

THE VALLEY - WORCESTERSHIRE
DESTINATION RETAIL | CATERING | OUTDOORS



PRE-LETS
BOARDMAN
BIKES &
REGATTA

PRE-LETTING

PHASE III



DESTINATION RETAIL IN THE HEART OF ENGLAND

ESTABLISHED IN 1999 THE CONCEPT OF GARDEN CENTRE WITH QUALITY RETAIL ALONGSIDE WAS NEW. ADD AN EXCELLENT F&B OFFER WITH 3 CAFES & RESTAURANTS AND OUR DESTINATION RETAIL CONCEPT WITH ALL DAY FREE PARKING BEGAN (570 SPACES). AND WITH ITS SUCCESS EAGLE ONE EXPANDED THE SCHEME WITH AN ADDITIONAL 30,000 SQ FT IN APRIL 2015. WE ARE NOW PRE-LETTING THE FIRST UNITS OF PHASE III.

Anchored by the 40,000 sq ft Blue Diamond Garden Centre, with excellent sales densities being achieved. The outdoor lifestyle shopping is unique, including the Valley Castle, the narrow gauge steam railway and a mile of the beautiful River Avon set in 125 acres of Worcestershire countryside, walking, outdoor activities and fun.

In 2017 FSP Retail analysts identified our market reach and opportunities with us, and today our destination draw expands as we successfully reach out to our key target audiences with social media marketing and regular events.



DESTINATION RETAIL | CATERING | OUTDOORS



BOARDMAN BIKES HQ.

PHASE III WILL BE ANCHORED BY BOARDMAN BIKES WITH AN 18,000 SQ FT UNIT INCLUDING A SHOWCASE BIKE STORE, EVENTS SPACE AND UNIQUE BICYCLE-SPECIFIC WIND TUNNEL IN THEIR NEW PERFORMANCE CENTRE OPENING SPRING 2018.



Boardman has been one of the fastest growing premium bike brands in recent years in the UK, and they won Best Bike brand in the prestigious BikeBiz 2017 awards.



LOCATION, LOCATION, LOCATION.

THE VALLEY IS SITUATED IN 125 ACRES OF WORCESTERSHIRE COUNTRYSIDE BESIDE THE RIVER AVON OUTSIDE EVESHAM, ON THE A46 BETWEEN TEWKESBURY AND WARWICK WITH 7.4M TRAFFIC MOVEMENTS PAST THE SITE ANNUALLY.

SITE VISIBILITY & TRAFFIC FLOW

There are 7.4 million traffic movements annually on the A46/A44 junction at the entrance to the site.

FSP RESEARCH STATISTICS

30 minute drive-time population: 387,000
60 minute drive-time population: 3,900,000
90 minute drive-time population: 9,400,000



FATFACE
UNITED KINGDOM

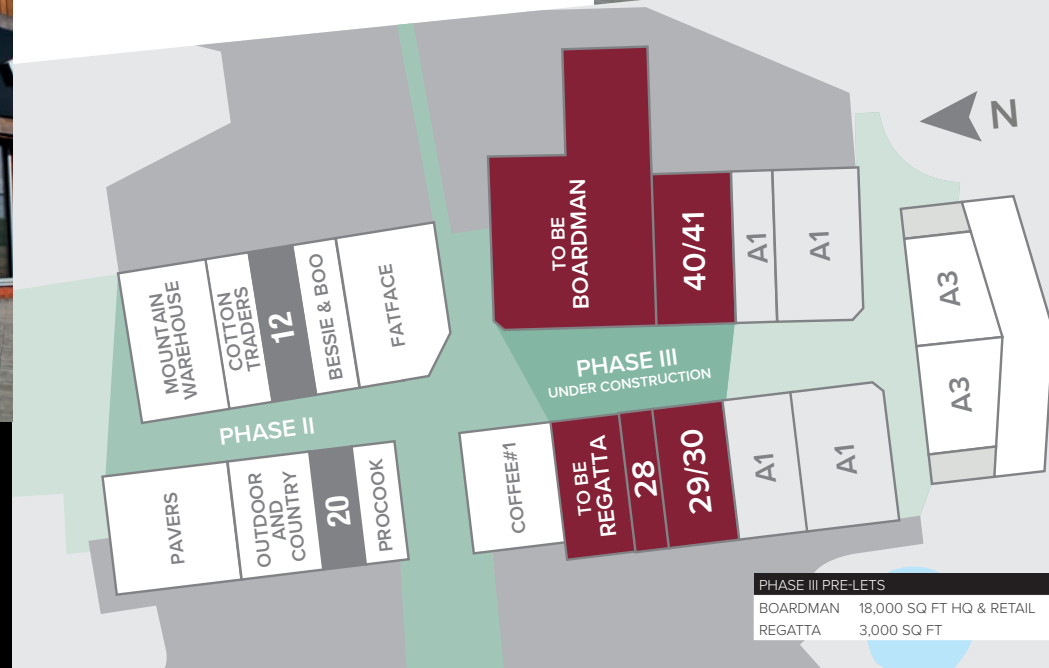
FATFACE EXPANDED TO A SECOND UNIT IN THE FIRST SIX MONTHS OF TRADING.

NOW PRE-LETTING PHASE III UNITS

PHASE III RETAIL & LEISURE UNITS TOTTALING 11,980 SQ FT (1112M²) TO BE AVAILABLE IN TIME FOR OPENING IN SPRING 2018.

UNIT	SQ FT	M ²
PHASE III		
28	1500	139
29/30	3000	279
40	3740	347
FIRST FLOOR LEISURE/RETAIL SPACE		
41	3740	347
PHASE II - LAST REMAINING UNITS		
12	2000	186
20	1500	139

There is a further 32,000 sq ft (2972M²) with planning consent for A1 RETAIL, A3 CATERING & D2 LEISURE beyond phase III.





WELL-ESTABLISHED SCHEME

- THE VALLEY SCHEME ESTABLISHED IN 1999
- BLUE DIAMOND GARDEN CENTRE AS ANCHOR
- OVERALL CENTRE SALES FOR 2016 UP 28% ON 2015
- FOOTFALL FOR 2016 UP 16% ON 2015
- BOARDMAN BIKES & REGATTA OPENING IN SPRING 2018
- PHASE II UNITS ACHIEVING EXCELLENT SALES DENSITIES

THE STATISTICS

- 36% OF VISITORS ARE AFFLUENT ACHIEVERS (55% ABOVE UK AVERAGE)
- 27% ARE "COMFORTABLE COMMUNITIES"
- AVERAGE 11 VISITS PER ANNUM*
- THE RESIDENT POPULATION IN THE PRINCIPLE CATCHMENT IS 1.7M SPREAD ACROSS THE SOUTH MIDLANDS AND THE COTWOLDS.

*Source: FSP Commissioned Research Report Feb 2017



NOW OPEN

COFFEE#1 WITH THE CHAIN'S EXCELLENT CAFE CATERING AND GREAT COFFEE IN A WELCOMING ENVIRONMENT.

CRAFTERS COMPANION - 6983 SQ FT OF RETAIL, CRAFT WORKSHOP AND COFFEE SHOP.



BOARDMAN

FATFACE
UNITED KINGDOM

MOUNTAIN WAREHOUSE

ProCook

Crafter's Companion

BLUE DIAMOND

Coffee#1

PAVERS
YOUR PERFECT STYLE

klass.

JULIAN CHARLES
Established 1947

TheWorks.co.uk

Grape Tree
Feel Good Foods

ROMAN

Bessie & Boo

LEADING LABELS

Cotton TRADERS

OUTDOOR AND COUNTRY

INCLUDING

Barbour

seasalt

Timberland

Joules

MUSTO

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September 2017. All details included are believed to be correct. Full particulars are available from the agents.
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