

Welcome to Springfields  
The UK's leading designer  
outlet, gardens and leisure  
destination

SPRINGFIELDS



DESIGNER OUTLET & LEISURE





# Springfields is unique in Europe

An irresistible experience  
combining designer retail, gardens  
and leisure which together drives  
an extra 25% footfall and sales







Ian Sanderson  
Head of Springfields  
& Asset Manager

## MEET THE TEAM

dedicated to  
servicing your needs



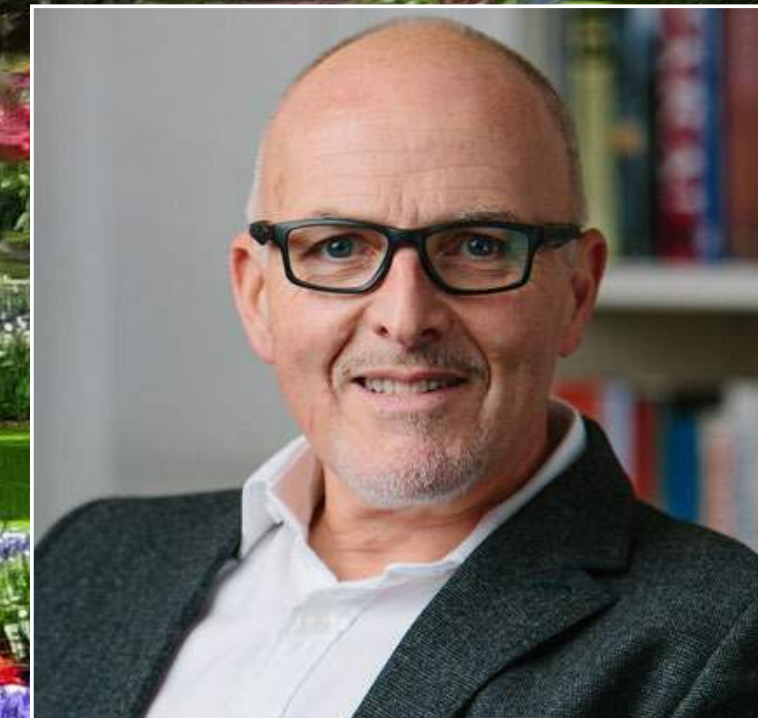
Simon Stone  
RETAIL DIRECTOR



Marion Durose  
CEO SHS



Jonny Ufton  
DIRECTOR UBS



Peter Leverett MRICS  
LEASING MANAGER



Ben Taylor MRICS  
LEASING MANAGER



Patrick Hanson-Lowe  
MARKETING DIRECTOR



Ken Gunn  
ANALYST





57 designer stores

Top quartile delivers  
£600+ PSF



2.4M footfall

155,000 SqFt  
with consent  
for additional  
50,000 SqFt



Extensive  
RHS  
designer  
gardens





# Springfields dominates East of England catchment



2.4M footfall

Affluent profile

Low cannibalisation  
of trade







57 retailers including

R A D L E Y

ESTÉE LAUDER

**Dune**  
LONDON

**Levi's**<sup>®</sup>

**SKECHERS**

MOLTON  
BROWN  
LONDON



**Dune**  
LONDON

JOULES  
—EST. 1989—

MOLTON  
BROWN  
LONDON

OSPREY  
LONDON

RADLEY

  
CREW CLOTHING COMPANY

JACK  
WILLS

Ben Sherman

 **LUKE**  
EST. 1977

**Levi's**<sup>®</sup>

NEXT  
OUTLET

WHITE STUFF

THE COSMETICS  
COMPANY STORE

  
THE BODY SHOP

M&S  
OUTLET

Clarks  
OUTLET

The East of England's  
leading designer destination

QUBA & CO.  
BRITISH NAUTICAL HERITAGE

 **SALTROCK**

 MOUNTAIN  
WAREHOUSE

**SKECHERS**

ESTÉE LAUDER

**FATFACE**  
OUTLET



SKOPES  
EST. 1948

The Fragrance Shop

**ProCook**<sup>®</sup>

 CRAGHOPPERS

beauty  
outlet

  
wear the weekend

**claire's**

  
RAGING  
BULL<sup>®</sup>

CHAPELLE  
JEWELLERY & WATCHES



PETALO LOUNGE  
CAFÉ BAR

CAFFÈ  
**NERO**

**COSTA**  
COFFEE

REGATTA   
GREAT OUTDOORS<sup>®</sup>











## Performance

19 years consecutive turnover growth, except Covid

Highest ever weekly sales record  
Black Friday week 2024,  
surpassing previous record  
by +13%

2025 Q1 turnover +6% vs. last  
year

Top quartile annual density £600  
PSF

Full year scheme annualised  
density £432 PSF

## SPRINGFIELDS NEWS



## Events

All year-round events  
Programme

Winter Wonderland Walk  
attracts 30,000 paying guests

Drove overall scheme turnover  
for 8-week event  
+10% vs. last year



## Marketing

Highly effective  
marketing campaigns

December 2025 digital  
Christmas campaign  
delivered over 15M  
impressions



## New Stores

Springfields is fully let

Recent new store  
openings: Molton  
Brown, Ben Sherman,  
Luke 1977, Quba &  
Co, Loungers/Petalo  
Lounge

**MOLTON BROWN**  
LONDON

We've benefitted greatly from the excellent Springfields team,  
especially recruitment and marketing. Sales have far exceeded  
all expectations.

Cyril Perraud, Senior Property Manager

**PETALO LOUNGE**  
CAFÉ BAR

Springfields are fantastic to work with and we are delighted  
to say the Petalo Lounge has significantly outperformed our  
expectations.

Jon Birtles, Senior Acquisitions and Property Manager



RHS has appointed Springfields  
as official Partner Garden





Exceptional Blue Diamond 60,000 SqFt home and garden  
department store





The UK's only designer outlet with RHS designer gardens

Free to enter. Attracting high value guests. Longer dwell times and higher spend.





# Adventure Land

10 high-quality family attractions including UK's largest JCB Young Drivers Zone. Tree-top Village, Dino Golf, Springy's Railroad, Goldie's Gold Mine, Springy's Beach, Springy's Diner, and our regionally dominant Party Venues







The region's destination for F&B





# The region's premier event destination

Over 30 annual events with over  
200,000 attendees







Cutting edge digital marketing delivering high value customers





## One of Europe's most sustainable retail destinations

ESG is in Springfields DNA. BREEAM 'Excellent'. Over 650 trees. 250,000 bulbs planted annually.  
Eco-friendly and energy-saving initiatives



# CONTACT



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