

FRASERS  
FLANNELS  
NOW OPEN

# MANDER CENTRE



WOLVERHAMPTON



# WELCOME TO THE MANDER CENTRE

The Mander Centre is the dominant retail destination in the centre of Wolverhampton.

Anchored by the first Frasers concept store in the UK, which includes the full Frasers offer, Flannels, Sports Direct, Game and Evans Cycles, the centre also hosts H&M, JD and TH Baker and presents retailers with the opportunity to trade in on a modern retail environment.

Large national value brands such as Matalan, B&M and Wilko sitting along side a mix of independent local retailers, means the Mander Centre attracts customers across a wide demographic and socio economic profile.



## CONTENTS

- |                                   |                                   |
|-----------------------------------|-----------------------------------|
| <b>01</b> Welcome                 | <b>07</b> Leasing Plan Upper Mall |
| <b>02</b> Key Facts               | <b>08</b> City Economy            |
| <b>03</b> Frasers                 | <b>09</b> Marketing Support       |
| <b>04</b> City Transformation     | <b>10</b> Contacts                |
| <b>05</b> Catchment               |                                   |
| <b>06</b> Leasing Plan Lower Mall |                                   |

## KEY FACTS



12.5 MILLION  
ANNUAL FOOTFALL



23,000  
UNIVERSITY STUDENTS



£4.4 BILLION PUBLIC AND PRIVATE  
CITY REGENERATION PROGRAMME



65  
COMPLIMENTARY  
RETAILERS



584,000  
RESIDENT CATCHMENT  
POPULATION



PREMIER LEAGUE FOOTBALL TEAM  
ATTRACTS 500,000 FANS ANNUALLY



550  
CAR PARK SPACES



5TH LARGEST "CITY CENTRE"  
COMPARABLE TO COVENTRY  
AND SHEFFIELD.

SOURCE CACI 2020



94,000 SQ FT  
FRASERS  
CONCEPT STORE



82,000  
AVERAGE WEEKLY  
SOCIAL REACH



550,000 SQ FT  
TOTAL RETAIL GLA



£1.21 BILLION TOTAL RETAIL  
SPEND POTENTIAL

SOURCE CACI 2020



1,469,688  
TOTAL CATCHMENT

FRASERS



Over 120 cosmetics brands, including Christian Dior, Clarins, NARS, MAC, Natasha Denona, Uoma, Olaplex, Mario Badescu, Vapour, and Roen.

The service-led proposition is designed to align with the way the modern consumer shops – across price-points, brands and product categories, with consultations in a dedicated skincare area.

The store's impressive ready-to-wear collections includes a comprehensive mix of hundreds of brands. Brands include COACH, Mario Valentino, DKNY, Michael Kors, Barbour, Polo Ralph Lauren, Calvin Klein, CP Company, Barbour, The North Face, Polo Ralph Lauren, plus a mix of the most current contemporary labels such as Kitri, Faithfull the Brand, Agolde, Sleeper, Cult Gaia, Les Boys Les Girls, Rotate Sunday, Sporty & Rich, PE Nation, Victoria Beckham x Reebok and Adidas by Stella.

Frasers House has been curated to offer a full 360 lifestyle shopping experience. Brands include Sofa.com, Tom Dixon, Taschen and LSA.

"This is a pivotal moment for the group as we open our first multi-fascia destination to feature a Frasers store. We are committed to raising the bar for retail and delivering aspirational stores with a focus on experience, brands and service; and Frasers Wolverhampton demonstrates our dedication to, and our vision for, the brands future. This new lifestyle proposition means residents of Wolverhampton no longer need to travel to Birmingham to seek the best luxury, fashion and beauty brands, and we hope they will welcome these much-needed additions to the city with open arms."

- Michael Murray

FRASERS



FRASERS	H&M	JD	FLANNELS
Boots	FOOTAZIUM	NEW LOOK	The Entertainer TheToyShop.com
Superdrug	hmv	MATALAN	SPORTS DIRECT
EVANS CYCLES	T. H. BAKER	wilko	bm
vision express	DEICHMANN	H.SAMUEL THE JEWELLER	Waterstones

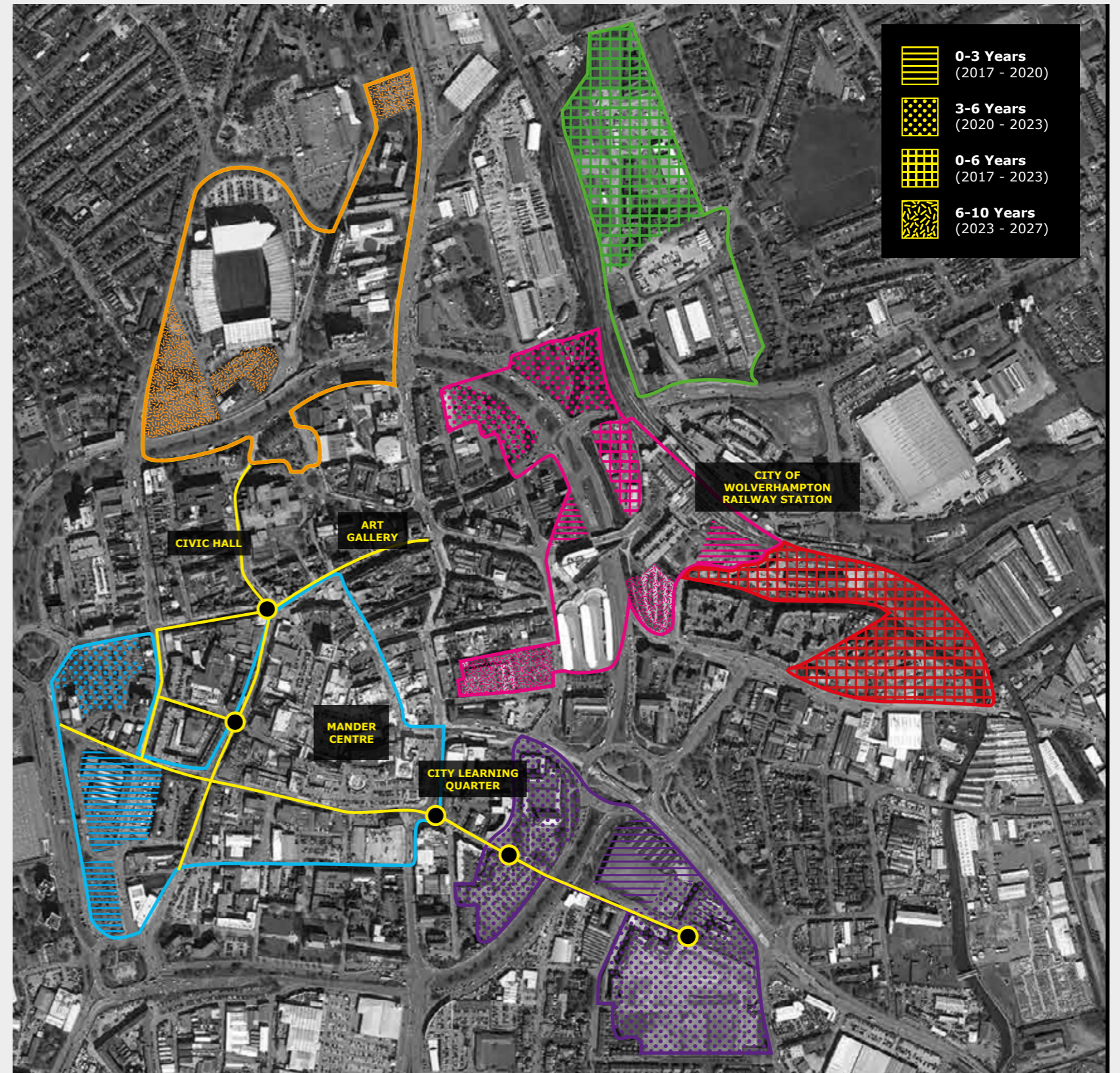
# CITY TRANSFORMATION

The Council's Regeneration Programme has delivered new premium office developments such as i9 and i10 along with the new £150m transport interchange, which was completed in 2021.

At the start of 2020, Wolverhampton was chosen for the launch of the Towns Deal programme. The £48m bid seeks to support education and skills and bolster enterprise culture through the City Learning Quarter, National Brownfield Institute, 5G application accelerator, and Wolves at Work employment programme. There is a focus on bringing vibrancy and vitality within the city through the delivery of an Arts Park and City Centre Public Realm, which includes the pedestrianisation of Victoria Street and other key city centre spaces.

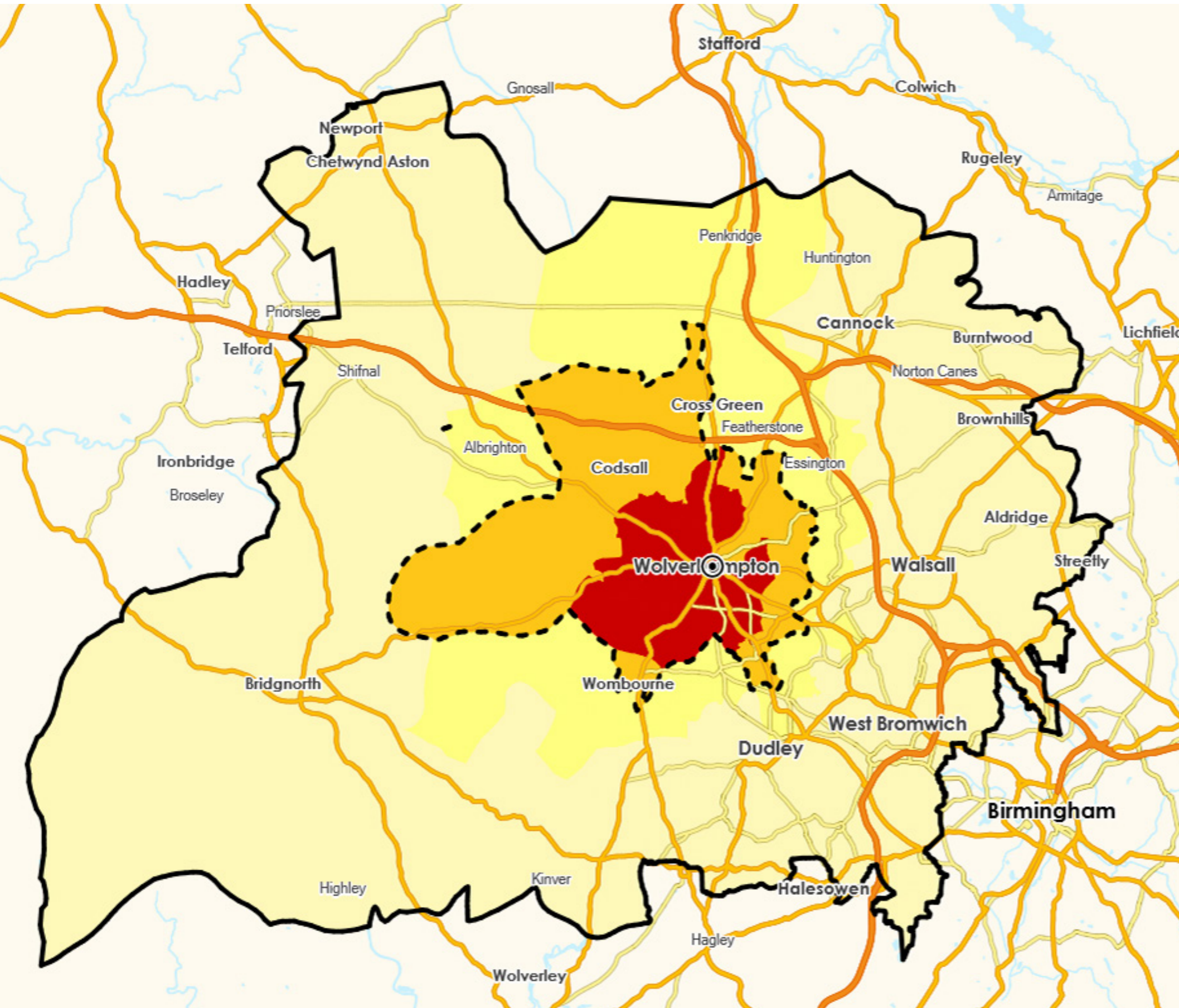
The £250m investment by the university continues with the new Springfield Campus, which will be home to the School of Architecture and the Built Environment as well as the £11m Elite Centre for Manufacturing and the new National Brownfield Institute. The Council, University and football club will be working in partnership to develop the land around the Molineux stadium.

Residential development sites at The Royal and St. Georges and Canalside South are being brought forward by the Homes and Communities Agency and the Canal and Rivers Trust, working in conjunction with the Council to deliver thousands of new homes.



- THE CITY CENTRE RETAIL AND LEISURE CORE
- THE ROYAL AND ST GEORGE'S
- MOLINEUX CAMPUS

- SPRINGFIELD CAMPUS
- CANALSIDE SOUTH
- INTERCHANGE AND COMMERCIAL GATEWAY



## CATCHMENT AREA

Wolverhampton is located in the heart of the West Midlands, 18 miles north west of Birmingham, 33 miles south of Stoke on Trent and 17 miles east of Telford. The city benefits from excellent road links to the M6 and M54 with frequent and fast train services to other UK cities.

The local Midlands Metro light rail service and local bus services ensure that the catchment connectivity to the city is fast and effective.

**162,808**  
Primary Catchment

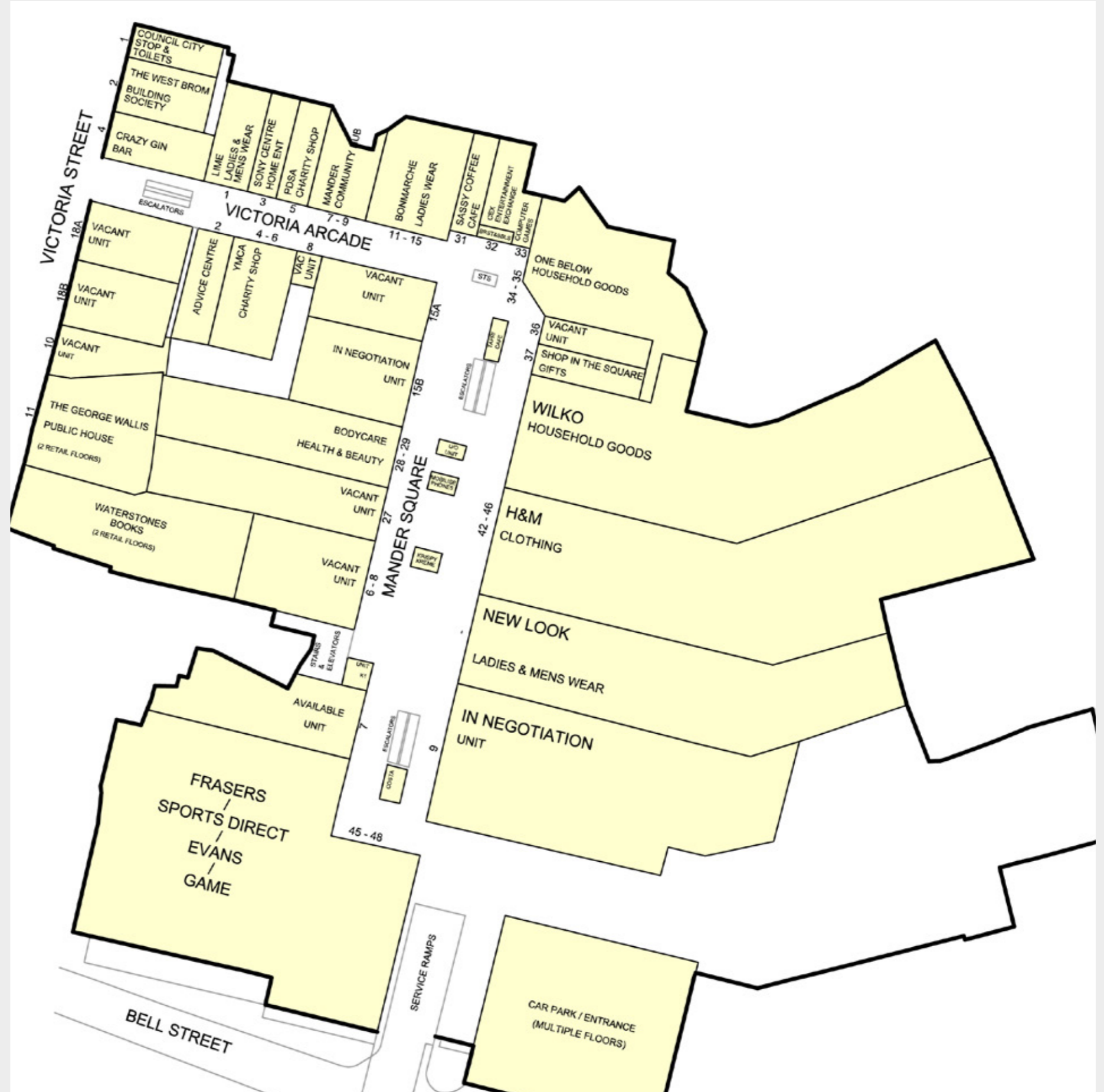
**126,567**  
Secondary Catchment

**160,587**  
Tertiary Catchment

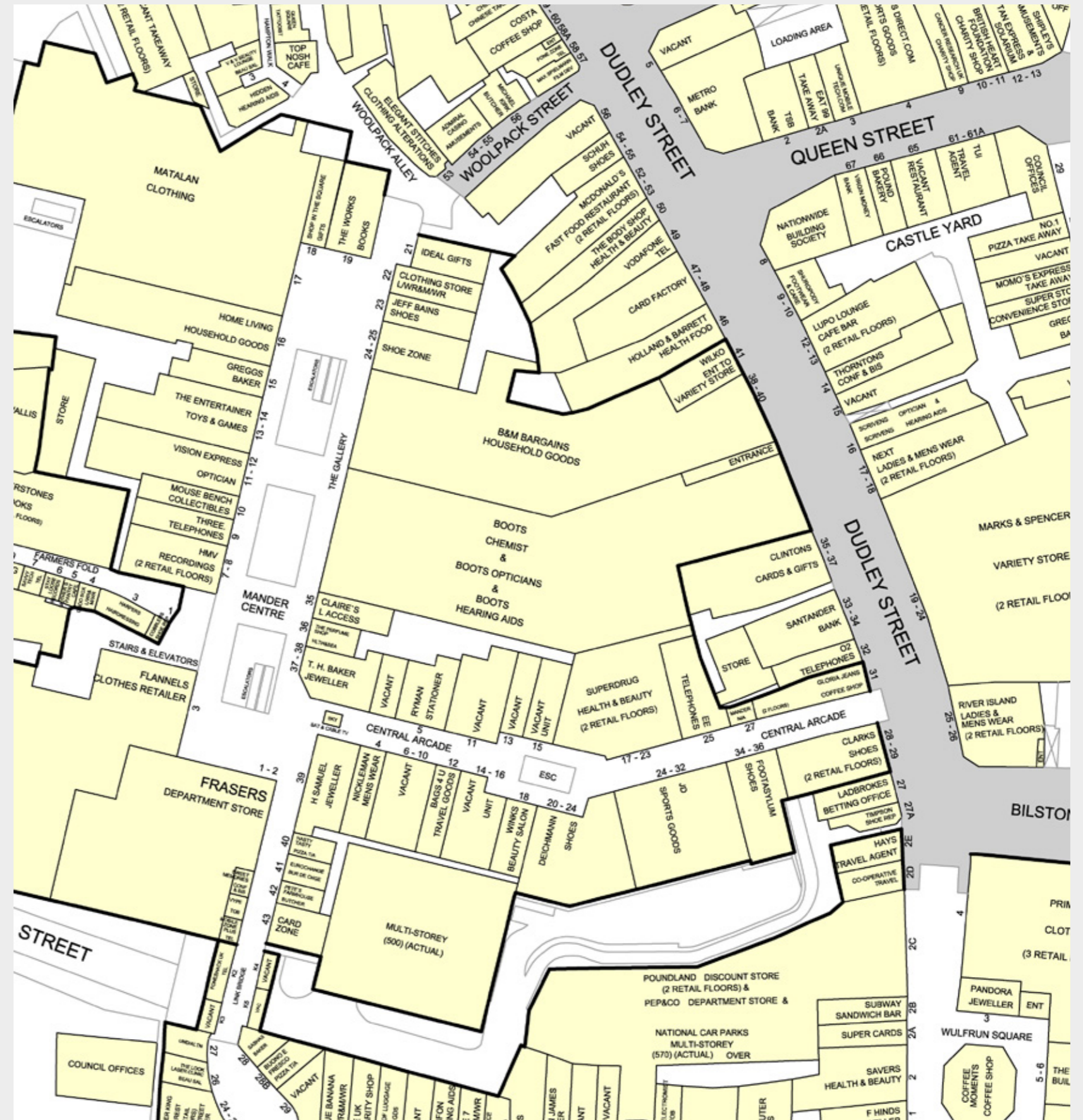
**1,019,726**  
Quaternary Catchment

**1,469,688**  
Total Catchment

# LEASING PLAN LOWER MALL



# LEASING PLAN UPPER MALL





# CITY ECONOMY WOLVERHAMPTON

Wolverhampton is a city with a revitalised ambition to position itself as the commercial centre of the West Midlands. The civic authority infrastructure plan includes investment into public realm, transport links and civic facilities to further improve an already thriving commercial centre.

Wolverhampton is an integral part of the West Midlands Authority, chaired by Andy Street as mayor and comprising 18 local authorities and four Local Enterprise Partnerships (LEPs) who are working together to move powers from Whitehall to the West Midlands. In a historic move, the Ministry of Housing, Communities and Local Government will establish a second HQ in Wolverhampton by 2025.

Wolverhampton is one of the top ten growing economies in the UK with £4.4bn private and public investment in the city.

transport hub is now complete. CityFibre will deliver citywide gigabit speed broadband and the city is one of 13 for a full 5G rollout.

Wolverhampton is home to sector leading firms such as Marston's, Moog, Collins Aerospace, Wiggle and Jaguar Landrover, the latter is investing £1bn in a new engine plant creating 1,400 jobs.

The University of Wolverhampton has invested £100m in their Built Environment super campus and is recognised as one of the most influential, entrepreneurial and business-facing universities in the UK.

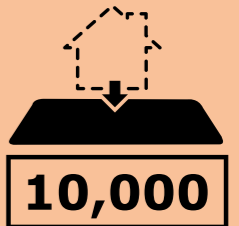


NEW RAILWAY STATION DEVELOPMENT



## AFFLUENT

SURROUNDING NEIGHBOURHOODS INCLUDING PARTS OF STAFFORDSHIRE & SHROPSHIRE



**10,000**  
**NEW HOMES PLANNED**



## RANKED BEST UK RETAIL CENTRE

OUTSIDE OF LONDON AND THE SOUTH EAST FOR **RETAIL AND LEISURE INVESTMENT OPPORTUNITIES**



**23,000**  
**STUDENTS**



PROJECTED TO GROW **2 – 3 % FASTER** THAN THE NATIONAL AVERAGE **OVER THE NEXT 10 YEARS**



**£4.4bn** PRIVATE AND PUBLIC **INVESTMENT** IN THE CITY



SECTOR SPECIALISTS IN **AUTOMOTIVE & AEROSPACE** INDUSTRIES JAGUAR LAND ROVER MOOG AND COLLINS AEROSPACE



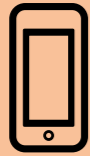
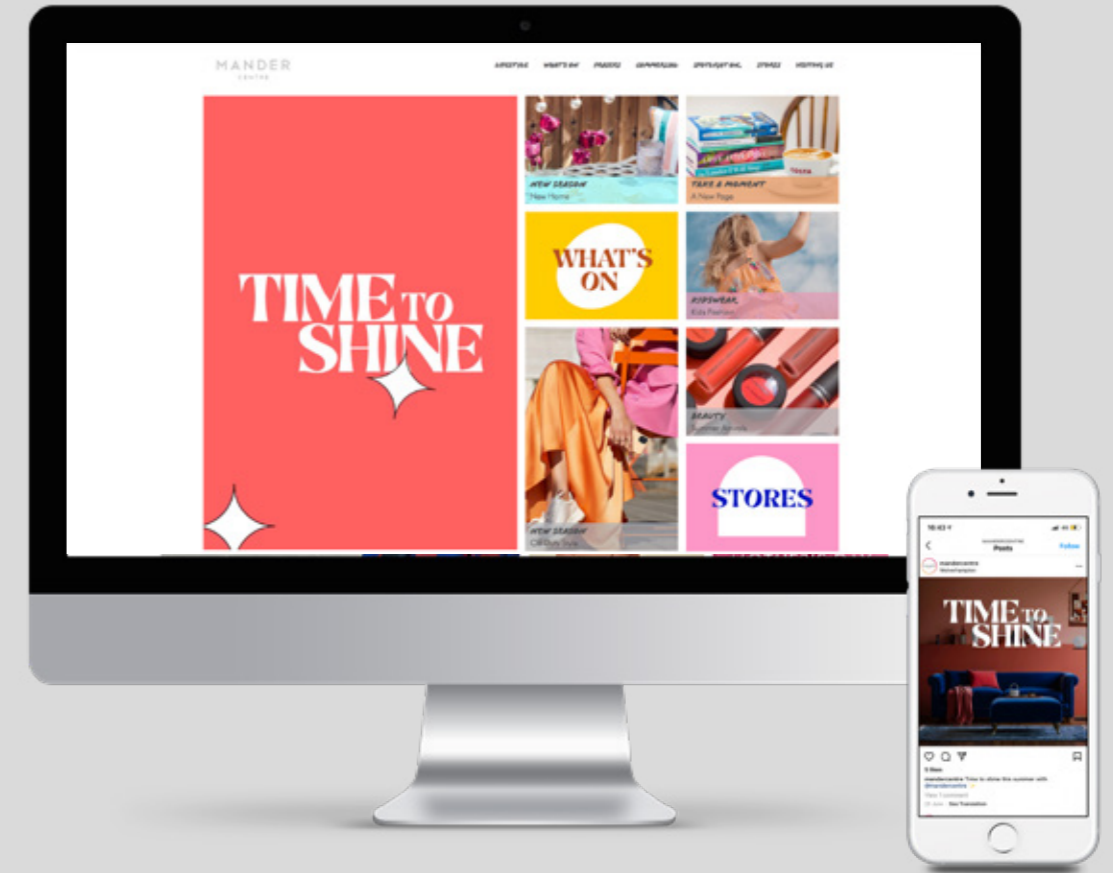
**PREMIERSHIP FOOTBALL TEAM**

ATTRACTING 500,000 FANS ANNUALLY

# MARKETING SUPPORT

The Mander Centre's marketing team collaborates with retail partners frequently and effectively, ensuring a high level of support is given to each and every store. From the moment a retailer partners with us, the team works to create bespoke collaboration packages to ensure a tailored approach, taking product inventory and target consumer in to account for each and every piece of marketing.

Marketing communications are planned with precision and activities are deployed across multiple media channels ranging from targeted social media messages and dedicated web pages, to creative direct mail and large format out-of-home advertising. This approach ensures that each piece of marketing reaches a wide demographic, and that consumers are engaged and converted to spend more time and money with our retailers.



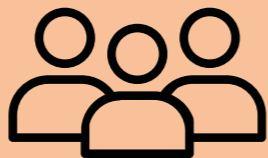
**26,000 +**  
Social media audience



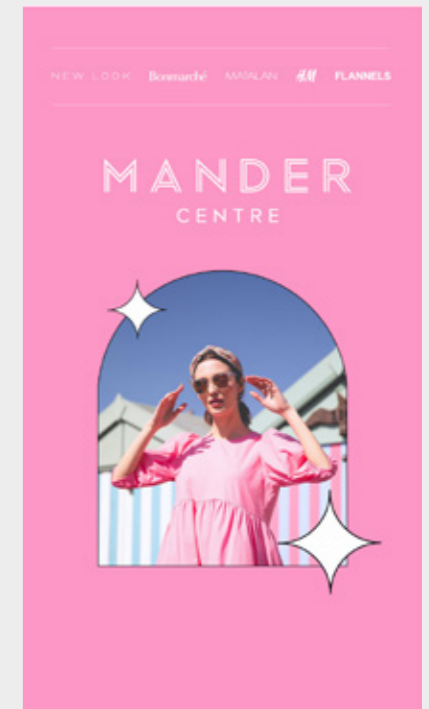
**82,000**  
Average weekly reach



Third in West  
Midlands for Facebook  
engagement



**5,000**  
Average weekly engagement



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MANDER  
CENTRE

FRASERS

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