



# THE VALLEY

Shopping, Leisure and Adventure  
in the Heart of England

Est. 1997

## TRADING UPDATE NOVEMBER 2017

FATFACE

# 2017 HIGHLIGHTS

- Phase III building work now underway for opening Easter 2018, to be anchored by Boardman Bikes Performance Centre
- 3,000 sqft pre-let to Regatta pre-let opening Spring 2018
- Fat Face now moving their offer full price, following strong and consistent performance as an outlet store.
- Like for Like sales YTD up 4% vs. 2016
- Sales up 28% for 2016 vs. 2015
- 2016 footfall 1.4m- up 16% on 2015

NOW OPEN

Crafter's  
Companion



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ProCook®

COMING SOON – Spring  
2018



REGATTA   
GREAT OUTDOORS®



# RETAIL DESTINATION

The Valley Shopping has:

- ♥ 90,000 sq.ft. Retail including a 40,000 sq.ft. Blue Diamond Garden Centre
- ♥ 33,000 sq.ft. new space is under construction
- ♥ A further 32,000 sqft has planning consent
- ♥ Set within 123 acre country park
- ♥ Free customer parking with 570 spaces
- ♥ The Valley Castle Adventure Playground
- ♥ Evesham Vale Light Railway



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ROMAN



OUTDOOR AND COUNTRY

INCLUDING:



TheWorks.co.uk



klass.

# DEVELOPMENT PLANS

Planning consent granted and building work underway for an additional 65,000 sq. ft. of high quality retail, leisure and catering space.

3,000 sqft pre-let to Regatta pre-let opening Spring 2018



**18,000 sq. ft. Boardman Bikes  
Performance Centre:**

- Cycling Specific Wind Tunnel
- Concept Retail Store
- Bike-Fit and Physiology suites
- Social/Events Space



# EVOLVING TENANT MIX



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## ProCook®

*"Sales have been well ahead of our expectations, assisted considerably by the Centre marketing team who did a fantastic job of supporting our store opening, particularly on social media."*

*(Steve Sanders- CEO, Pro Cook)*





# RETAILER FEEDBACK



*“We have traded at the Valley since 2009 and it’s always been good for us, but on moving to a larger store in Phase 2 in August 2015 our sales increased dramatically and have kept growing. **Our Q1 2017 LfL’s were up nearly 10%.**”*

*(Jim Young- Head of Facilities, Pavers Shoes)*



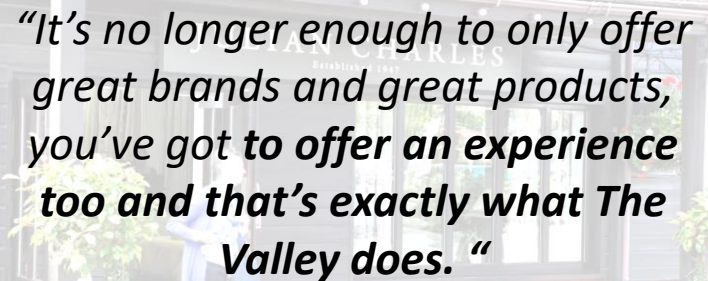
*“We have opened over 50 new stores in the last 18 months and **The Valley is one of the top performers**”*

*(Mark Neale- Founder and CEO, Mountain Warehouse)*



*“We were so pleased with our new store at The Valley in 2015 **we acquired the adjacent unit after just 5 months trading** and we remain pleased with the trading performance of the enlarged store.”*

*(Simon Greene- Director of Property, Fat Face)*



*“It’s no longer enough to only offer great brands and great products, you’ve got to offer an experience **too and that’s exactly what The Valley does.** “*

*(Francis Griebach- Managing Director, Julian Charles)*

# CATCHMENT & CENTRE MARKETING

- Ideally located in the heart of England between: South Birmingham, Solihull, Stratford Upon Avon, Cheltenham, Worcester, Redditch and Oxford, Warwick and Leamington Spa.
- **3.6 million** residents within a **60 minute** drive time
- The resident population in the Principle catchment is **1.7m**
- **36%** of the catchment fall into 'Affluent Achievers' with an average visit frequency of 11 visits p.a.

(Information quoted from FSP Report carried out February 2017

<https://www.fspretail.com/> )



Active management of The Valley website, Facebook, Twitter, TripAdvisor and Instagram

Regular local **print advertising** in: Evesham, Worcester, Tewkesbury, Cheltenham, Stratford-upon-Avon and beyond

**Community Links:** Dementia Awareness, Autism Awareness, Local Schools, Tourism Boards, The Dogs Trust, British Cycling

**Annual Events Schedule:** Trail Runs, Picnic in the Park, Dog Agility, Summer Events, Medieval Weekend, World Apple Day, Pumpkin Trail, The Valley Santa Dash, Cyclefest, Fashion Shows, Snow Globe experience

# QUOTING TERMS & AVAILABLE UNITS

## UNITS AVAILABLE IMMEDIATELY

UNIT 12 - 2,007 sq.ft.

UNIT 20 – 1,511 sq.ft.

## QUOTING TERMS

**Term:** 5 years

**Rent:** The higher of a base rent of £20/sq.ft. or 10% of turnover

**Current Service Charge:** £4.50/sq.ft.

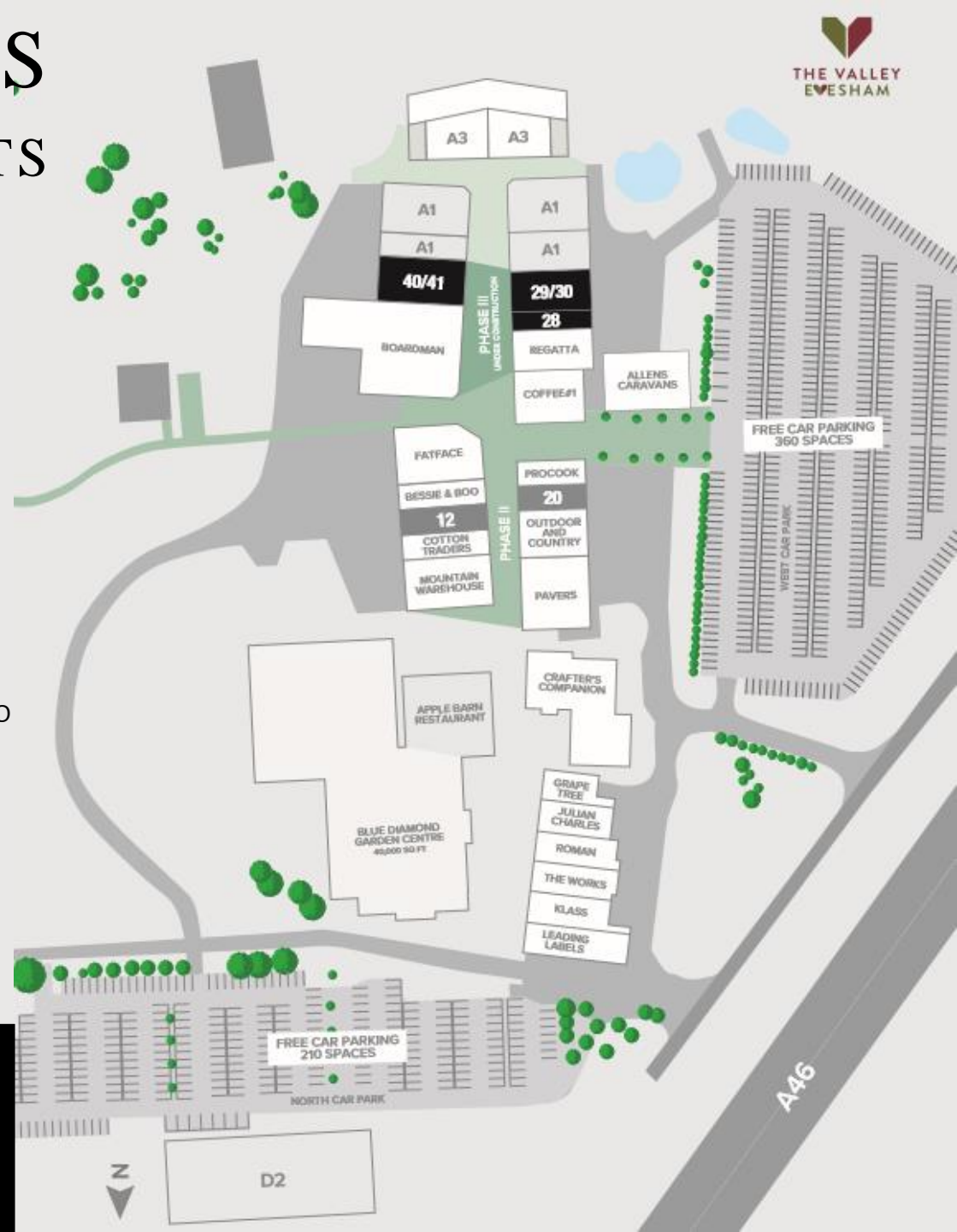
**Current Promotion Charge:** £2.50/sq.ft.

(Units can also be made available through asset management initiatives)

### Phase 3 Now Pre – Letting

Retail units available for opening Spring 2018

1,500 sq ft– 3,700 sq ft units available,  
totalling 11,500 sq ft





# LEASING ENQUIRIES

For further  
information, please  
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