

BIRMINGHAM

GRAND CENTRAL

Anchored by John Lewis, Grand Central is an aspirational retail and dining destination located above Birmingham New Street Station, the busiest station outside of London.

John Lewis

65
shops & restaurants

19.1
million footfall

76
mins retail dwell time

41 times
annual frequency of visits

£63
average retail spend

35%
of shoppers are aged
between 18-34 years
16% between 35-44 years
18% between 45-54 years

56%
of Birmingham's shoppers
come from the top three
Acorn categories

48%
of shoppers travelled
via train
18% travelled by car
23% travelled by bus

FATFACE

Kiehl's

Joules



RITUALS...

THE WHITE COMPANY LONDON

Barbour.

JO MALONE LONDON

Cath Kidston®



SHOP

Grand Central is one of the most vibrant retail destinations in the UK. Combining inspirational shopping with the very latest in food trends to create a unique concourse retail experience, Grand Central's offer reflects its integration within the UK's busiest transport hub outside London. Birmingham New Street sees almost 44 million passengers every year where commuters, leisure travellers and residents alike enjoy Grand Central as a key destination in their journey.

44m

passengers use Birmingham New Street train station every year



£23
average F&B spend

44 mins
average F&B dwell time

DINE



This year, Grand Central has strengthened its casual dining offer with the opening of Edinburgh's favourite pizza brand, @pizza, and the first site outside of London for popular German eatery, Herman Ze German. In the last 18 months Hammerson has signed several F&B brands totalling over 11,000 sq ft, including the likes of Mowgli, Comptoir Libanais, Holy Moly Macaroni, Thai Express and Tasty Plaice.

Q&A

with *Jonathan Capener*, founder of Outdoor and Country



Barbour.

What first attracted Barbour to launch at Grand Central?

As Barbour's key UK partner, Outdoor and Country Retail Ltd, we profiled all locations within the UK in terms of our customer demographic and Birmingham was in the top 10. It's a privilege to be able to work together with Barbour to bring the brand to not only the UK's second city, but to one of the most successful retail destinations within Europe.

How has the Birmingham flagship at Grand Central performed since opening?

The store has had a great start; it's performed in line with expectations and we had a particularly strong December. The store has received a lot of positive responses from customers able to shop such a large range of Barbour products in one place and with the added benefit of our click and collect service. This provides customers access to the largest

independent Barbour collection in the country via our website outdoorandcountry.co.uk.

What are the benefits for Barbour to have a location in Birmingham?

We believe it's important for our customers to have access to us via a physical retail store. It allows customers to come and try the items on for themselves and being located in Birmingham Grand Central means we are easily accessible to much of the country. We are the go-to destination for Barbour in the West Midlands.

What is in store for Barbour in 2019 at Grand Central?

This year sees Barbour celebrate their 125th anniversary! So expect to see lots of activity around this monumental birthday with the added benefit of exclusive limited edition jackets.

COMPTOIR LIBANAIS

"Our Grand Central restaurant has been one of the most consistently high performing sites in the UK, since opening in 2018. We are in such a great position within the destination and the level of footfall, from day through to the evening, is representative of the popularity of our Middle Eastern offer with commuters and visitors to Birmingham. It has also become a firm favourite with the local residents."

Tony Kitous, founder of Comptoir Libanais



"Situated above the busy New Street station and amongst several leading restaurant operators, this prime unit in the heart of Grand Central provided the ideal opportunity to open our next store."

Rupert Lyle, Founder and CEO of @pizza

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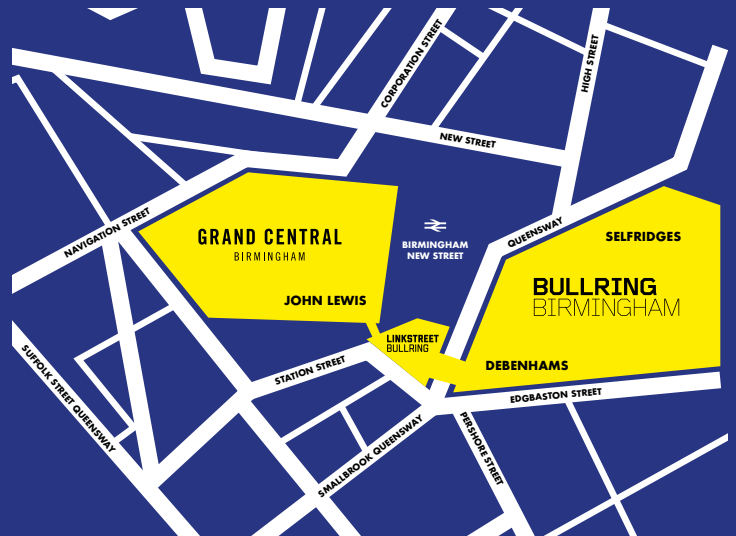
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