



The *historic* city of Hereford



An ancient cathedral city, Hereford attracts visitors with weekly livestock markets, farmers markets, festivals and its 11th century cathedral, that houses the world-famous Mappa Mundi – a unique map of the world drawn around AD 1300.

Independent research shows that shoppers currently travel for up to 1.5 hours to shop in Cheltenham, Cardiff and Bristol. Old Market will enable Hereford to compete with its regional neighbours, drawing spend back to the city and helping Hereford realise its potential as a key retail and leisure destination.



















An exciting new 300,000 sq ft retail & leisure development

- The **only** new shopping centre opening in 2014 in the UK
- Old Market will place Hereford firmly in the top 100 UK retail locations
- Anchored by a 83,500 sq ft Debenhams – the city's onl department store
- Odeon are opening the city's first fully digital six-screen cinema
- 1,000 shopper car parking spaces
 40% of the short/medium term
 car parking in the city
- A new 24,000 sq ft Waitrose supermarket
- To be one of few UK retail developments with a BREEAM Excellent rating







Already welcoming

DEBENHAMS

#M next

COSTA

Waitrose

ODEON

TKMQX





CHIMICHANGA





L'OCCITANE

Opportunities at Old Market

UNIT	IW (ft)	GROUND GIA (sq ft)	FIRST GIA (sq ft)
1	Let to Debenhams	-	-
2&3	Let to H&M		
4	29.1	3,120	
5	Under Offer / Advanced Negotiations		
6	Under Offer / Advanced Negotiations		
7	Under Offer / Advanced Negotiations		
8	Under Offer / Advanced Negotiations		
	Let to TK Maxx		
10	Let to Waitrose		
11/12	Let to Next		
13	Under Offer / Advanced Negotiations		
14	36.1	3,810	1,927
15	23.7	586	
16/17	Under Offer / Advanced Negotiations		
18	Let to L'Occitane		
19	23.7	1,292	
20	23.7	2,239	
21	23.7	1,808	
22	23.7	1,722	
23	23.7	1,475	
24	Under Offer / Advanced Negotiations		
25	Under Offer / Advanced Negotiations		
26	Let to Prezzo	-	_
27	Let to Nandos	-	_
28	Let to Chimichanga		
29	Let to Frankie & Benny's	-	_
Cinema	Let to Odeon		
P1	Let to Costa		
P2		1,528	
P3		861	840
K1		323	
K2		323	
K3 - K5		3 x 430	
New Market Inn	Let to Zizzi		

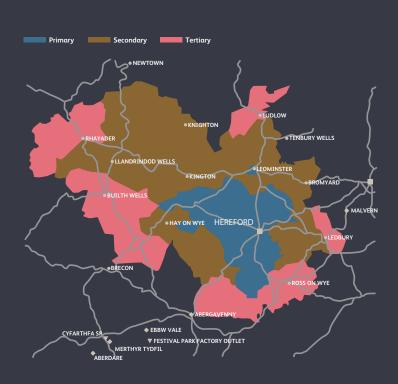
View of Old Market from Widemarsh Gate



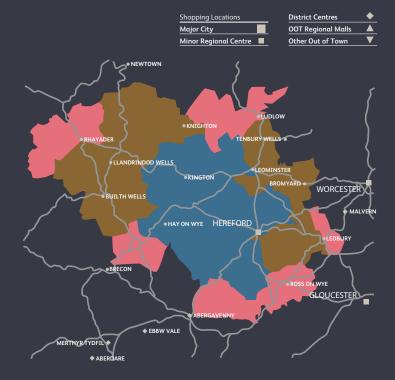


Facts & figures

- Wealthy Achievers account for 51% of Hereford residents, more than double the UK average
- Hereford will rise 29 places in the GB ranking and sit comfortably inside the country's top 100 retail locations

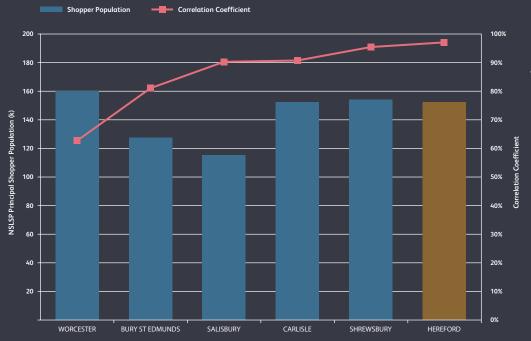


Catchment: 2012



Catchment: 2017 Post development

• Post development, Hereford's shopper population will increase by **+25% to over 155k**



Benchmark Retail Locations

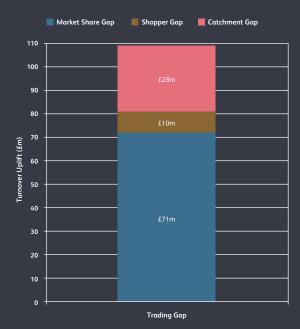
Post development,
 Hereford's shopper profile
 will be similar to, amongst
 others, Shrewsbury,
 Salisbury and Worcester

Out of Town competition

- Out of Town competition around Hereford is significantly less than at similar locations
- There is no open A1 provision within 20 minutes of Hereford



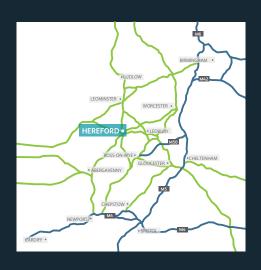
Bulky Good/Grocery



Trading Gap

 There is an opportunity to increase Hereford's turnover by £109m

A location with connections













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