

SPRINGFIELDS



OUTLET SHOPPING & LEISURE

THE LEADING
SHOPPING
& LEISURE
DESTINATION
IN THE EAST
OF ENGLAND



FATFACE
OUTLET

FATFACE

FATFACE
SINCE 1988

RAGING BULL
WWW.RAGINGBULL.CO.UK

24 HOUR
CCTV
IN OPERATION

NO SMOKING

1988

Frankie & Benny's
NEW YORK ITALIAN RESTAURANT & BAR

Joules

Dune
LONDON

THE COSMETICS
COMPANY STORE

COSTA

FATFACE
OUTLET

RADLEY
LONDON

JACK
WILLS

M&S
OUTLET

White
StUFF

SKECHERS

GAP
OUTLET

next
OUTLET

Springy's
MINI GOLF

MINI TRAIN





THE NUMBERS

Since opening in 2004, Springfields Outlet has experienced **15 years of consecutive turnover growth** and an average occupancy rate of 98%.

PERFORMANCE

- High sale densities achieved by a wide variety of brands
- Many best performing retailers in their class
- Successful events programme
- Award-winning industry leading standards
- Owned by the Triton Property Fund
- Managed by Sanderson Leisure and Retail (SLR), market leaders in the leisure-based outlet market

SPRINGFIELDS BOUNCES BACK STRONGLY POST-LOCKDOWN

- Sales-per-visitor up 12% vs 2019
- Like-for-like turnover averaged 95% vs 2019
- 50% of all LFL stores trading positively by as much as 80%
- Footfall averaging 83% vs. 2019
- 4 new lettings since Lockdown including Dune London and Eden



15
YEARS
OF CONSECUTIVE
TURNOVER
GROWTH

ANNUAL
FOOTFALL
OVER
2.3
MILLION

200,000
SQUARE FOOT
SCHEME

EIGHT
RESTAURANTS



RESIDENT
CATCHMENT OF
1.24
MILLION

43
BEDROOM
HOTEL



25
ACRES
OF INTEGRATED
LEISURE
ATTRACTIONS

54
OUTLET
STORES



1,400
CAR PARKING
SPACES



Jack Wills
EST. GREAT BRITAIN


CREW CLOTHING COMPANY

White Stuff®

RADLEY
LONDON

Joules

THE COSMETICS
COMPANY STORE

FATFACE
OUTLET

SKECHERS

JEFF BANKS

GAP
OUTLET

M&S
OUTLET

next
OUTLET

NEW

Dune
LONDON

 EDEN

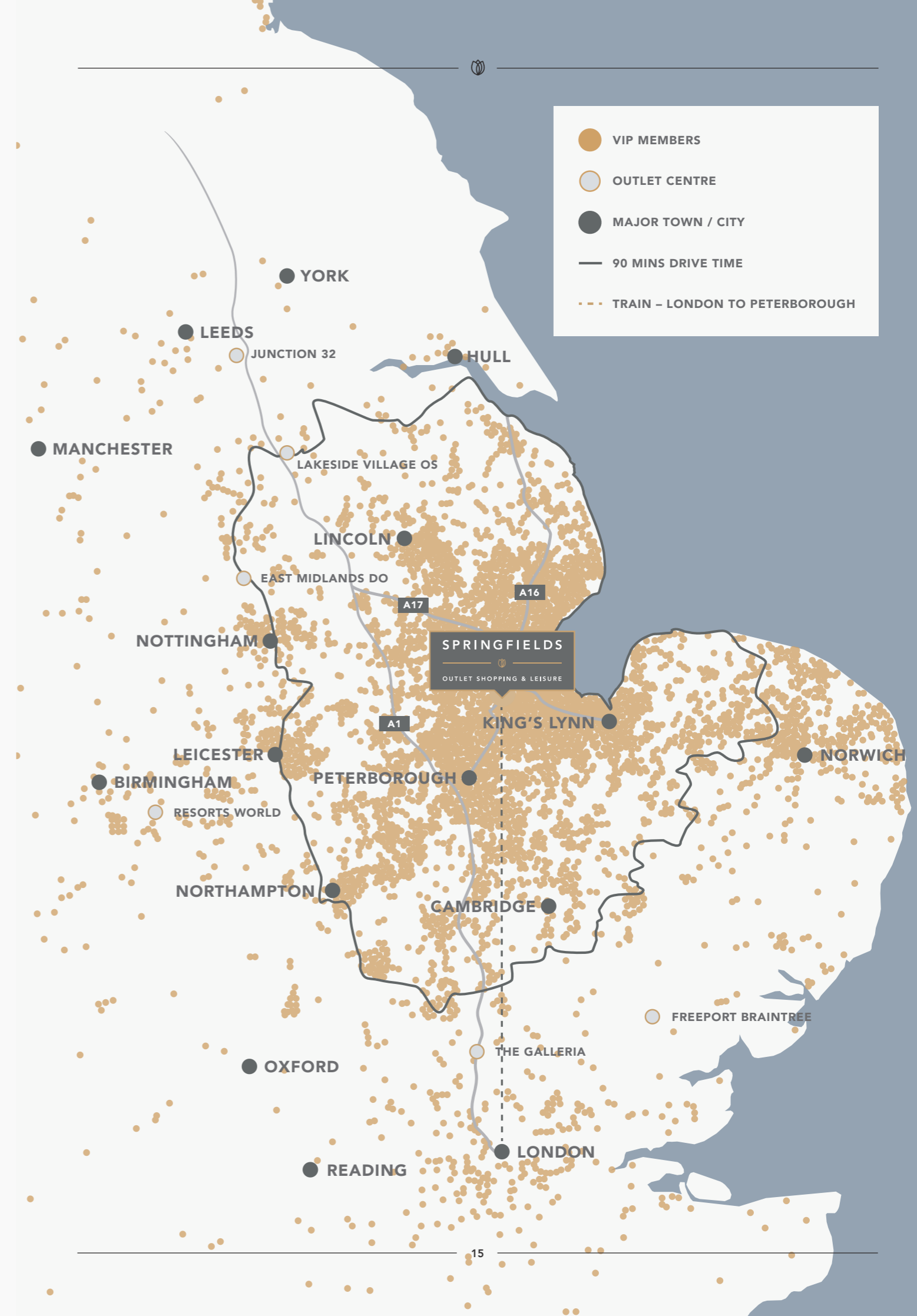
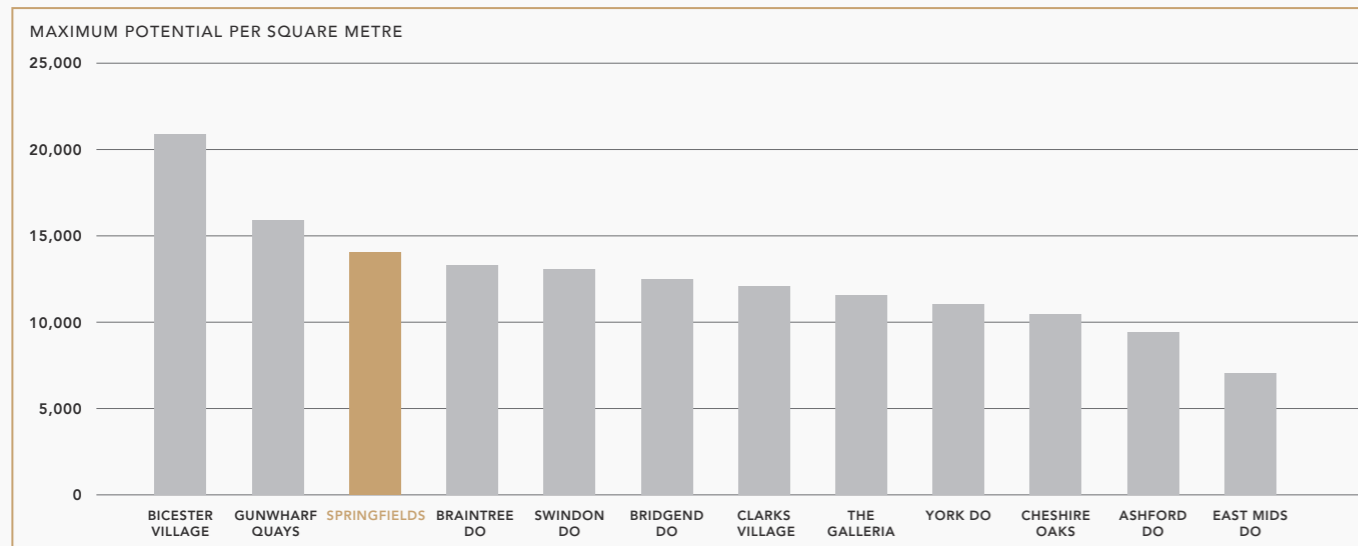

LAZY JACKS
CLOTHING COMPANY



THE OPPORTUNITY

Kenn Gunn Consulting, the leading research company for designer outlet centres in Europe, highlights that Springfields Outlet:

- Has the third highest market potential sales density of any outlet in the UK
- Population growth is expected to increase by +8.1% to 2025, compared to +6.5% nationally
- Trading gap analysis shows an opportunity to improve conversion of existing shopper spend and increase Clothing & Footwear turnover by £22m
- Tourists and day visitors represent 15% of footfall with potential to grow spend from this group
- Minimal cannibalisation of other outlet centres or full price stores



PHASE 3 OPENING 2022

The South East Lincolnshire Local Plan has recently been adopted by the Council, allocating an additional 50,000ft² of retail space for Springfields.

5,500 new homes are allocated and under construction within the region.

- 15 new stores
- 4 restaurant/café units
- 236 additional parking spaces
- Impressive architectural design





NEW PHASE 3 DEVELOPMENT

PREMIUM RETAIL SPACE WITH 15 YEARS OF CONTINUOUS TURNOVER GROWTH

ALL DAY DINING OFFER

Springfields has a great range of cafés and restaurants and has excellent opportunities for more additional high quality operators to complement the offer.

CAFFÈ
NERO



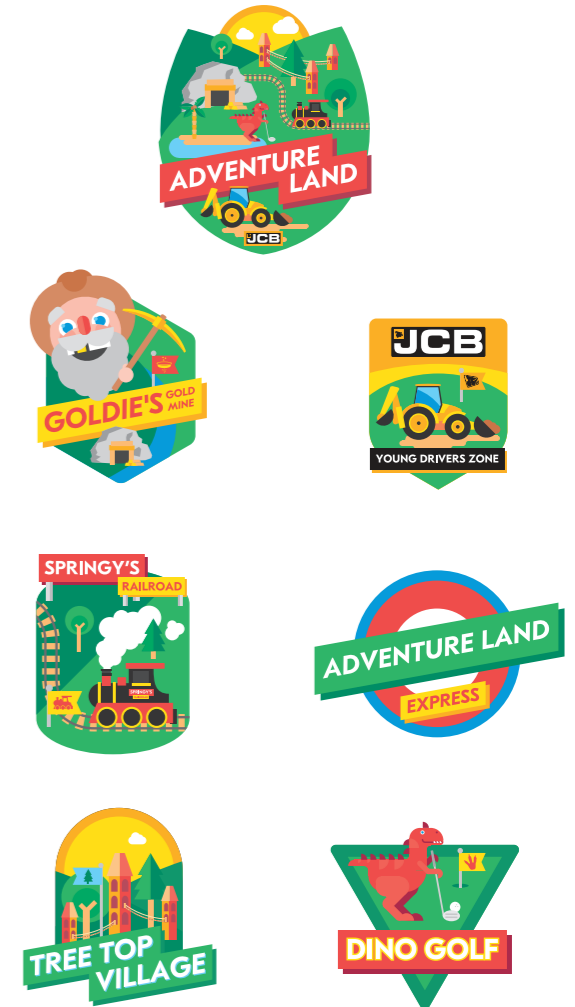
COSTA



QUALITY NEW LEISURE OFFER

Adventure Land, home to the largest JCB Young Drivers Zone in the UK, is the new £1.2m integrated leisure offer at Springfields. Designed to increase footfall the attraction provides more reasons for customers to travel from further, stay for longer and visit more often. New attractions added in 2020.

Combined with the retail and dining offer, the leisure facilities provide a great day out for all the family.





CHRISTMAS LIGHTS 2018



CHRISTMAS LIGHTS 2019

MAJOR EVENTS PROGRAM

Springfields Outlet delivers a very popular and extensive events programme designed to drive PR, footfall, dwell time and turnover.

Our seasonal activities are regionally renowned and run throughout the entire year.



INNOVATIVE TECHNOLOGY

SPRINGFIELDS VIP APP

Our app is constantly evolving with parking, special offers and event discounts for our VIP members.



SPRINGFIELDS TV

Our own TV studio with green screen gives us the ability to create in-house promotional videos for individual retailers and centre-wide campaigns.



GREAT ACCESSIBILITY

Located in south Lincolnshire, the 45-acre retail and leisure scheme is on the junction of the A16 and A151, close to the junction with the A17, three major arterial roads providing easy access to Peterborough,

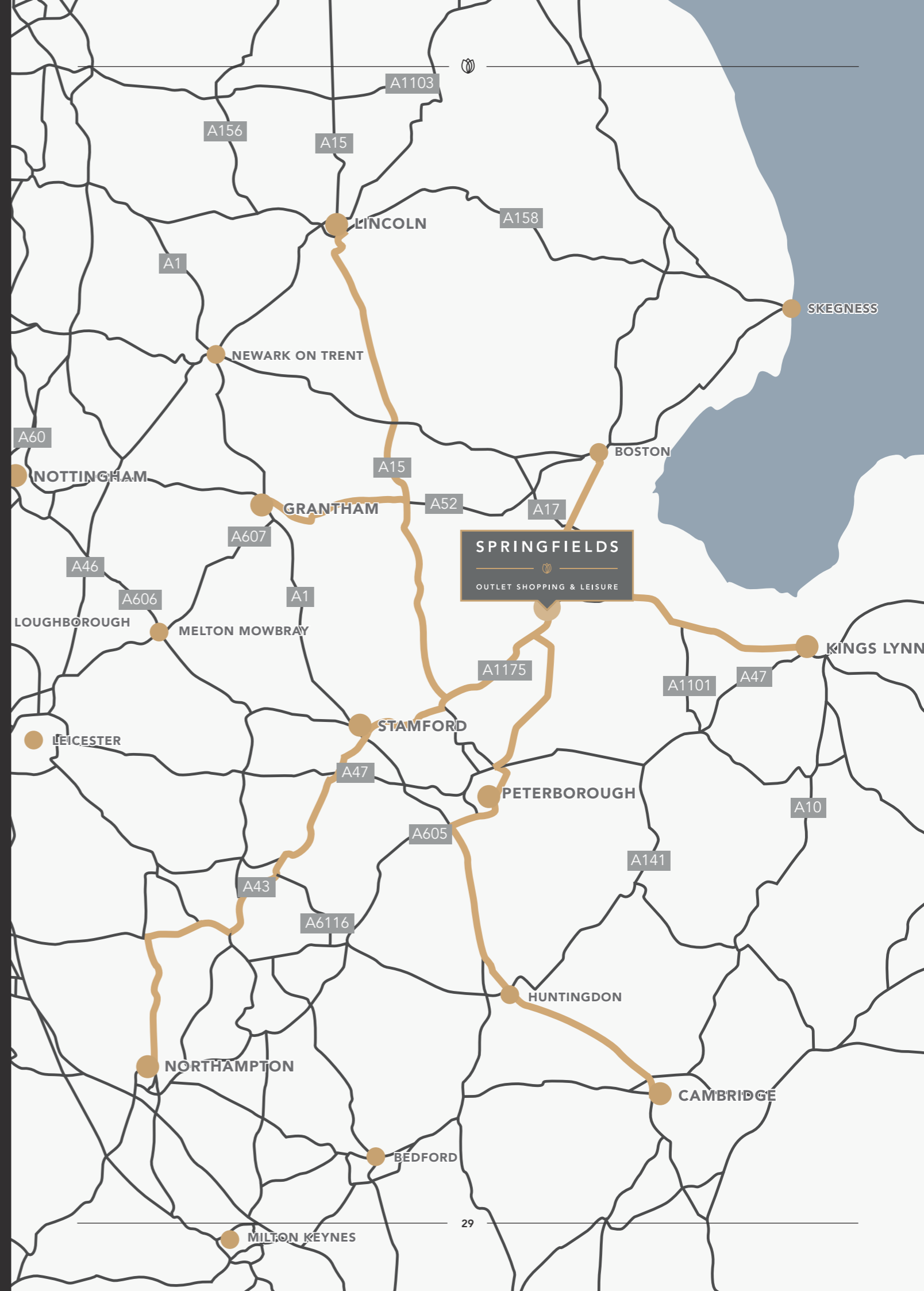
Stamford, Nottingham, Lincoln and Kings Lynn. The catchment includes East Anglia, where there is no outlet centre, Cambridgeshire and the East Midlands, which is just a 25-minute drive from the A1.

DRIVE TIMES

- 29 minutes from Peterborough
- 34 minutes from Stamford
- 40 minutes from the A1
- 42 minutes from Kings Lynn
- 45 minutes from Grantham
- 58 minutes from Lincoln
- 80 minutes from Cambridge
- 90 minutes from Northampton

RAIL TIMES (WITH COURTESY CAR AVAILABLE)

- 82 minutes from London
- 84 minutes from Cambridge
- 90 minutes from Leicester



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