

**THE LEADING**  
**SHOPPING & LEISURE**  
**DESTINATION IN**  
**THE EAST OF ENGLAND**

**SPRINGFIELDS**



OUTLET SHOPPING & LEISURE

THE CRAFT OUTLET

Unit 1: 4000 sq ft  
**PARLOUR**

Unit 2: 3029 sq ft  
CRAGHOPPERS DARE 2B

Unit 3: 2006 sq ft  
**White Stuff**

Unit 4: 2041 sq ft  
PAVERS SHOES

Unit 5: 1521 sq ft  
ERNEST JONES THE OUTLET COLLECTION

Unit 6/7: 3341 sq ft  
**FATFACE** OUTLET

Unit 13: 1303 sq ft  
THE GIFT COMPANY

Unit 12: 1300 sq ft  
EE

Unit 11: 1325 sq ft  
HOLLAND & BARRETT

Unit 10: 1314 sq ft  
GRAPE TREE

Unit 9: 1111 sq ft  
LAZY JACKS

Unit 8: 1111 sq ft  
CHAPELLE

Unit 26/27: 6010 sq ft  
SPORTSDIRECT.COM

Unit 25: 2150 sq ft  
Starbucks

Unit 29: 2048 sq ft  
**SKECHERS**

Unit 30: 2435 sq ft  
MOUNTAIN WAREHOUSE

Unit 31: 3444/45: 13627 sq ft

**M&S** OUTLET

Unit 46-48: 6537 sq ft  
**next** OUTLET

Unit 49: 6573 sq ft  
NEW RETAILER COMING SOON



HOME & GARDEN

EAST AVENUE

NORTH AVENUE

DUTCH MARKET SQUARE

SOUTH AVENUE

Unit 14: 3447 sq ft  
KLASS

Unit 15: 1329 sq ft  
WEIRD FISH

Unit 16: 1276 sq ft  
DENBY

Unit 18: 1408 sq ft  
PRO COOK

Unit 19: 1574 sq ft  
JULIAN CHARLES

Unit 20: 815 sq ft  
**COSTA**

Unit 21: 1020 sq ft  
CLAIRE'S

Unit 22: 2165 sq ft  
DESIGNER WAREHOUSE

Unit 23a: 1733 sq ft  
ROMAN

Unit 23b: 2475 sq ft  
*Joules*

Unit 24: 1542 sq ft  
HALLMARK

Unit 24a: 1098 sq ft  
GAME

Unit 25: 1440 sq ft  
ENFFE **NERO**

Unit 27/28: 5650 sq ft  
Clarks OUTLET

Unit 29: 1860 sq ft  
THE COSMETICS COMPANY STORE

Unit 40a: 1660 sq ft  
OSPREY LONDON

Unit 40a: 800 sq ft  
**Dune**

Unit 32: 1507 sq ft  
Jack Wills

Unit 33a: 1288 sq ft  
BEAUTY OUTLET

Unit 33b: 1090 sq ft  
THE FRAGRANCE SHOP

Unit 33a: 1047 sq ft  
SUIT DIRECT

Unit 33b: 1211 sq ft  
JEFF BANKS

Unit 33c: 1002 sq ft  
THE SWEET EMPORIUM

Unit 33d: 1271 sq ft  
RADLEY

Unit 33e: 1271 sq ft



POP UP SHOP OPPORTUNITIES



# AN OASIS FOR FASHIONISTAS

A collection of designer and iconic fashion brands in 25 acres of beautiful gardens

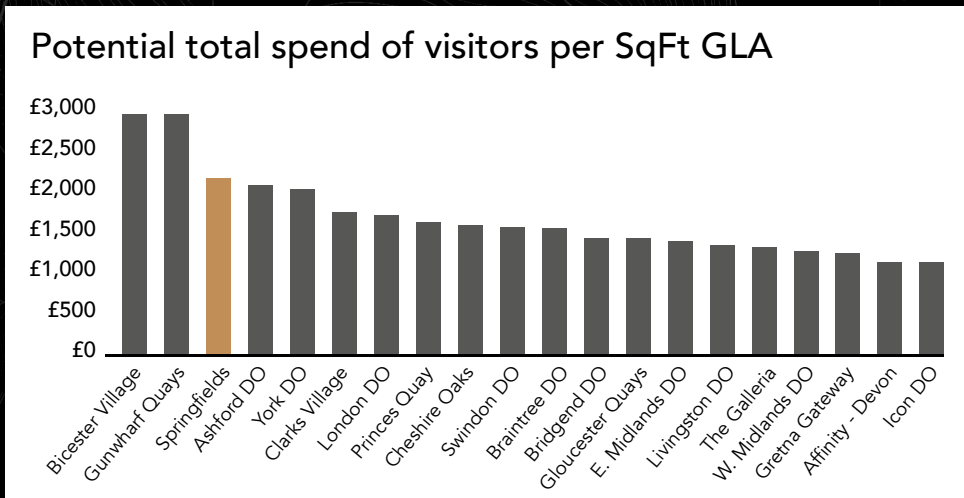


# SPRINGFIELDS OVERVIEW

## One of the fastest growing outlets in the UK

### Unique combination of retail, leisure, space and gardens drives growth

- High growth in turnover
- Weak competition
- 3rd highest turnover potential of all outlets in the UK



(Source: Ken Gunn Consulting)

### Very wide catchment

Unique destination attracting consistent and growing visitor levels from 90min catchment

### Top Tier catchment

- 29% greater than Gretna Gateway
- Similar visitor profile to Bridgend DO
- 12% higher visitor profile than East Mids DO

### Exceptionally high spending power

- 20% more 'Affluent Achievers' than the national average
- 90 mins drivetime: 6.3M population worth £26.4Bn
- 40M tourist visits add £2.2Bn

Source: CACI

### Springfields dominates its catchment

- No other outlets in East Anglia
- Catchment has strong room for growth in contemporary fashion brands and other fast moving segments

SPRINGFIELDS

OUTLET SHOPPING & LEISURE

Dune  
LONDON

Dune  
LONDON



**15**  
YEARS  
OF CONSECUTIVE  
TURNOVER  
GROWTH

ANNUAL  
FOOTFALL  
OVER  
**2.3**  
MILLION

**200,000**  
SQUARE FOOT  
**RETAIL**

**53**  
OUTLET  
STORES

**8**  
CAFES AND  
RESTAURANTS

**1400**  
PARKING  
SPACES

**10**  
ATTRACTIONS  
ADVENTURELAND

**43**  
BEDROOM  
HOTEL

**25**  
ACRES  
NATIONALLY  
IMPORTANT  
GARDENS

**60,000**  
SQUARE FOOT  
BLUE DIAMOND  
HOME  
& GARDEN



**Award winning gardens attract  
major footfall year-round**



**Blue Diamond expand  
with major investment in  
new upmarket restaurant**



**"Our busiest opening  
day on record"**

Dune London

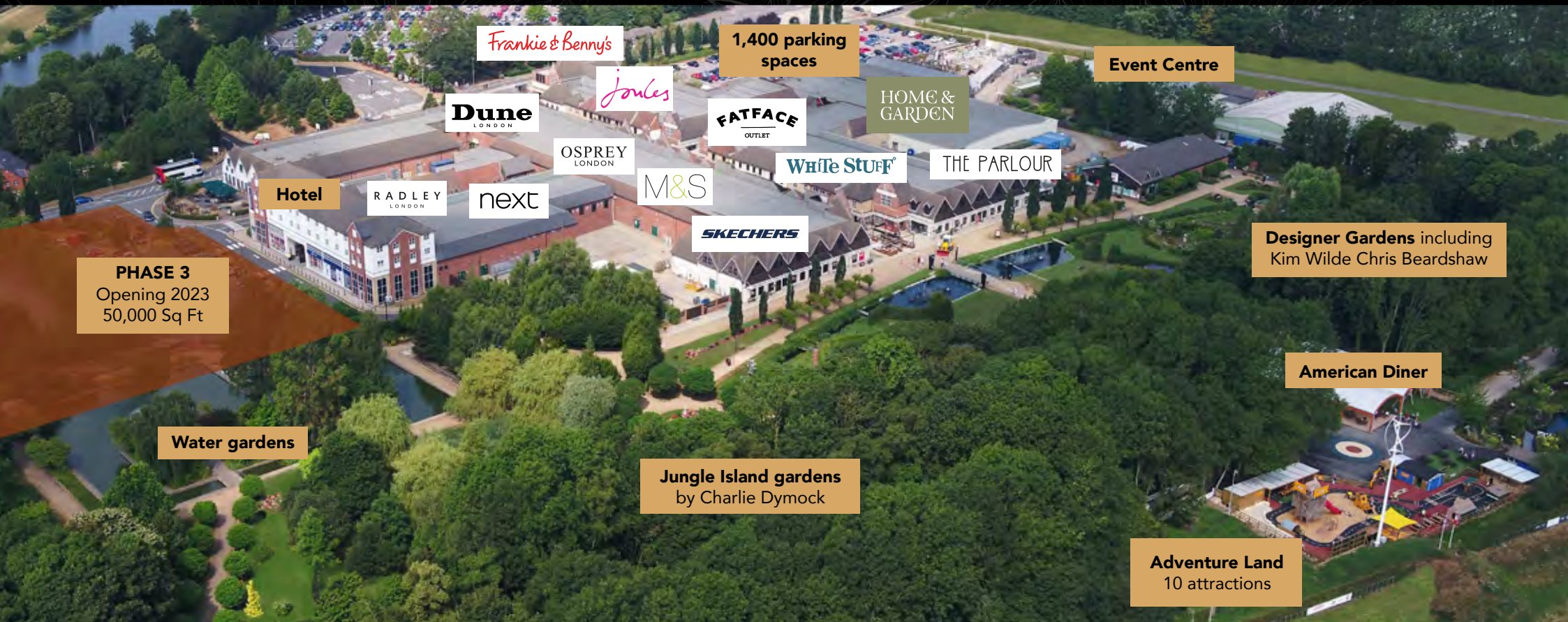
# DOMINANT REGIONAL OUTLET

The only outlet serving East Anglia

- VIP membership from 90 mins drivetime and beyond
- 6.3M population worth £26.4Bn
- 40M tourist visits add £2.2Bn



# SPRINGFIELDS IS UNIQUE



Frankie & Benny's

1,400 parking spaces

Event Centre

Dune LONDON

Jowles

HOME & GARDEN

FATFACE OUTLET

OSPREY LONDON

White Stuff

THE PARLOUR

Hotel

RADLEY LONDON

next

M&S

SKECHERS

PHASE 3  
Opening 2023  
50,000 Sq Ft

Designer Gardens including  
Kim Wilde Chris Beardshaw

Water gardens

American Diner

Jungle Island gardens  
by Charlie Dymock

Adventure Land  
10 attractions

Blending 45 acres of retail, leisure and Festival Gardens

# HOME & LIFESTYLE DRIVING FOOTFALL



## HOME & GARDEN

- Our 60,000 Sqft Home & Lifestyle centre is a major footfall driver
- Post-Covid, people are spending more time improving their homes and gardens
- Inspirational design ideas and products for all seasons
- Attracting high-spending visitors more frequently
- Delivering additional high spending guests to other retailers



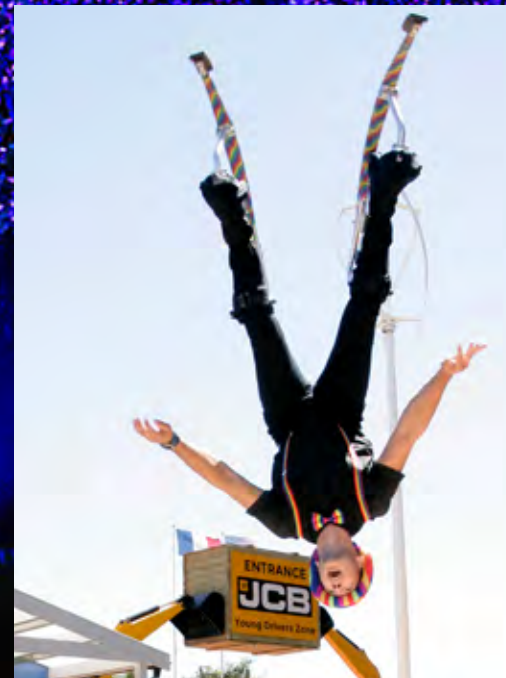
# THE REGION'S LEADING DAY OUT

- 10 first class attractions for families and tourism
- Adventure Land, home to the largest JCB Young Drivers Zone in the UK
- Springy's Diner and Party Rooms
- More reasons for guests to travel from further, stay longer and visit more often



# YEAR-ROUND EVENTS

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# SHOPPING MADE BEAUTIFUL

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- Set in 25 acres of show gardens and wide open spaces
- Chelsea designer gardens
- Home to nationally important collections of tulips, daffodils and dahlias
- The perfect destination to relax
- Extends dwell time and drives more frequent visits



# THE NEW WORLD OF RETAIL

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- Covid-secure and perfect for the new retail world
- As an outdoor outlet, Springfields is outperforming the rest of the retail market
- Guests value the open, airy and healthy space very highly

**"Very good, Covid-safe"**

**"During this Covid period the whole place was so well managed"**



**"Good measures in place for Covid"**



RETAIL MADE

# SUSTAINABLE

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Sustainability is central to our purpose and has been since we first opened

- BREEAM accredited since 2018
- Green energy utilised
- Rainwater harvesting
- Extensive recycling with Zero waste to landfill
- Electric Car charging points
- LED lighting in all common areas
- £4.3m total social and local economic value
- Widespread 'Working with the Community' programme
- Extensive wide open green spaces



# GREAT FOR SHOPCATIONS

- Combining retail, leisure and wide open spaces for the perfect staycation
- Near the coast and many popular tourist attractions
- Regional event centre, attracting additional footfall throughout the year
- 43 bedroom hotel
- Water taxi service to Spalding town centre
- Landscape-designed areas for dog walking



# HIGHLY ATTRACTIVE FOOD & BEVERAGE

A full range of 9 restaurants and cafés for all tastes  
From waiter-service to cafés with regional specialities,  
a popular pub and an American Diner which all drive  
footfall and extend visits

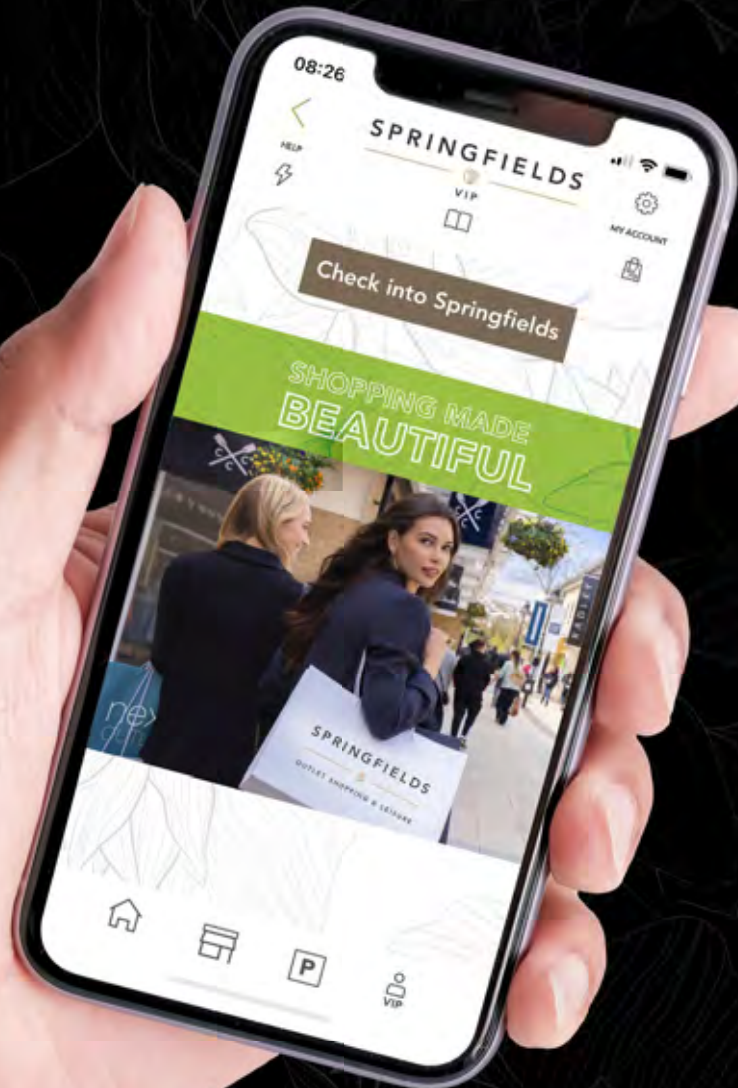
CAFFÈ  
**NERO**



**COSTA**



# INNOVATIVE TECHNOLOGY



Fully tech-enabled to enhance the experience

- Springfields VIP App. Contactless parking, app alerts, latest news and brand events
- VIP scheme
- Extensive social media with live Check-in for promos
- Springfields TV for fashion edits and brand videos
- Multiple marketing channels available to all retailers for bespoke promotions at short notice



# AT YOUR SERVICE

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Full customer service programme

- Extensive parking
- VIP scheme
- Gift Cards
- Welcome and information points
- Regional tourism information
- Fast WiFi
- Covid-secure services
- Specialised coach service



# Springfields Outlet

Pizza

5 Dudes

Cota

Wagga DaDa

Palo

## SPRINGFIELDS PHASE 3

- Builds on 15 years of growth
- Opening in 2023
- Central to thriving Regional Growth Plan



PHASE 3

50,000 Sq Ft ADDITIONAL  
PREMIUM RETAIL, FOOD  
AND BEVERAGE SPACE



Additional  
15 Retail units  
4 Restaurants and cafés  
236 Parking spaces



# CONTACT

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LIMITED



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