

THE BREWERY QUARTER

C H E L T E N H A M
New landmark 110,000 sq ft
town centre development



THE
B R E W E R Y
QUARTER

C H E L T E N H A M

THE PLACE TO BE

The affluent town of Cheltenham is situated on the outskirts of the Cotswolds and forms the dominant shopping destination for the Gloucestershire catchment.

London is located 90 miles to the South East with Bristol 40 miles to the South and Birmingham 50 miles to the North.

The town centre has benefitted from significant improvements over recent years with several exciting new retailers entering the town, making Cheltenham even more of a key shopping destination.

John Lewis Partnership are due to open their new 120,000 sq ft town centre store for summer 2017, which will further enhance the retail offer in the town.

The Brewery Quarter is already a well established leisure destination which is going to be further enhanced by an exciting retail expansion. This scheme occupies a highly prominent retail position in the heart of the town.



THE HOME OF RETAIL

This attractive spa town has an eclectic mix of retail and leisure ranging from upper-mid market fashion operators found on The Promenade to high quality independent retailers located in Montpellier through to the more mass market, national offer currently found on the High Street.

Nearby occupiers to the development include **Pandora, Superdry, Crabtree and Evelyn, Patisserie Valerie** and **Primark**, with the pitch continuing to evolve.

UK TOWN RANKING OF 32 (VENUSCORE 2014)



CHELtenham VOTED BEST PLACE IN THE UK TO RAISE A FAMILY (TELEGRAPH SEPT 2014)



OUT PERFORMING UK AVERAGE "COMFORTABLE AND STABLE" INCOME GROUPS



CHELtenham GOLD CUP ATTRACTS 250,000 VISITORS PER ANNUM



OVER 10,000 RESIDENT STUDENTS IN THE TOWN

RANKS IN THE TOP 1% OF RF CENTRES IN THE UK (CACI)



ANNUAL RETAIL EXPENDITURE OF £500M



HOME OF Superdry. 極度乾燥(しなさい)



£100M CASH INJECTION TO THE TOWN DURING GOLD CUP WEEK



315,498 POPULATION WITHIN 20 MINUTE DRIVE

WATCH THIS SPACE

As part of the £5m Cheltenham Transport Plan, Cheltenham Borough Council propose to improve the towns prime retailing environment by extending the pedestrianised High Street from Boots Corner, past The Brewery Quarter down to Henrietta Street. Along with public realm improvements, the proposed works will help build on the shift in quality retail to this part of the High Street reinforcing the link with the upper-mid market operators currently found on the Promenade.



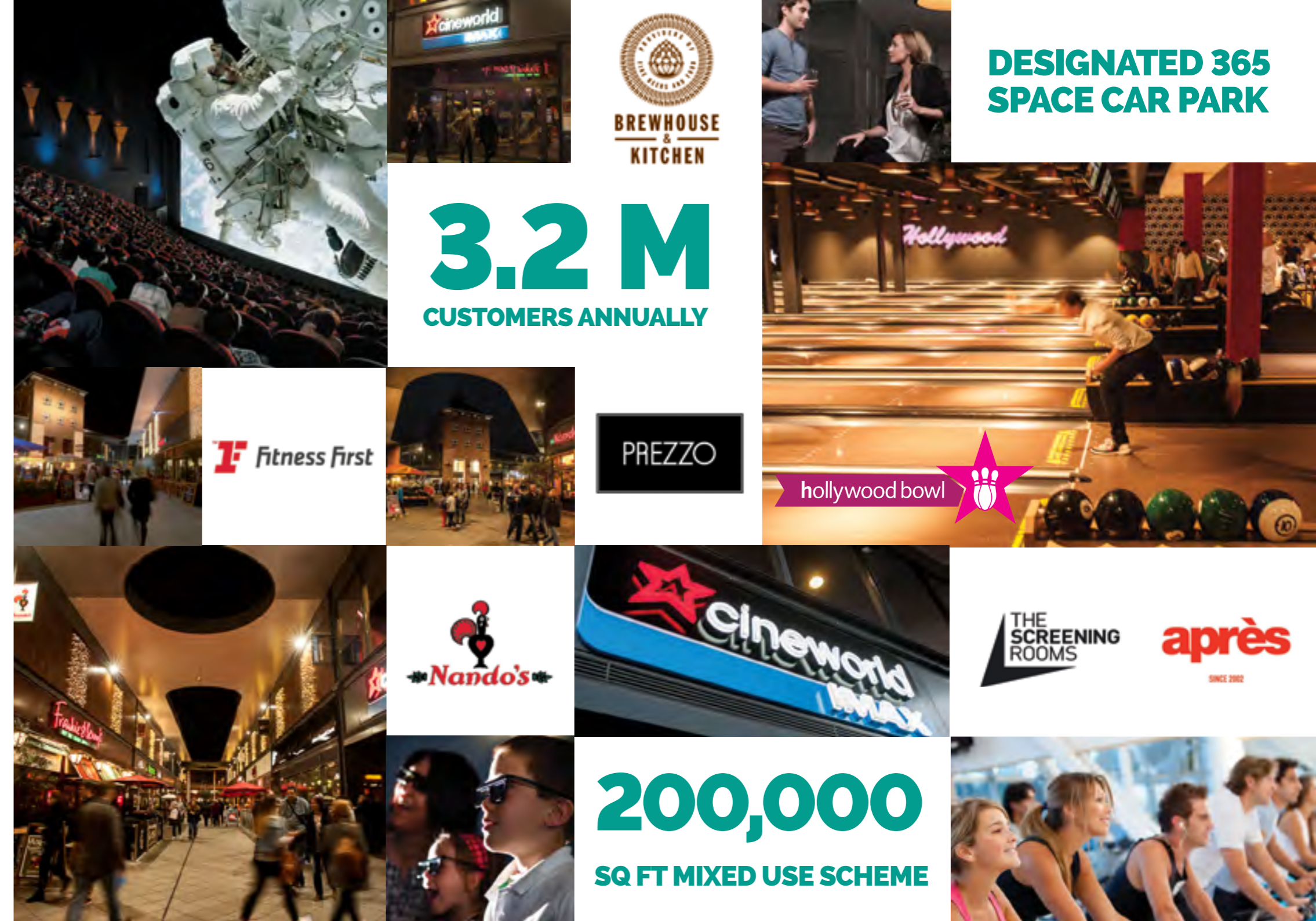
THE STORY SO FAR

The Brewery Quarter opened in 2006 and forms an established, state-of-the-art entertainment complex including multi-screen cinemas, upmarket bowling centre, health and fitness, children's soft play centre, bars and restaurants.

The Brewery Quarter has something for everyone with restaurants including Prezzo, Chiquito's, Frankie & Benny's, Nando's, The Real China and Harvester.

In addition to their 10 screens and an Imax, Cineworld has also opened The Screening Rooms, an exciting new venture in luxury cinema. Hollywood Bowl offer their superb and modern bowling facilities and late night bar. The latest addition to the leisure offer is the pub and micro brewery Brewhouse & Kitchen.

The Brewery Quarter is a major regional leisure destination that will be further enhanced by the development and the retail corridor sweeping in from the High Street.



3.2 M
CUSTOMERS ANNUALLY

200,000
SQ FT MIXED USE SCHEME

ONE DESTINATION

THE BREWERY QUARTER

SHOP | DINE | STAY | PLAY

GROUND FLOOR

FIRST FLOOR



Retail units available spring 2017

The retail extension to this highly successful leisure scheme will provide modern, well configured accommodation fronting High Street and linking through to the existing leisure destination. Upon completion of the retail extension The Brewery Quarter will total 300,000 sq ft.

The new units are arranged over ground and first floor and offer flexibility to suit a variety of retailer requirements.

Units will benefit from a highly prominent retail frontage together with 4.6 metre floor to ceiling height. The units will be provided in shell condition at handover. Attractive incentive packages for incoming tenants are available.

Retailers will benefit from being connected to the well-established leisure scheme which will enhance the customer experience and increase dwell time and average spend. When complete, this development will offer the best mixed-use retail experience in both Cheltenham and the greater catchment.

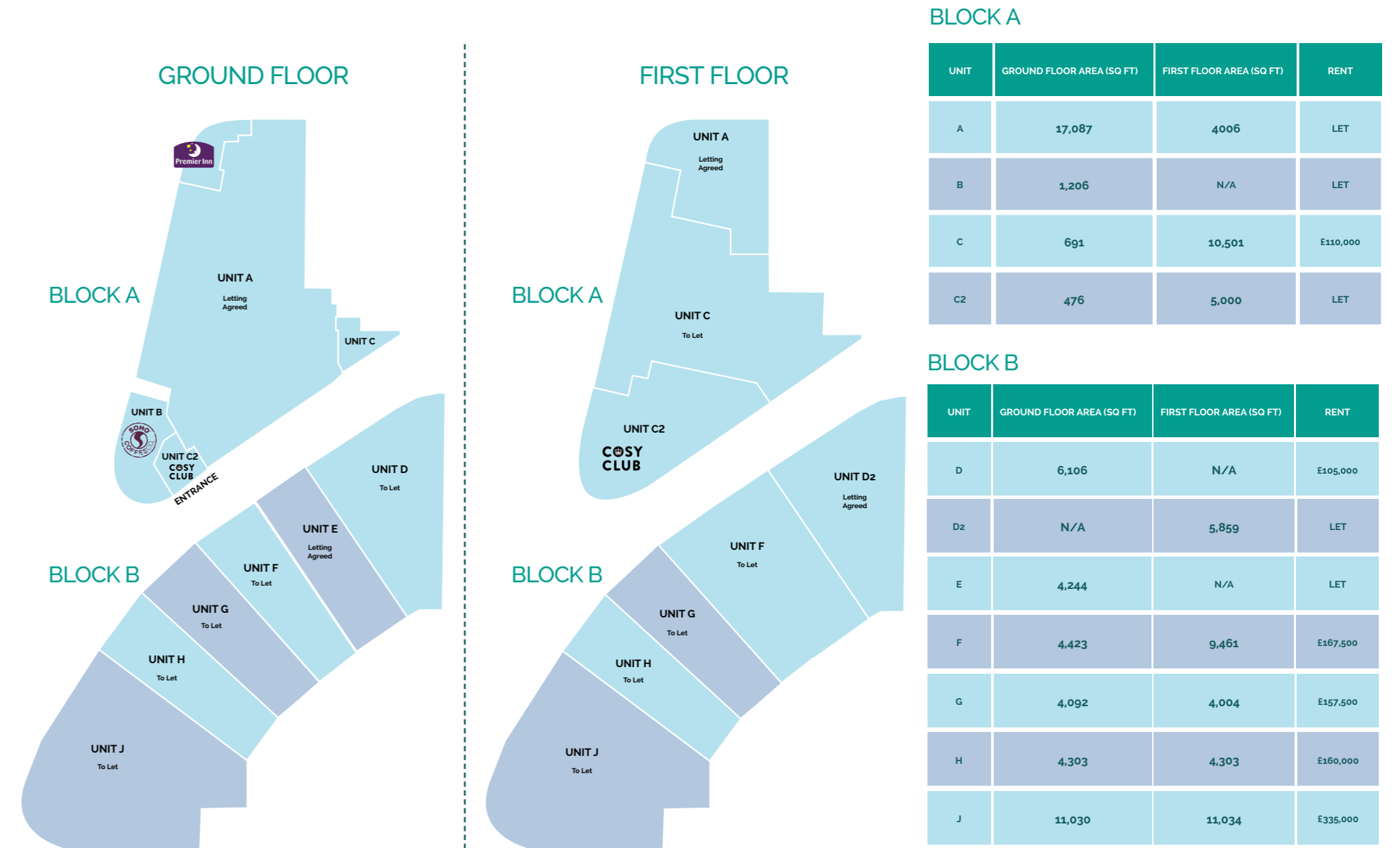
The Brewery Phase II comprises a landmark £30million development including:

- 110,000 sq ft of new retail and leisure space
- 104 Bed Premier Inn Hotel
- 34 High Quality town centre apartments

Practical completion of the development is scheduled for Spring 2017.



REDEVELOPMENT - 110,000 sq ft retail accomodation



BLOCK A

UNIT	GROUND FLOOR AREA (SQ FT)	FIRST FLOOR AREA (SQ FT)	RENT
A	17,087	4006	LET
B	1,206	N/A	LET
C	691	10,501	£110,000
C2	476	5,000	LET

BLOCK B

UNIT	GROUND FLOOR AREA (SQ FT)	FIRST FLOOR AREA (SQ FT)	RENT
D	6,106	N/A	£105,000
D2	N/A	5,859	LET
E	4,244	N/A	LET
F	4,423	9,461	£167,500
G	4,092	4,004	£157,500
H	4,303	4,303	£160,000
J	11,030	11,034	£335,000

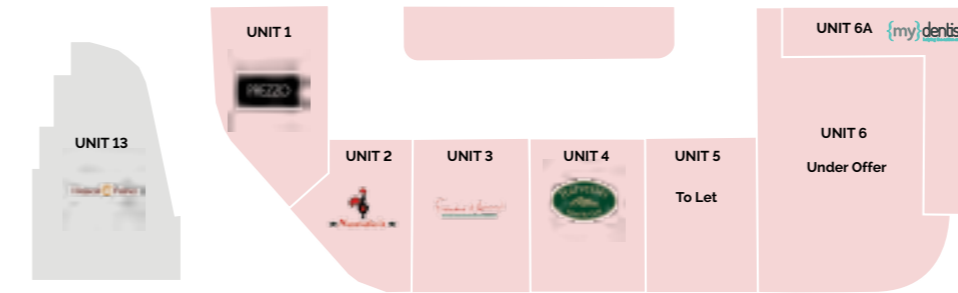
Units layouts are flexible and can be split to suit specific tenant requirements with further details available upon request



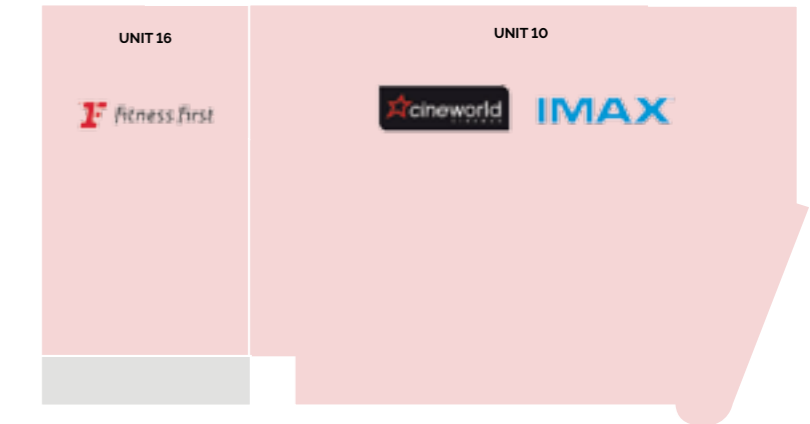
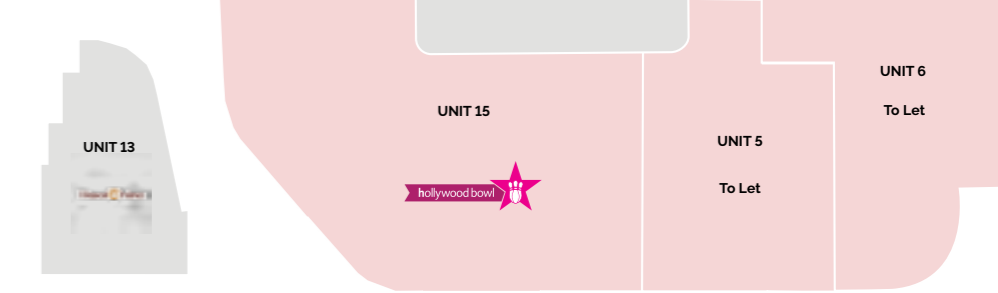
EXISTING LEISURE SCHEME

UNIT	GROUND FLOOR AREA (SQ FT)	FIRST FLOOR AREA (SQ FT)	RENT
UNIT 5	5,700	8,795	EPOA
UNIT 6	N/A	10,450	EPOA
UNIT 12	4,829	N/A	EPOA

GROUND FLOOR



FIRST FLOOR



WHAT THEY SAY ABOUT US...

DUE TO SEVERAL YEARS STRONG TRADING IN THE SCHEME, WE HAD THE CONFIDENCE TO OPEN THE SCREENING ROOMS LUXURY EXPERIENCE CONCEPT HERE IN 2011. THIS HAS BEEN A HUGE SUCCESS AND WE HAVE SUBSEQUENTLY ADDED THE FIRST IMAX CINEMA IN THIS REGION REINFORCING OUR CONFIDENCE IN THE BREWERY AS A LEADING UK LEISURE DESTINATION.

KEVIN FROST
PROPERTY DIRECTOR
CINEWORLD

THE BREWERY OFFERS A FANTASTIC RANGE OF STATE OF THE ART FAMILY ENTERTAINMENT ATTRACTING VISITORS FROM MILES AROUND, 365 DAYS A YEAR.

CLAIRE, 28
SENIOR EVENTS PLANNER

THE HIGH STREET IS FOR SO MUCH MORE THAN JUST SHOPPING THESE DAYS. THERE IS SO MUCH GOING ON AND, WITH THE REDEVELOPMENT OF THE BREWERY AND THE IMMINENT ARRIVAL OF JOHN LEWIS IN THE CENTRE OF TOWN, SO MUCH TO LOOK FORWARD TO AS WELL. WE ARE A FANTASTIC RETAIL CENTRE BUT WITH OUR FESTIVALS, GREAT ARCHITECTURE AND THE OVERALL ENVIRONMENT, THERE IS MORE TO ATTRACT PEOPLE TO CHELTENHAM THAN EVER BEFORE.

KEVAN BLACKADDER
TOWN CENTRE MANAGER

THE WHOLE SITE IS GREAT FOR THE TOWN. IT WILL SPREAD THE IMPROVEMENT OF THE WHOLE HIGH STREET.

ROB DUNCAN
CHELTENHAM CHAMBER OF COMMERCE

WE'RE REALLY EXCITED TO BRING THE BREWHOUSE AND KITCHEN CONCEPT TO CHELTENHAM. THE BREWERY IS THE PERFECT DESTINATION FOR US WITHIN THE TOWN CENTRE AND THE HISTORY OF THE SITE FITS WELL WITH OUR LOVE FOR BREWING CRAFT ALES.

KRIS GUMBRELL
MANAGING DIRECTOR
BREWHOUSE AND KITCHEN

THE ADDITION OF THE NEW HOLLYWOOD BOWL AND IMAX CINEMA ARE YET MORE GREAT REASONS TO VISIT THE BREWERY.

JAMES, 19 - STUDENT

THE NEW RETAIL EXTENSION AT THE BREWERY WILL BE A FANTASTIC ADDITION TO THE CHELTENHAM TOWN CENTRE AND WILL STRENGTHEN THE TOWN'S POSITION AS A TOP UK RETAIL DESTINATION.

JEREMY WILLIAMSON
MANAGING DIRECTOR
CHELTENHAM DEVELOPMENT TASK FORCE

THE CONSTANTLY IMPROVING RESTAURANT OFFER MEANS NO MATTER HOW WE FEEL, THERE IS ALWAYS SOMETHING WE ALL FANCY EATING!

JANE, 38
BANK MANAGER

THE BREWERY ATTRACTS A WIDE VARIETY OF CUSTOMERS RANGING FROM FAMILIES TO STUDENTS TO PEOPLE SPENDING THEIR WINNINGS FROM THE RACES! THE VARIED LEISURE OFFER MAKES THIS AN ALL YEAR ROUND LEISURE DESTINATION.

DAVID STEER
PROPERTY DIRECTOR,
PREZZO

THE BREWERY OFFERS EVERYTHING WE LOOK FOR IN A SCHEME, MAKING THIS ONE OF THE FIRST CHOICES FOR OUR NEW PIONEERING CONCEPT.

JAMES MAWER
HEAD OF SALES
& MARKETING
HOLLYWOOD BOWL

THE
BREWERY
QUARTER

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