



QUEDAM

DISCOVER STYLE

YEOVIL



New Dunelm store opened 2019

WELCOME TO QUEDAM

Welcome to The Quedam Centre, Yeovil, the retail heart of the affluent, bustling market town of Yeovil, where major national and international retail brands sit side-side by side with unique regional independent brands. The Quedam Centre is the regional retail centre in a large cross-county catchment.

“The retail heart of the affluent, bustling market town of Yeovil”

We’ve recently welcomed a new Dunelm store to complement the thriving retail mix of H&M, Primark, M&S, New Look, Topshop, Topman, JD Sports, River Island, Monsoon, HMV, Iceland, Boots, Clarks and Laura Ashley.

These retail high-street favourites are supported by successful service brands such as a stylish barbers, 24 hour gym, café and restaurant as well as art and eco-experience stores.

It is this mix that creates a regular shoppable destination, which is part of everyones trip into town.



190,000
SQUARE FOOT



50
STORES



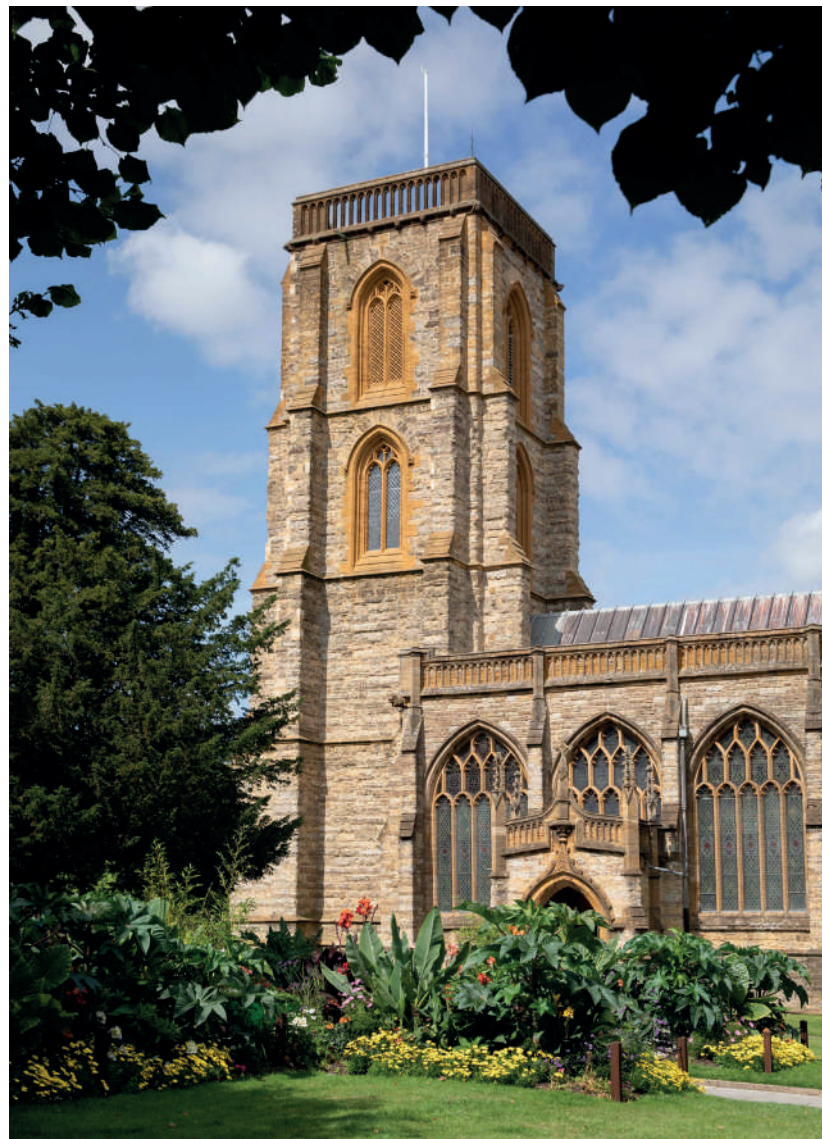
4.75M
FOOTFALL



630
CAR PARK SPACES



YEOVIL



“A thriving, modern and vibrant town centre, for visitors, workers and residents both old and new”

Things have changed quite considerably in Yeovil since it was first mentioned in a Saxon Charter in 880. It was the global centre for glove making in the 1800's, became a centre for the defence industry during the mid-20th century and is a main connection point for trains to the south west of the UK.

RNAS Yeovilton, one of the Navys two principal air bases, is 15 miles away and Leonardo, one of the UK's leading aerospace companies, is based just outside of town. The defence industry is clearly a major employer, and others around the town include Yeovil Hospital, a major regional healthcare centre and Screwfix, who have their HQ in the town.

Demand to work and live in the area continues to increase and there is a commitment for 4,000 new houses, with 600 built since 2016 and a further 1,640 being built by 2021, including over 900 high specification homes.

With work to regenerate and revitalise the town centre commencing in 2020 through the Yeovil Refresh programme, the Council and local stakeholders aim to meet the expectations of visitors, residents and workers by creating a more modern, open and vibrant town centre.



Yeovil Refresh 2020



UNEMPLOYMENT
25%
LOWER THAN THE
NATIONAL AVERAGE



4,000
NEW HOMES



£10M
INVESTMENT IN
YEOVIL REFRESH



COMPARISON SPEND
11%
ABOVE THE
CLASS AVERAGE

“The asset has a 90% renewal rate and has retained some significant national retail brands throughout 2018 & 2019”



WEEKLY FOOTFALL
+2.3%
LFL SINCE
DUNELM OPENING



WEEKLY FOOTFALL
+1.5%
AHEAD OF SW AVERAGE
SINCE DUNELM
OPENING



WEEKLY FOOTFALL
+1.8%
AHEAD OF UK
AVERAGE SINCE
DUNELM OPENING



CAR PARK
9%
UP ON 2018



RETAIL
PARTNERS

RETAIL EXPERIENCE

A trip into town is still a vital part of the loyal locals weekly repertoire. Internet shopping penetration is at UK averages, but being located in such a large cross county catchment means that people visit the Quedam Centre frequently to socialise, meet friends and family as part of their shopping day out.

Independent stores and service providers play an important role in our leasing strategy as they deliver niche services and experiences that national chains are able to hone to local audiences. Independents are the new glue that binds, and when combined with our event and experience strategy, appeal to our customers hearts and minds encouraging them to enjoy and spend more time and ultimately more money at the Quedam Centre.



“Since opening in Yeovil we’ve been really impressed by the support of all of the Quedam team. We have always traded really well here, and since the arrival of Dunelm things have gone from good to great”

Nick Burn, Managing Director Boswells Group



“Since joining the Quedam Centre our membership numbers have continued to exceed expectations.”

Colin Walker, Anytime Fitness Manager

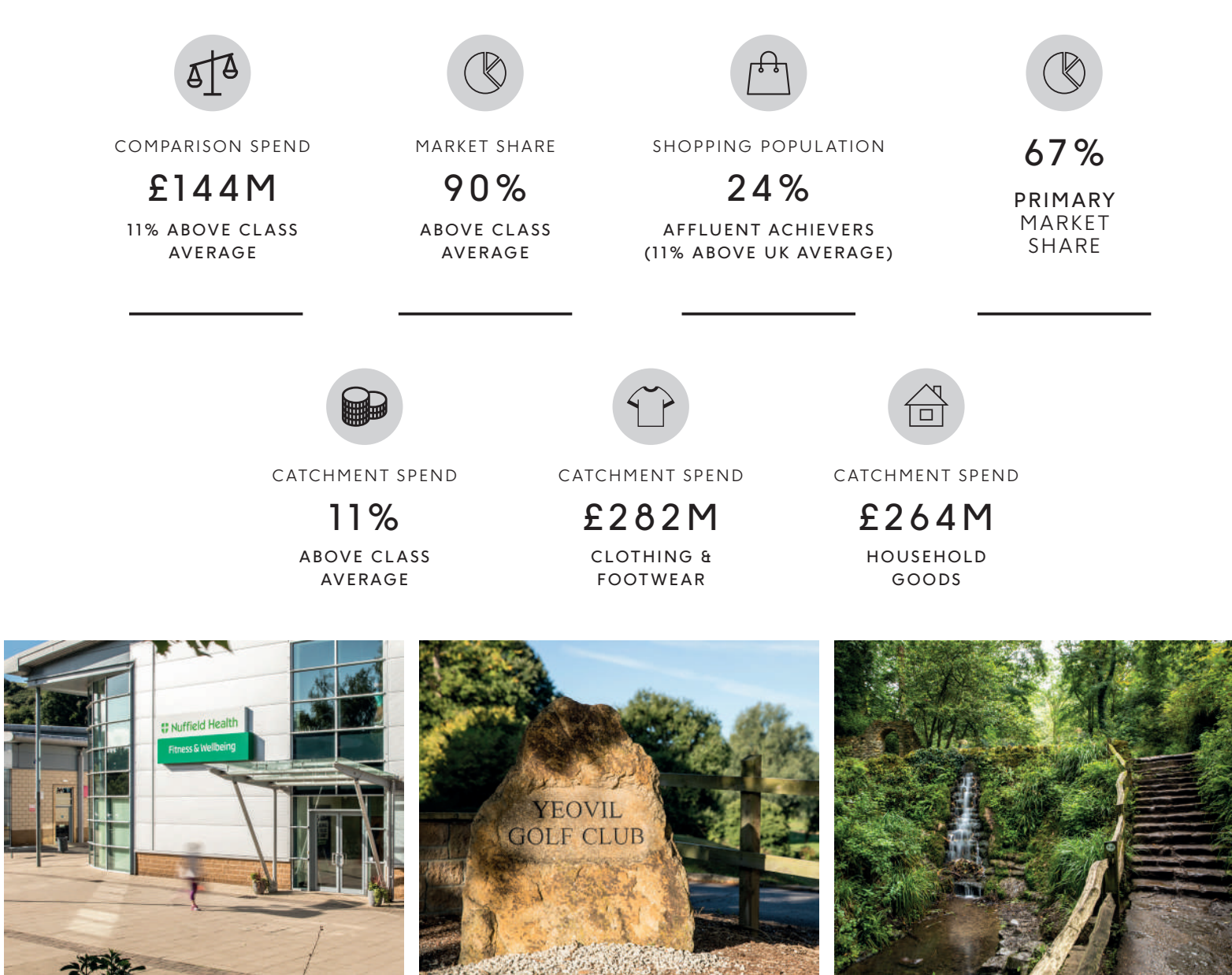
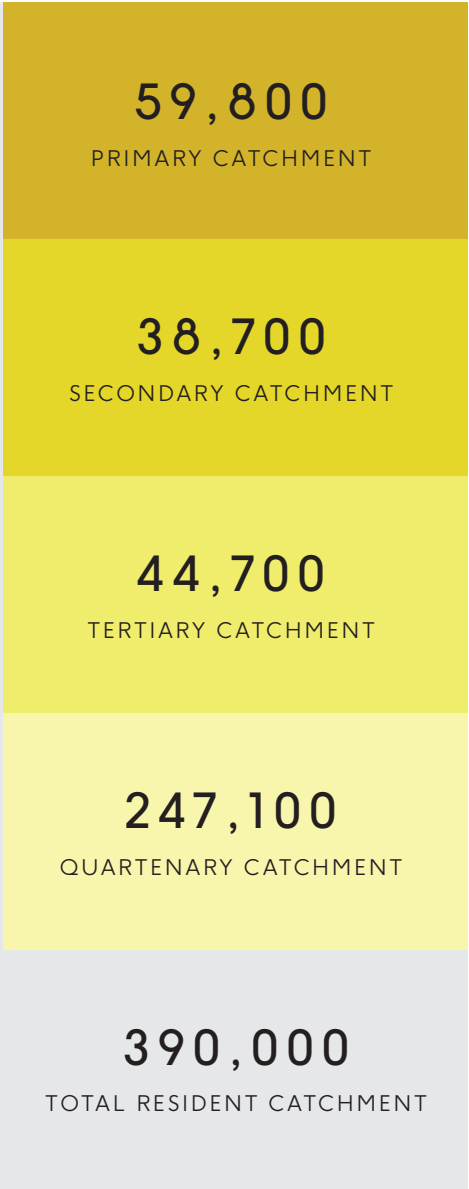
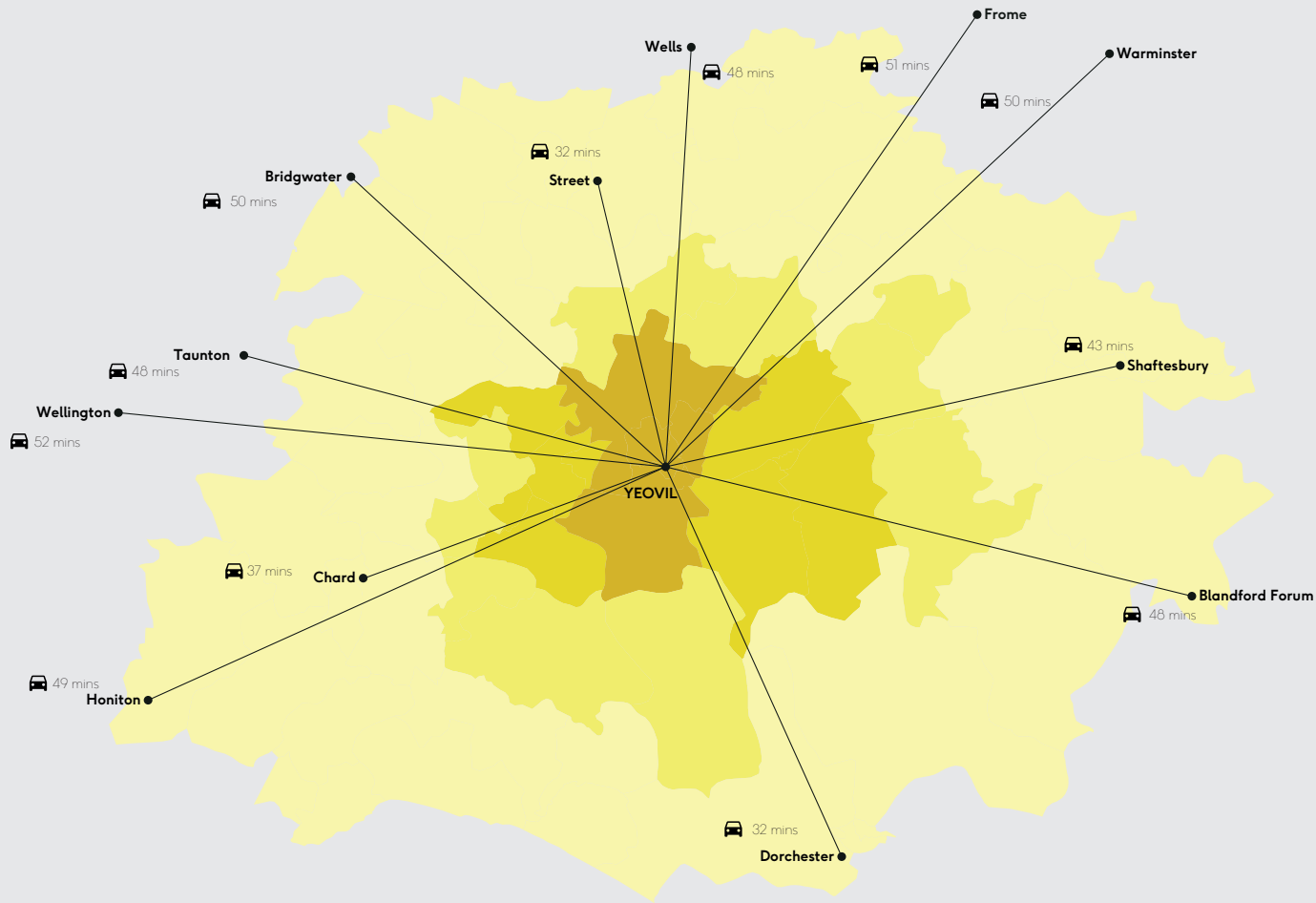


“As a start-up business I have been really appreciative of the support I’ve received from the Quedam team.”

Chris Sansom, Man About Town owner



THE CATCHMENT





THE QUEDAM CENTRE

M&S

NEW LOOK

O₂

PANDORA

PRIMARK

QUIZ

RIVER ISLAND

TUI

ANYTIME FITNESS

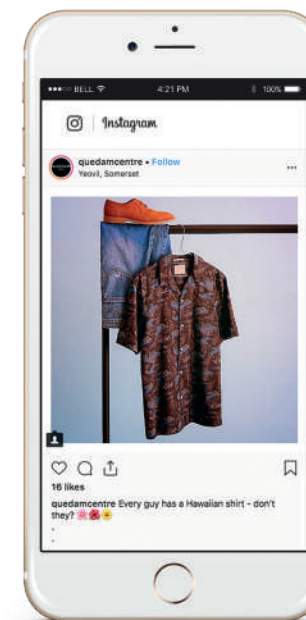
MAN ABOUT TOWN
IMAGE & GROOMING

MARKETING & EVENTS

We collaborate with all retail partners frequently and effectively, ensuring a high level of support is given to each and every store. From the moment a retailer joins us, the team work to create bespoke collaboration packages to ensure a tailored approach, taking product inventory and target consumer in to account for each and every piece of marketing.

Marketing communications are planned with precision and activities are deployed across multiple media channels ranging from targeted social media messages and dedicated web pages, to creative direct mail and large format out-of-home advertising. This approach ensures that each piece of marketing reaches a wide demographic, and that consumers are engaged and converted to spend more time and money with our retailers.

This outward bound approach is blended with an all-year round events and experiences strategy that add value to our consumers shopping experience.



7,800

Average monthly
page views

18,000+

Social media
followers



238,000

Combined social
media reach

15,000

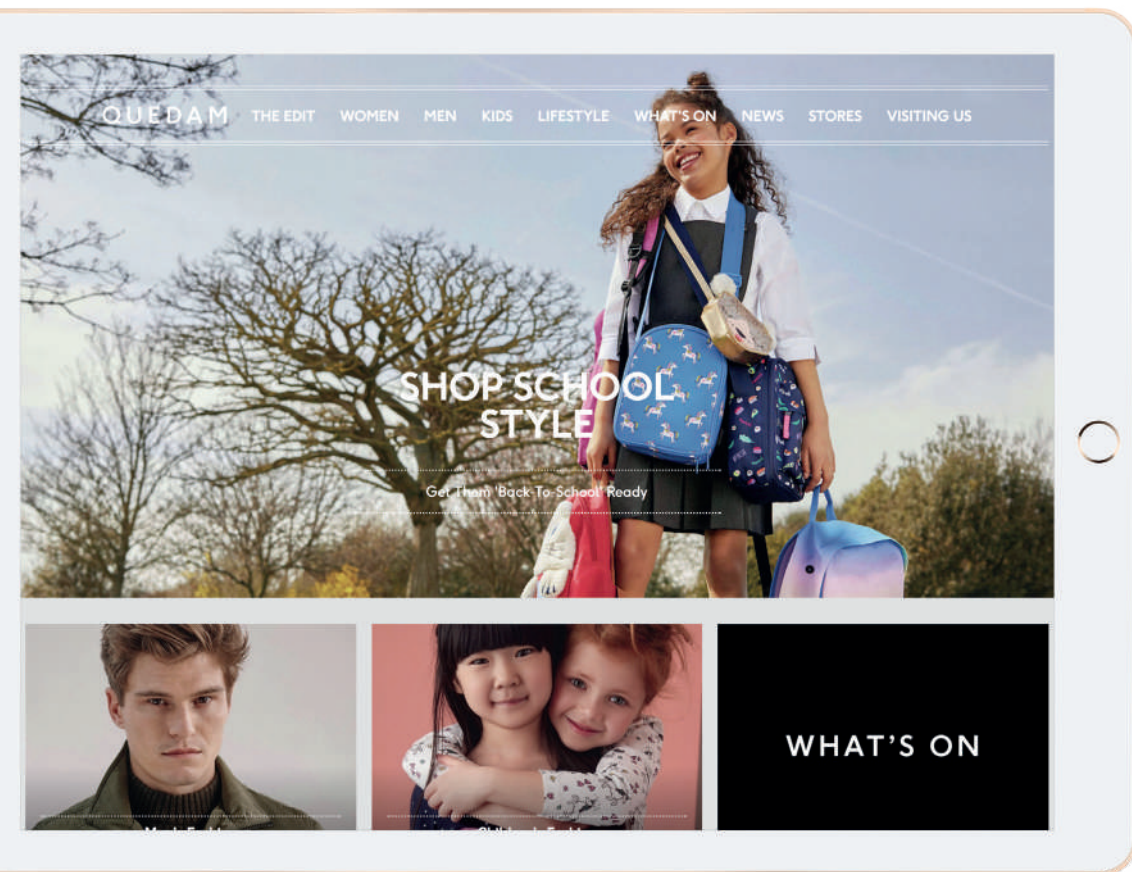
Combined social
media engagement



“The marketing that the Quedam Centre provides works alongside our brand and the same goes for their support. The team are always there to offer ideas and drive sales.”



“Whether it’s through marketing, ideas to increase footfall or just generally being on hand to help promote the store, the Quedam marketing team has provided an excellent support system.”





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QUEDAM

DISCOVER STYLE

YEOVIL
AUTUMN 2019

QUEDAMSHOPPING.CO.UK