

A woman with long brown hair is standing in a modern interior. She is wearing a sleeveless, knee-length dress with a large floral pattern in shades of yellow, green, and grey. She is looking towards the camera with a neutral expression. The background consists of dark, horizontal wooden slats. To her right, there is a grey tufted sofa with a yellow cushion. The lighting is dramatic, highlighting the woman and the dress against the dark background.

Springfields

Now the East of England's
dominant Factory Outlet Centre

LETTINGS GUIDE 2017

Frankie & Benny's
NEW YORK ITALIAN RESTAURANT & BAR

T.M. Jewin

FATFACE
OUTLET

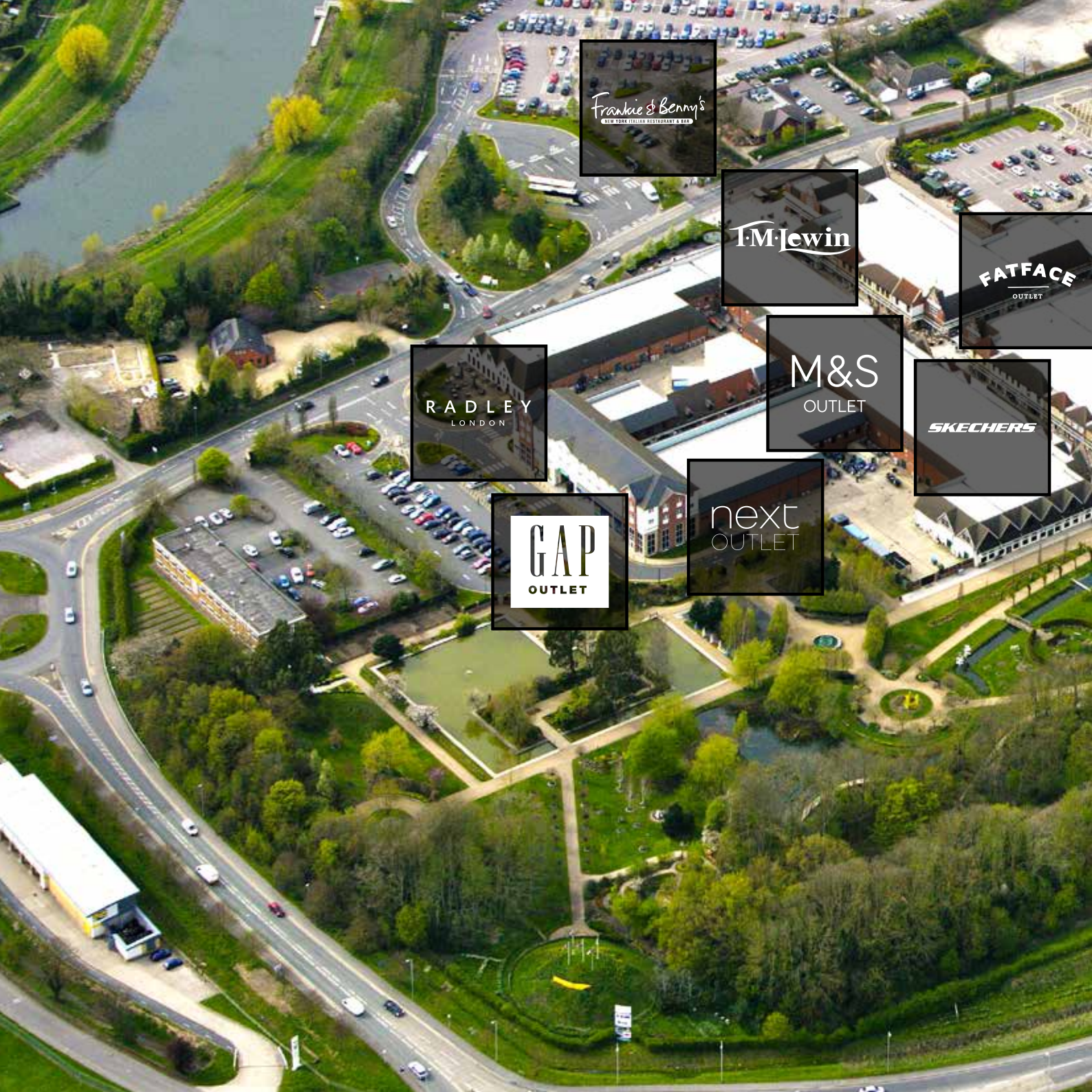
RADLEY
LONDON

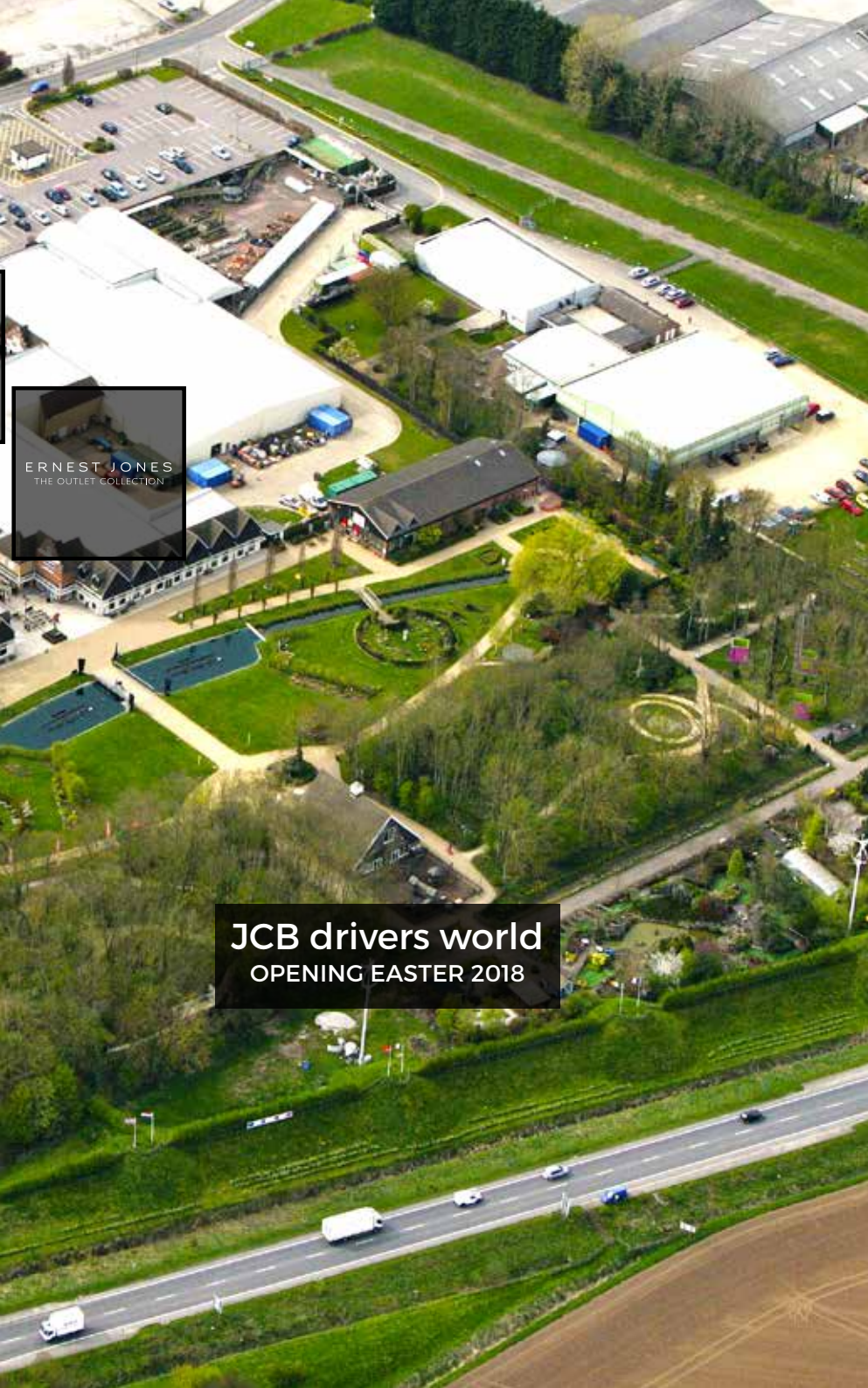
M&S
OUTLET

SKECHERS

GAP
OUTLET

next
OUTLET





JCB drivers world
OPENING EASTER 2018

Highlights

- 55 High Quality Brands
- Opportunity to Increase Turnover – £16m gap in the Clothing & Footwear (C&F) Merchandise Group
- Annual Footfall over 2.3 million
- 900 Car Parking Spaces plus Coach Park
- Serving the East of England and East-Anglia
- Award winning environment
- Over 1,000 coach visits per annum
- 25 Acres of quality family attractions

Fiscal YTD

- Turnover +6.0%
- Footfall +3.9%
- 66% of retailers trading up on LY

Summer School Holidays: (19th July to 4th Sept 2017)

- Turnover +6.7%
- Footfall +5.8%
- Hugely successful 4-week event programme
- Two effective centre led retailer promotions. 75% of participating brands traded positively on LY by as much as +33%

Full national branded Coffee Shop and Restaurant offer

COSTA **CAFFÈ NERO** **STARBUCKS®**

Frankie & Benny's
NEW YORK ITALIAN RESTAURANT & BAR



the kitchen
restaurant · bar · café

SUBWAY®



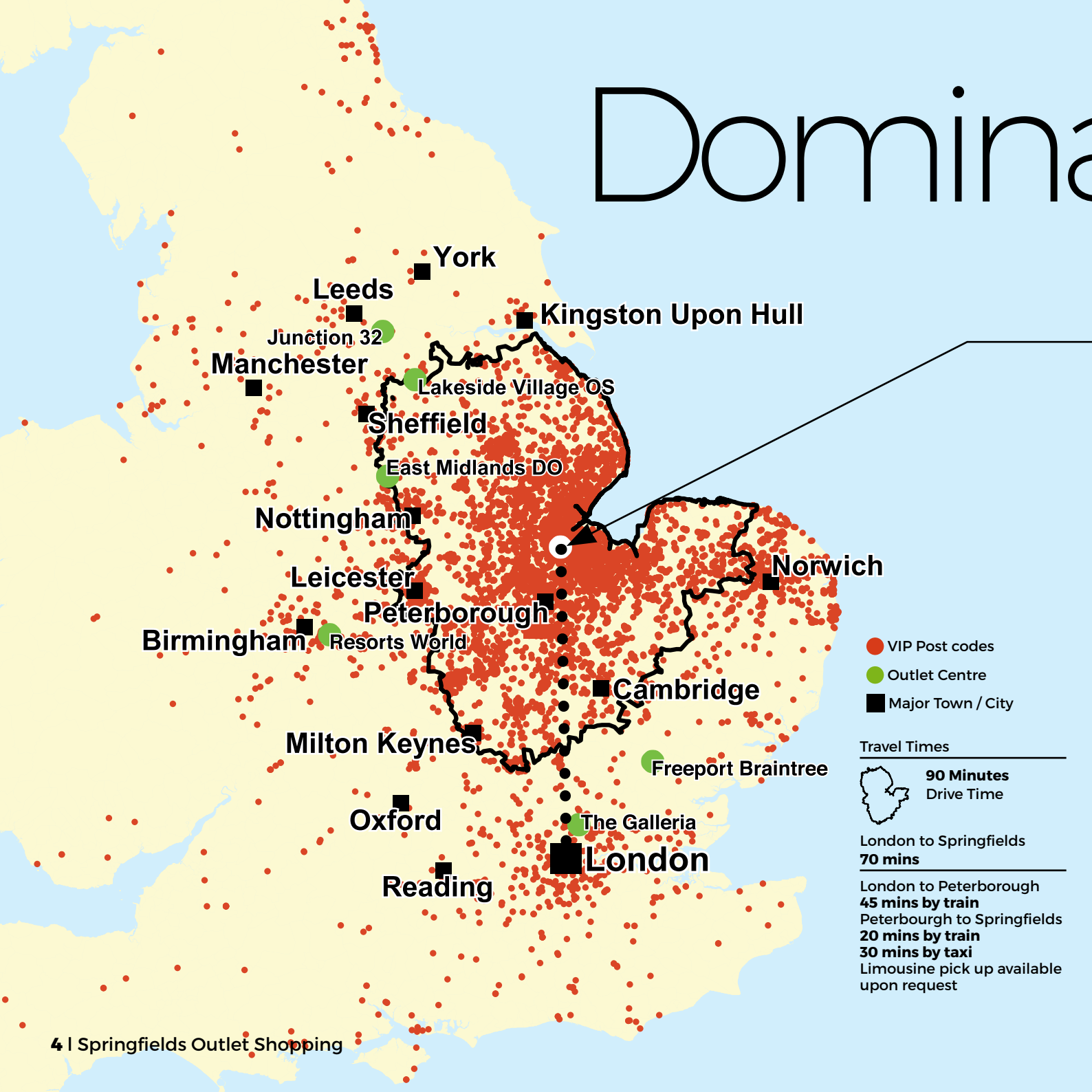
STARBUCKS®

- Opened 9th December 2016
- In three days **turnover doubled** the previous occupier's full weekly take
- Bespoke **high quality shop fit** unique to Springfields
- Distinctive external seating plaza





Dominance

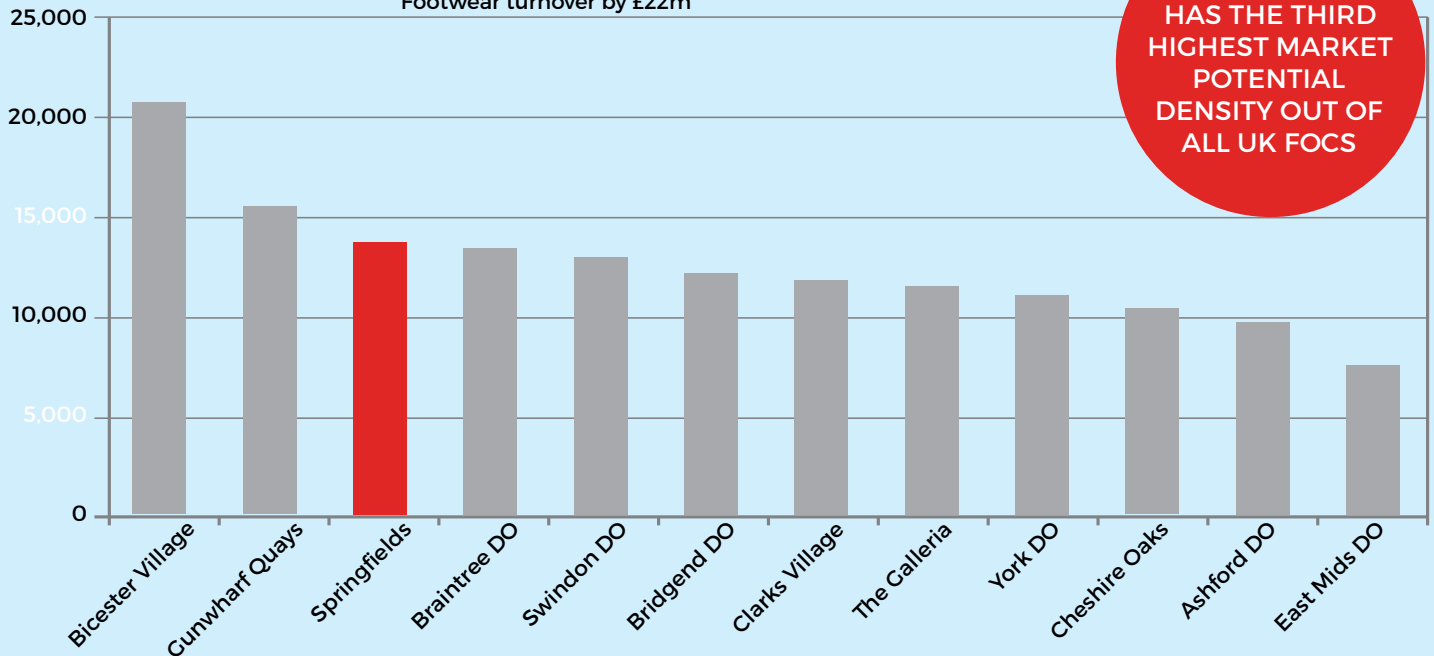


ant Catchment

OVER
38,000
VIP MEMBERS

Key Points

- Catchment covers South Lincolnshire, West Norfolk and North Cambridgeshire containing 1.7 million residents with an annual retail expenditure of £7.3 billion
- FSP's Trading Gap analysis shows a clear opportunity for new brands at Springfields to improve the conversion of existing shopper spend and increase Clothing & Footwear turnover by £22m
- Tourists and day visitors represent 15% of footfall. A substantial proportion of these are drawn from cities in the East Midlands such as Nottingham and Leicester
- Virtually no cannibalisation of other outlet centres or full price stores



SPRINGFIELDS HAS THE THIRD HIGHEST MARKET POTENTIAL DENSITY OUT OF ALL UK FOCS



The rig

- Centre Turnover +11% YOY, since the opening of Next Outlet in February 2016
- Regularly 100% occupied with high demand
- High sale densities achieved by a wide variety of brands
- Many 'most profitable' stores in their business
- NEW retail app for 2017
- A dynamic approach to retailer support and marketing devised by SLR Outlets
- Unique online customer feedback
- Industry Leading Standards on scheme presentation

ht environment for profitable business

SKECHERS

Skechers: continually one of the best growth stores in Europe over the last four years

R A D L E Y
L O N D O N

Springfields is classed by the brand as their hidden gem

T·M·Lewin

TM Lewin has traded as the best performing outlet since 2015

FATFACE
OUTLET

Best FatFace Outlet opening ever, doubling their previous record

"The Springfields team are the most supportive and proactive landlord that we have ever worked with" Simon Green

Bench.

Bench undertook an early re-gear to facilitate a new flagship store

ERNEST JONES
THE OUTLET COLLECTION

Store opening performance far exceeded all expectations

The brand were delighted with Springfields stating 'we received the best support in the country'

Opportunities

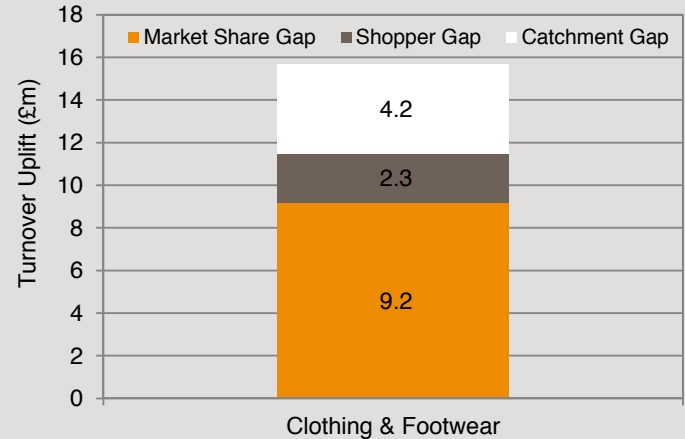
‘Springfields has a large, affluent catchment and attracts many tourists. Its underexploited retail potential makes Springfields an ideal trading opportunity for fashion retailers’



Untapped Sales Available

While Springfields serves its customers well, opportunities exist to increase sales by addressing under exploited gaps in visitor demand. In the C&F Merchandise Group, FSP has identified potential to increase sales by £15.7m. This opportunity is divided between;

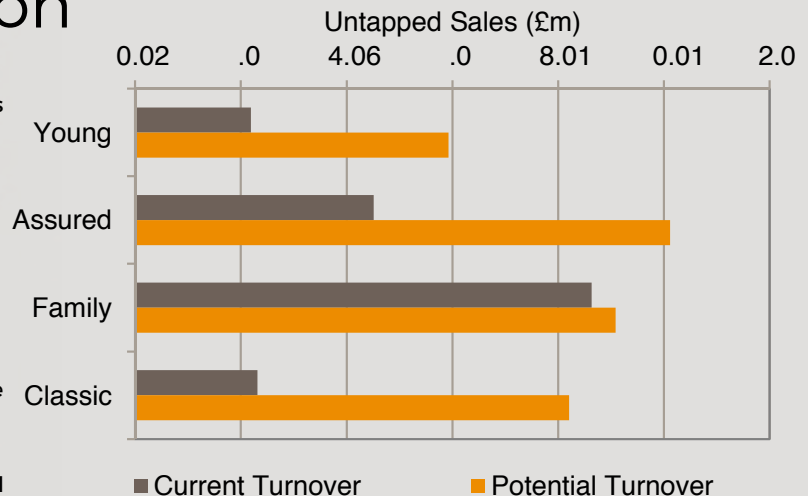
- Market Share Gap - £9.2m of this opportunity can be achieved by providing a more relevant offer for existing shoppers (by adding appropriate occupiers)
- Shopper Gap - A further £6.5m is available by increasing the number of shoppers visiting the scheme - this is accessible by providing a wider range of tenants which appeal to a broader cross section of customers



Source: FSP/CES

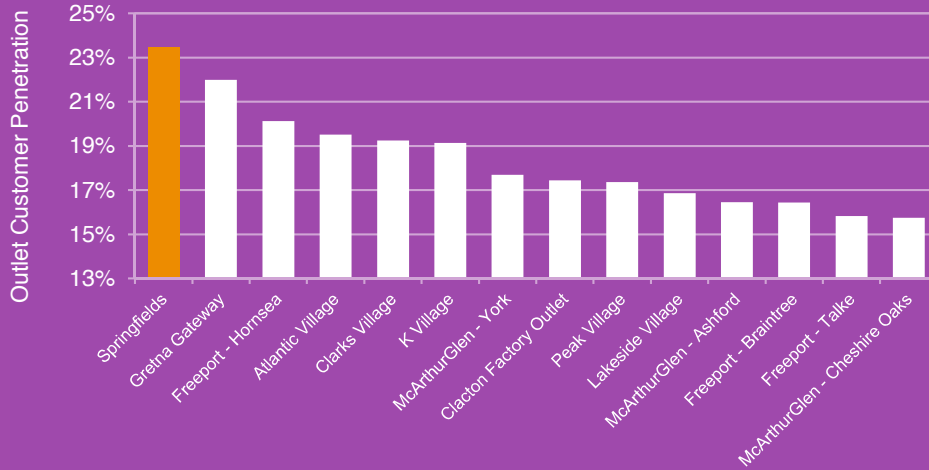
Significant Demand for Assured, Classic and Young Fashion

- FSP's FISH classification, segments shoppers by their perception of what a brand says about their lifestyle and fashionability. The adjacent chart shows C&F Trading Gaps at Springfields by FISH lifestyle
- Existing C&F brands serve the Family segment well.
- Current and potential turnover is closely matched
- There is a significant opportunity to increase sales by £6m in both the Assured and the Classic segments
- The Young segment also offers an additional £3.4m of potential turnover



Source: FSP/CES

Very Strong Appetite for Outlet Shopping



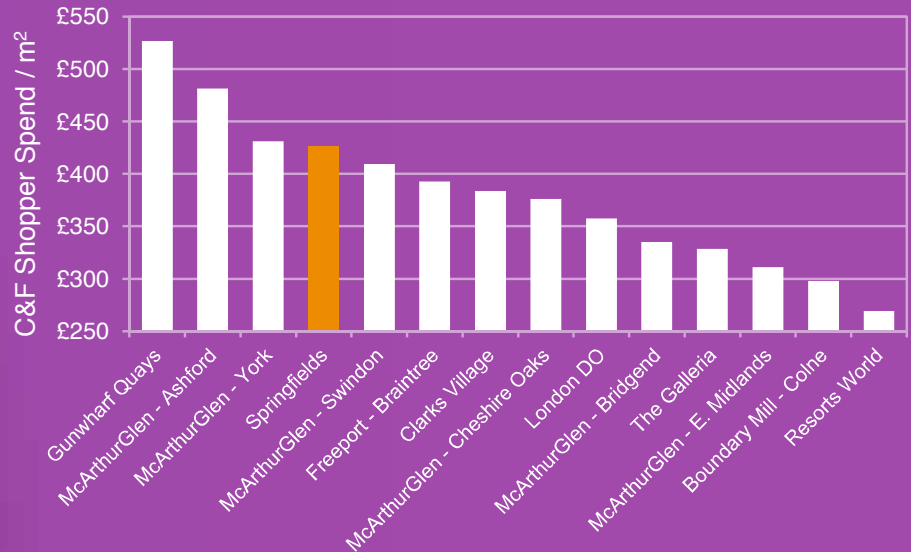
FSP has used lifestyle analysis to estimate the propensity of consumers to be outlet shoppers. Typically 13% of UK residents are outlet shoppers and the chart below ranks UK outlet centres by penetration.

- The lifestyle profile of catchment residents at Springfields is ideally suited to outlet shopping.
- Shoppers at Springfields have a stronger appetite for outlet centres than shoppers at any other UK outlet centre





Potential to Achieve High Sales Densities



Source: FSP/CES

The chart compares the value of potential shopper spend available for every square metre of floor space provision at Springfields with other UK outlet centres. A high ratio of expenditure to floor space indicates potential to achieve higher than average sales densities

- Springfields boasts the 5th highest ratio of C&F spend to floor space in the UK, higher than Braintree Freeport, Clarks Village or East Midlands Designer Outlet
- This ratio has allowed many brands to trade well, e.g.:
 - M&S - consistently top three outlet (33 sites)
 - Game - top 5 in UK (full price or outlet)
 - Next / Fat Face - best ever outlet opening periods

EXHIBITION OF GREAT REGIONAL ATTRACTIONS

THE CRAFT OUTLET


Free WiFi
 available throughout
 the centre




HOME & GARDEN

NEW



THE NOSHERY CO.
 CAFE & RESTAURANT



NEW OUTDOOR SEATING

BETTY BARCLAY
 Unit 1: 4000 sq ft

CRAGHOPPERS DARE 2B
 Unit 2: 3029 sq ft

NEW RETAILER
 Unit 3: 2006 sq ft

HOTTER
 Unit 4: 2041 sq ft

ERNEST JONES THE OUTLET COLLECTION
 Unit 5: 1531 sq ft **NEW**
 Unit 6/7: 3341 sq ft

FATFACE
 OUTLET
NEW

THE GIFT COMPANY
 Unit 13: 1300 sq ft

COTTON TRADERS
 Unit 12: 1300 sq ft

HOLLAND & BARRETT
 Unit 11: 1335 sq ft

GRAPE TREE
 Unit 10: 1314 sq ft

THORNTONS
 Unit 9: 911 sq ft

CHAPELLE
 Unit 8: 1118 sq ft

ANTLER
 Unit 14: 1447 sq ft

WEIRD FISH
 Unit 15: 1329 sq ft

DENBY
 Unit 16: 1016 sq ft

THE SWEET EMPORIUM
 Unit 17: 1805 sq ft

JULLIAN CHARLES
 Unit 18: 1408 sq ft

COSTA
 Unit 19: 1574 sq ft

TEFAL
 Unit 20: 815 sq ft

THE BODY SHOP
 Unit 21: 1026 sq ft

BENCH
 Unit 22: 2165 sq ft

ROMAN
 Unit 23b: 1933 sq ft

DESIGNER WAREHOUSE
 Unit 23a: 2475 sq ft

HALLMARK
 Unit 24: 1542 sq ft

NEW OUTDOOR SEATING

GAME
 Unit 24a: 1098 sq ft

NEW
CAFFÈ NERO
 Unit 25: 1446 sq ft

NORTH AVENUE

DUTCH MARKET SQUARE

EAST AVENUE

WEST AVENUE


Frankie & Benny's
 NEW YORK ITALIAN RESTAURANT & BAR

P


SPORTSDIRECT.com

NEW

Unit 28: 2150 sq ft

SKECHERS

Unit 29: 2048 sq ft

MOUNTAIN WAREHOUSE

Unit 30: 2435 sq ft

Unit 31-34/44/45: 13627 sq ft

M&S
OUTLET

next
OUTLET

Unit 46-48: 6537 sq ft

GAP
OUTLET

Unit 49: 6520 sq ft

SOUTH AVENUE



KLASS
Unit 35a: 1981 sq ft

ANNA ROSE
Unit 35b: 805 sq ft

RACING BULL
Unit 35c: 1241 sq ft

TOC24
Unit 50: 1561 sq ft

BEAUTY
OUTLET
Unit 51:
1288 sq ft

THE
FRAGRANCE
SHOP
Unit 52:
686 sq ft

SUIT DIRECT
Unit 53a: 1047 sq ft

JEFF BANKS
Unit 54b: 1011 sq ft

DOMO
Unit 54c: 1582 sq ft

RADLEY
LONDON
Unit 54d:
1271 sq ft

Clarks

Unit 37/38: 5650 sq ft

NEW RETAILER

Unit 39: 1869 sq ft

Unit 40b: 1660 sq ft

HM Jewin

Unit 40a: 800 sq ft

CLAIRE'S



The Works
outlet

Unit 41: 2800 sq ft

PAVERS SHOES
Unit 42a: 2140 sq ft

BELLUSSIMO
Unit 42b: 1652 sq ft

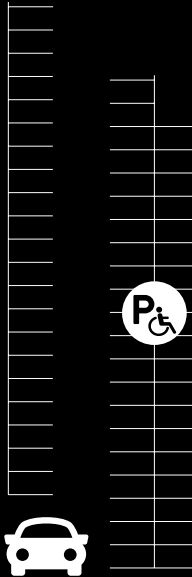


THE KITCHEN

Unit 43: 5135 sq ft

NEW
OUTDOOR
SEATING

Premium retail space with
12 years of continuous
turnover growth



KEY

- Information Point
- Toilets
- Baby Changing
- Disabled Toilets
- Food & Drink
- Cash Machine
- Telephone
- Free WiFi
- Car Parking
- Coach Parking
- Disabled Parking
- Bike Parking
- Car Parking Pay Station





Springfields

OUTLET SHOPPING IN STYLE

Springfields Outlet Shopping
Camelgate, Spalding,
Lincolnshire, PE12 6EU

Phone: 01775 760909

Email: enquiries@springfieldsshopping.com



Josh Braid
T. 0207 861 1176
Josh.braid@knightfrank.com



Ian Sanderson
T. 0777 413 5318
ian.sanderson@slROUTLETS.CO.UK

CHD PROPERTY

CHARTERED SURVEYORS

Charles Dring / Max Delamain
T. 0207 734 2080
londonoffice@chdproperty.com

SPRINGFIELDS IS OWNED BY UBS TRITON PROPERTY.
ASSET MANAGED BY SLR OUTLETS LIMITED