

# TRENTHAM SHOPPING VILLAGE

THE TRENTHAM ESTATE STOKE-ON-TRENT STAFFORDSHIRE ST4 8JG



**SUCCESSFUL SHOPPING DESTINATION  
ATTRACTING 3.25 MILLION VISITORS PER YEAR**





Trentham  
Gardens

Garden Centre

Premier Inn

A34

Trentham  
Shopping  
Village

**PHASE 3B**



# SUCCESSFUL SHOPPING DESTINATION IN THE HEART OF STAFFORDSHIRE

## OVERVIEW

Trentham Shopping Village is a very successful high quality shopping destination attracting visitors from a wide catchment. It is at the main entrance to the award winning Trentham Gardens, one of the most popular garden attractions in the UK.

It comprises the 65,000 sq.ft. Trentham Garden Centre opened in 2004 and a further 92,000 sq.ft. in 77 shops, cafés and restaurants. It combines a wide range of leisure based shopping with excellent cafés and restaurants.

The shops include TOG 24, Rohan, Edinburgh Woollen Mill, Whittard of Chelsea and Moshulu. The food and beverage offer includes Frankie & Benny's and Joe's Kitchen. There is also a Premier Inn Hotel next to the entrance.



## LOCATION

The Trentham Estate is in Staffordshire and on the southern edge of Stoke-on-Trent and Newcastle-under-Lyme.

It has direct access from the A34 dual carriageway and is approximately 2.5 miles from Junction 15 of the M6. It is very accessible from the West and East Midlands and the North West with the centre of Birmingham about 40 miles to the south, Manchester 50 miles north and Derby 40 miles west.

Regular local and inter-city rail services via the West Coast Mainline run from Stoke-on-Trent with the fastest journey time to London Euston approximately one hour thirty minutes and regular rail services to Stafford, Crewe, Derby, Birmingham and Manchester.

The urban population of Stoke and Newcastle-under-Lyme is estimated to be 350,000 people with approximately 800,000 within a 30 minute drive rising to 7.5 million in 60 minutes and 15.7 million within 90 minutes.



# ONE OF THE MOST POPULAR GARDEN ATTRACTIONS IN THE UK



## THE TRENTHAM ESTATE AND GARDENS

The 725 acre Trentham Estate is the remnants of one of England's great garden estates and was owned for over 400 years until 1979 by the Dukes of Sutherland who last lived there c.1905 after which Trentham Hall was demolished.

The Sutherland family then ran the estate as 'Trentham Gardens Pleasure Park and Gardens' from the 1920s and it became one of the most successful visitor destinations in the region, centred on the famous Italianate Gardens designed by architect Charles Barry in the 1830s. However, during the 1970s and 80s, through changes of ownership, it went through a period of severe decline and was purchased by St. Modwen in 1996 in a largely derelict condition. St. Modwen secured planning permission in 2003 after a Public Inquiry for a comprehensive £100m, 10 year master plan for the regeneration of the whole estate including an imaginative forward looking restoration of the historic Gardens, Parkland and Lake supported by Shopping, Tourist and Leisure development.

### Trentham today

Trentham now contains one of the most beautifully restored Gardens and Parkland in the country, designed by some of the best known landscape architects and designers, together with the Trentham Shopping Village at the main entrance and other attractions including Trentham Monkey Forest and Treetop Adventure. The Gardens has won many awards, including a hat-trick of gold accolades in the VisitEngland Attraction Quality Scheme assessment from 2016-2018.

### Annual visitors

Since reopening the Gardens in 2004, visitor numbers have grown dramatically and around 3.25m people will have visited the Trentham Estate in the last 12 months including over 725,000 paid entry visits to the Gardens. This puts the Gardens in the top 5 paid garden attractions in the UK. In addition, the Estate holds a whole series of events on site from summer concerts and charity events to Staffordshire University's annual Awards week, fireworks etc. all of which attract significant additional visitors.





# UNITS RANGING FROM 218 TO 5,000 SQUARE FEET

## TRENTHAM SHOPPING VILLAGE

Trentham Shopping Village is located at the main entrance to the Trentham Estate with direct access from a major roundabout on the A34 dual carriageway and has extensive free car parking. The Shopping Village comprises:

### Trentham Shopping Village

The Shopping Village is a range of shop, café and restaurant units ranging from 218 sq. ft. - 5,000 sq. ft. (totalling c.92,000 sq. ft.) primarily arranged in a street running south from the Garden Centre. In addition there are two standalone restaurants near to the main entrance, Frankie & Benny's (opened 2007) and Joe's Kitchen, a new brand launched by The Restaurant Group, which opened November 2015.

Existing occupiers include:

- Portmeirion
- Cotton Traders
- Moshulu
- Rohan
- Edinburgh Woollen Mill
- Brown and Green (local, artisan and ethical food)
- The Whisky Shop
- Whittard of Chelsea
- Holland and Barratt
- Weird Fish
- L'Occitane
- Shuropody
- Bedeck
- Tog24
- Trespass

The Village is home to many family-run small businesses. Over one third of the shops are independents, adding to Trentham's unique appeal to experiential shoppers.

### Trentham Garden Centre

The Garden Centre is operated by Blue Diamond UK Limited comprising a 65,000 sq.ft. building with extensive outdoor covered and open display areas. Horticulture Week reported (May 2015) that the Garden Centre was the 21st most successful garden centre in the UK by turnover. It offers a wide range of garden and associated leisure products as well as having its own coffee shop, cafeteria and restaurant.

### Premier Inn Hotel

A 119 bedroom purpose built Premier Inn Hotel is also located within the Shopping Village.





- KEY**
- Shopping
  - Eating
  - Disabled Parking
  - Toilets (M/F & babychanging)
  - Disabled Toilet
  - Information
  - Pushchair Parking
  - Changing Place
  - Coach Drop Off
  - Picnic Area
  - Cycle Racks
  - Meeting Point
  - Electric Car Charging Points
  - Cash Point





## STATISTICS...



### Retail Spend

Average Spend: **£72.20**  
Conversion Rate: **77%**  
Change on Previous Survey: **+\$28.85**



### Catering Spend

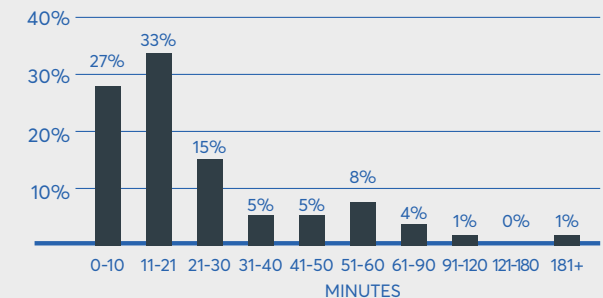
Average Spend: **£18.09**  
Conversion Rate: **40%**  
Change on Previous Survey: **+\$4.79**



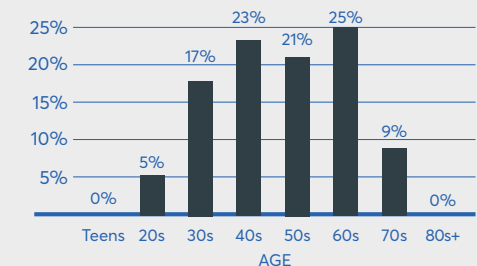
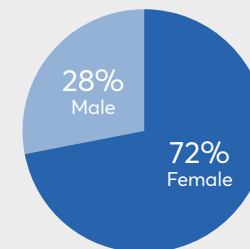
### Overall Spend

Average Spend: **£69.63**  
Conversion Rate: **90%**  
Change on Previous Survey: **+\$24.76**

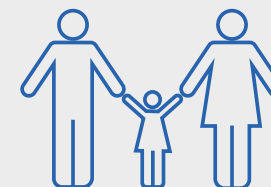
### Travel Time



### Demographics



### At a glance



**76%** satisfaction score  
**102** minutes dwell time  
**29** minutes drive time  
**£69.63** average spend  
**77%** retail spend  
**40%** catering spend  
**52** years average age  
494 sample size





# The Trentham Estate

## FOR INFORMATION

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## FOR FURTHER INFORMATION

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