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GLOUCESTER QUAYS

LEASING BROCHURE



INTRODUCING GLOUCESTER QUAYS.

ESTABLISHED IN 2009

GLOUCESTER QUAYS IS A PREMIUM OUTLET DESTINATION, COMBINING THE BEST OF FASHION, LIFESTYLE AND ACCESSORIES BRANDS WITH LEADING F&B AND LEISURE OPERATORS. SUCH IS THE STRENGTH OF ITS OFFER, IT ATTRACTS VISITORS FROM AN EXTENSIVE AREA FOR A DAY OUT SHOPPING, DINING AND SOCIALISING.

THE CENTRE IS ALSO AT THE HEART OF THE CATHEDRAL CITY OF GLOUCESTER, WHICH IS NESTLED BETWEEN THE COTSWOLDS AND THE FOREST OF DEAN.

GLOUCESTER IS BRITAIN'S MOST INLAND PORT, FILLED WITH RICH HISTORY DATING BACK TO ROMAN TIMES.

ROAD LINKS

Located in the heart of Gloucestershire and gateway to the Cotswolds just off junction 11 off the M5, Gloucester Quays outlet is based on a Quayside location within the city centre.

The M5 is a busy route to the Midlands and southbound to the popular coastal holiday destinations in Somerset, Devon and Cornwall.



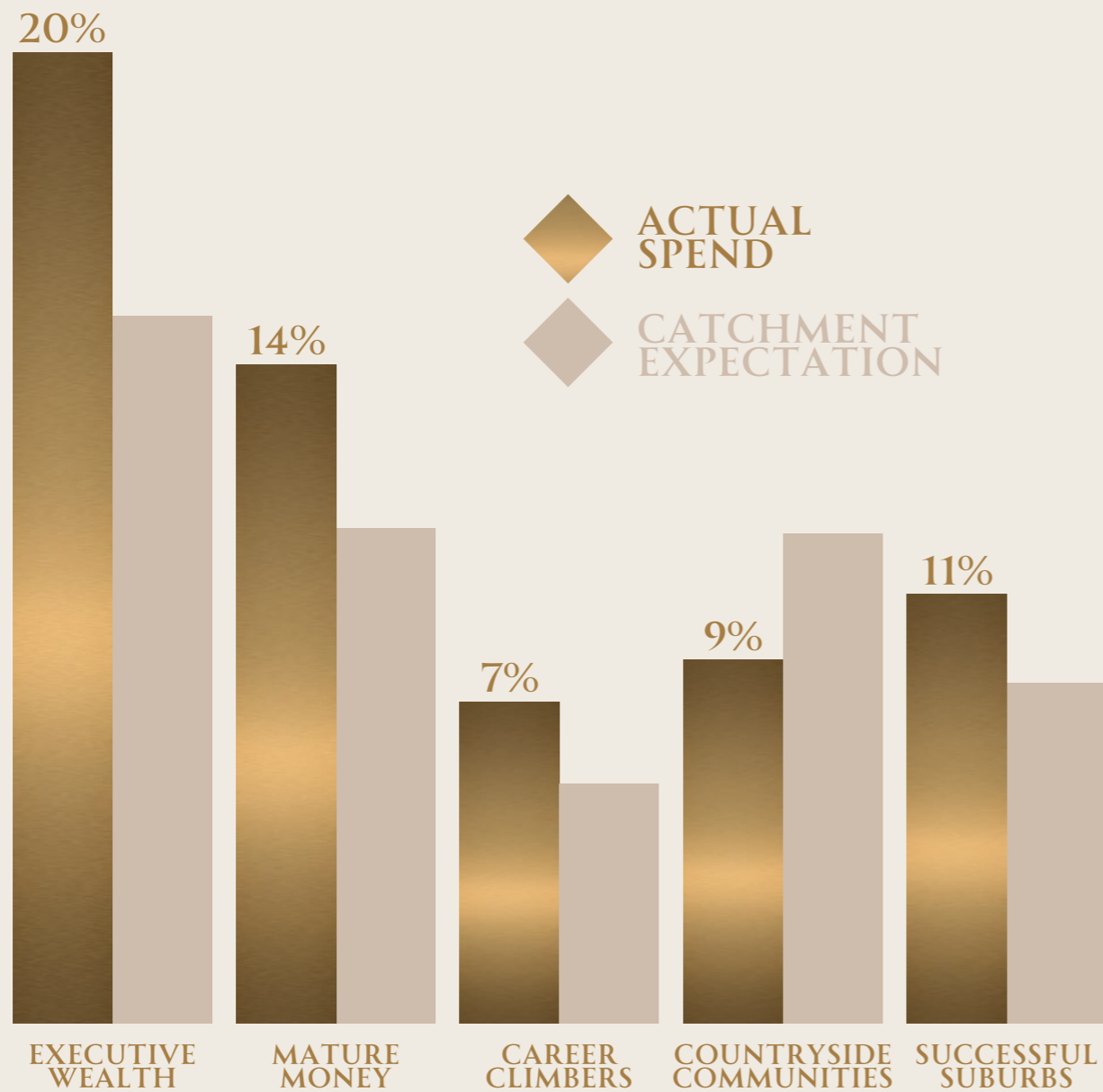
CATCHMENT	
30 MINS	0.8 million
60 MINS	5.8 million
90 MINS	11.8 million

80 MILLION

PEOPLE IN CARS PER YEAR PASS ON THE M5, A STONES THROW FROM THE ESTABLISHED OUTLET



DRIVETIMES	
CHELTENHAM	20 Minutes
STROUD	20 Minutes
WORCESTER	35 Minutes
BRISTOL	40 Minutes
HEREFORD	50 Minutes
STRATFORD	55 Minutes
BRISTOL AIRPORT	55 Minutes
BATH	1 Hr 5 Minutes
BIRMINGHAM	1 Hr 5 Minutes
CARDIFF	1 Hr 5 Minutes
OXFORD	1 Hr 10 Minutes



GQCATCHMENT VS EXPECTATION

THE GLOUCESTER QUAYS CATCHMENT AREA IS FAR REACHING WITH OVER

11 MILLION

WITHIN A 90 MINUTE DRIVE TIME

5.8 MILLION

RESIDENTS WITHIN A 60 MINUTE DRIVE, 42% MORE THAN THE AVERAGE UK OUTLET CENTRES

GLOUCESTER QUAYS HAS AN EXTREMELY AFFLUENT CATCHMENT WITH AFFLUENT ACHIEVERS REPRESENTING

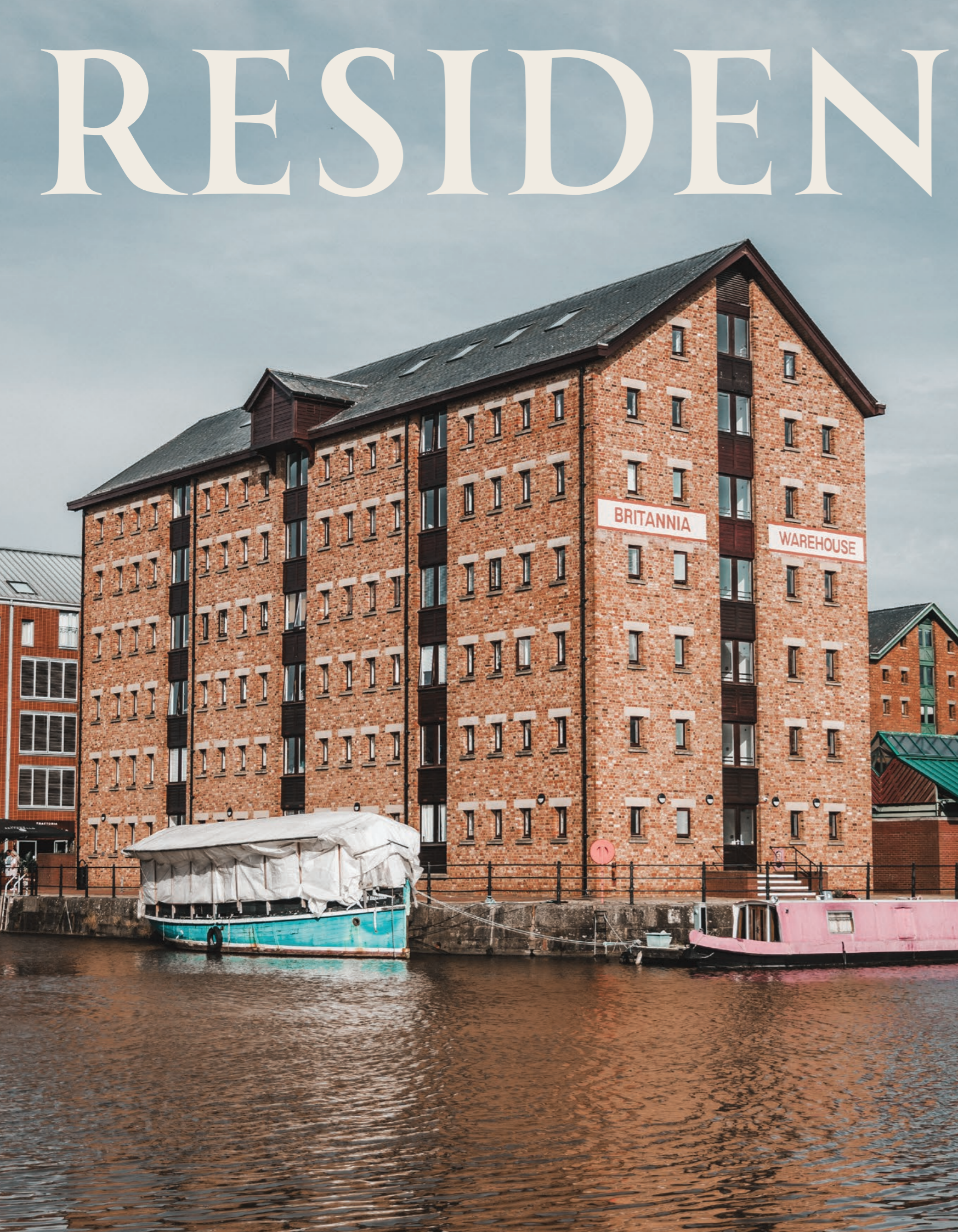
40%

OF HOUSEHOLDS, 83% ABOVE THE UK AVERAGE

*Source CACI 2023

ASPIRATIONAL
& AFFLUENT
AUDIENCE





RESIDENTS

£1.9 BILLION

MARKET SIZE WITHIN CATCHMENT,
RANKING IT A UK TOP 10 OUTLET,
ON PAR WITH GUNWHARF QUAYS

66%

OF OUTLET SHOPPERS ARE
WITHIN IMMEDIATE CATCHMENT

2,000

NEW HOMES NOW IN
DEVELOPMENT IN GLOUCESTER

SANDRA DIXON

SALES & MARKETING DIRECTOR AT
CREST NICHOLSON SOUTH WEST

"We are very excited to be back in Gloucester launching The Waterfront, part of the ongoing redevelopment at the Quays.

Made for modern lifestyles, The Waterfront is set to be very popular among young professionals in the area with its ideal location, and a wide range of restaurants, shops and other amenities right on the doorstep.

We're expecting to see high levels of interest with our first residents expected to be moving in from October."

THE FRESHER EFFECT

34,500

STUDENT POPULATION ON GLOUCESTER QUAYS' DOORSTEP

OPENING '24

GLOUCESTERSHIRE UNIVERSITY
NEW CITY CENTRE CAMPUS

£261 MILLION

UNIVERSITY OF GLOUCESTERSHIRE
& HARTPURY CONTRIBUTES TO THE
COUNTY ECONOMY

GLOUCESTER QUAYS HAS AN ABUNDANCE OF STUDENT FASHION
RETAILERS AND STUDENT FRIENDLY RESTAURANTS & BARS


HARTPURY
UNIVERSITY
AND COLLEGE


UNIVERSITY OF
GLOUCESTERSHIRE



ALLSAINTS



wagamama





- PUMA
- M&S OUTLET
- COAL Kitchen
- adidas
- ProCook
- Timberland
- Dune LONDON
- PIZZA EXPRESS
- HOBBS LONDON
- PAVERS Shoes
- H.SAMUEL THE JEWELLER
- COSTA
- SKECHERS
- Levi's
- WHITE STUFF
- Weird Fish WEAR THE WEEKEND
- Hallmark + YANKEE CANDLE
- Joules
- QUBA & CO.
- asics
- beautyoutlet
- The Fragrance Shop
- Phase Eight
- ★ PRET A MANGER ★
- Holland & Barrett
- MOUNTAIN WAREHOUSE + animal
- HOTEL Chocolat.
- BAKERS + BARISTAS
- wagamama
- ALLSAINTS
- ROMAN ORIGINALS
- Denby 1809
- FATFACE
- Clarks
- Bill's RESTAURANT & BAR
- the gym
- THE COSMETICS COMPANY STORE
- claire's
- Nando's
- SALTROCK
- THE NORTH FACE
- FIVE GUYS
- JACK WILLS
- TRESPASS
- NEXT OUTLET
- LE CREUSET
- BREWHOUSE KITCHEN
- THE CORNISH BAKERY
- Lindt
- OSPREY LONDON
- FRIDAYS
- BAGGAGE WORLD
- THE REAL GREEK
- SUIT DIRECT
- REISS
- cineworld
- Gift Company
- CREW CLOTHING COMPANY
- ANATOLIAN PALACE
- TheWorks.co.uk
- Zizzi Restaurants
- CÔTE BRASSERIE
- LOUNGE CAFÉ BARS
- EDEN
- RAGING BULL
- crispy kreme DOUGHNUTS
- MOSS
- berghaus
- SUBWAY

5.6 MILLION

ANNUAL FOOTFALL

355,620 SQFT

OF RETAIL, LEISURE + F&B

40%

OF SPENDERS LIVE BEYOND
EXPECTED CATCHMENT

£1.9 BILLION

MARKET SIZE
WITHIN CATCHMENT*

*Source CACI 2023

48,325 SQFT

BEST IN CLASS, FULLY LET
LEISURE QUARTER, ANCHORED
BY GLOUCESTER'S ONLY CINEMA



TRADING & PERFORMANCE

+11.5%

RETAIL SALES

+9.5%

F&B SALES

190 MIN

DWELL TIME

*Source CACI 2023

VISITS 3.5

TIMES PER ANNUM
ANNUAL AVERAGE SPEND £260

TOP INTERNATIONAL AND
NATIONAL BRANDS SIGNED,
RESIZED OR COMPLETED
RESTAURANT REFITS

MOSS

 **berghaus**

BAKERS +
BARISTAS

SKECHERS



COAL
Kitchen

wagamama

Zizzi
Ristorante

LOUNGE
CAFÉ BARS



ANATOLIAN
PALACE

CÔTE
BRASSERIE

THE REAL GREEK



BREWHOUSE
&
KITCHEN

FIVE GUYS



BEST IN CLASS

RESTAURANT & LEISURE QUARTER

- ◆ Best in class, fully let leisure quarter 48,325 sq. ft, including Wagamama, Zizzi, Nando's, Cote Brasserie, Five Guys, The Real Greek.
- ◆ The exciting F&B and Leisure area extends dwell time by 90 minutes.
- ◆ 10 screen Cineworld cinema, the only cinema in Gloucester.
- ◆ Outdoor picturesque squares further enhance opportunities for street food and coffee operators to extend their trading capabilities.
- ◆ Leisure & F&B accounts for higher volume of sales than benchmarks*
- ◆ Nearby Gloucester Docks showcases local and regional bars, street food and restaurants.
- ◆ Sales +9.5% YE 2023/24

*Source CACI 2023



THEIR PERSPECTIVE



NABIL MANKARIOUS

MANAGING DIRECTOR
AT THE REAL GREEK

"Gloucester Quays is a really exciting and popular urban development that makes the **perfect day out** for locals or visitors."

COLETTE HILTON

HEAD OF RETAIL AND
E-COM UKI AT PUMA

"Gloucester Quays has a reputation as a **hub for leading brands** in the South West, so was a natural home of PUMA's next outlet store."

JUDI BOWERS

AREA MANAGER FOR NEXT
AT GLOUCESTER QUAYS

"NEXT is committed to evolving with the times and customer demand, and taking space in **key outlet locations like Gloucester Quays**, with its impressive selection of retail tenants, is central to this commitment."

GLOUCESTERSHIRE
HAS OVER 400
VISITOR ATTRACTIONS
& 50 MILLION VISITS
P.A WITH A SPEND OF...

£4 BILLION



MEET US IN GLOUCESTERSHIRE

NEARBY VISITOR ATTRACTIONS:



HIGHGROVE



SOHO FARMHOUSE
OXFORDSHIRE



CALCOT & SPA

daylesford
ORGANIC FARM GLOUCESTERSHIRE

 CHELTENHAM
FESTIVAL



With the Cotswolds AONB spreading across the east and south of the county, the Forest of Dean in the west, and the Severn Vale running between, the county's landscape is one of its greatest attractions. Meanwhile, the cathedral city of Gloucester delivers 250-acres of country park alongside historic pubs and architecture that contrast against fantastic modern amenities.

At the same time, a charming Regency atmosphere forms the backdrop to an array of cultural events in the nearby spa town of Cheltenham. These include the Cheltenham Gold Cup horse racing and the Cheltenham Jazz Festival to name a few.

Gloucester Quays is anchored by two hotels on site with a high occupier rate.



EVENTS & MARKETING

GLOUCESTER QUAYS OFFERS BRANDS A RANGE OF OPPORTUNITIES TO ENGAGE WITH CUSTOMERS THROUGH SURPRISING AND SPONTANEOUS EXPERIENCES...

- ◆ Experiential
- ◆ Pop Up Retail
- ◆ Promotions
- ◆ Sponsorship
- ◆ Advertising & Media
- ◆ Unique & Tailored Marketing

AMPLIFY YOUR BRAND

GLOUCESTER QUAYS HAS A RANGE OF OPPORTUNITIES TO GET YOUR BRAND IN FRONT OF MILLIONS OF SHOPPERS...

Every year Gloucester Quays hosts a range of engaging events, targeting key shopper demographic segments. These best in class events provide brands and retailers with a unique platform for integration and sponsored partnerships. From fashion focused events to our famous food festival, we help brands effectively connect with shoppers on a national, regional, or local basis.



SOCIALS

FACEBOOK: 30,000

INSTAGRAM: 8,500

X: 8,600

CRM DATABASE: 33,000



A BIG DAY OUT





GLOUCESTER QUAYS DELIVERS INDUSTRY-LEADING SUSTAINABLE PRACTICES, WHILE PROVIDING CONTEMPORARY, ADAPTABLE RETAIL UNITS WITHIN A PICTURESQUE WATERSIDE LOCATION.



net zero
CARBON

FIRST NET ZERO
CARBON SHOPPING
CENTRE IN THE UK



GRESB

AWARDED 3* GRESB
IN OCTOBER 2023



ENVIRONMENTAL MANAGEMENT
ISO
14001

ENVIRONMENT
MANAGEMENT
PRACTICES CERTIFIED
TO ISO 14001



SMART ENERGY
MONITORING

SMART ENERGY
MONITORING



INSTORE RECYCLING
HUB

INSTORE RECYCLING
HUB



GREEN TRAVEL PLAN

GREEN TRAVEL PLAN



FAST CHARGING
EV BAYS

FAST CHARGING
EV BAYS



EXPANSE OF GREEN
& WATERSIDE SPACE
AND BIODIVERSITY

EXPANSE OF GREEN
& WATERSIDE SPACE
AND BIODIVERSITY

GLOUCESTER QUAYS IS A TOP THREE OUTLET DESTINATION IN THE UK ACCORDING TO CACI:

ATTRACTIVENESS SCORE: 373
ON PAR WITH GUNWHARF QUAYS

66% OF OUTLET SHOPPERS
WITHIN CATCHMENT AREA

MAKING IT A TOP 3 OUTLET BASED
ON THIS CATEGORISATION

SALES +6% YE 2022/23

*Source CACI 2023

WE ARE
THRIVING



A TAILORED APPROACH



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GLOUCESTER QUAYS



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