



# THE VALLEY

Shopping, Leisure and Adventure  
in the Heart of England

Est. 1997

## TRADING UPDATE JULY 2018

FATFACE

# NEW SPORTS AND OUTDOOR ZONE

PHASE 3 NOW LAUNCHED - high quality retail, leisure and catering space.

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

## BOARDMAN PERFORMANCE CENTRE

- World Class Concept Retail Store
- Bike-Fit and Physiology suites
- Cycling Specific Wind Tunnel
- Social/Events Space
- 18,000 sq ft unit



## REGATTA/CRAGHOPPERS NOW OPEN



# 2018 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 now open, anchored by Boardman Bikes Performance Centre
- Regatta and Craghoppers trading strongly since opening on 3,000 sq ft
- Fat Face now moving their offer full price, following strong and consistent performance as an outlet store.
- Sales up 3% 2017 vs 2016
- Sales up 28% for 2016 vs 2015
- 2016 footfall 1.4m- up 16% on 2015



REGATTA  
GREAT OUTDOORS



CRAGHOPPERS



BOARDMAN  
PERFORMANCE CENTRE



# 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



Coffee#1



ROMAN



OUTDOOR AND COUNTRY

INCLUDING:

Barbour

Joules



SEASALT CORNWALL



klass.



CRAGHOPPERS



# 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 pa

(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, Wimbledon Screening, Medieval Weekend, World Apple Day, Pumpkin Trail, The Valley Santa Dash, Cyclefest, Fashion Shows, Santa's Princes, The Valley

# QUOTING TERMS & AVAILABLE UNITS

**UNIT 12** 2,007 sq ft.

**UNIT 28** 1,500 sq ft

**UNIT 29/30** 3,000 sq ft

**UNIT 40/41** 6,768 sq ft

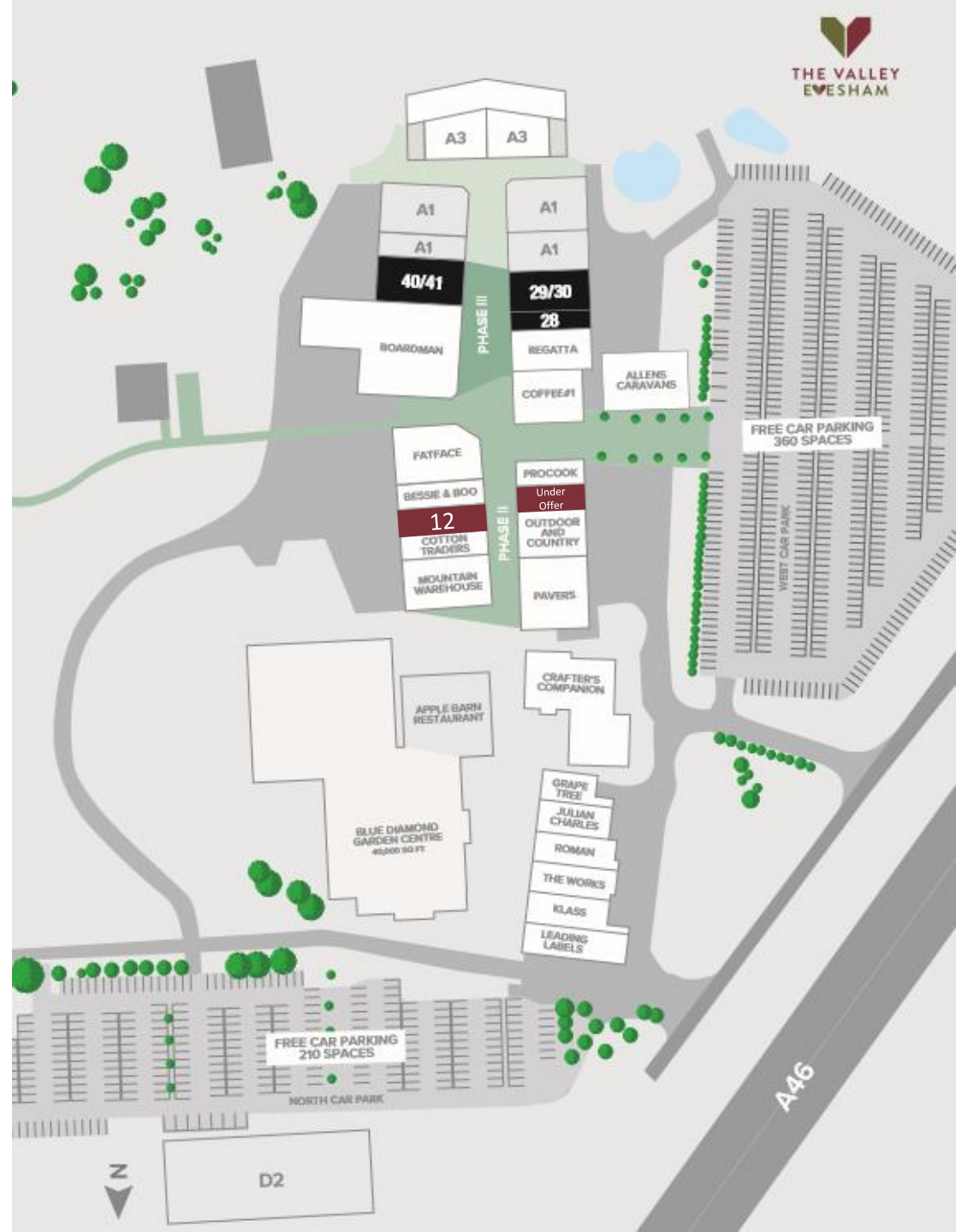
**Term:** 5 years

**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



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