



MARKET GATES SHOPPING CENTRE

GREAT YARMOUTH, NR30 2BG

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The Market Gates Shopping Centre is the dominant retailing destination in Great Yarmouth town centre. First opened in 1976, the 219,248 sq. ft. centre provides prime retailing within the town.

Key national retailers include Wilko, JD Sports, Boots, F. Hinds and Pandora. The centre also provides the largest car park in the town with 314 spaces.

The town is located on the East coast of East Anglia, approximately 30 minutes drive from Norwich.

Great Yarmouth is the 3rd largest seaside destination in the UK with a resident catchment of 113,000 and benefits from some 5 million tourists per year.

Great Yarmouth, often known to locals as Yarmouth, is a coastal town in Norfolk, England. It is located at the mouth of the River Yare, approximately 20 miles (30 km) east of Norwich.

Historically a thriving Herring fishing port, Yarmouth became a flourishing oil rig supplier following the discovery of oil in the North Sea. Continuing its industrial economy, its shore now houses a large wind farm on Scroby Sands.

During WWI, Great Yarmouth was the first British town to be bombed by a Zeppelin, and Ernest Martin Jehan became the first and only man to sink a steel submarine from a sail-powered ship.



TOTAL FLOOR AREA
219,248 sq ft



FOOTFALL
4.5 million



TRAVEL METHOD
43% travel by car



% CUSTOMERS TRAVEL
< 20 MINS

72%



CAR PARKING SPACES

314





PURCHASE RATE %

78%



% CUSTOMERS DON'T
SHOP ONLINE

31%



AVERAGE DWELL TIME

33 mins



AVERAGE GROCERY
SPEND (£)

10.50



AVERAGE CATERING
SPEND (£)

5.95



% CUSTOMERS VISIT
ONCE A WEEK

64%



AVERAGE TOTAL SPEND
(£)

26.81



AVERAGE RETAIL
SPEND (£)

27.21



NUMBER OF TENANTS

52



% CUSTOMERS TRAVEL
< 10 MINS

41%



UNIT AVAILABILITY

UNIT	GROUND	TOTAL	RENT	RV*	ARP**	ASC***
Unit 2a	2,024	3,409	P.O.A	£67,500	£34,020	£17,632
Unit 16b	478	478	P.O.A	£8,900	£4,370	£3,332
Unit 17	660	660	P.O.A	£14,750	£7,242	£4,572
Unit 18	4,422	6,742	P.O.A	£43,500	£21,359	£47,478
Unit 28	1,963	2,683	P.O.A	£26,000	£13,530	£17,756
Unit 13	1,900	1,900	P.O.A	£36,250	£18,305	£14,223
Unit 14	852	1,209	P.O.A	£13,000	£6,383	£8,653
Unit B	2,620	2,620	P.O.A	£21,750	£15,679	£18,151
Unit 23	1,430	1,430	P.O.A	-	-	£9,907
Units 34/36	2,222	3,876	P.O.A	-	-	£0

*RATEABLE VALUE

**ANNUAL RATES PAYABLE

***ANNUAL SERVICE CHARGE



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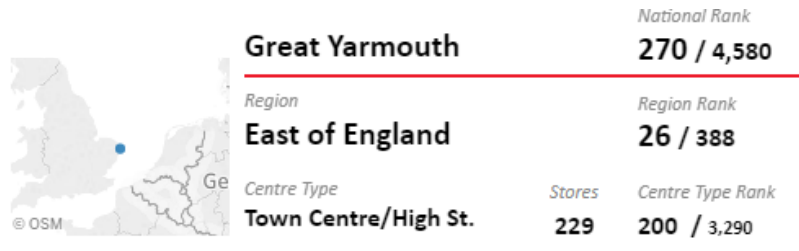




50 metres

Experian Goad Plan Created: 28/05/2020
Created By: Jamieson Mills Ltd

CENTRE CATCHMENT DETAILS

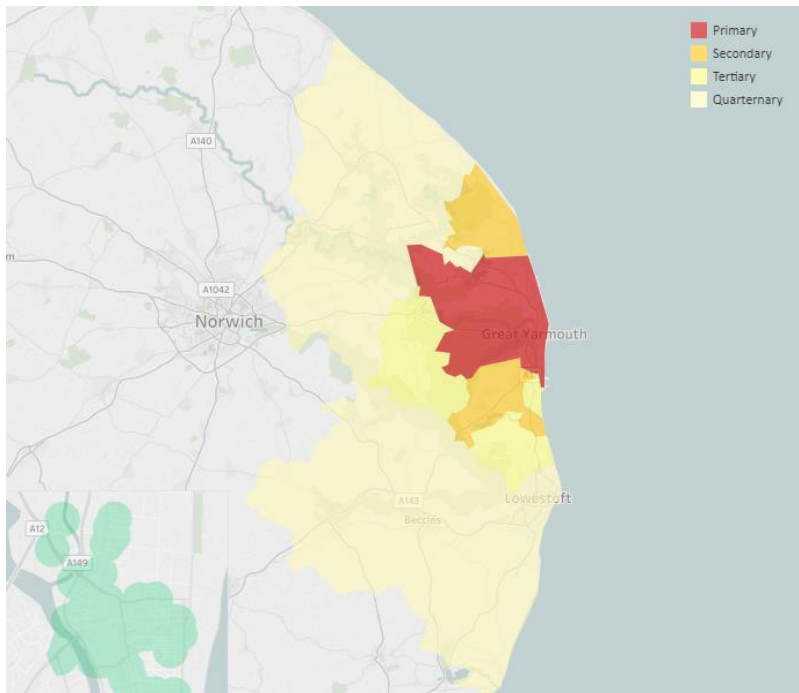


Ranking Comparison		
Rank	Centre Name	Spend Potential
24	Welwyn Garden City	£138m
25	Watford - Waterfields Way	£133m
26	Great Yarmouth	£128m
27	Peterborough - Serpentine Gr..	£126m
28	Bedford - Interchange Retail P..	£117m
29	Bishop's Stortford	£115m
30	Hitchin	£113m
31	Ipswich - Euro Retail Park	£111m

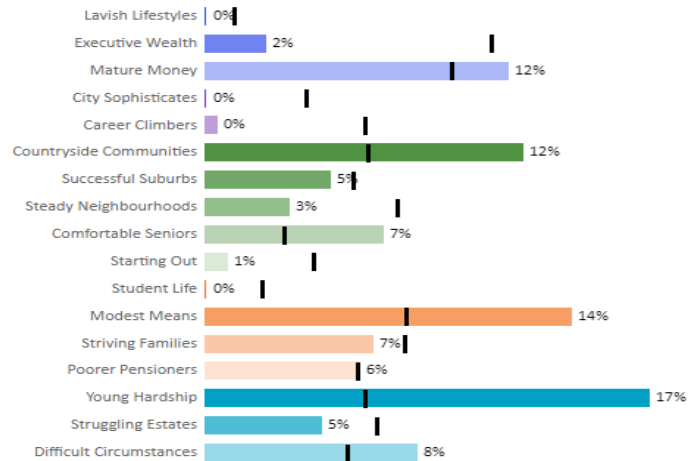
Icon Key

Icon	National Benchmark
	Clothing & Footwear
	Catering
	Convenience Goods
	Durable Goods
	House & Home
	Leisure Goods
	Personal Care
	Personal Goods

Retail Catchment



Acorn Profile



Catchment	Population
Primary	46,718
Secondary	31,341

Retail Mix

