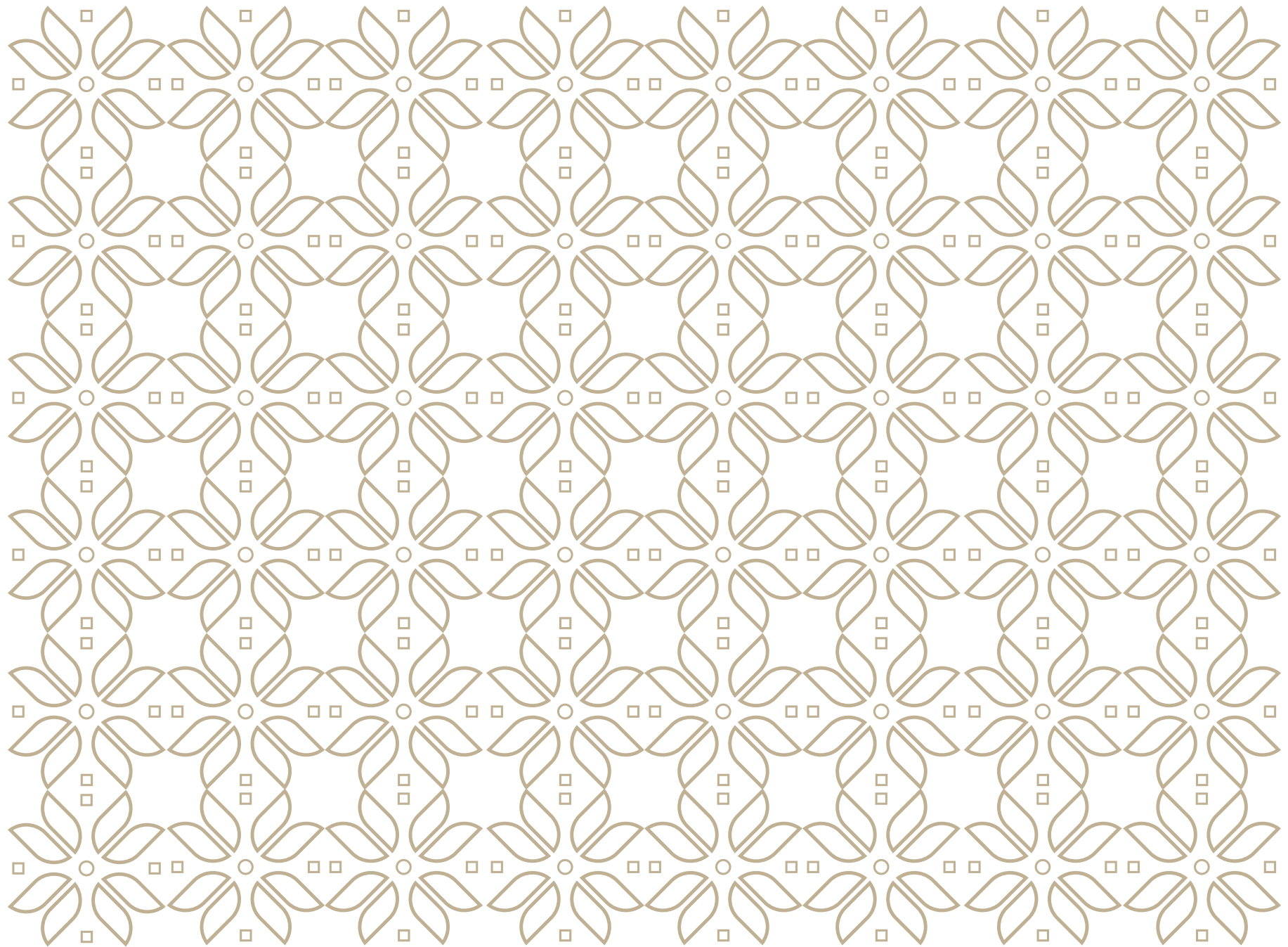




COTSWOLDS
DESIGNER OUTLET





INTRODUCING A NEW

PREMIUM OUTLET

AT THE GATEWAY TO THE COTSWOLDS



A COMPELLING OPPORTUNITY





DESIGNER
OUTLET

185,000
SQ FT*

UP
TO 95

DESIGNER
STORES
IN TOTAL

PREDICTED
FOOTFALL
3.6M

SALES DENSITY
£455_{PSF}

Cotswolds Designer Outlet in Gloucestershire is set to be one of the best-located, premium designer outlet schemes in the UK.

At Junction 9 of the M5 and adjacent to the A46 the Centre will draw from an 11.8m, 90 minute and 5.8m, 60 minute catchment. When combined with a regional tourist spend of £3.6bn the result is a compelling destination placed at the heart of an affluent region teaming with outlet shoppers.

Built in two phases totalling up to 95 stores and 200,000 sq ft the outlet is part of a wider sustainable leisure development.

The centre is being developed by Robert Hitchens Ltd and will be let and managed by Realm, the specialist operator of outlets and retail destinations.



*Phase 1 - up to 75 stores / 140,000 sq ft



79.9

MILLION
PEOPLE
in cars pass within a
quarter of a mile of the
scheme per annum

0.8 MILLION
WITHIN 30 MINUTES

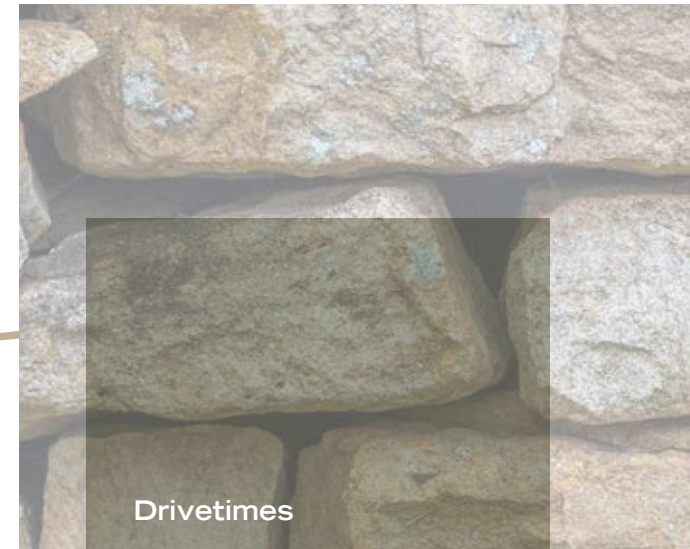
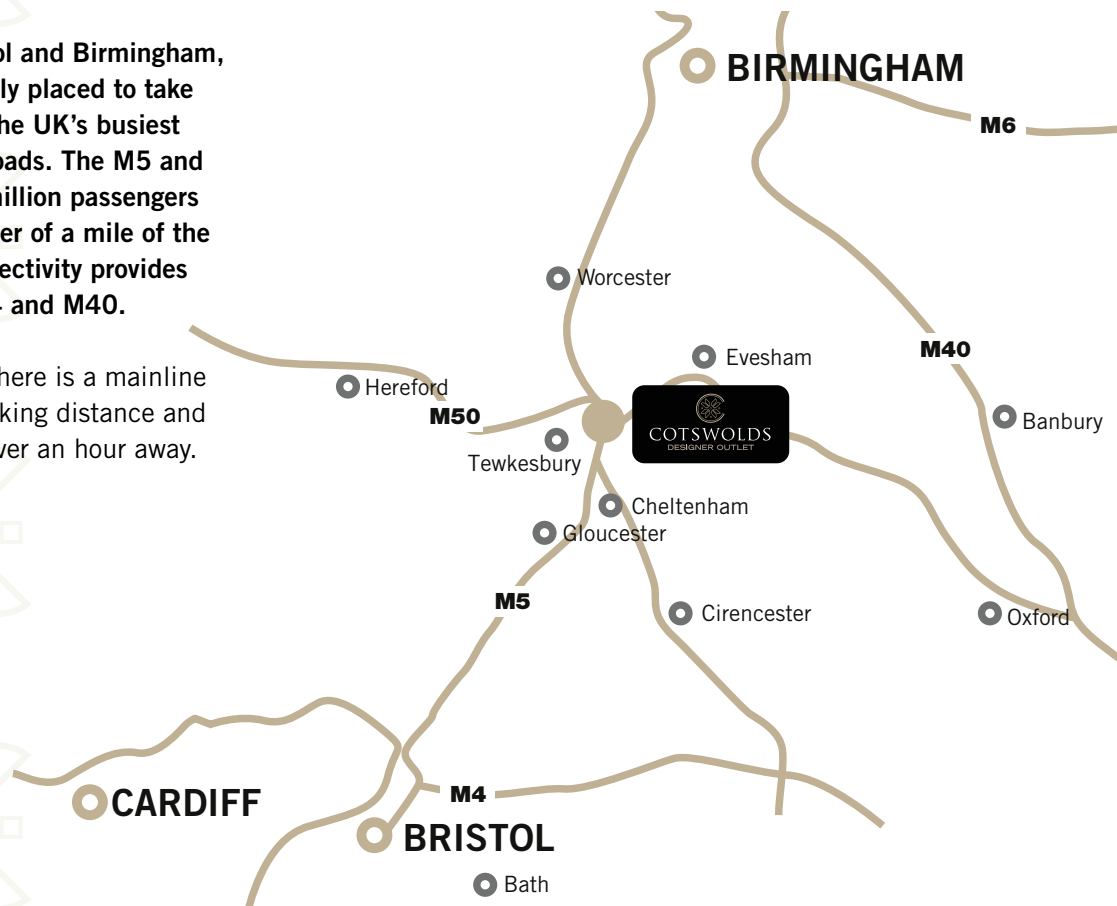
5.8 MILLION
WITHIN 60 MINUTES

11.8 MILLION
WITHIN 90 MINUTES

A DOMINANT LOCATION

Located between Bristol and Birmingham, the outlet is strategically placed to take advantage of some of the UK's busiest motorways and trunk roads. The M5 and A46 alone carry 79.9million passengers annually within a quarter of a mile of the entrance. Further connectivity provides access to the M50, M4 and M40.

Aside from road links there is a mainline train station within walking distance and Bristol Airport is just over an hour away.



Drivetimes

Cheltenham	15 minutes
Worcester	25 minutes
Stroud	40 minutes
Hereford	45 minutes
Bristol	50 minutes
Stratford	50 minutes
Birmingham	55 minutes
Bristol Airport	65 minutes
Coventry	65 minutes
Oxford	70 minutes
Cardiff	90 minutes



THE DEVELOPMENT

1,310

NEW HOMES
NOW UNDER
DEVELOPMENT



FLAGSHIP DOBBIES
GARDEN CENTRE

FOODHALL
WAITROSE
& PARTNERS

750,000
PREDICTED
FOOTFALL P.A.

APPROX
74,200
SQ FT*

500 PARKING
SPACES

- Largest in South West England
- Extensive plants and gardening department
- Waitrose food hall with on-site bakery, butchery and grocery offer
- Cookshop
- Pet Department
- Children's Soft Play area

NOW OPEN



BIRMINGHAM →

← BRISTOL

M5 J9

dobbies
garden centres

M&S
— FOOD —

Starbucks

PETROL STATION

A46

RAILWAY STATION →

1,310 NEW HOMES
NOW UNDER DEVELOPMENT

COTSWOLDS
DESIGNER OUTLET

M5 J9

35.2
MILLION
VEHICLES PASS
ANNUALLY

A46

9.1
MILLION
VEHICLES PASS
ANNUALLY

TOTALLING

79.9
MILLION
PASSENGERS PA

ASPIRATIONAL & AFFLUENT AUDIENCE

£1.9BN

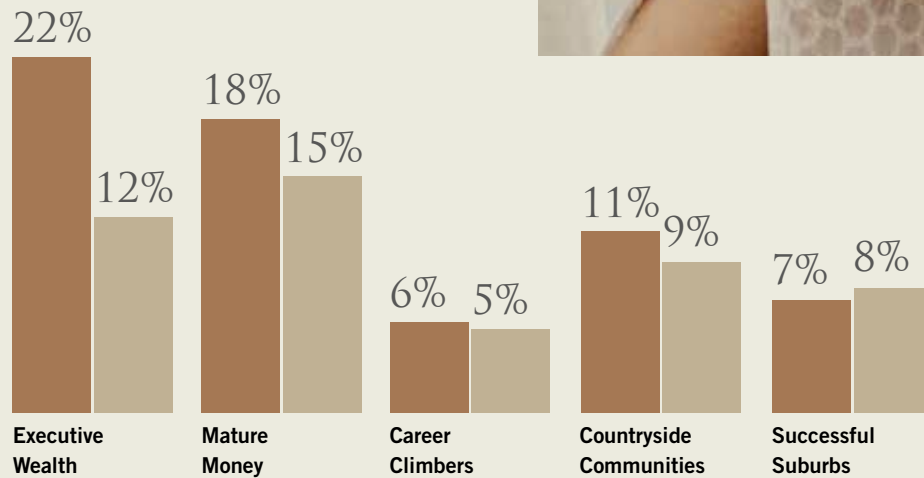
OF CATCHMENT
RESIDENTIAL
EXPENDITURE



Cotswolds Designer Outlet has an extremely affluent catchment with Affluent Achievers representing 40% of households - a figure which is 83% above the UK average and guaranteed to drive demand for aspirational and high quality brands.

In terms of demographic alignment, Cotswolds Designer Outlet sits in the top 3 outlets in the UK for the proportion of outlet shoppers living in the immediate catchment.





CDO Catchment vs UK average

66%

OF THE CATCHMENT ARE LIKELY OUTLET SHOPPERS VS 50% IN THE UK

With architecture inspired by the historic towns and villages of this picturesque part of England, Cotswolds Designer Outlet will deliver the outlet development with local materials and an overarching commitment to sustainability featuring the following initiatives:

- Green travel plan – providing shuttle bus, support of cycling and car sharing
- Fast charging EV charging bays
- Expanse of green space and biodiversity
- Zero waste to landfill
- 100% renewable energy
- Smart energy monitoring
- Localised recruitment
- Photovoltaics
- Recycling hub for garments and footwear
- Environment management practices certified to ISO 14001





THE BRAND MIX OF COTSWOLDS
DESIGNER OUTLET WILL BE TAILORED
TO IT'S AFFLUENT CATCHMENT

30% PREMIUM

37% ACCESSIBLE PREMIUM

30% MASS FASHION

3% LUXURY



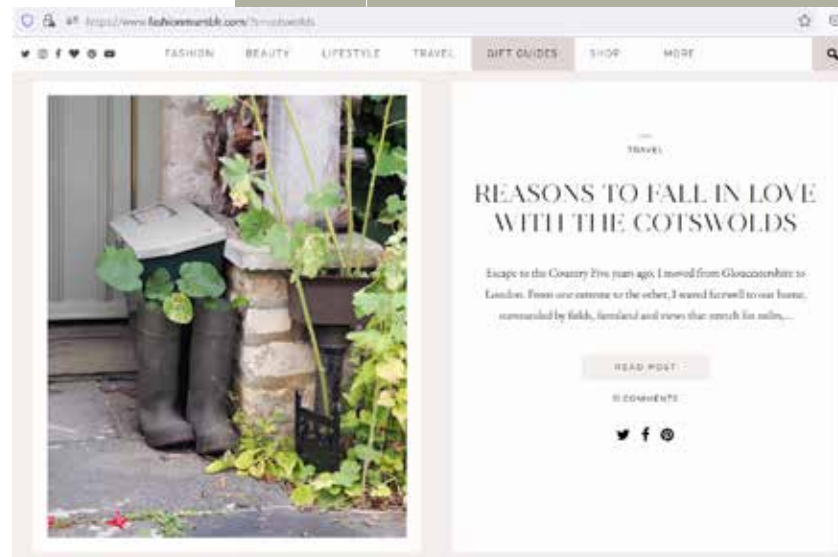
A VISIONARY SCHEME

A NEW WAVE



The Cotswolds is changing as the region becomes more high profile and celebrated.

Instagram and influencer generations are raising expectations and demand for what a retail experience will deliver.





17,000^{SQ FT}

CAFÉS AND RESTAURANTS

Cotswolds Designer Outlet will offer a wide range of restaurant and cafe accommodation with ideal trading opportunities for national, regional, independent and local artisan operators.

The development will cleverly use food and beverage options to extend dwell time and capitalise on passing and tourist trade.

A picnic area in the surrounding parkland will further enhance opportunities for streetfood and coffee operators to extend their trading capabilities.





FOOD FOR THOUGHT



THE COTSWOLDS EFFECT

The Cotswolds Area of Outstanding Natural Beauty draws in more than 23 million visits annually and is the largest protected region in the UK measuring 25 by 90 miles.

The rise in staycations has fuelled the £3.6bn annual tourist spend, whilst the resident population are affluent and incredibly well suited to a leisurely and aspirational attraction like outlet shopping.

Being so close to the motorway junction and an all important petrol filling station, an impressive 42% of turnover is projected to come from tourists.





OVER
200

VISITOR
ATTRACTIONS
WITHIN
60 MINUTES



TRADING PROJECTIONS



COTSWOLDS DESIGNER OUTLET
IS PREDICTED TO ATTRACT AN
ANNUAL FOOTFALL OF

3.6M

ESTIMATED AVERAGE SALES
DENSITIES FOR COTSWOLDS
DESIGNER OUTLET ARE

£455
PER SQ FT

CATCHMENT TURNOVER
IS PROJECTED TO DELIVER
ANNUAL SALES OF

£51.3M

TOURISM TURNOVER IS
ESTIMATED TO DELIVER
ANNUAL SALES OF

£37.3M

COTSWOLDS DESIGNER OUTLET HAS BEEN INDEPENDENTLY MODELLED BY CACI, APPLYING A ROBUST METHODOLOGY TO REVEAL THE FOLLOWING KEY STATISTICS AND KPIS

ATTRACTIVENESS SCORE: 398

PLACING IT ON A PAR WITH CLARKS VILLAGE AND BRAINTREE VILLAGE

MARKET SIZE WITHIN CATCHMENT: £1.9BN

RANKING IT A UK TOP 10 OUTLET AND ON A PAR WITH YORK AND GUNWHARF QUAYS

PROPORTION OF OUTLET SHOPPERS WITHIN IMMEDIATE CATCHMENT: 66%

MAKING IT A TOP 3 OUTLET BASED ON THIS CATEGORISATION

PREDICTED SALES TURNOVER: £88.6M

WITH DENSITIES ON A PAR WITH LONDON DESIGNER OUTLET



AN IDEAL FORMULA



Cotswolds Designer Outlet will be classed as a Quality Major Outlet Centre and represents what we consider to be an ideal formula:



LOCATION

11.8M people within 90min

5.8M people within 60min

79.9M people passing nearby in cars

£3.6BN tourist spend

23M regional tourists



AFFLUENCE

- 40% of the catchment are affluent Achievers (83% above the UK average)
- 70% The brand mix will be 70% accessible premium, premium and luxury
- 66% likely outlet shoppers compared with 50% being the UK average
- 850 new build neighbouring homes, with a further 460 planned immediately to the South

QUALITY

- Local Cotswolds materials being used
- Award winning local architect
- Scheme designed to be full of character and aspirational

Together these founding principles will create a stunning outlet scheme which delivers a sustainable and lucrative opportunity for brand partners.

COTSWOLDS
DESIGNER OUTLET
AIMS TO BE A
LANDMARK
DEVELOPMENT
WHERE BRANDS
ARE KEY PARTNERS
IN A SUCCESSFUL
AND RESPONSIBLE
DEVELOPMENT.

A PERSONAL

Robert Hitchens and Realm have worked hard to establish reputations built on trust and integrity whilst delivering a very personable client experience.

REALM

With Realm's track record in the industry and deep understanding of the UK Outlet sector this is a well resourced and exciting business opportunity for all brands seeking expansion opportunities.

Leasing Team



Dan Mason
Managing Director



Christine Grace
Leasing Director



Louise Evans
Leasing Manager

ROBERT HITCHINS

Operating across the South West, Midlands and South Wales Robert Hitchens is a well trusted, well funded and dynamic property company.



Simon Tothill
Property and
Development
Director



Adam Twine
Senior Project
Manager



Mark Wilson
Development
Consultant



TOUCH

HOW TO GET HERE

The site address is Platinum Drive, Ashchurch, Tewkesbury GL20 7FY.

By Road - Cotswolds Designer Outlet is easily accessible off Junction 9 of the M5 motorway and the A46 from Evesham.

By Rail - Ashchurch for Tewkesbury Station is within walking distance of the site.

For those travelling from further afield, the site is 60 minutes from Bristol Airport.

GET IN TOUCH

ROBERT HITCHINS LTD
The Manor
Boddington
Cheltenham
Gloucestershire
GL51 0TJ

Phone: 01242 682414

Leasing Enquiries:

For leasing opportunities,
please contact our Leasing
Manager:

Louise Evans on 01242 682414

or email:

leasing@realm.ltd.uk

realm.ltd.uk



Realm
Specialist Outlet Operators
and Advisors

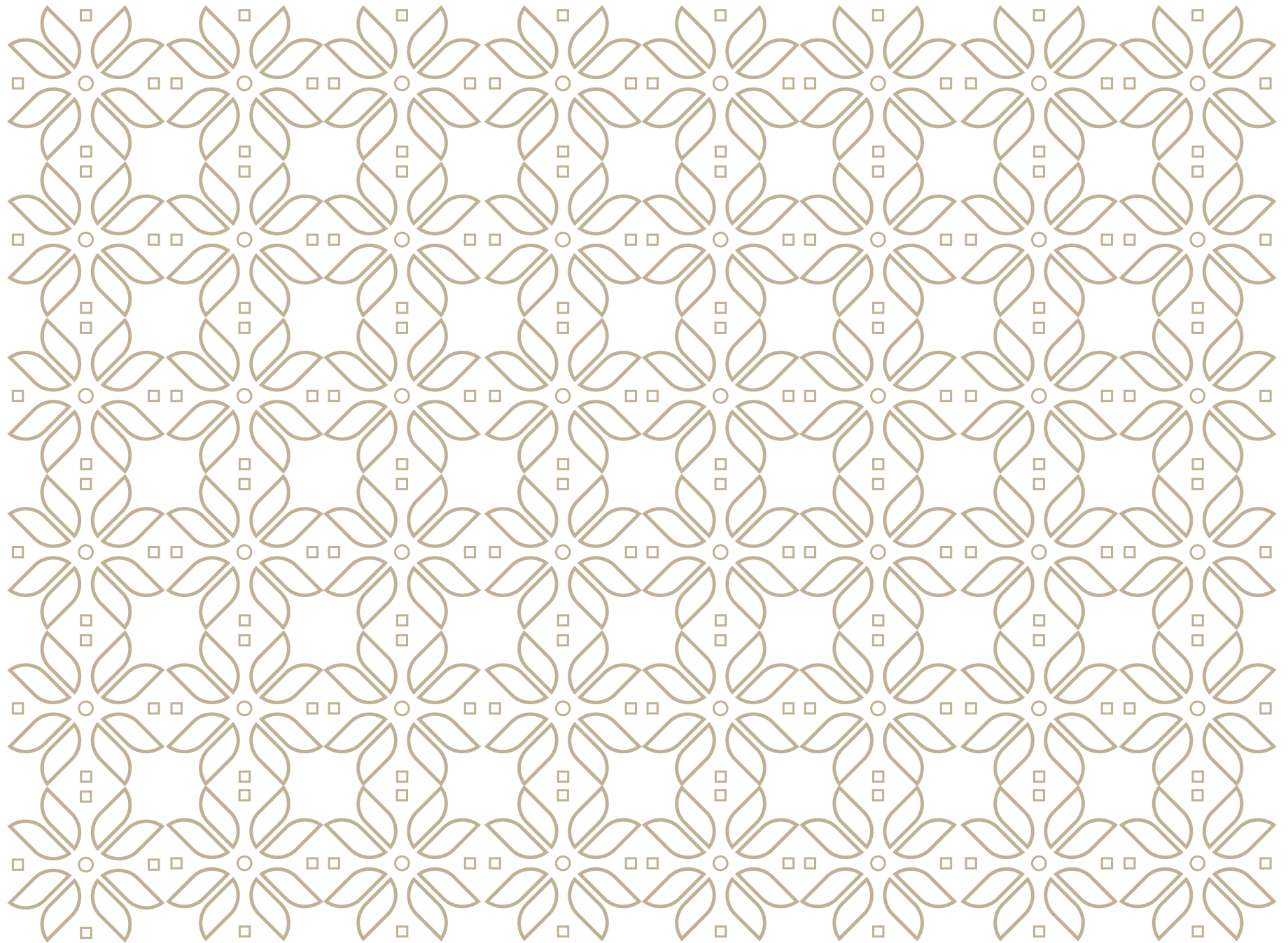




COTSWOLDS

DESIGNER OUTLET

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