unit 21

THE SHOP
1026 sq ft

Unit 22

Bench.
1026 sq ft

Unit 23b

ROMAN
1933 sq ft

Unit 23a

designer warehouse
2475 sq ft

Unit 24

Collon
1542 sq ft

Unit 24a

GAME
1098 sq ft

Unit 25

hallmark
1446 sq ft

East Avenue
Dutch Market Square

West Avenue

P OVERFLOW CAR PARK
←

P PARKING
872
SPACES

festival garden centre
at Springfields

Springfields RESTAURANT
at festival garden centre

Frankie & Benny's
RESTAURANT • BURGERS • PIZZAS



Springfields The East of England's Premier Outlet & Leisure Destination

- 55 factory outlet retail stores
- 25 Acres of Award Winning Festival Gardens
- 3 car parks with 1,000 spaces and coach drop-off area / coach park
- Family & Childrens attractions – New Miniature railway, Jurassic Golf and Outdoor Play Area
- 60,000 sq ft Garden Centre
- Well established centre serving the East of England & East Anglia
- Footfall over 2.3 million per annum

State of the Art attractions and innovative market leading events

- Wealthy catchment underserved by a low provision of retail
- The synergy of award winning Festival Gardens and a quality Garden Centre attracts a more affluent consumer
- RHS Gold award winning centre and ‘Best Retail Display’ in the E Midlands.
- Regularly 100% let with high demand for premium retail space
- **High sales densities achieved by a wide variety of brands**
- Many ‘most profitable’ stores in their business
- Radley refer to their Springfields store as ‘Their Hidden Gem’
- Costa undertook a major £200K refurbishment
- Blue Diamond Garden Centre are so successful they have completed a new long term lease pledging to invest heavily in their store

Wells
Cambridge
Oakham
Norwich
Nottingham
Oundle
Stamford
Sandringham
North Norfolk
Peterborough
Ely

Leisure & Family Attractions



Blending the up market leisure attractions with the right tenant mix creates a compelling shopping destination

Springfields Outlet Shopping – A16 Spalding
Award Winning Shopping and Leisure

Environment.



Display Fountains



Winter Wonderland Walk

Springfields Outlet Shopping – A16 Spalding



**INTERNATIONAL
PROPERTY
AWARDS**

in association with

**Rolls-Royce
Motor Cars**

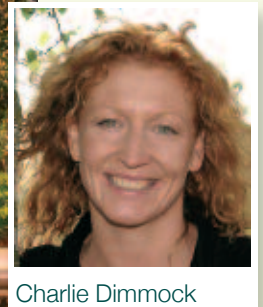
**BEST INTERNATIONAL
COMMERCIAL
LANDSCAPE
ARCHITECTURE**

Springfields Festival Gardens
by Barnes Walker

2014-2015



Kim Wilde



Charlie Dimmock



Chris Beardshaw

25 Acres of Award Winning Gardens

Springfields Outlet Shopping – A16 Spalding

Over 1200 coach visits per annum



New World Retailing

- A dynamic approach to retailer support and marketing devised by Chester Outlets
- Over 30,000 Springfields Springfields VIP members, growing daily
- Regular communications via e-mail – retail offers and centre events
- Unique on line customer service feedback
- Interaction with over 6,000 customers via social media
- Over 1,200 coaches per year
- Meet & Greet Service
- Top 50 coach destination in the UK
- East Midlands in Bloom Gold Award winner
- Platinum Loo of the Year winner
- The first ever Park Mark awarded in Lincolnshire
- Wi Fi 2015 now live

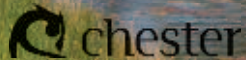




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Springfields is owned by UBS Triton Property Fund and is managed by Chester Properties Asset Management

