

MANCHESTER

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

+

Placemaking

+

Collaboration

Added Value

+

Better
Performance

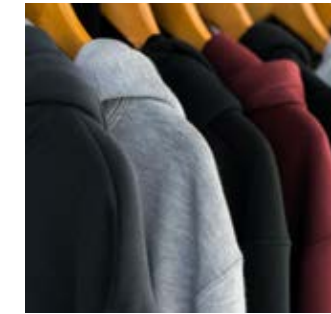
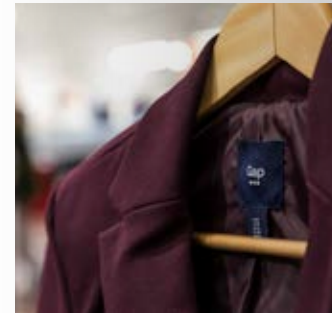
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Better Quality

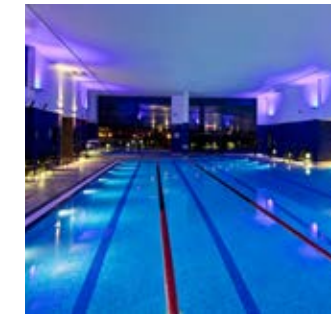
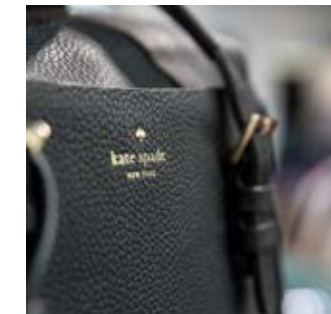
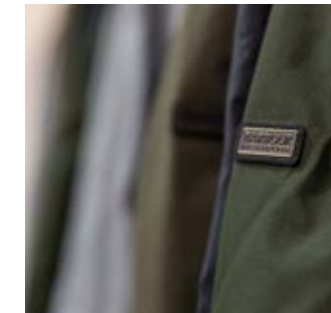
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The heartbeat of the place

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





MediaCityUK

A vibrant location where people live, work and play - **MediaCityUK** is home to apartments, hotels, restaurants, cafés and bars, the University of Salford and Salford City College, this is undeniably a lively place to be.

Almost half of our immediate catchment are career climbers and city sophisticates within a 10 minute walk.

You can experience open water swimming, relax in deckchairs watching the giant screen and enjoy alfresco dining with panoramic views across the water.

Huge expansion plans are underway, with a **£1bn** 'Phase 2' scheme to double the size of the destination.

MediaCityUK also has its own thriving residential community including:

- **2,250** existing dwellings
- **2,850** homes in construction
- **4,700** homes have been granted planning permission



A vibrant destination

Lifestyle Outlets Manchester forms an integral part of one of the largest commercial destinations in the UK, MediaCityUK. This is a centre for culture, arts, shopping, leisure, media, and business.

- | | | | |
|----|--------------------------|----|-------------------------|
| 01 | Lifestyle Outlets Office | 09 | Holiday Inn MediaCityUK |
| 02 | Virgin Active | 10 | Coronation Street |
| 03 | Vue | 11 | Imperial War Museum |
| 04 | The Lowry Theatre | 12 | New Tram Stop Planned |
| 05 | BBC MediaCityUK | 13 | Old Trafford |
| 06 | MediaCityUK Tram Stop | 14 | Hotel Football |
| 07 | University of Salford | 15 | Bupa |
| 08 | ITV MediaCityUK | 16 | M&S Office North |

Lifestyle Outlets Manchester



Our customer catchment

Located in the heart of Manchester’s thriving MediaCityUK Lifestyle Outlets Manchester is perfectly placed to capitalise on this vibrant and growing destination.

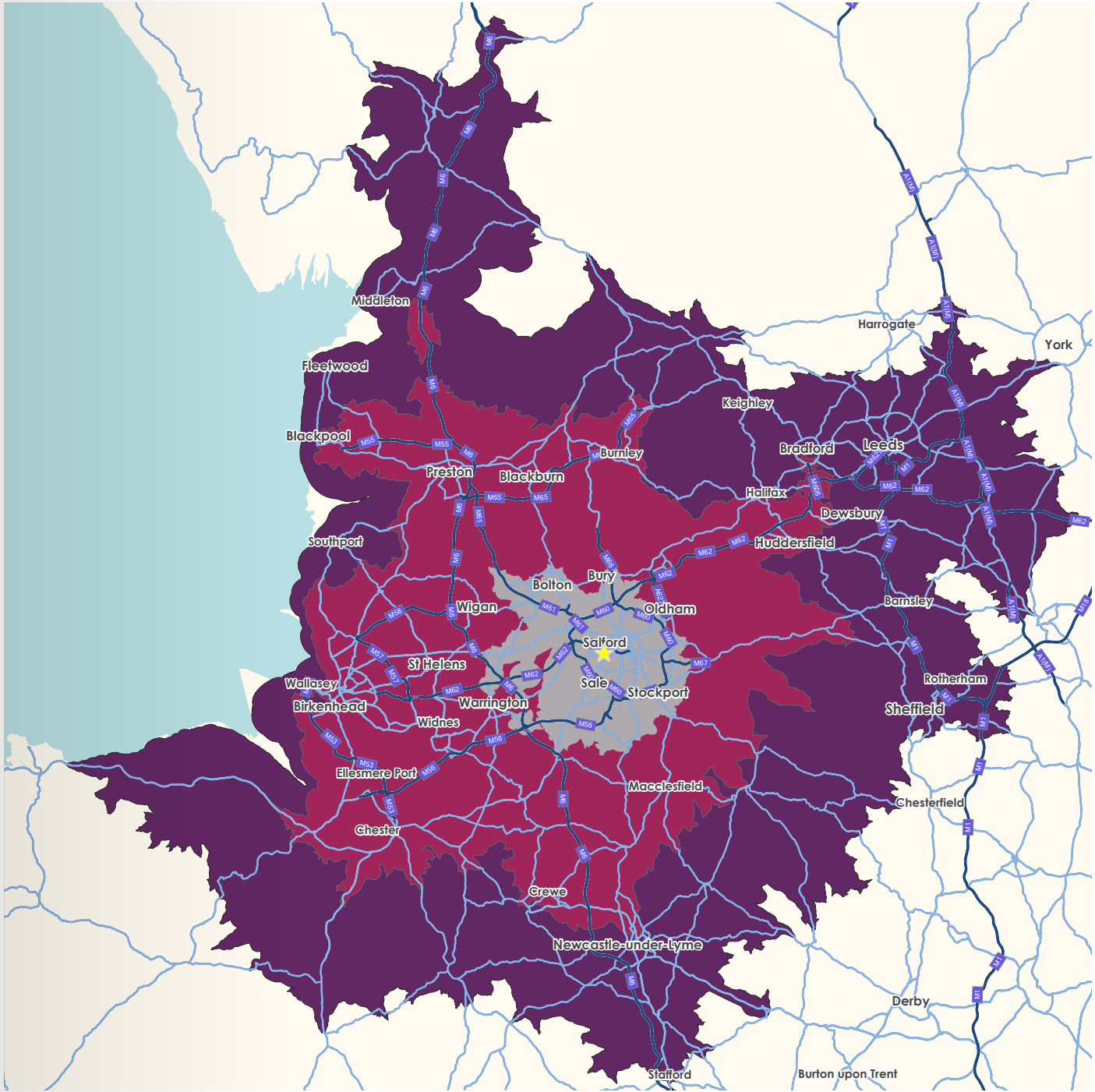
Easily accessible from Manchester city centre and the surrounding areas, the outlet is just off major road networks, the M60 and M602. The recently extended Metrolink provides direct access via tram from the city centre, plus future plans are in place to extend the line further into Trafford Park and surrounding areas.

Our customers fit the profile of **wealthy executives, secure families and comfortable communities** and they choose Lifestyle Outlets Manchester because they want an attractive place to shop, dine, relax and spend quality time with friends and family.

Population in driving time to Lifestyle Outlets Manchester:



★ Lifestyle Outlets Manchester



We understand the DNA of our customers

The Lifestyle Outlets Manchester's retail mix is tailored to perfectly fit with customer demand across retail, dining, events and leisure in order to attract high footfall, extend dwell-time and increase sales.

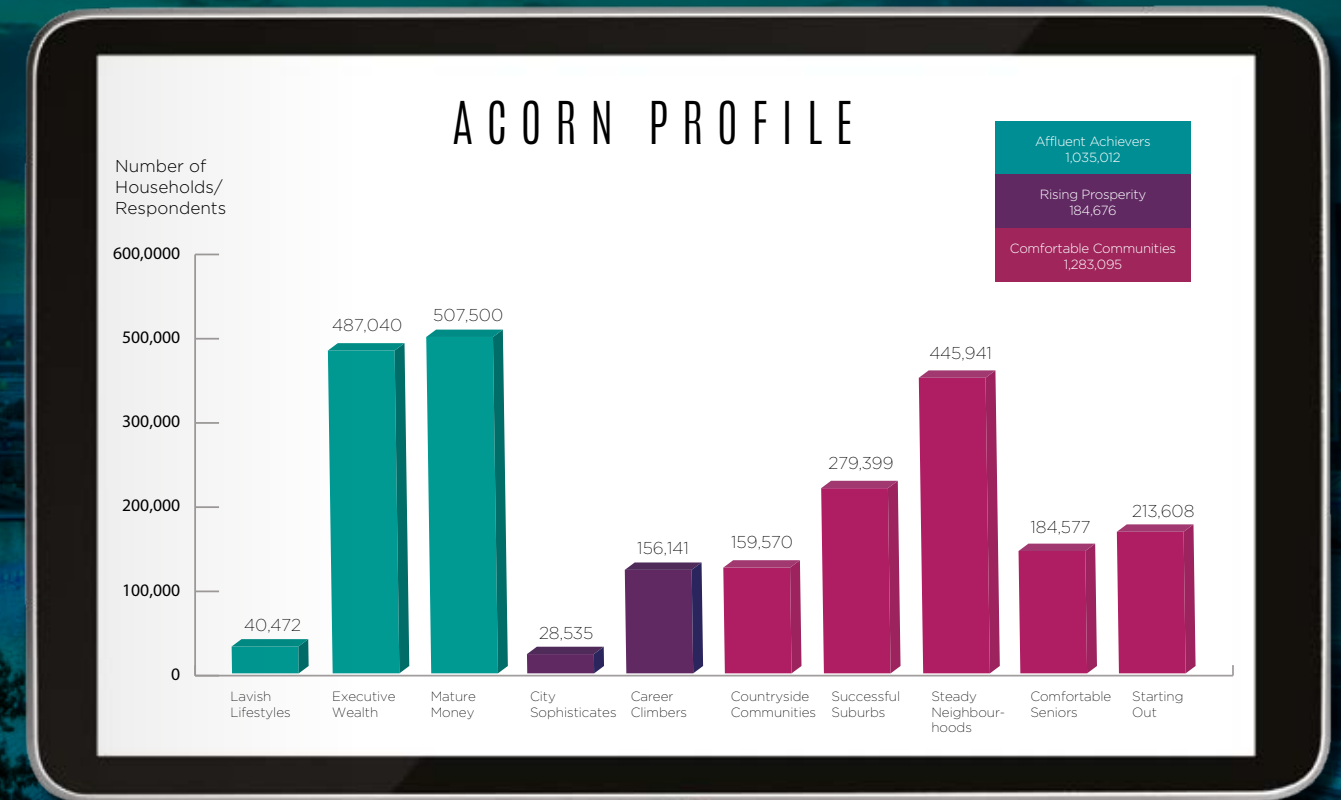
Lifestyle Outlets
Manchester attracts an
affluent shopper profile
from a 90 min drivetime.

Key groups include:

Affluent
Achievers
1,035,012

Rising
Prosperity
184,676

Comfortable
Communities
1,283,095



CACI 2017

Bursting with life

Thanks to being part of a bustling creative and digital hub, Lifestyle Outlets Manchester benefits from attractions within a 10 minute walk and boasts impressive visitor figures:



Old Trafford

The stadium home to Manchester United welcomes **2,350,000** visitors each year



The Lowry Theatre

This venue brings together a wide variety of art and performance, entertaining **842,000** visitors per annum



Imperial War Museum

There are **350,000** visitors to the Imperial War Museum North per annum



Office Workers

There are **25,000** office workers in MediaCityUK



ITV

With the famous Coronation Street set attracting visitors from all over the UK



Water Sports

Helly Hansen Watersports Centre, U-Swim and Agecroft Rowing Club together providing year-round watersports and triathlon events



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 **£35m** into redeveloping Lifestyle Outlets Manchester. The first phase includes the creation of a stunning south facing waterside restaurant terrace on Manchester's waterfront from an impressive entrance and steps.

To complement our exciting new restaurant development, we are also working on improving leisure facilities including a redesigned 35,000 sq ft Virgin Active health club, a reconfigured 7-screen boutique Vue cinema and a footfall-driving family leisure anchor.

Attracting new retail brands perfectly suited to our catchment is at the heart of our strategy, whilst investment to modernise all shop fronts, lighting and flooring as well as relandscaping outdoor areas cements our goal to create a vibrant and welcoming destination.

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**

MOLTON
BROWN
LONDON



M&S
OUTLET

YANKEE
CANDLE®

VUE

TESSUTI

Clarks®

Cotton
TRADERS

COSTA

Antler

Virgin
active



Cadbury

ProCook®

H.SAMUEL
THE JEWELLER

next
OUTLET

CAFÉ ROUGE



Denby
1809

Nando's®
PERI-PERI CHICKEN



LIFESTYLE OUTLETS

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