

# Q2 RETAIL REVIEW

JULY 2019



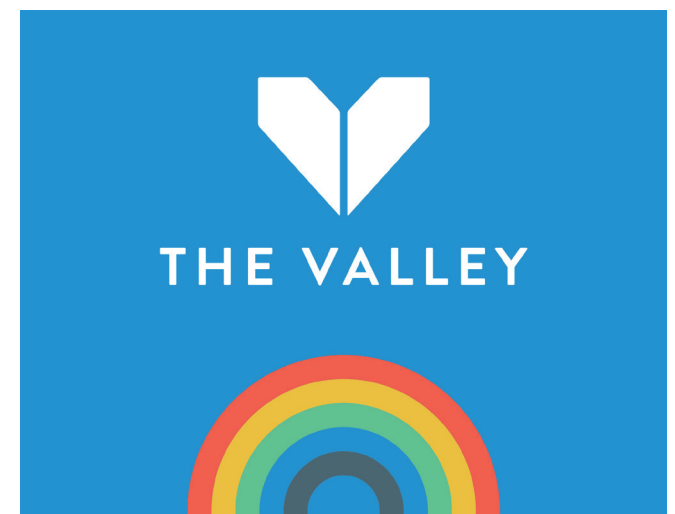
## SALES & FOOTFALL

Q2 2019 trading continues to buck national trends by posting a YTD increase of **5%** on visitor spend. As online shopping disrupts the overall sector, we believe destination retail schemes like The Valley, aided by our welcoming family-friendly outdoor focus, accessibility and free parking gives us greater resilience than high streets.



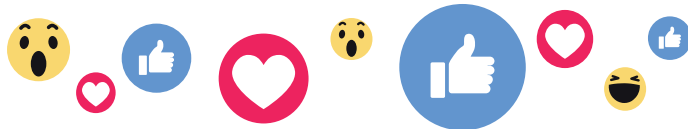
## #PRIDE2019

The iconic rainbow flags of **#gaypride** have been flying proudly above our shops during June to coincide and support national campaigns backing the gay pride movement. Thirty thousand weekly visitors and over **one hundred thousand** people via our social media channels have been part of our campaign. Inclusivity is one of our core values, and we're committed to promoting equality, enabling diversity and creating an inclusive environment for both visitors and the many staff employed at The Valley.



# SOCIAL BAKERS

Social media is profoundly entrenched and takes a lead role in our efforts to promote The Valley and its stakeholders. We are continually seeking to drive growth by understanding our audience, create content they love and analyse engagement. We've partnered with online analysts Social Bakers, who benchmark online performance. See this graph for total Facebook engagement levels for Q2 2019 against some much larger schemes, with significantly larger budgets.

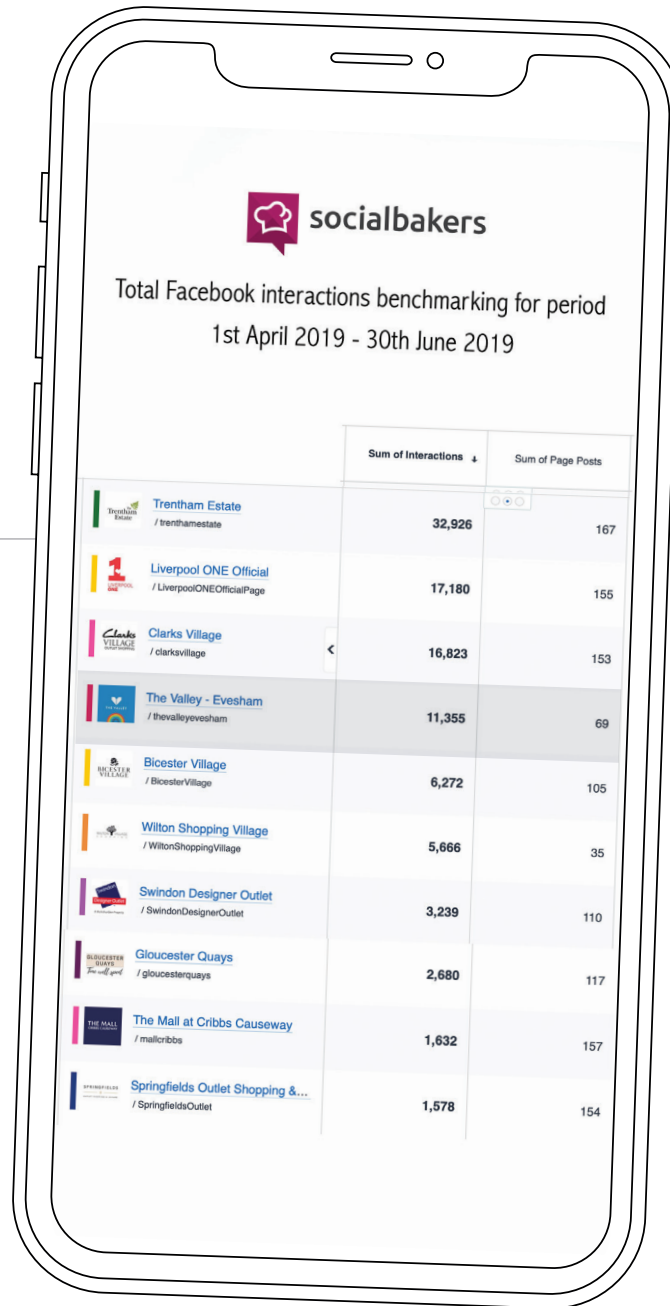


# THE VALLEY SPORTS QUARTER

Fitness and wellbeing are one of our core values at The Valley. Harnessing the ongoing relationship with Olympic Gold Medallist, Chris Boardman and his world-class Boardman Performance Centre, together with exciting new sports and cycling facilities planned sees the launch of The Valley Sports Quarter.

The new brand will incorporate web, social channels and placemaking and be supported by regular sporting events. 11,000 sq ft of mixed-use space is currently available to join the Sports Quarter - contact us now for more information.

SPORTS  QUARTER



# COBBS CAFÉ BUS STOPS AT THE VALLEY

This month sees a new addition to our already strong catering offer with the inclusion of Cobbs Farms' quirky vintage double-decker café bus. Cobbs Farms are a multi-award-winning farm shop operator with core values in home-grown and substantiality.



# MORE NEW SPACE

**1,500 sq ft** will be available from the beginning of September at our highly sought-after Garden Centre entrance. We also have a **1,500 sq ft** newly created pop-up space available from 1st September on flexible terms.

