



THE LEADING
SHOPPING & LEISURE
DESTINATION IN
THE EAST OF ENGLAND

SPRINGFIELDS



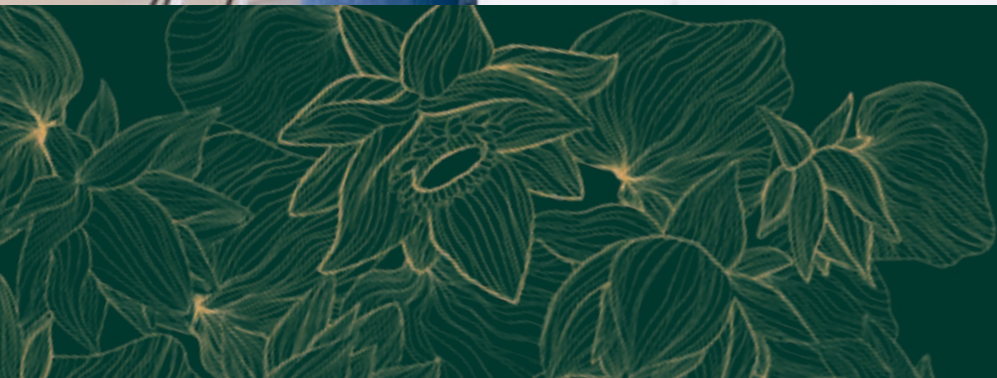
OUTLET SHOPPING & LEISURE



SPRINGFIELDS IS A **UNIQUE MIX OF**



FASHION AND LEISURE



AN OASIS FOR **FASHIONISTAS**

A collection of designer and iconic fashion brands set in 25 acres of beautiful gardens. Springfields has always been ahead of its time with integrated leisure designed in from day one. This complete and fulfilling experience has led to 17 years of growth, more high-quality visits, extended dwell time and it maximises density.

Nationally-important gardens and extensive leisure make Springfields stand out as a destination.



- 🌸 55 retail units and 7 cafés and restaurants
- 🌸 200,000 SqFt retail space
- 🌸 2.4M annual footfall
- 🌸 25 acres (10 hectares) of Festival Gardens
- 🌸 10 family attractions Adventure Land
- 🌸 43 bed hotel and Event centre
- 🌸 Dominates its catchment in the East of England
- 🌸 Outstanding commitment to Sustainability

SET IN A **BEAUTIFUL GREEN** ENVIRONMENT



17 YEARS CONTINUOUS TURNOVER GROWTH



SPRINGFIELDS IS **UNIQUE THROUGHOUT EUROPE**



45 ACRES OF RETAIL, LEISURE
AND FESTIVAL GARDENS



CENTRAL LOCATION FOR ALL OF EAST OF ENGLAND

- 6.3M population in 90 mins drivetime
- Retail value: £26.4Bn
- Drawing guests from S Yorks, Midlands, the East of England and more
- The only outlet serving East Anglia
- Average VIP drivetime: 46 mins



Burghley Horse Trials



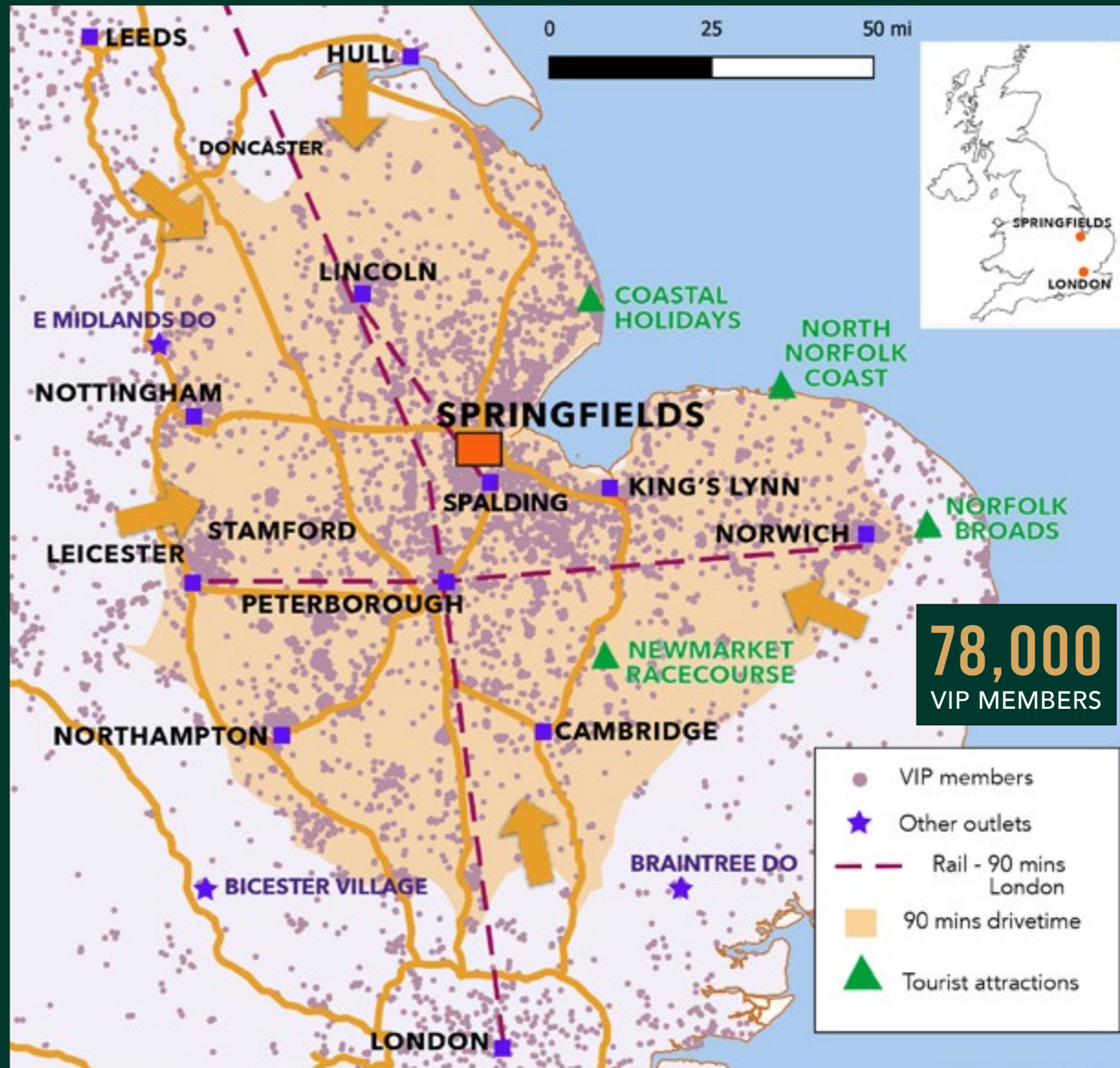
Sandringham



Newmarket Racecourse



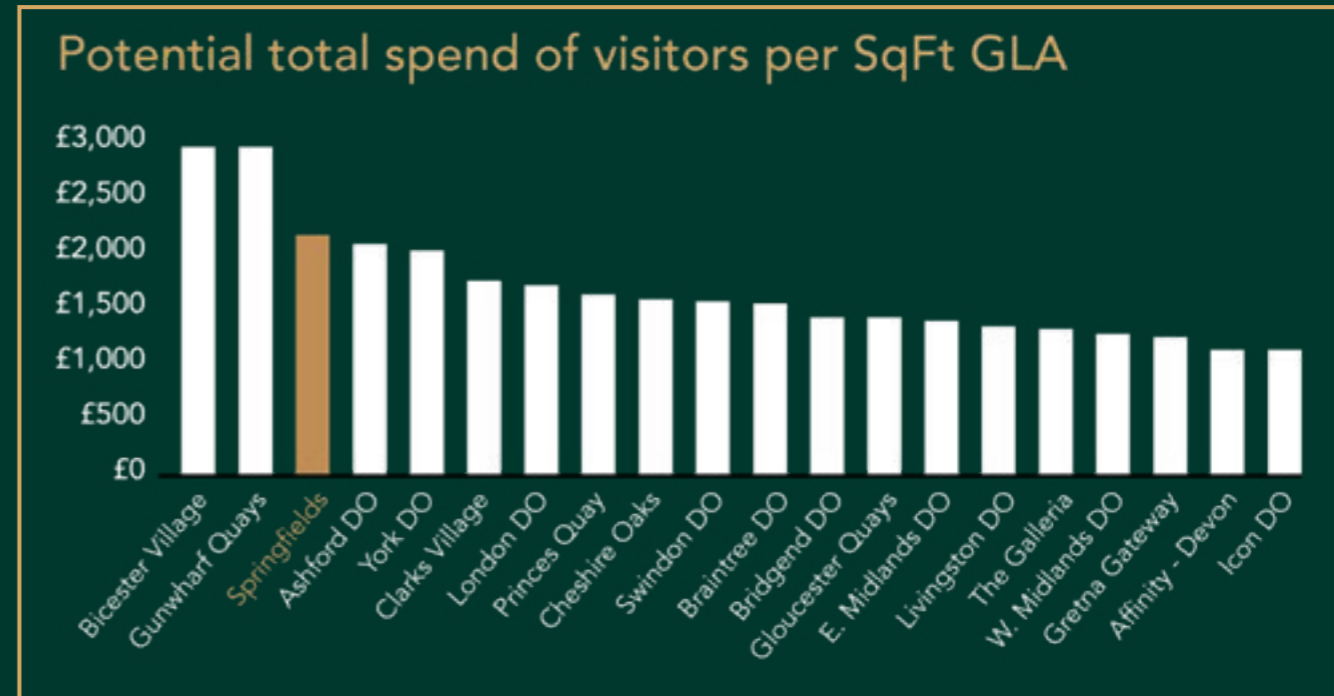
N Norfolk coast



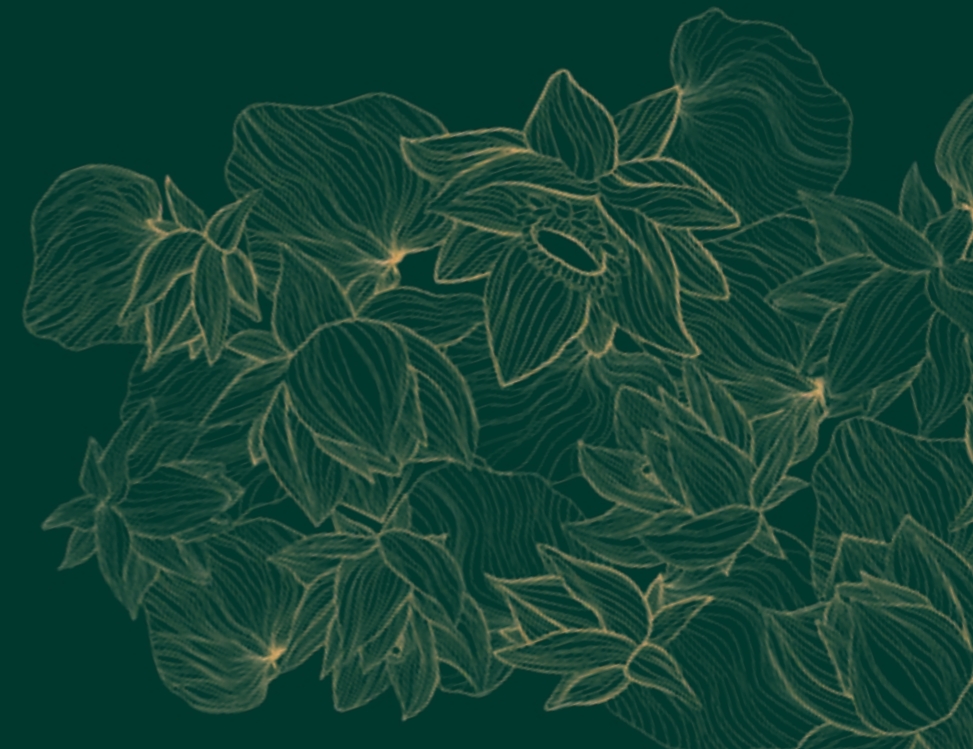
EXCEPTIONAL OPPORTUNITIES

Major destination with strong catchment

- 6.3M residents worth £26.4Bn
- 12.3M tourism overnights worth £1.4Bn
- 20% more 'Affluent Achievers' than national average
- 12% higher customer profile than East Midlands DO
- Similar lifestyles to York DO and Bridgend DO with strong demand for premium brands



SOURCE: Independent research by Ken Gunn Consulting 2022



LEISURE IS KEY TO SPRINGFIELDS SUCCESS

Set in 25 acres of beautiful gardens, Springfields has a leading and high-quality family Adventure Land, one of the Region's premier event centres, a hotel, a water taxi and an annual events programme which pulls visitors from over 100 km around.



ONE OF **EUROPE'S GREENEST** OUTLET CENTRES

- 25 acres green open space
- Pioneers in biodiversity
- BREEAM 'Excellent' accreditation
- Rainwater harvesting
- Extensive recycling
- Zero waste to landfill
- Electric car-charging points
- LED lighting
- Working with the community
- Sustainable engagement with retailers and quarterly newsletters

SUSTAINABILITY IS CENTRAL TO OUR PURPOSE



AND HAS BEEN SINCE WE OPENED










MARKETING

- 🌸 Your brand is in good hands with innovative and industry-leading marketing
- 🌸 Ex-Bicester Village Shopping Collection marketing team delivering multi-channel marketing
- 🌸 78,000 VIP members
- 🌸 Being independent, Springfields is ready to put your marketing into action immediately
- 🌸 Fully tech-enabled with App, VIP Membership, completely integrated digital marketing and personalized guest marketing programme
- 🌸 On site TV studio and edit suite for brand content and promotion



AT YOUR **SERVICE**

Full customer service programme

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



CONTACT



IAN SANDERSON

Director
+44 (0)7774 135318
ian.sanderson@slroutlets.co.uk



PETER LEVERETT

Mobile: +44 (0) 7860 967430
Work: +44 (0) 345 900 3901
peter.leverett@space-rpc.com



BEN TAYLOR

Mobile: +44 (0) 7870 682050
Work: +44 (0) 345 900 3903
ben.taylor@space-rpc.com

SPRINGFIELDS



OUTLET SHOPPING & LEISURE

Camelgate, Spalding
Lincolnshire PE12 6EU
+44 (0)1775 760909
springfieldsoutlet.co.uk/lettings

