

Sales up 7% Christmas week LFL
Footfall up 5.4% Christmas week LFL



THE VALLEY

Shopping, Leisure and Adventure
in the Heart of England

Est. 1997

TRADING UPDATE APRIL 2018

FATFACE

NEW SPORTS AND OUTDOOR ZONE

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

Focused on offering specialist sports and outdoors retail and leisure experiences.

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

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



NOW OPEN

3,000 sqft Regatta and Craghoppers opened Easter 2018

2017 HIGHLIGHTS

- Like for like Footfall up 5.4% Christmas week LFL
- Like for like Sales up 7% Christmas week
- Sales densities of over £700/sq ft achieved over Christmas week
- Phase III building work now underway for opening April 2018, to be anchored by Boardman Bikes Performance Centre
- 3,000 sqft pre-let to Regatta pre-let opening Easter 2018
- Fat Face now moving their offer full price, following strong and consistent performance as an outlet store.
- Like for Like sales YTD up 3% vs. 2016
- Sales up 28% for 2016 vs. 2015
- 2016 footfall 1.4m- up 16% on 2015

NOW OPEN

Crafter's
Companion



Coffee#1

ProCook®

REGATTA 
GREAT OUTDOORS®



CRAGHOPPERS

COMING SOON – April 2018





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:

Barbour

Joules



SEASALT CORNWALL



CRAGHOPPERS



EVOLVING TENANT MIX



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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)



"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)



*"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)



*"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)



*"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: The Valley Christmas Village, Trail Runs, Picnic in the Park, Dog Agility, Summer Events, Medieval Weekend, World Apple Day, Pumpkin Trail, The Valley Santa Dash, Cyclefest, Fashion Shows, Santa's Reindeer

QUOTING TERMS & AVAILABLE UNITS

UNITS AVAILABLE
IMMEDIATELY

UNIT 12 - 2,007 sq.ft.

UNIT 13 – 2,007 sq.ft.

UNIT 20 – 1,511 sq.ft.

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

QUOTING TERMS

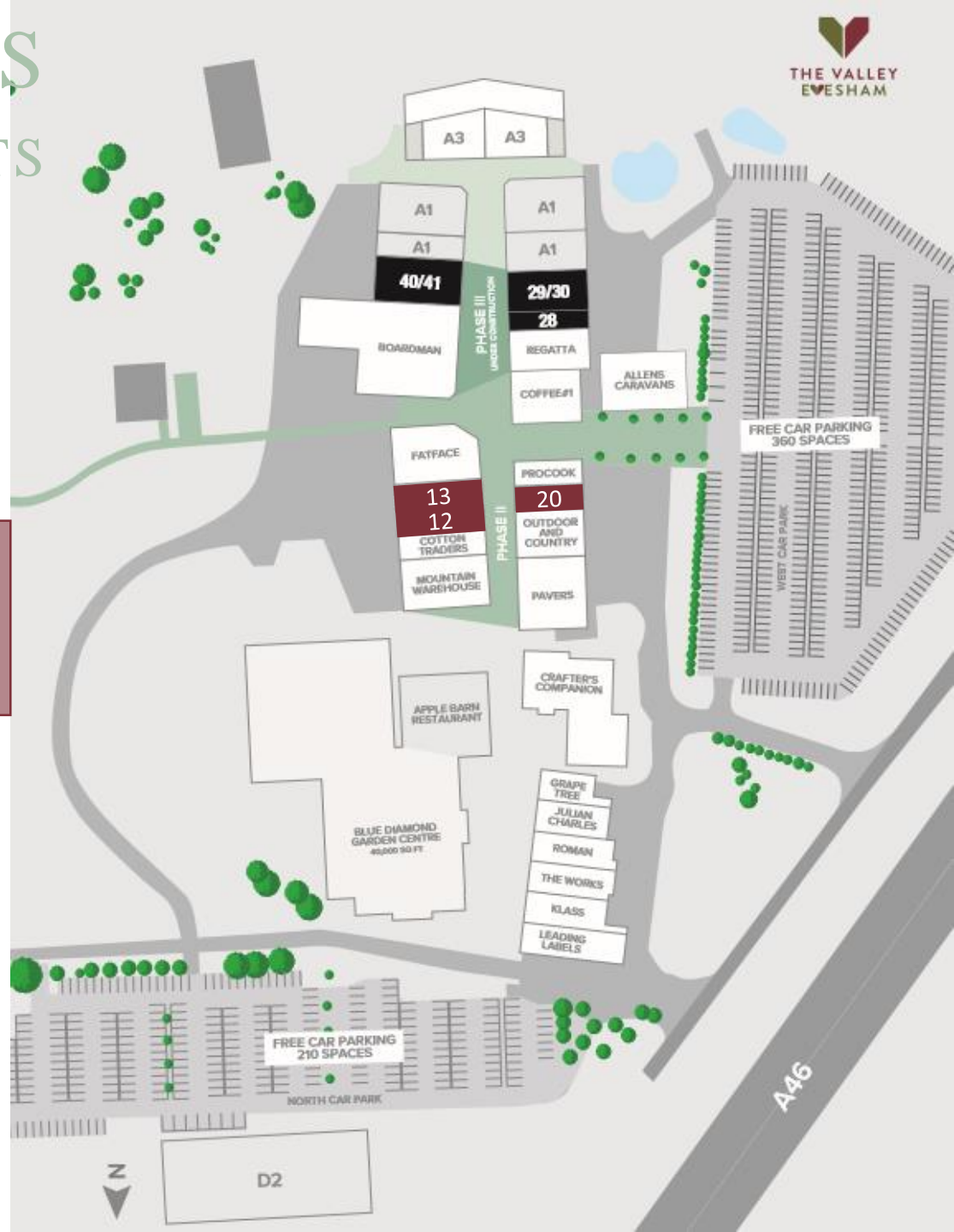
Term: 5 years

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)



LEASING ENQUIRIES

For further
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