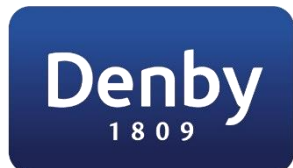




Trading Update – July 2018

'Iconic British Brands with 200 Years of Manufacturing Heritage Onsite'



MADE OF STRONG STUFF

CHD PROPERTY

CHARTERED SURVEYORS

020 7734 2080

londonoffice@chdproperty.com

Highlights

- Retail and Catering combined sales approx. **£4m per annum** (net Vat)
- **Footfall up 40%** 2016 vs. 2015
- The Walter Smith Farm Shop has driven an increased footfall and strong **sales in excess of £350/ sq.ft.**
- Catering spend on the overall site has **increased by circa 50%** from March 2016 Decembe 2016
- Restaurant sales in excess of **£200/ sq.ft**
- Emporium sales in excess of **£270 /sq.ft.**



Now Open- Walter Smith Farm Shop



- Walter Smith was established in 1885 and provides local, high quality produce with expert service
- Outstanding early trading at over twice their initial budgets and continue to perform strongly.

Offer Comprises of:

- **Retail Village**

- Denby Homestore and Factory Outlet offer – 10,115 sq. ft.
- Walter Smith Farm Shop- 2,475 sq. ft.
- Restaurant, Coffee Shop and Function Facilities – 4818 sq. ft.

- **Denby Brand Centre**

- Factory Tour & Museum
- ‘Have a Go’ Paint-a-Pot/Craft room and demonstration area
- Based on 200 years of iconic British Manufacturing Heritage

- **Development**

- Plans to develop and rebrand Visitors Centre, Museum, Entertainment and Education facilities

Denby
1809

POTTERY
VILLAGE 
SHOP • EAT • EXPERIENCE

Pottery Village Map


POTTERY VILLAGE 
SHOP • EAT • EXPERIENCE

WELCOME

OPEN DAILY
MON-FRI: 9:30AM – 5:30PM
SAT: 9AM – 5:30PM
SUN: 11AM – 5PM

OPEN BOXING DAY
CLOSED EASTER SUNDAY
CLOSED CHRISTMAS DAY





POTTERY EXPERIENCE
10 11

SHOPPING & FOOD

PLAY & EVENTS

YOU ARE HERE

1 DENBY STORE & COOKSHOP	4 DARTINGTON CRYSTAL	7 FARM SHOP	10 PAINT A POT & TOURS
2 TOURS RECEPTION	5 BOURNE'S RESTAURANT	8 GEOFF COX LEISURE	11 MUSEUM
3 FACTORY OUTLET SHOP	6 GIFT EMPORIUM	9 PLAY AREA	12 NEW VENTURE COMING SOON

Denby
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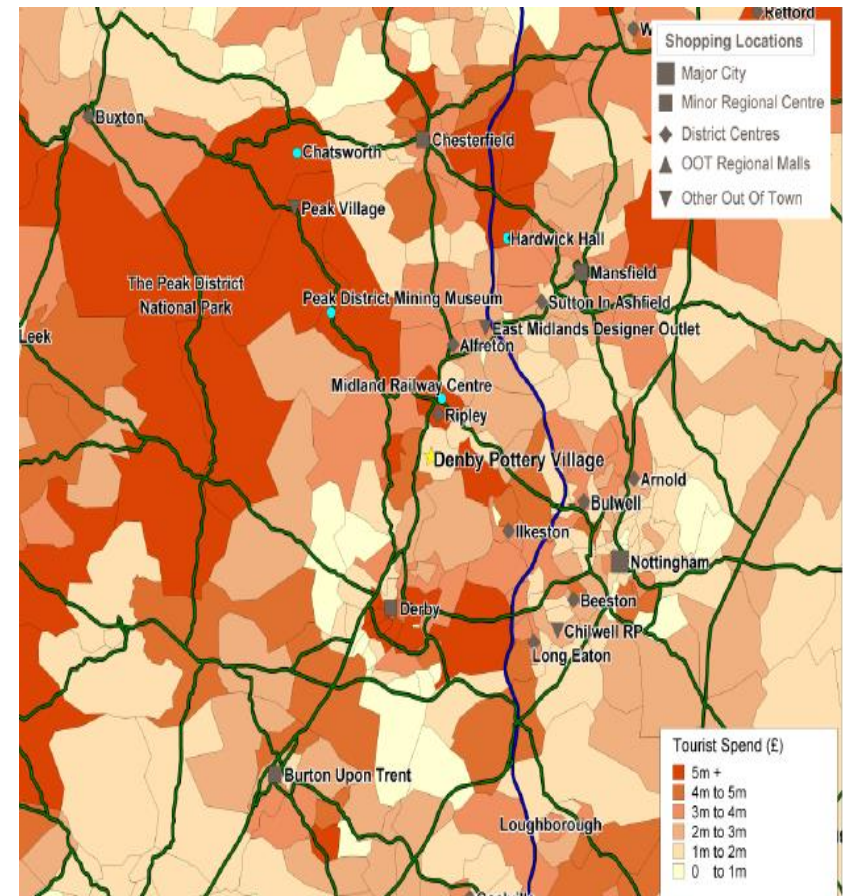
Catchment/ Tourism

Catchment

- Population catchment of **4.7million within 60 minute drive time to include Nottingham, Leicester Sheffield and Chesterfield**
- **15th Highest 60 minute sales potential out of the UK's 55 trading Outlet Centres**

Tourism

- Approx. 112 million tourist visits made within a 60 minute drive time (FSP).
- Denby Pottery Village location has a **Non-Grocery tourist expenditure potential of £2 billion per annum**
- **Peak District National Park** is within a **30 minute drive time**



Quoting Terms

- Term: **5 years**
- Rent: The higher of a base rent of **£20 per sq. ft. or 10% Turnover**
- Service Charge: **£4.99 per sq. ft.**
- Promotion Charge: **£2.00 per sq. ft.**
- Rates Payable by tenant

**Please see below contact details if
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