

THE VALLEY - WORCESTERSHIRE
DESTINATION RETAIL | CATERING | OUTDOORS



BOARDMAN
BIKES &
REGATTA
NOW OPEN

PHASE III



DESTINATION RETAIL IN THE HEART OF ENGLAND

ESTABLISHED IN 1999 THE CONCEPT OF GARDEN CENTRE WITH QUALITY RETAIL ALONGSIDE WAS NEW. ADD AN EXCELLENT F&B OFFER WITH 3 CAFÉS & RESTAURANTS AND OUR DESTINATION RETAIL CONCEPT WITH ALL DAY FREE PARKING BEGAN (570 SPACES). AND WITH ITS SUCCESS EAGLE ONE EXPANDED THE SCHEME WITH AN ADDITIONAL 30,000 SQ FT IN APRIL 2015. WE NOW HAVE 4 GROUND FLOOR UNITS AND A FIRST FLOOR UNIT AVAILABLE IN PHASE III.

Anchored by the 40,000 sq ft Blue Diamond Garden Centre, with excellent sales densities being achieved. The outdoor lifestyle shopping is unique, including the Valley Castle, the narrow gauge steam railway and a mile of the beautiful River Avon set in 125 acres of Worcestershire countryside, walking, outdoor activities and fun.

In 2017 FSP Retail analysts identified our market reach and opportunities with us, and today our destination draw expands as we successfully reach out to our key target audiences with social media marketing and regular events.



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BOARDMAN BIKES HQ.

PHASE III IS ANCHORED BY BOARDMAN BIKES WITH AN 18,000 SQ FT UNIT INCLUDING A SHOWCASE BIKE STORE, EVENTS SPACE AND UNIQUE BICYCLE-SPECIFIC WIND TUNNEL IN THEIR NEW PERFORMANCE CENTRE WHICH OPENED IN SPRING 2018.



Boardman has been one of the fastest growing premium bike brands in recent years in the UK, and they won Best Bike brand in the prestigious BikeBiz 2017 awards.



LOCATION, LOCATION, LOCATION.

THE VALLEY IS SITUATED IN 125 ACRES OF WORCESTERSHIRE COUNTRYSIDE BESIDE THE RIVER AVON OUTSIDE EVESHAM, ON THE A46 BETWEEN TEWKESBURY AND WARWICK WITH 7.4M TRAFFIC MOVEMENTS PAST THE SITE ANNUALLY.

SITE VISIBILITY & TRAFFIC FLOW

There are 7.4 million traffic movements annually on the A46/A44 junction at the entrance to the site.

FSP RESEARCH STATISTICS

30 minute drive-time population: 387,000
60 minute drive-time population: 3,900,000
90 minute drive-time population: 9,400,000



FATFACE
UNITED KINGDOM

FATFACE EXPANDED TO A SECOND UNIT IN THE FIRST SIX MONTHS OF TRADING.

PHASE III UNITS AVAILABLE

PHASE III RETAIL & LEISURE UNITS TOTALLING 11,980 SQ FT (1112M²).

UNIT	SQ FT	M ²
PHASE III		
28	1500	139
29/30	3000	279
40	3740	347
FIRST FLOOR LEISURE/RETAIL SPACE		
41	3740	347
PHASE II - LAST REMAINING UNITS		
12	2000	186

There is a further 32,000 sq ft (2972M²) with planning consent for A1 RETAIL, A3 CATERING & D2 LEISURE beyond phase III.





WELL-ESTABLISHED SCHEME

- THE VALLEY SCHEME ESTABLISHED IN 1999
- BLUE DIAMOND GARDEN CENTRE AS ANCHOR
- OVERALL CENTRE SALES FOR 2016 UP 28% ON 2015
- FOOTFALL FOR 2016 UP 16% ON 2015
- BOARDMAN BIKES & REGATTA OPENING IN SPRING 2018
- PHASE II UNITS ACHIEVING EXCELLENT SALES DENSITIES.

THE STATISTICS

- 36% OF VISITORS ARE AFFLUENT ACHIEVERS (55% ABOVE UK AVERAGE)
- 27% ARE "COMFORTABLE COMMUNITIES"
- AVERAGE 11 VISITS PER ANNUM*
- THE RESIDENT POPULATION IN THE PRINCIPAL CATCHMENT IS 1.7M SPREAD ACROSS THE SOUTH MIDLANDS AND THE COTWOLDS.

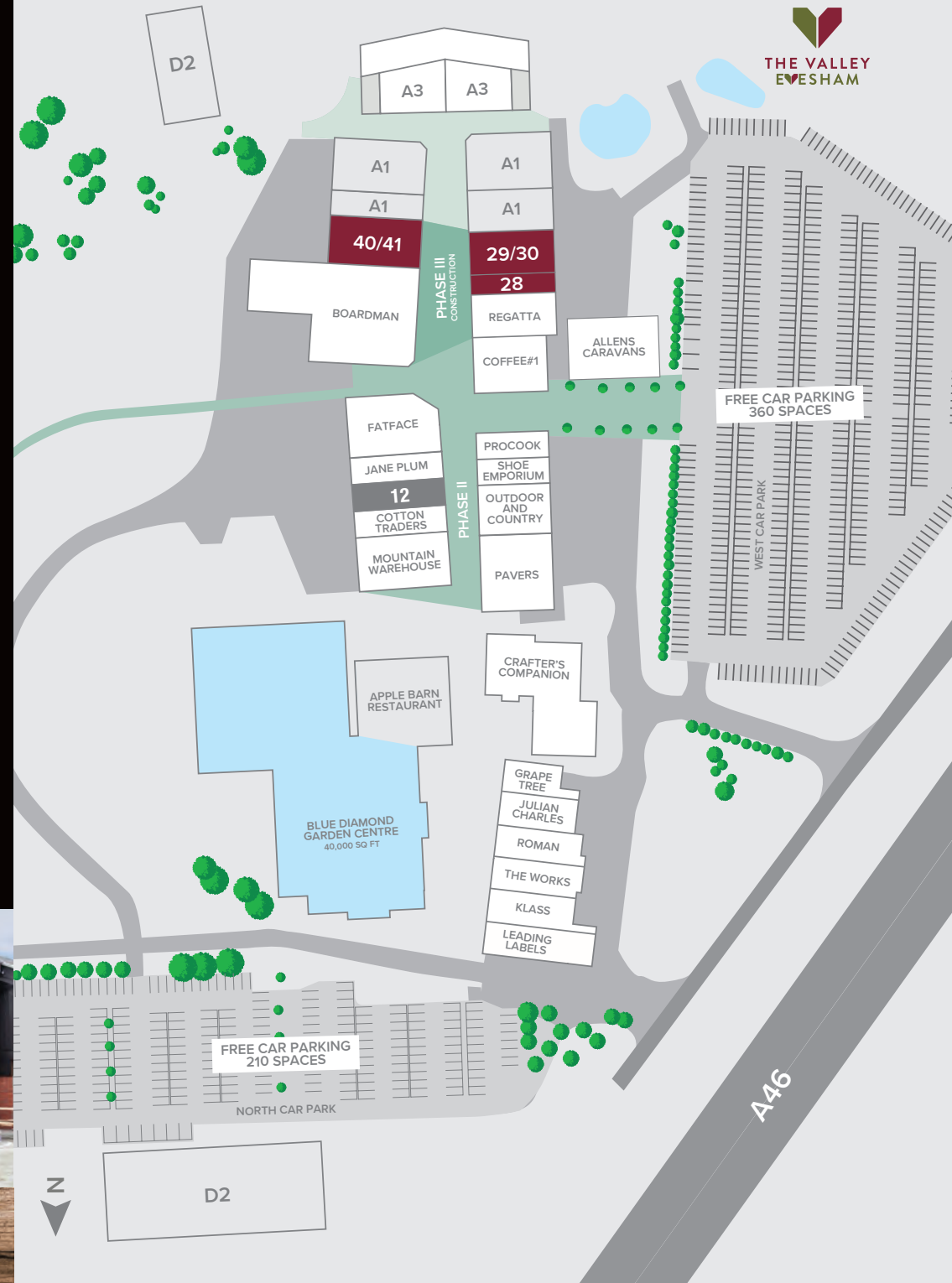
*Source: FSP Commissioned Research Report Feb 2017



NOW OPEN

COFFEE#1 WITH THE CHAIN'S EXCELLENT CAFE CATERING AND GREAT COFFEE IN A WELCOMING ENVIRONMENT.

CRAFTER'S COMPANION - 6983 SQ FT OF RETAIL, CRAFT WORKSHOP AND COFFEE SHOP.





INCLUDING



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July 2018. All details included are believed to be correct. Full particulars are available from the agents.
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