

space to  
explore



Kingfisher  
Redditch





# discover new possibilities

Kingfisher Shopping Centre in Redditch is a destination which offers a prime retail and entertainment experience. Nestled in the heart of a prosperous catchment, the surrounding area boasts robust employment and increasing industrial prosperity.

The centre is a dominant sub-regional mall, occupying a 27-acre site and extending to 1 million sq. ft. of retail and leisure accommodation. Supported by 2,600 car parking spaces, the centre also enjoys excellent transport links

with an integrated bus station and close proximity to the local railway station.

Kingfisher has recently seen a multimillion pound investment with an internal refurbishment and a new food and leisure hub, bringing some of the nation's favourite eateries and leisure brands to the centre: **Nando's**, **Prezzo**, **Vue Cinema** and **Pure Gym** to name but a few.

This investment has already attracted a series of new retailers, including **The Range**, **Footasylum**, **Smiggle**, **Swarovski** and **360 Play Entertainment Centre**, all of whom are benefitting from the resultant fresh and vibrant shopping environment.



# a sense of community



Kingfisher Shopping Centre is well connected to the road network - the M42 is four miles away, facilitating access to the M5, M6 and M40 motorways. Combine this connectivity with ample parking and the Centre becomes easily accessible to the wider West Midlands, drawing in more visitors from Birmingham, Solihull and Evesham.

Kingfisher attracts a diverse demographic profile with the core Acorn categories being Executive Wealth, Striving Families and Steady Neighbourhoods. Compared to the national average, Kingfisher holds an above average proportion of

professionals, senior managers, skilled tradesmen as well as an above average proportion of owner occupied properties.

As one of the first community shopping centres in the UK to collaborate with CollectPlus, the trial of its click and collect service is now a permanent addition to the centre. CollectPlus has become a valuable resource for all customers, cementing the centre's position at the heart of the community.

## Performance since the completion of The Hub food and leisure area

- **15% increase in dwell time**
- **11% increase in retail spend**
- **7% increase in destination led trips to the Centre from the wider area**
- **3% increase in catering spend**



**1,000,000**

sq ft of retail & leisure  
floorspace and the  
20th largest retail venue  
in the UK



**2,600**  
car parking spaces  
with direct mall access



**140+**  
shops including;  
Debenhams, The Range,  
Pandora, H&M and Primark



**175,000**  
average footfall per week  
43% are high  
frequency visitors

**102,000**

core catchment

Redditch achieves a  
Comparison Goods market  
potential of £179.2m.  
of which, £138.2m is expected to  
arrive from the core catchment



**3,400 +**  
new dwellings and associate  
infrastructure in  
development, in and round  
the Redditch area



Customer experience sits at the heart of everything we do at Kingfisher. We're extremely proud of the developments and additions we've made to the centre over the last few years. The reward is evident in the new brands we've welcomed to the centre, including **The Range, Smiggle, and HMV**, along with the extensive refurbishment and investment in existing stores such as **H&M, Boots and Deichmann**. The result is a vibrant retail, dining and leisure experience for all our customers to enjoy.

The strength of Kingfisher Shopping Centre has never been greater and we look forward to continuing our vision: to position the centre as a leading shopping and entertainment destination in the West Midlands.

**Ken Williams, General Manager**

**Kingfisher**  
*Redditch*







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