

## Retail Market Spotlight

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# 2007 Retail Ranking Report Focus: Regional Winners in the next decade

Following the publication of Experian's new Retail Rankings for 2007, Retail Market Spotlight provides a regional focus on some of the best performing retail centres in Britain and identifies those which are predicted to rank highly in 2017. Examining major developments and retail investments that are likely to impact on the future face of retail, using Experian's retail spend gravity model, the factors which determine their future position within the predicted 2017 Retail Rankings are explored.

The new 2007 retail ranking is based on Experian's gravity model which calculates the amount of gravitated comparison goods expenditure that a centre is likely to attain given the strength of its retail offer and the levels of competition around it. For example, isolated centres with a good provision of retail (e.g. Aberdeen) dominate their catchment area in terms of the comparison goods expenditure attained. Centres with a similar retail provision to Aberdeen but a less isolated location (e.g. Bolton) attain a lower level of comparison goods expenditure due to competition from Manchester and Liverpool.

Looking at the top 3 "winners" by region, the success stories in each region of the UK over the next decade can be revealed. Retail Market Spotlight focuses on the following regions: Scotland, North West, North East, South West & Wales, South East, East, Midlands and London.

2017 Rank	2007 Rank	GOAD Centre Name	Comparison Spend 2017 (No Growth)	Comparison Spend (+ Growth)	Comparison Spend 2007	Total Spend Gain/Loss	% Spend Gain/Loss
1	1	London West End	£4,224,616,965	£4,898,993,972	£4,865,633,893	£641,016,928	-13.2%
2	2	Glasgow Central	£1,654,666,503	£1,901,447,834	£1,870,869,262	£216,202,759	-11.6%
3	3	Birmingham Central	£1,469,735,873	£1,559,407,509	£1,417,108,849	£52,627,024	3.7%
4	4	Manchester Central	£1,404,042,308	£1,501,980,334	£1,305,786,113	£98,256,195	7.5%
5	5	Nottingham Central	£1,396,260,746	£1,504,755,578	£1,258,157,422	£138,103,324	11.0%
6	15	Liverpool - Central	£1,388,276,600	£1,422,199,897	£1,038,088,930	£350,187,670	33.7%
7	6	Leeds - Central	£1,290,857,401	£1,404,912,095	£1,242,779,779	£48,077,623	3.9%
8	11	Cardiff	£1,278,092,449	£1,458,054,638	£1,101,499,329	£176,593,120	16.0%
9	9	Newcastle upon Tyne - Central	£1,226,694,386	£1,279,265,839	£1,153,497,830	£73,196,556	6.3%
10	7	Edinburgh - Princes Street	£1,185,253,460	£1,405,030,017	£1,198,631,244	£13,377,785	-1.1%



# SCOTLAND

## Glasgow

Glasgow retains 2nd spot in the 2017 rankings with the extension of Henderson's Buchanan Galleries and the St Enoch Centre. This is despite increased competition from large-scale developments at Silverburn and the proposed new centre at Ravenscraig.

The Silverburn Shopping Centre is scheduled to open in October this year and represents the largest retail development in Scotland since Braehead, which opened in 1999. The scheme by RPH will comprise 1 million sq ft of new retailing space and will replace the former Pollok neighbourhood centre.

Silverburn will be anchored by Scotland's largest Tesco (already trading), Next, Marks & Spencer and Debenhams, together with numerous fashion brands including LK Bennett, Hobbs, Zara, Hennes, Best Seller, Top Shop, Kurt Geiger, Coast, Oasis and Principles. The Centre is strategically positioned directly off the M77 motorway and will benefit from 4,500 car parking spaces. Headline rents have been agreed at between £150 and £190 per sq ft ZA.

Whilst the opening of Silverburn is likely to impact on existing shopping centres such as Braehead, East Kilbride and Kilmarnock, defensive action is underway in Glasgow city centre with expansion plans for the city centre's two largest retail malls; the St Enoch Centre & Buchanan Galleries.

## Ayr

Henry Boot development's new Ayr Central scheme anchored by Debenhams will lift the centre into the top 130.

Situated on the western coast of Scotland, Ayr is the principal retail centre for south west Scotland with approximately one third of the area's population living within 30 miles of the town centre.

Last year, Henry Boot released circa 300,000 sq ft of retail space to the town in the shape of the £75 million Ayr Central. The scheme is anchored by Debenhams (80,000 sq ft) with other major tenants including Next, Primark, H&M, River Island and HMV.

The scheme has been successful in satisfying the demand from larger space users for representation in the town, however a number of the smaller units remain available.

Ayr Central offers a natural anchor to the established High Street where the rental tone of £80 per sq ft ZA (30 ft zones) has been maintained post development. The new shopping centre will ensure Ayr remains the main retail focus in south west Scotland ahead of nearby towns such as Kilmarnock and Irvine.

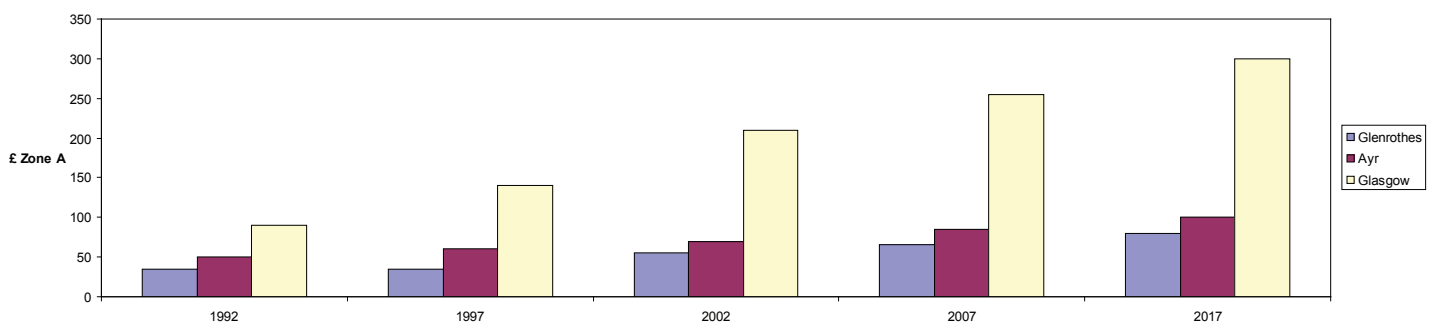
## Glenrothes

Glenrothes significant redevelopment of the town centre will ensure the centre enters the top 250 for the first time.

The existing retail provision in Glenrothes is dominated by the Kingdom Shopping Centre, owned by CIS Limited and provides 430,000 sq ft of covered accommodation, anchored by Dunnes, Woolworths and Co-op Department Store. The scheme has seen a number of recent redevelopments, the most recent being Phase 4, which completed in 1993 and includes Rothies Hall, a multi storey car park and a number of new retail units. The Landlord is seeking to improve the retail offer, having recently received outline planning permission for a 85,000 sq ft food store on the land to the north of Falkland Gate, which involves the relocation of the existing YMCA and CISWO car park. The retailing provision in Glenrothes will also benefit considerably by the proposed Glenrothes Retail Park to be developed by MacDonald Estates and Tullis Russell. The proposals will comprise a 175,000 sq ft retail park and include the development of a new Biomass Power Station, providing a substantial power source for the existing Tullis Russell factory.

The proposed development and redevelopment of existing schemes will serve to strengthen Glenrothes' retail provision by bringing new retail names to the town, subsequently reducing the effect from competition to neighbouring centres, including Kirkcaldy and Dunfermline.

Scotland Prime Zone A



2017 Zone A rates assume similar market conditions to today and as forecasts should not be relied upon.



# NORTH WEST

## Liverpool

Liverpool will be catapulted into the top 10 (from 15th to 6th in the rankings) due to Grosvenor's extensive Liverpool One development.

Liverpool is bracing itself for the opening of one of the most important and exciting retail-led developments in Europe; Grosvenor's Liverpool One development comprising 1.6 million sq ft of retail space, anchored by Debenhams and John Lewis together with the biggest Top Shop outside of London. Liverpool has historically suffered from competition from Manchester city centre and the Trafford Centre. The opening of Liverpool One in 2008 is anticipated to significantly reverse this trend.

Liverpool One has been designed to create an integral link with Church Street/ Lord Street which are Liverpool's historic prime pitch; the opening of Liverpool One is expected to bolster the established tone of £325 per sq ft ZA.

In response to Liverpool One opening next year, Land Securities have drawn up a master plan for Clayton Square and St Johns Centre holdings in the city centre, which will result in a major refurbishment and potentially, a new mall linking the two schemes.

## Bury

The Rock development will ensure the centre enters the top 100 for the first time.

Bury is a strong market town situated north of Manchester City Centre. The town faces strong competition from Bolton and Blackburn, both of which have significant town centre retail developments in the pipeline. Retailing in Bury is dominated by Scottish Widow's Millgate Shopping Centre which forms the majority of town centre retailing with 270,000 sq ft of retail space, anchored by Marks & Spencer, Bhs and Boots.

Thornfield are currently developing The Rock; a traditional "high street" pitch which has become secondary over recent years. The scheme will comprise 1 million sq ft of mixed use space including 450,000 sq ft of new retail accommodation to be anchored by a 103,000 sq ft Debenhams department store, alongside approximately 40-50 shop units.

The Rock has been designed to create a relatively seamless thoroughfare to the existing shopping core and as such will have a positive impact upon the town centre, which has suffered from a lack of investment over recent years. Prime rents in Bury currently stand at £120 per sq ft Zone A however, Thornfield are expecting to achieve closer to £150 Zone A.

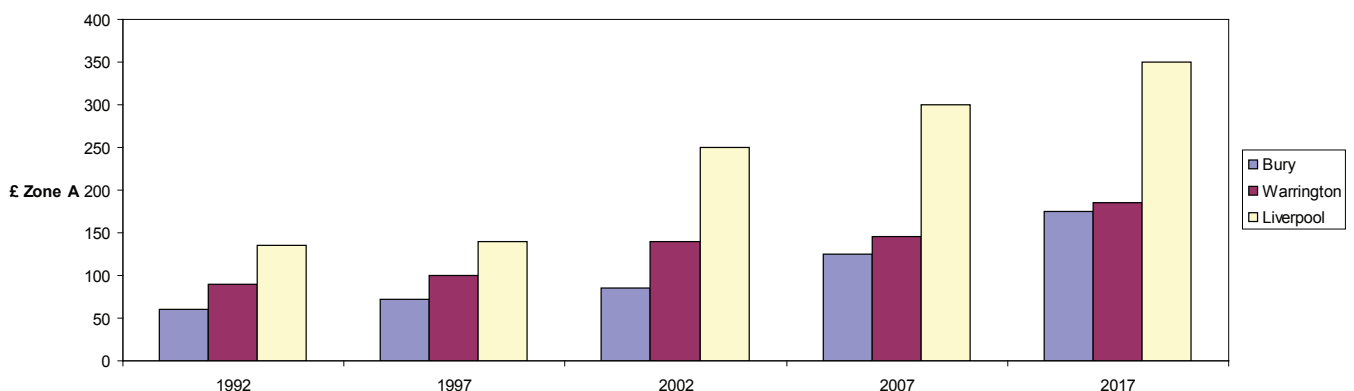
## Warrington

Lendlease's Golden Square Extension will lift Warrington into 53rd position in the rankings.

Warrington is now ranked by Experian as the third biggest winner 2007-2017 in the North West region, forecasting a 25% uplift in potential expenditure available in the Warrington catchment. 2007 has seen a major transformation in Warrington's retail offer following the opening of the 365,000 sq ft extension to Golden Square Shopping Centre. The extension has more than doubled the size of the previous scheme.

Fashion-led, the development has attracted top high street brands such as Zara, Oasis, H&M, Bank, Republic, La Senza, Pumpkin Patch, Principles and Jane Norman to open their first stores in Warrington, alongside longstanding retailers including Warehouse, Top Shop, Next, River Island and Monsoon Accessorize. The centre is anchored by the town's first full-line department store; Debenhams (115,000 sq ft). The opening of the extension has strengthened the existing retail provision, reduced leakage to Liverpool and Manchester and has prepared the ground for future growth on top of the already strong retail performance being experienced in the centre. Churston Heard are joint letting agents for Lend Lease on Golden Square. Current rental levels in the town are £160 ZA.

North West Prime Zone A



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# NORTH EAST

## Bradford

Westfield's Broadway scheme will raise the centre to just outside the top 50 (54th) in the rankings

The existing prime retail pitch in Bradford is currently focused along Darley Street and Bank Street, where rents have reached £125 per sq ft Zone A. The city's retail provision is also underpinned within the Kirkgate Shopping Centre. The prime retail focus in the city is set to shift following the completion of the Broadway development.

The Broadway centre is a 500,000 sq ft new shopping complex which will be developed by Westfield and Caddick Developments. The scheme is to be anchored by Debenhams (117,000 sq ft) and Bhs (40,000 sq ft) and the Landlord is also in discussions with Next, River Island and Arcadia. The Landlord is aiming to achieve headline rents of £160 per sq ft Zone A, with the scheme due to open in Autumn 2010. The scheme is awaiting an amendment to the planning permission and work is expected to start by the end of the year.

The opening of the scheme should bring new retailers to the city and strengthen Bradford as a retail destination by reducing the number of shoppers who chose to visit to surrounding competing centres, such as Leeds.

## Barnsley

The Barnsley Markets development will lift the centre to 130th in the rankings.

Barnsley is a sub-regional centre with retail concentrated along the prime Cheapside, Queen Street and within The Mall and Metropolitan Shopping Centres. Rents on Cheapside have reached £120 per sq ft Zone A.

The Metropolitan Shopping Centre is to be developed by joint venture partners, Wilson Bowden and Ashcroft. The redevelopment will create 475,000 sq ft of new retail accommodation, anchored by Debenhams (94,000 sq ft) and provide well configured units in an environment which is expected to attract quality fashion retailers.

The development will also have a positive impact upon the existing prime pitch of Cheapside, with new units fronting both the High Street and into the new scheme. Churston Heard are joint letting agents on the new scheme.

The new scheme will open in 2011 and is likely to ensure Barnsley is better able to compete with nearby Meadowhall, Leeds and Doncaster.

## Sheffield

The extensive Sheffield One development will raise the centre to 26th in the rankings.

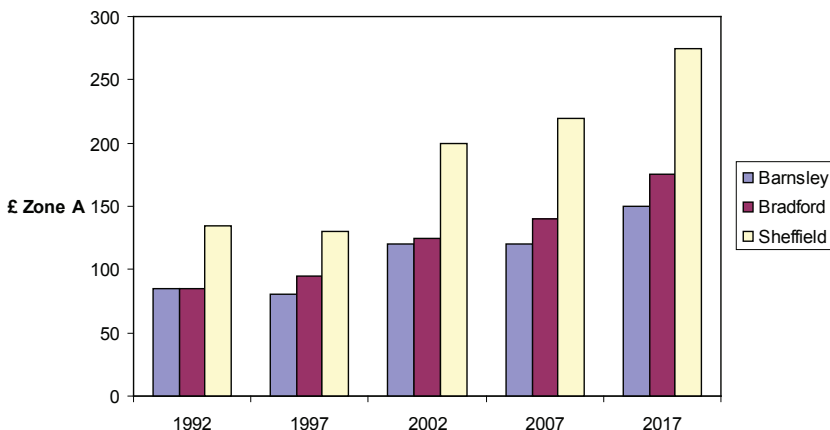
Sheffield is a major retail centre in Yorkshire and over the next few years will be subject to considerable investments in the retail environment. The new retail proposals will be concentrated on The Moor (RREEF) and the New Retail Quarter (Hammerson), with other developments including the Winter Gardens mixed used scheme adjacent to the City Hall.

The Moor has previously been the secondary retail pitch in the city centre, however, RREEF's proposed 530,000 sq ft redevelopment, focusing on two key blocks at either end of The Moor, coupled with significant public realm works, will provide a vastly superior shopping environment. The first phase of the works is due to complete in Spring 2009 and will include a new 57,000 sq ft modern covered market, together with 120,000 sq ft of new modern double height retail units. The second phase of the works is the redevelopment to the block at the head of The Moor, anchored by Debenhams, including 91,000 sq ft of new double height units with excellent prominence. The second phase is due to complete in Summer 2010. Churston Heard are joint letting agents for RREEF on their redevelopment of The Moor.

The New Retail Quarter (NRQ) development by Hammerson includes two phases of redevelopment currently scheduled for 2012/13 and will provide a comprehensive redevelopment of the area surrounding Pinstone Street and Barkers Pool. The scheme is to be anchored by a relocated John Lewis.

Both of these redevelopments will vastly improve the southern end of the city centre and integration with the existing prime retail pitch of Fargate. They will also serve to reinforce Sheffield's status as the UK's 4th largest city.

North East Prime Zone A



2017 Zone A rates assume similar market conditions to today and as forecasts should not be relied upon.



# SOUTH WEST & WALES

## Bristol

The Bristol Alliance's large-scale Broadmead development will raise the city centre back into the top 20 centres.

Cabot Circus is due to open in one year. It is pre-let to a good range of multiple traders both new to the city, including Zara, Bershka and G-Star, and up-sizes for existing traders including River Island, Next and New Look taking larger stores.

Bristol has been in the doldrums for a decade since John Lewis left for Cribbs Causeway, however, the investment at Cabot Circus will address this, creating a stunning retail environment with a new House of Fraser, a good wide-ranging fashion offer, car park and innovative shopping centre design.

The traditional prime retail pitch on Broadmead has seen little rental growth over the last 10 years and increases are likely to be limited in next couple of years. However, Marks & Spencer are remaining in their current location and Primark are moving to the former House of Fraser store, both of which will act as core anchors in the city for the future. The influence of Bristol City Centre will grow over the years and we expect the traditional core retail pitch within Broadmead to benefit from the new development in the long term.

## Cardiff

Cardiff will enter the top 10 (from 11th to 8th in the rankings) due to Capital Shopping Centre's large-scale St Davids2 development.

Cardiff city centre is the strongest retail destination in the South West and will continue to exert growing influence on the completion of the SD2 shopping centre, which includes a new John Lewis. Shoppers are no longer likely to head for Cribbs Causeway, especially with the Severn Bridge toll.

A number of the major traders are well represented in Queen Street, the city's current prime pitch, including Next, Marks & Spencer, River Island and Primark. We consider it unlikely that many of these operators will move to SD2; their presence in the city and arrival of a new John Lewis will encourage retailers not currently represented in Cardiff to expand there.

SD2 will therefore not dominate Queen Street, but will add significantly to the supply of good quality stock in the city centre and reinforce its position as one of the UK's major retail centres.

## Newport

Modus' Friars Walk regeneration will push the centre into the top 100 centres.

Newport has been subject to various proposals for a new shopping centre over the last decade, none of which have come to fruition. There has also been little growth in prime rents during this period.

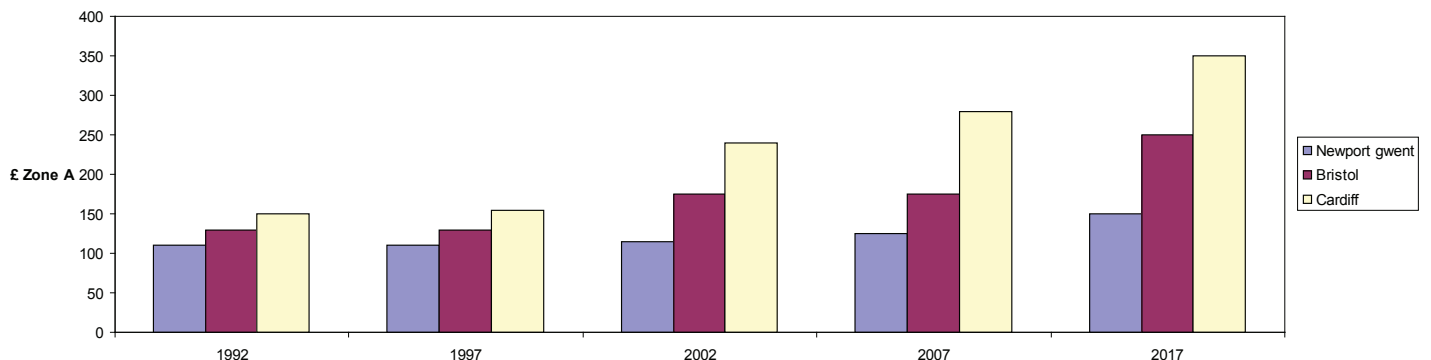
UBS are now refurbishing the Kingsway Centre which will incorporate a new 50,000 sq ft Wilkinson.

Modus have proposed a new shopping centre on John Frost Square. Terms are agreed for a new Debenhams as are relocations for Marks & Spencer, River Island and New Look, from their existing stores in the town.

With Cardiff only 16 miles to the west of Newport and 1 million sq ft of shopping at Cwmbran (5 miles to the north) as well as Bristol and Cribbs Causeway to the east, we consider that the catchment for Newport is unlikely to expand far beyond its current boundaries, despite this new development.



South West & Wales Prime ZA



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# SOUTH EAST

## Crawley

Grosvenor's Town Centre North development, again anchored by John Lewis, will lift this centre to 40th in the rankings.

Crawley has seen steady rental growth over the past five years with prime rents now at £140 per sq ft ZA. The County Mall scheme remains the prime pitch in the town and the scheme continues to be well let. The town is currently considered to be a sub-regional centre which competes with Brighton to the south and Guildford to the east.

Grosvenor has been selected as Crawley Borough Council's preferred developer for the North Quarter site. Provisional plans are under consideration and it is understood that John Lewis have committed to anchor the scheme. The new retail provision will transform the town into a regional centre and will attract a number of new retailers. The 'John Lewis effect' will again enable the town to compete with the likes of Brighton and Guildford, as well as attracting new retailers to the town, currently put off by the dated environment of much of the retail stock. The new retail provision will inevitably see an increase in rental values; Brighton has now exceeded £200 per sq ft ZA and Guildford in the region of £235 per sq ft ZA. Both of these centres do not have a John Lewis department store. Post development the town should be established as a major south east regional shopping centre. Grosvenor is anticipating completing the development by 2013.

Churston Heard are currently letting agents on the town's primary retail pitch, County Mall.

## Bracknell

Bracknell town centre regeneration is likely to lift this centre to 61st in the rankings from 115th.

The redevelopment of the town centre has been proposed for approximately 10 years, but construction has yet to commence.

At present the town centre is a run down 1960's precinct with a small enclosed centre. The majority of potentially interested retailers considering opening in the town are awaiting for the development. Prime Zone A's are £110 per sq ft, which have been static for some time. The vacancy rate has also increased in the town.

The town benefits from a wealthy shoppers catchment and the ability to comprehensively redevelop the entire town centre, which should provide a great opportunity for a radical plan. However, until this happens, the town will continue to under perform against Camberley, Reading and Windsor, benefiting from attracting shoppers out of Bracknell's catchment.

## Portsmouth

Centros Miller's Northern Quarter scheme anchored by John Lewis will elevate Portsmouth into the 33rd position in the rankings.

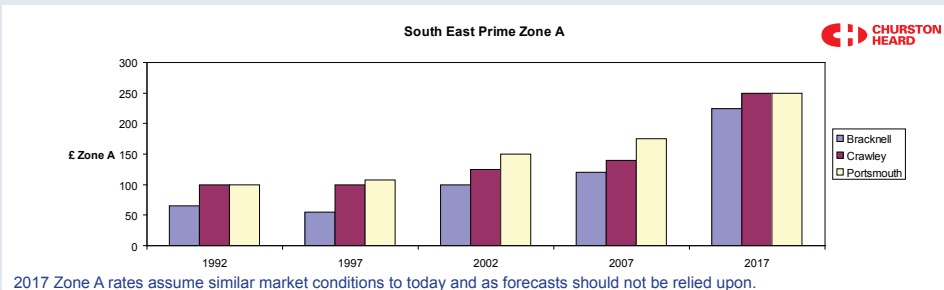
Centros Miller's Northern Quarter Development is now gathering momentum; the old Tricorn Centre has been demolished and building work on the new scheme will commence shortly. Centros Miller anticipates the scheme to complete in 2011. The scheme has been proposed for some years and whilst the existing retail provision in the town has improved and rents have grown, there is little doubt that the lack of supply of good quality retail accommodation has held rents back.

Prime Zone A's on Commercial Road have reached £180 per sq ft which would seem relatively cheap in comparison to the city's nearest competitor, Southampton, where we understand that prime rents in West Quay have reached £400 per sq ft ZA. The success of the West Quay in Southampton is something which Centros Miller will want to emulate in Portsmouth.

John Lewis and Marks & Spencer have signed to anchor the scheme in Portsmouth which gives the development a major boost; there will be existing retailers relocating into the new scheme although there is also likely to be a large proportion of new occupiers to the town, attracted by the presence of John Lewis.

Portsmouth city centre has also had to compete with Land Securities Gunwharf Quays Factory Outlet Centre, south of the city centre. The scheme is one of the finest examples of an Outlet Centre in the UK and is now a major attraction as both a retail and leisure destination.

The Northern Quarter Scheme will provide a much needed boost to the city centre and enable it to compete with Southampton for shoppers.





# EAST

## Bury St Edmunds

Centros Miller's Cattle Market scheme will push the centre into the top 140.

Bury St Edmunds is an attractive market town which will be improved by the new 265,000 sq ft scheme (arc) being developed by Centros Miller/Delancey from the former Cattle Market site. The scheme will be retail led, although it has 65 residential apartments above and a public entertainment building. Debenhams will be the anchor store (85,000 sq ft) and the scheme will have a car park of 850 spaces. It is due to open in Spring 2009 and should effectively extend the prime retail pitch to the west from Cornhill.

The developer has not focused relocating existing town centre tenants, keeping the existing prime pitch prime. Zone A rental values in the town are currently, approximately £115 per sq ft and the Zone A's in the scheme when it opens in 2009 are likely to be £120/£130 per sq ft. The existing prime pitch is likely to mirror the new scheme in due course.

Churston Heard are joint letting agents on the development, known as 'arc'.

## Peterborough

The North Westgate development will raise the centre into 44th position in the rankings.

The extension to the Queensgate Centre has been muted for some time and outline planning consent has been granted to Leona's, Hammerson/Morley. There is likely to be reasonable demand for the extension as there are few available units within the prime retail area of the city centre. The city's rapid population growth leaves it relatively under shopped.

Zone A's are currently, approximately £220 per sq ft in prime pitch and this is likely to increase when the extension comes to fruition. Values in Bridge Street and Cathedral Square are also likely to increase as a result of the improvement to the scheme and retail provision within the city. However, more fringe retail areas may become under greater pressure to reduce rental levels.

## Cambridge

Grosvenor's Grand Arcade scheme will ensure the centre remains close to the top 50.

Cambridge city centre is due to undergo a significant change over the next 18 months with the opening of Land Securities Bradwell Court, anchored by Hennes, Bank and Zara and Grosvenor's Grand Arcade schemes, anchored by Arcadia, New Look and River Island.

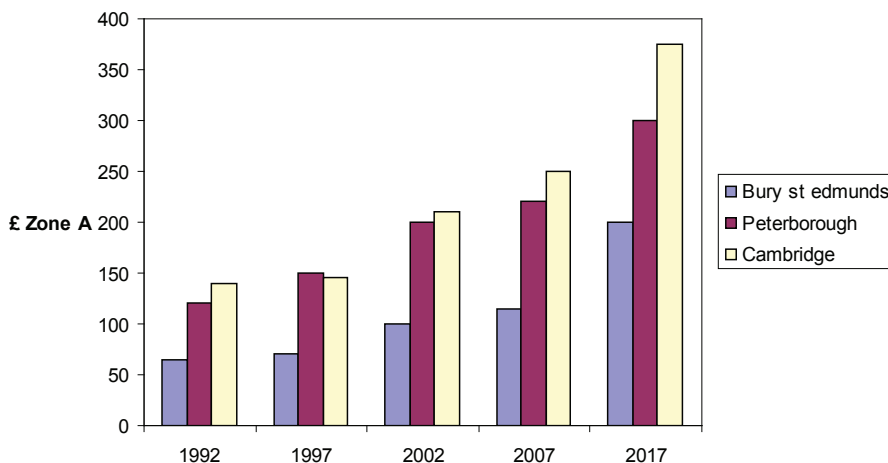
These developments will provide retailers with the modern retail units at the heart of a historic city centre, previously missing.

The prime pitch in the city centre is currently Petty Cury and the prime pitch is likely to shift into Grand Arcade and also the city's existing shopping centre, Lion Yard. Petty Cury is not likely to be negatively effected by the opening of Grand Arcade or Bradwells Court.

The city centre will simply be strengthened by the opening of the new schemes as John Lewis will be occupying an enlarged department store within Grand Arcade and a number of new retailers will be able to secure representation within the city centre for the first time.

The Grafton Centre will have to withstand its status as a Cambridge shopping area, serving Cambridge residents, rather than benefiting from the tourist spend in the city centre. The re-letting of the temporary John Lewis store on Burleigh Street will be significant to the centre's future fortunes.

### East Prime ZA



2017 Zone A rates assume similar market conditions to today and as forecasts should not be relied upon.



# MIDLANDS

## Nottingham

Westfield's Broadmarsh redevelopment will ensure Nottingham retains its 5<sup>th</sup> place in the rankings despite increase competition from both Derby and Leicester.

Nottingham is a top 10 retail location within the UK and is dominated by two shopping centres to the north and south of the city; the Victoria Centre and the Broadmarsh Centre. The primary High Street locations are the streets which run in between these two locations including Clumber Street, Listergate and Bridlesmith Gate. After a period of stagnant growth, all major locations have seen reasonable rental growth over the course of the last 3 years, peaking in the Victoria Centre and Clumber Street at £250 Zone A.

This rental level still lags behind headline Zone A towns in some of the major regional cities including Manchester (£320 ZA), Leeds (£295 ZA) and Glasgow (£275 ZA) and major regional shopping centres including Bluewater, Trafford (£375 ZA) and Merry Hill (£270 ZA). There are a number of developments proposed which will add to the retail offer of the city, including Trinity Square, which is due to open in 2008 and Westfield's extension/redevelopment of the Broadmarsh Centre, which will have the most significant effect.

Westfield is currently working through the development planning process and is in discussions with primary anchor stores.

This new proposal could be the catalyst for improved performance and increased rental levels enabling it to draw from a wider catchment area, but a lot will depend on the nature of the new development and the new tenants it attracts to the city.

## West Bromwich

West Bromwich's town centre redevelopment will lift the centre to 167<sup>th</sup> in the rankings.

West Bromwich acts on the opposite end of the spectrum and is made up of 3 parts, High Street, Kings Square and Queens Square.

The town suffers from a poor perception and provides a 'value' retail offer, whilst facing strong comparison spend competition from neighbouring retail locations such as Birmingham, Merry Hill and Wolverhampton.

The Queen Square Shopping Centre is subject to development proposals by Halladale, providing two new anchor stores and approximately 28 further retail units. It should benefit from the development of a new adjacent Tesco Extra Store, which will attract more customers to the town on a regular basis.

Current prime rental levels are approximately £85-90 ZA which are at a realistic level for a town of this size. However, it may prove difficult to attract better quality fashion multiple tenants to the town, resulting in continued leakage to its nearby competitors.

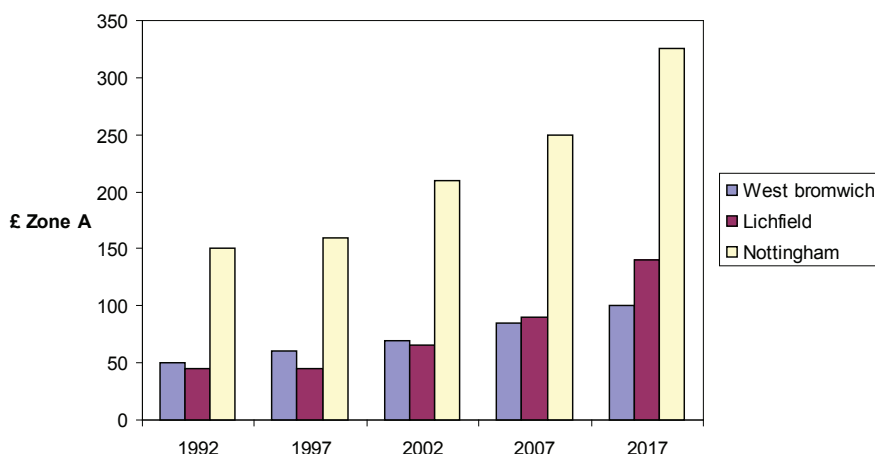
## Lichfield

Lichfield - The Friarsgate development anchored by Debenhams will continue the expansion of the centre and raise the centre into the top 250.

Lichfield is a small and historic city which has a prosperous shopper catchment and a reasonable number of tourists. The current prime retail in Lichfield is the The Three Spires Shopping Centre, owned by St Martins Properties, which is an open air scheme with a prime Zone A rate of approximately £95. The city centre is subject to major development proposals by Harrison Developments, which will include a mix of A1, D2 and A3 space. The development will benefit from a 6 screen multiplex cinema, a hotel and a variety of restaurants, café's and bars.

The scheme provides approximately 240,000 sq ft of retail space which is made up of 3 MSU's and 35 stores, but significantly, provides a new Debenhams anchor department store for the town. The scheme links well with The Three Spires and should prove a success, exceeding the current Zone A rate for the towns. The developers are quoting rents of £125 per sq ft ZA for new units in the scheme.

Midlands Prime Zone A



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# LONDON

## London: Westfield

Westfield's new flagship London development will be ranked 15th in 2017.

This development is effectively a new town centre, as it is a regional shopping centre being developed near Shepherds Bush. There is no existing retail provision to comment on, however, Shepherds Bush and the surrounding areas will feel a significant impact in terms of traffic and increased pedestrian flow. Neighbouring retail centres that may be detrimentally affected include Hammer-smith and Ealing, as well as Kensington. Rental levels in these centres are likely to come under increasing pressure as will availability rates.

**“Our 2017 Retail Rankings provide an invaluable snapshot of the UK’s future retail geography and the key winners and losers. These rankings will be particularly pertinent to investors and retailers, in helping to determine future fund or site location strategy.”**

Jonathan de Mello, Experian

## Elephant & Castle

LendLease will front the regeneration scheme to redevelop the Elephant & Castle district of South London. This will ensure the centre shoots up the rankings to 113.

Elephant & Castle has suffered from a lack of investment for decades; the retail accommodation concentrated on the Elephant & Castle Shopping Centre has deteriorated with the majority of multiple retailers vacating and short term leases granted to new tenants. The area remains blighted by the high proportion of social housing nearby.

The London Borough of Southwark has been in discussions for some time with development partners for the area, with a 10 year total regeneration plan. This will include retail and residential accommodation, as well as improvements to the road and rail infrastructure.

Elephant & Castle will be seen as the next district of London to undergo a major regeneration, capitalising on its proximity to the West End and its excellent (and improving) transport links.

This will be long term regeneration and the positive effects, in terms of retailing, will only be seen in the medium to long term. As a self contained development, rental values in the vicinity are unlikely to benefit.

## Cambridge

Stratford - Westfield's Stratford City will rejuvenate this East London centre and raise it into the top 30.

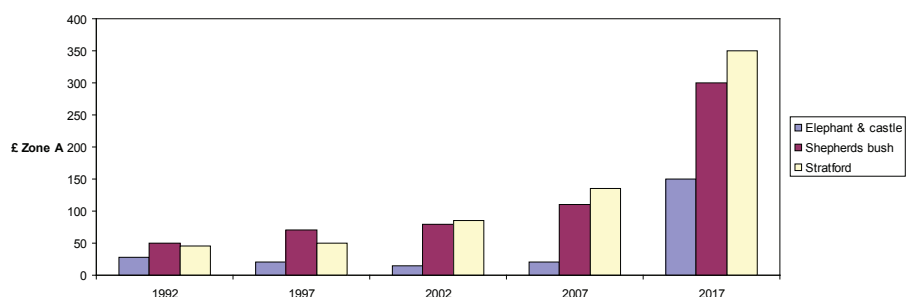
Stratford will see the development of a new regional shopping centre in 2011, which will be similar to Bluewater (anchored by John Lewis, House of Fraser and Marks & Spencer). It will provide approximately 1.2 million sq ft of retail space and will dominate the East London retail catchment. This development forms part of the new Olympic development.

Areas likely to be adversely affected will be Ilford, Romford, Canary Wharf and possibly the West End, which all have very good transport links to Stratford.

The John Lewis effect cannot be underestimated as the nearest stores in the north east of London are Brent Cross and Bluewater.

Land Securities are also proposing an extension to the existing Stratford Shopping Centre. The scheme is very successful with limited availability; footfall is currently 425,000 per week compared to Lakeside at 500,000 per week. The extended scheme will attract retailers that cannot get into nearby Stratford City development. The 40,000 proposed new homes in the area will also strengthen the town's appeal to retailers. Churston Heard are joint letting agents on Stratford Shopping Centre.

London Prime Zone A



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