



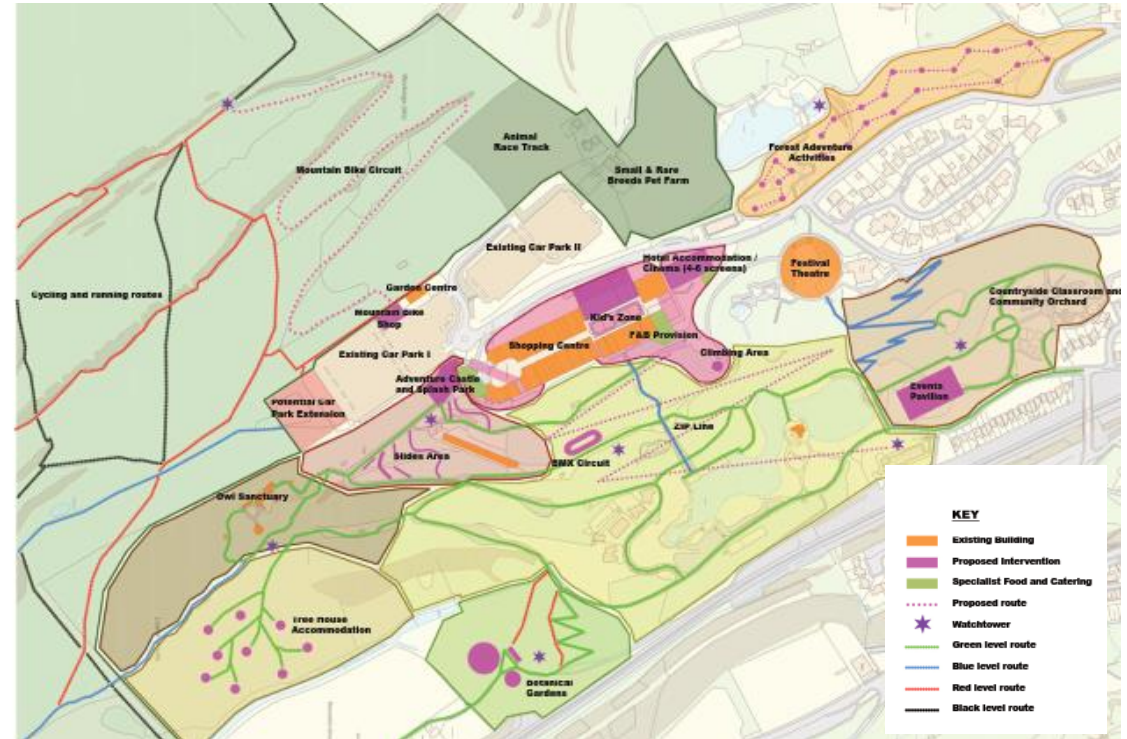
A NEXT GENERATION SHOPPING & LEISURE DESTINATION

AN EXCITING NEW VISION

Metis Real Estate have unveiled an exciting new vision for Festival Park; which will **transform this popular shopping and leisure destination into a must-visit family and retail attraction** for the people of South Wales and beyond.

The new masterplan maximises the extensive grounds and dramatic topography of the stunning Ebbw Vale landscape with a varied array of attractions including **an enhanced shopping experience, mountain biking and BMX circuits, luge rides, a breath taking zipline, forest rope adventure experience, iconic climbing walls** and much, much more.

Paul Jones, Director and co-owner of Metis, said “Festival Park has had a tough time in recent years however we are delighted to be involved and have exciting plans already underway to reposition and transform it. The destination has a celebrated history and with our planned investment together with partnerships with both existing and new retail and leisure brands alike has a very bright future too”.



- **NEW OWNERSHIP & NEW INVESTORS**
- **NEW VISION & DETAILED MASTERPLAN SUPPORTED BY THE WELSH GOVERNMENT**
- **SIGNIFICANT PLANNED INVESTMENT**
- **ENHANCED MARKETING ACTIVITY AND POSITIONING**
- **COMMITTED EXISTING RETAIL & LEISURE OPERATORS**
- **EXCITING LIST OF NEW ATTRACTIONS AND BRAND PARTNERS**

IMPROVING PERFORMANCE

A captivating events schedule is already having a **dramatic positive impact** on the performance of Festival Park

- Our Mother's Day event saw free prosecco, brownies and pamper sessions for all mummies with store offers, kids face painting and more. **Weekend footfall was +45% up** on the previous weekend and **+135.6% on the weekend of the 16th March 2018**
- Easter 2019 saw us celebrate 10 years of Easter Trails at Festival Park. **Over 4,800 people took part in our Easter trail** with the event marked as a top attraction for Easter in Wales by **WalesOnline**
- We celebrated our **Six Nations and Triple Crown success** with a very special Trophy and meet the players event featuring Johnathan Davies and Hadleigh Parkes. **Footfall for the week was +64%** against the previous week with **Centre Turnover +3.7%**



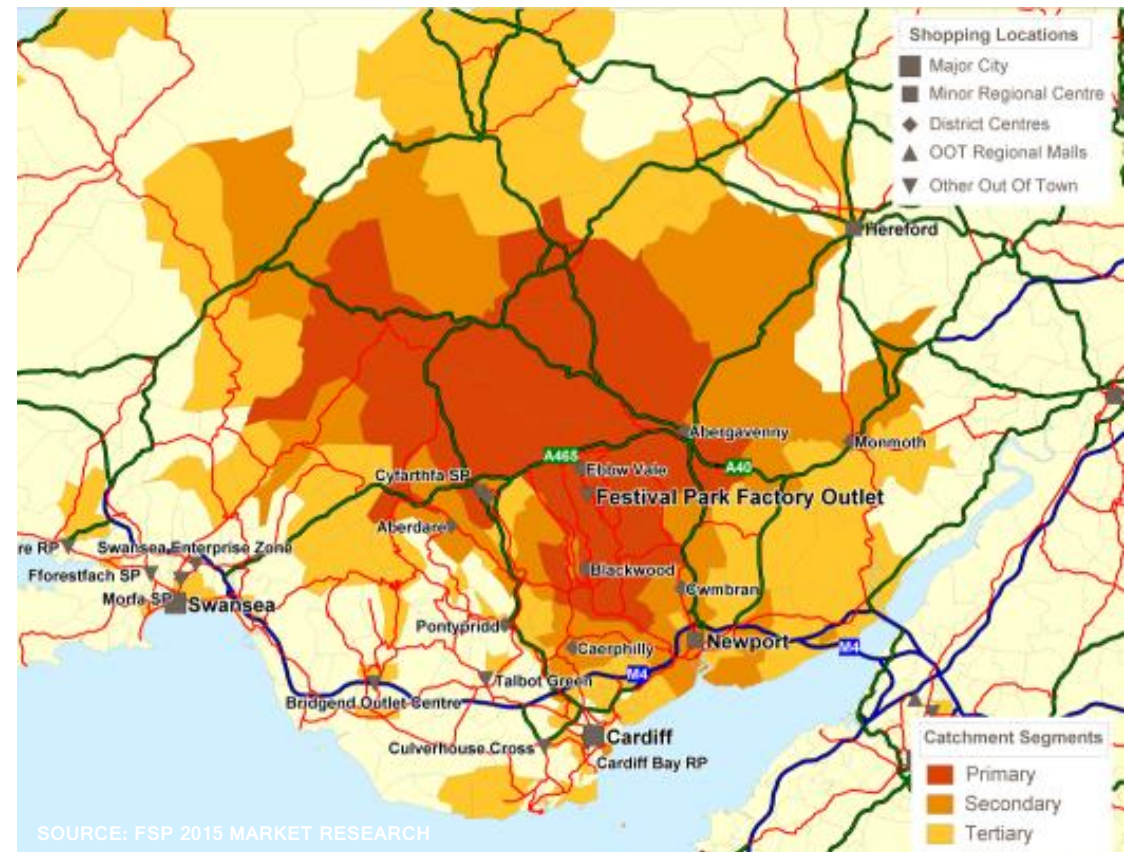
A UNIQUE CATCHMENT

The platform for the future success of the new Festival Park is the existing outlet shopping and leisure destination which **welcomes over 1.7 million visitors** every year from across the primary, secondary and tertiary catchments plus as far as Monmouthshire and Bristol too.

With a retail mix that includes leading brand and F&B operators; the scheme sits within a **principle catchment area of 1.3 million** and over performs amongst affluent Acorn groups.

The **current trading gap is worth £14m** with the **largest gap in the merchandise mix in clothing and footwear**. Further assured brands are a target growth area and there is also **significant opportunity to increase food and beverage** too.

- Annual footfall **+1.7 million**
- Turnover density **+6%** over last 2 years
- **Costa Coffee, Holland & Barrett, Pavers Shoes & Julian Charles** all trading at over **£250 per Sq. Ft.**



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QUOTING TERMS

- Rent - £10 per Sq. Ft. or 10%, whichever is greater
- Service Charge - Approximately £8 per Sq. Ft.
- Rates - Approximately £8 per Sq. Ft.
- Promotion Costs - 2% of Turnover or £2 per Sq. Ft.

For further information please contact

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