



GLOUCESTER QUAYS

LIFESTYLE
OUTLETS





The perfect mix

We create destinations that are a carefully balanced combination of strong retail, exciting leisure, amenities and entertainment that **enhance the appeal of a place**.

Tailoring the mix to the specific needs and lifestyles of people in the region and wider catchments, we create a destination that becomes an integral part of their everyday lives. We welcome, value and delight our customers with our unique offering that's an irresistible blend of:

- Quality outlet retailers
- Cosmopolitan restaurants, coffee shops and bars
- Health and fitness centres
- Multiplex cinemas
- Artisan food markets
- Tailored, large-scale event programmes
- Unique leisure anchors

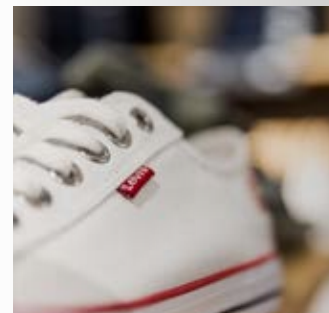


A better generation of outlets that deliver the perfect mix of =

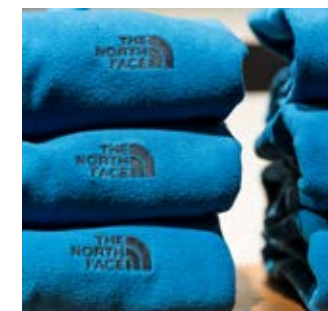
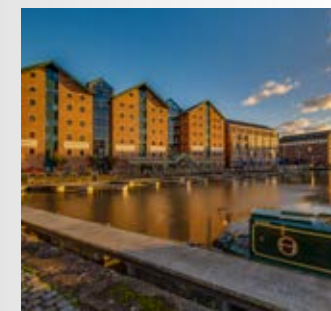
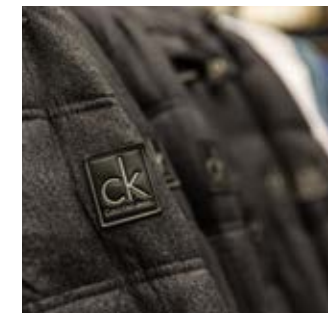
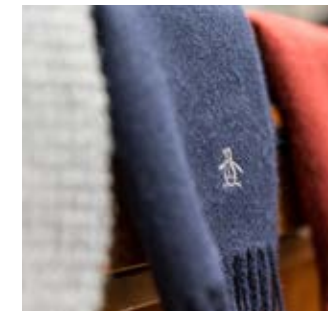
Entertainment + Added Value
Placemaking = Better Performance
Collaboration + Better Quality

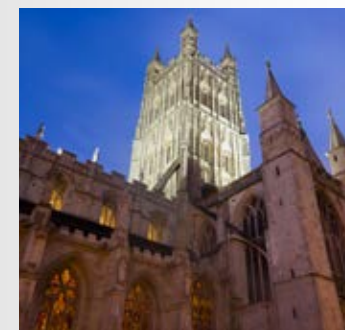
The heartbeat of the place

Key locations and brands at incredible prices are just part of our success. Top named bars and restaurants, state-of-the-art cinemas and gyms, live entertainment and regular artisan markets make our outlets a living part of the place. So people are attracted to our centres by more than just shopping, visiting for many different reasons both day and night making our centres places to spend time or save time.



We absorb the spirit of a place, seamlessly fitting into the landscape





A vibrant destination

Lifestyle Outlets Gloucester lies within one of the most popular tourist hot spots in the UK, the beautiful Cotswolds, and an area of outstanding natural beauty attracting millions of visitors each year.

Being a stone's throw from Gloucester Cathedral, Lifestyle Outlets Gloucester is an unmissable stop on their visit thanks to our strong links with the tourism board and exciting retail line-up.

- | | |
|--------------------------------|---------------------------------|
| 01 Gloucester Cathedral | 06 Future Development |
| 02 Blackfriars | 07 Peel Retail Park |
| 03 Historic Docks | 08 Gloucester & Sharpness Canal |
| 04 Gloucester Waterways Museum | 09 Gloucester College |
| 05 Cineworld | 10 Nature Reserve |

Lifestyle Outlets Gloucester



Our customer catchment

Located in the heart of Gloucestershire in the Cotswolds and between the West Country and the Midlands, **Lifestyle Outlets Gloucester** benefits from an excellent location and convenient access via the M5, M50 and M4 motorways.

Set against a backdrop of the beautiful historic docks of Gloucester with views of the iconic Cathedral, the destination is now recognised as one of the South West's busiest attractions.

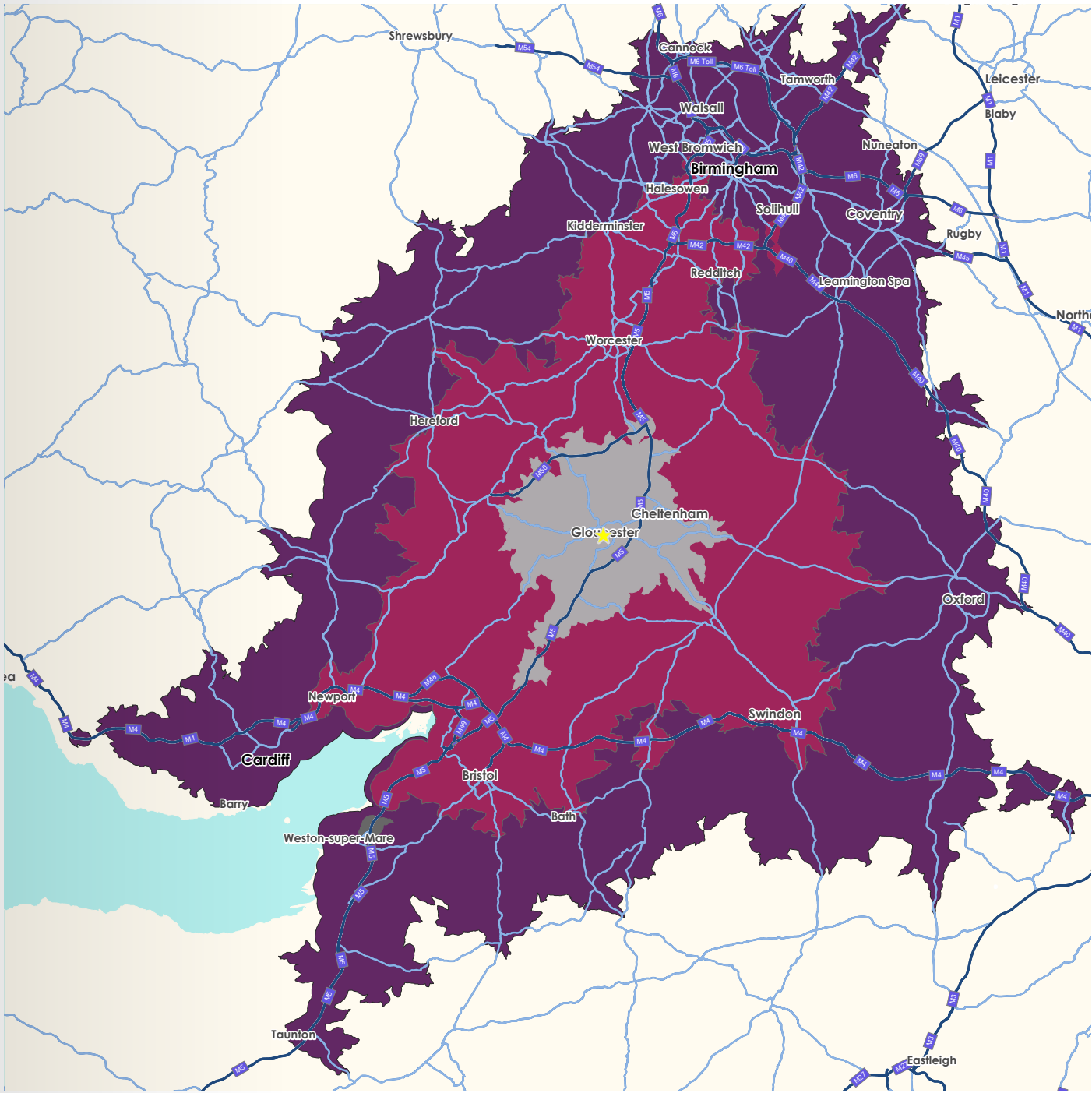
Our customers fit the profile of **affluent achievers, rising prosperity and comfortable communities**. Data reveals that our catchment far exceeds the national average for affluent households with high levels of disposable income. These customers choose Lifestyle Outlets Gloucester because they want an attractive place to shop, dine, relax and spend quality time with friends and family.

Source: Acorn, Retail Footprint 2018, Centre Futures 2020.

Population in driving time to Lifestyle Outlets Gloucester:



★ Lifestyle Outlets Gloucester



We understand the DNA of our customers

CACI research findings demonstrate a catchment that far exceeds the national average for affluent households with high levels of disposable income. The retail mix is tailored to perfectly fit with customer demand across retail, dining, events and leisure in order to attract high footfall, increased dwell-time and increased sales.

Lifestyle Outlets
Gloucester attracts an
affluent shopper profile
from a 90 min drivetime.

Key groups include:

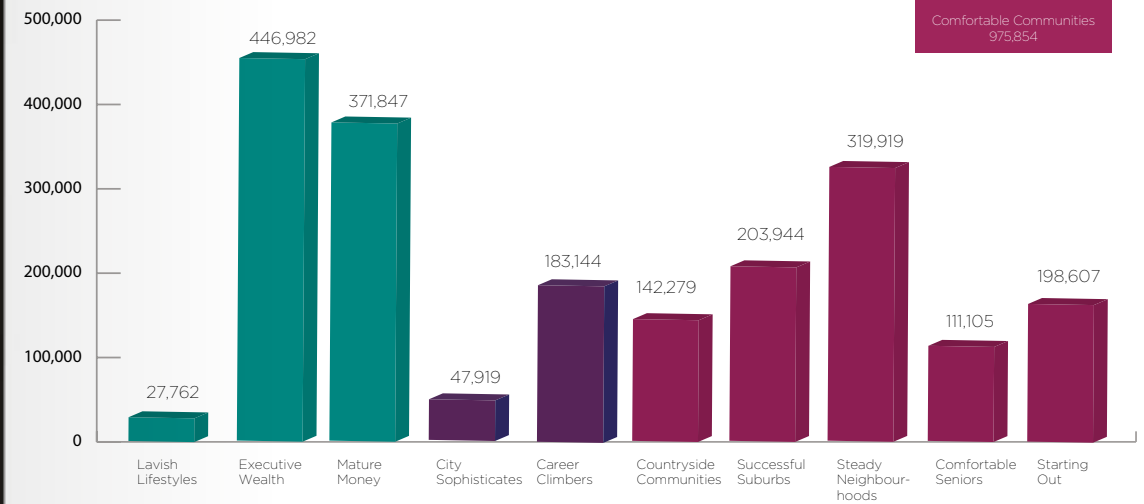
Affluent
Achievers
846,591

Rising
Prosperity
231,063

Comfortable
Communities
975,854

ACORN PROFILE

Number of
Households/
Respondents



CACI 2017

CAFFÈ
NERO

Bursting with life

A visit to Lifestyle Outlets Gloucester is vibrant and lively, with plenty to see around the stunning waterfront, once the hub of the UK's most inland shipping port. Today pleasure boats have replaced the ships and barges and the docks are a thriving year round visitor attraction, particularly the bi-annual flagship Tall Ships Festival.

We're also a hit in the film industry having provided the backdrop for Pirates of the Caribbean, Doctor Who and Gloucester Cathedral was used as a location for Harry Potter.

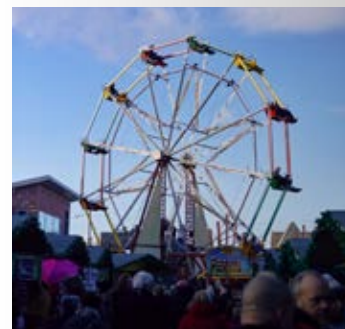
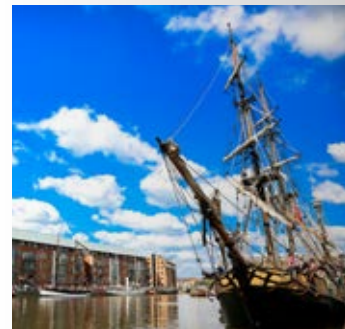
All this, plus our own exciting events schedules, means we are a destination for visitors all year round.

BEACH WEEKENDER

FOOD FESTIVAL

VICTORIAN
CHRISTMAS
sayre

ORCHARD ST.
FOOD & CRAFT
MARKET



Working hand in hand with **your brand**

We stand out from our competitors by offering award-winning marketing support for our retail and leisure tenants. When a brand joins Lifestyle Outlets, they join a partnership offering first-class support and expertise from our highly skilled and experienced team.

Our **Brands Involved™** programme means our partners will be supported in all of the following ways:

- Store opening support from the Lifestyle Outlets team, before, during and after opening
- In-centre team on-hand from centre opening until close
- Weekly discussion meetings with all departments to address learnings, results, areas to improve and positive experiences
- Dedicated retail liaison manager with regular on-the-ground contact
- Quarterly meetings with the marketing and PR teams to discuss upcoming campaigns and opportunities for involvement including competitions, events, advertising and more





A growing sense Of place

Lifestyle Outlets are investing **£20m** into the continued improvements to Lifestyle Outlets Gloucester. The next phase consists of significant investment into the public plaza, including new retail and dining unit opportunities and includes the creation of dedicated event space within Orchard Square.

Gloucester Quays is not only a unique shopping destination; it also serves as a successful leisure destination. Following the recent popularity of the ice rink and Victorian Christmas markets in 2017, plans for 2018 events are bigger and better.

Continued focus remains on securing top quality brands within the centre using the perfect-fit brand model, ensuring that all new brands are targeted to the catchment.

In neighbouring Gloucester Retail Park, a Next megastore will soon be opening its doors helping to continue to align the retail offering at Gloucester Quays with the surrounding area.

Timeline of success

Forever Investing, Growing, Evolving.

Lifestyle Outlets Gloucester has grown rapidly since its launch in 2009, growing in popularity as a shopping and leisure destination with over 6.7m annual visitors reported in 2017 and a forever evolving brand mix including the reputable Ted Baker, Côte Brasserie and Lindt.



AVERAGE SPEND PER CUSTOMER INCREASED BY **19.6%** YEAR ON YEAR*



FOOTFALL **6.8 MILLION** ON A ROLLING 52 WEEK BASIS

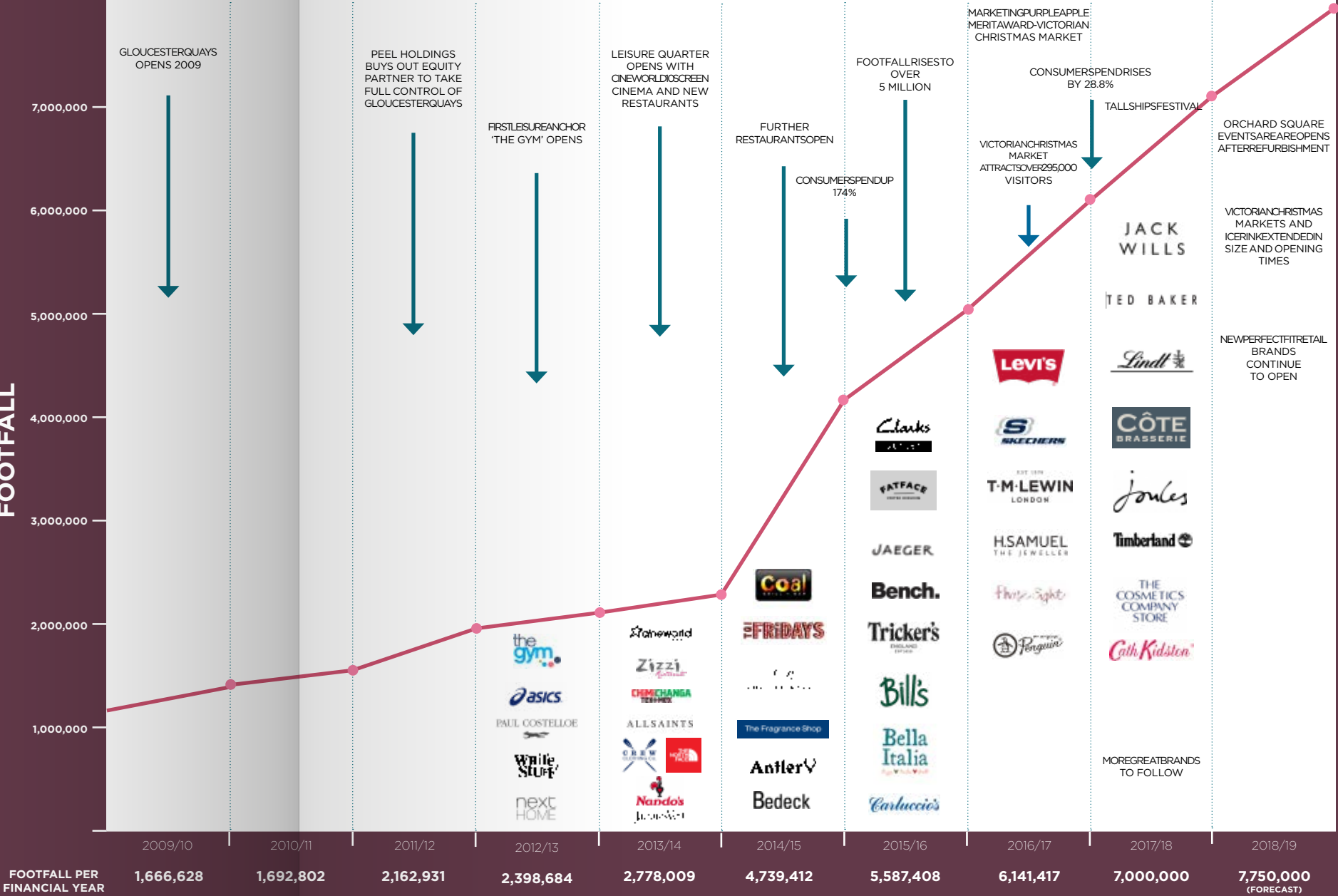


AVERAGE RETAIL SALES PSF **22.3%** INCREASE YEAR ON YEAR*



OVER 20 EVENTS HELD EACH YEAR

FOOTFALL



*Figures correct as of 20.08.18.

Meet the neighbours

The secret of our success is key locations and brands at incredible prices. Top named bars and restaurants, state-of-the-art cinemas, gyms, live entertainment and regular events make our outlets a living, breathing part of the place.

To find out more contact **Rachel Scott** on 07436 833 293, RScott@peel.co.uk or visit lifestyleoutlets.co.uk

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LIFESTYLE OUTLETS

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