

Trentham

SHOPPING VILLAGE

Stoke-On-Trent, Staffordshire



*A retail destination
like no other.*

A UNIQUE OPPORTUNITY



*Ambience, outdoors
and shopping.*

“
**Relaxed, curated
and sociable -
this is retailing in a
unique setting.**

Trentham Shopping Village sits at the heart of the famous 725 acre garden, leisure and event destination in Staffordshire.

With over 3.5m annual visitors to the site and a 65,000 sq ft flagship Garden Centre anchoring the village, there are 73 shopping village units offering retail and food and beverage opportunities to national, international and independent brands.



Trentham Shopping Village





THRIVING RETAIL AND F&B



154,000 ^{SQ}_{FT}

Retail Village
(*Excluding Garden Centre)

73

Units

63

NPS Score

70%

Conversion

26%

of visitors are families
with children

85%

of visitors are
in groups

54%

of visitors make
an F&B purchase

16

cafés and
food units

12%

of footfall is a
first time visitor

61 TIMES

average visitor
frequency

Trentham Shopping Village



*The Retail Village is the
heartbeat of the site.*

AN ACCESS ALL AREAS LOCATION



350,000

people within a 30 minute drive

7.5 MILLION

people within a 60 minute drive

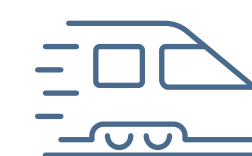
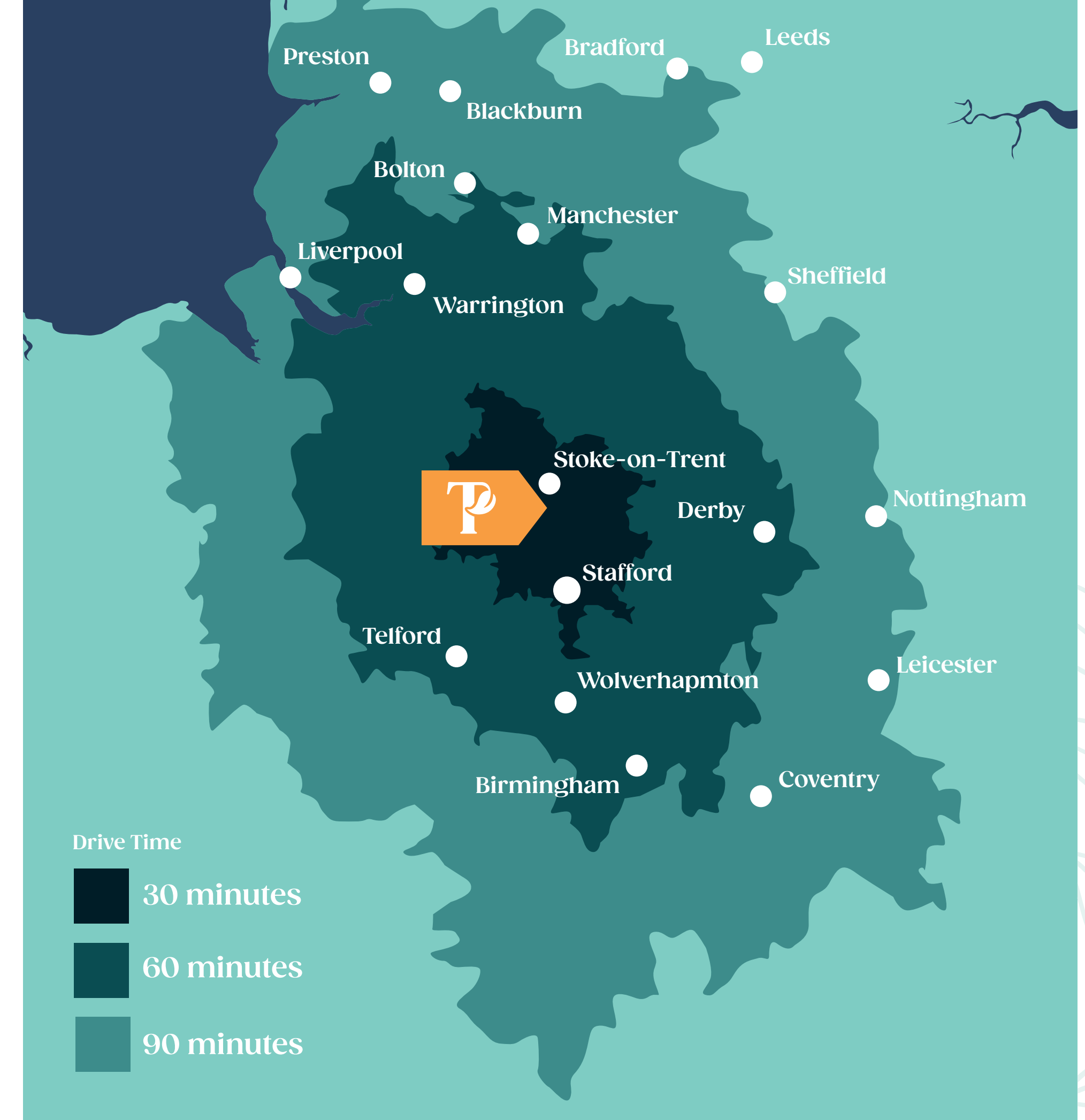
15.7 MILLION

people within a 90 minute drive

5 minutes from junction 15, M6



Trentham Shopping Village



90 MINUTES

To central London by rail



40 MILES

From Birmingham



50 MILES

From Manchester



29 MINUTES

Average visitor drive time





Historic Gardens - Members

- Ancient woodland, lake, adventure play area, mini train, nature and horticulture.
- 2 cafés/tearooms
- Paid membership admittance

800,000 VISITORS P.A.

Historic Gardens - Day Visitors

- Ancient woodland, lake, adventure play area, mini train, nature and horticulture.
- 2 cafés/tearooms
- Paid day pass admittance
- Family Groups
- Leisure Mindset
- Big Day Out Spending



Garden Events

- Paid ticketed events staged within the gardens
- Trails, Light Shows, Car Shows and character appearances
- Trentham Live and Summer Concerts

875,000 PAID ATTENDEES P.A



Monkey Forest

- UK's largest primate enclosure

300,000 VISITORS P.A.

Trentham Shopping Village



Flagship Garden Centre

- 64,749 sq ft Blue Diamond Garden Centre
- 2 cafés/restaurants
- Our Retail Anchor
- All year round visit driver

1,000,000 FOOTFALL P.A.



Car Park Event Space

- 15 artisan markets p.a
- 100+ stalls
- Circus
- Pop-Up Theatre Shows

Trentham Shopping Village

National, Regional and Independent Retail and F&B
Underpinned by dedicated

- Marketing and Operational Support
- Retail Events and Promotions
- Parades, Busking and Animation
- Website and E-shots

2.9M FOOTFALL P.A



Estate Activities

- Parkrun
- Charity Engagement
- Education Outreach
- Sailing Club
- Bowls Club
- Fishing

EV Charging

- 8 Tesla Superchargers
- 4 standard chargers
- 5mins from J15 of M6



Wellbeing

- Outdoors
- Safe
- Sociable
- Accessible



Premier Inn Hotel

- 120 "Next Evolution" style rooms

Dog Friendliness

- Immediate catchment has 30% higher dog ownership than UK average
- Dog Wash
- Pet Accessories Store



RETAIL BRANDS



On-site retailers

OUTDOOR
AND
COUNTRY

BLUE DIAMOND
Trentham
HOME & GARDEN

ANCHOR
SEASALT
CORNWALL

Rohan
FOR EVERY JOURNEY

JOULES

PORTMEIRION

The Works

ProCook

Whittard
CHELSEA 1886

**MOUNTAIN
WAREHOUSE**

CLARENDON
FINE ART

CC
CREW CLOTHING COMPANY

F&B BRANDS



“

As Trentham is so accessible, F&B is an integral part of its appeal.



Trentham Shopping Village



KPI'S



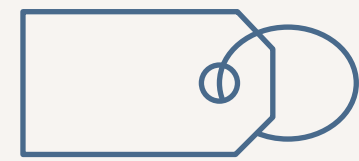
Average Spend

£74 PER VISITOR

£38 RETAIL

£18 F&B

£18 LEISURE



Top Ten Brand Partners

£634 PSQ FT



Sales Density

£342 PSQ FT



Retail

£332 PSQ FT



F&B

£442 PSQ FT



4.3 Trip Advisor Reviews



4.4 Google Reviews



175,000 Engaged Audience
(Social Media and Membership)



Shopping Village figures (excludes Garden Centre)

Trentham Shopping Village



GALLERY



Trentham Gardens



Winter Christmas Lights



Trentham Live Summer Concert



Great British Food Festival



Parkrun



Monkey Forest



Monthly Makers Markets

GALLERY



Disc Golf



Lake Activities – Cruises, Rowing, Canoeing



Classic Car Show



Christmas Light Trail



Fishing



Blue Diamond Garden Centre



Beaver Safari

FUTURE DEVELOPMENT

Several opportunities exist to further develop this destination as we elevate the retail and F&B line up.

We are currently exploring adding a Drive Thru within the car park and a Padel attraction adjacent to the retail village.



Come and be part of this evolving and popular location.

CONTACT

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IMPORTANT NOTICE

These particulars are provided for guidance only. The agents give notice that whilst these particulars are believed to be accurate they are not guaranteed and do not constitute any part of any contract in accordance with Misrepresentation Act 1967.

Come and be part of our next phase of growth.



“
Retail and F&B
in a future-
proof location.”



Trentham Shopping Village

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