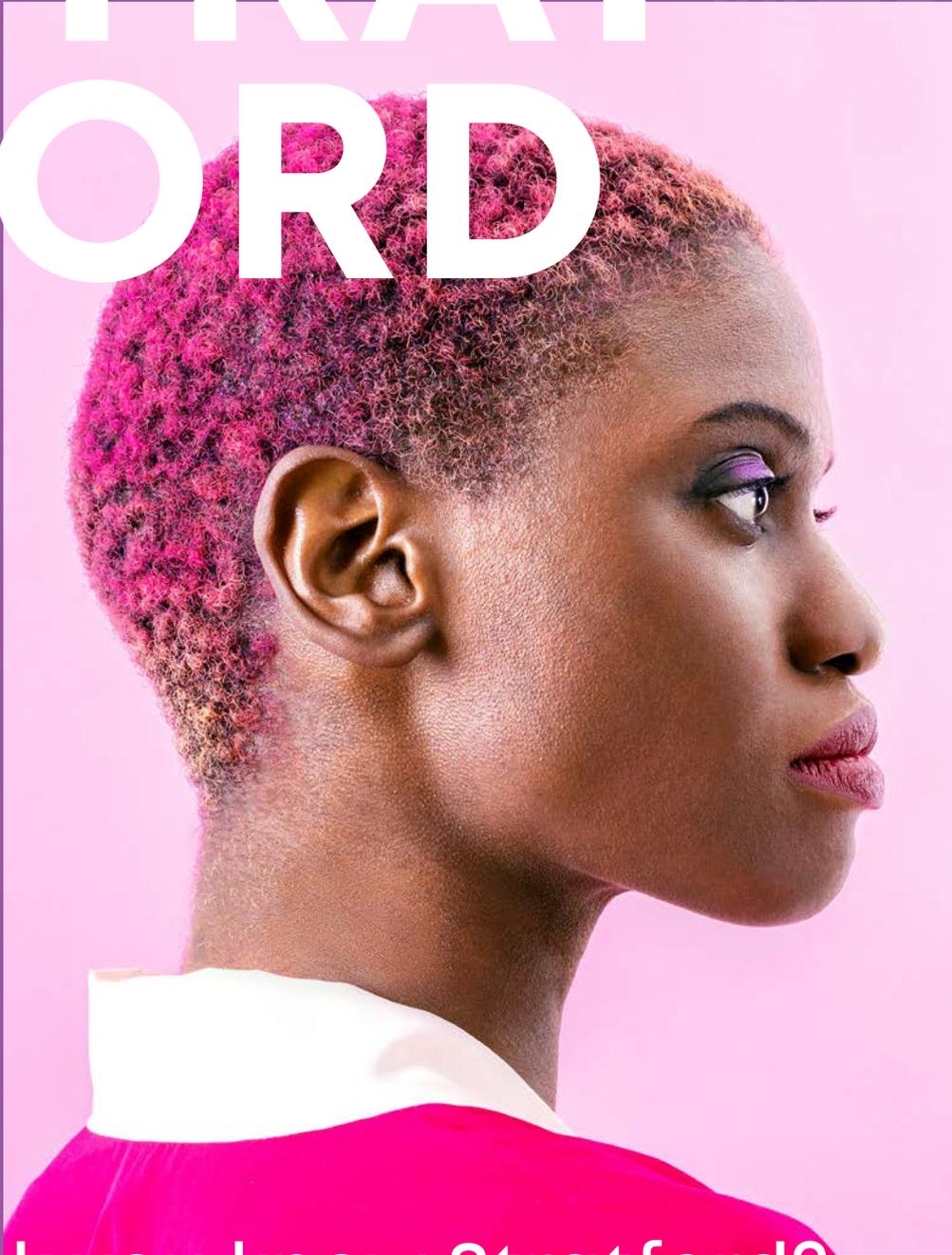


# STRAT FORD

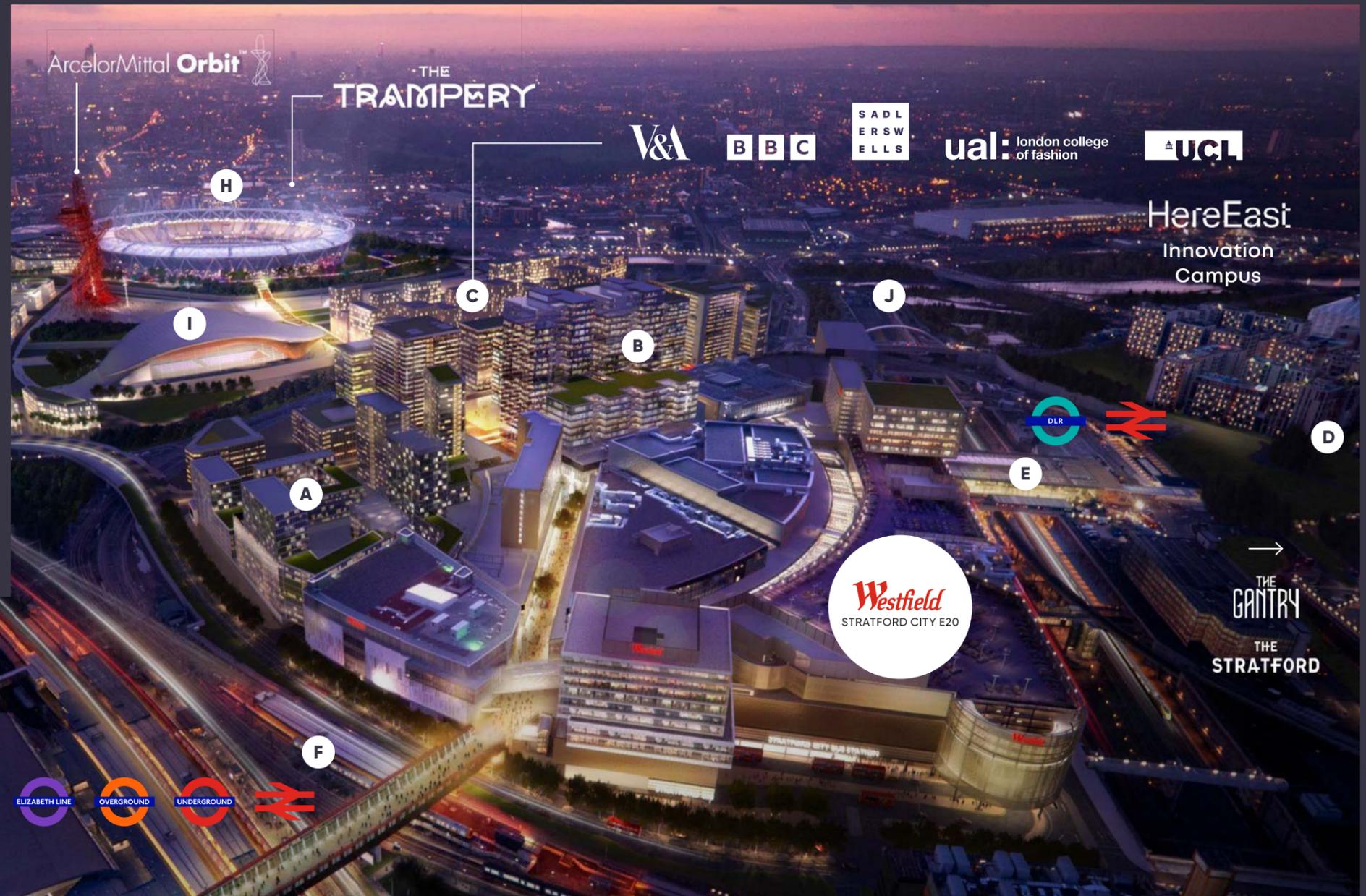


Think you know Stratford?

WESTFIELD  
STRATFORD CITY  
\_E20

# REINVENTED

Stratford is now a vibrant community of affluent families and young professionals. Positioned at the heart is Westfield Stratford City within this thriving neighbourhood of stunning property developments, an iconic leisure destination, London's latest business hub and the UK's newest cultural centre.



## NEW HOMES

- A Coppermaker Square (1,225 new homes)
- D East Village (3,824 new homes)

## MIXED USE

- B Stratford Cross (683 Homes, 8,400 sqm Retail & 239,300 sqm Office Space)
- C East Bank (BBC Music studios, 550 seat Sadler's Wells theatre, V&A East, 10,500 students - UAL Campus and UCL campus)

## TRANSPORT HUBS

- E Stratford International Station
- F Stratford Station
- G Stratford Bus Station

## SPORT COMPLEXES

- H London Stadium
- I London Aquatics Centre
- J Queen Elizabeth Olympic Park

## RESIDENT GROWTH

**+14% vs 7%**

Newham Council Growth

Overall London Growth

Source: 2021 Census

**25,000**

WORKERS BY 2030

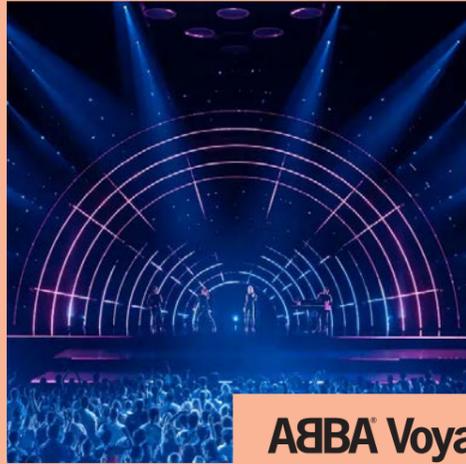
**6,000+**

NEW HOMES BY 2030

**+80%**

AGAINST AVERAGE UK PROPERTY VALUE  
(Stratford £508k Vs UK £277k)

# DESTINATION



Groundbreaking virtual concert residency

**ABBA Voyage**

A short walk from Westfield Stratford are iconic sports, music, leisure, entertainment and education venues that draw thousands of visitors each day.



BBC Music Studios  
Opening 2025

**550**

SEAT  
THEATRE

Sadler's Wells  
Opening  
Summer 2024



The V&A East  
Opening 2025

**10,500**  
STUDENTS



**ual:** london college of fashion

**UCL** East Campus



**178 metres**

LONG SLIDE

ArcelorMittal Orbit is the world's tallest and longest tunnel slide

**68,000**

SEAT LONDON  
STADIUM

West Ham's Home



# Westfield Stratford is the most connected shopping centre in the UK

Stratford underground station offers access to the Central Line, Jubilee Line, DLR, Overground, National Rail and the Elizabeth Line, with over 200 trains every hour during peak times.

Stratford is also served by the Cycle Superhighway 2.

- Northern Line
- Central Line
- Jubilee Line
- London Overground
- Docklands Light Railway
- Elizabeth Line
- TFL Rail / Greater Anglia

**6<sup>th</sup>**

BUSIEST STATION IN LONDON AHEAD OF LONDON ST PANCRAS AND LONDON EUSTON

**< 1hr**

TO ALL LONDON INTERNATIONAL AIRPORTS

**2,000<sup>+</sup>**

SECURE CYCLE SPACES IN E20 - 750 AT WESTFIELD

**15mins**

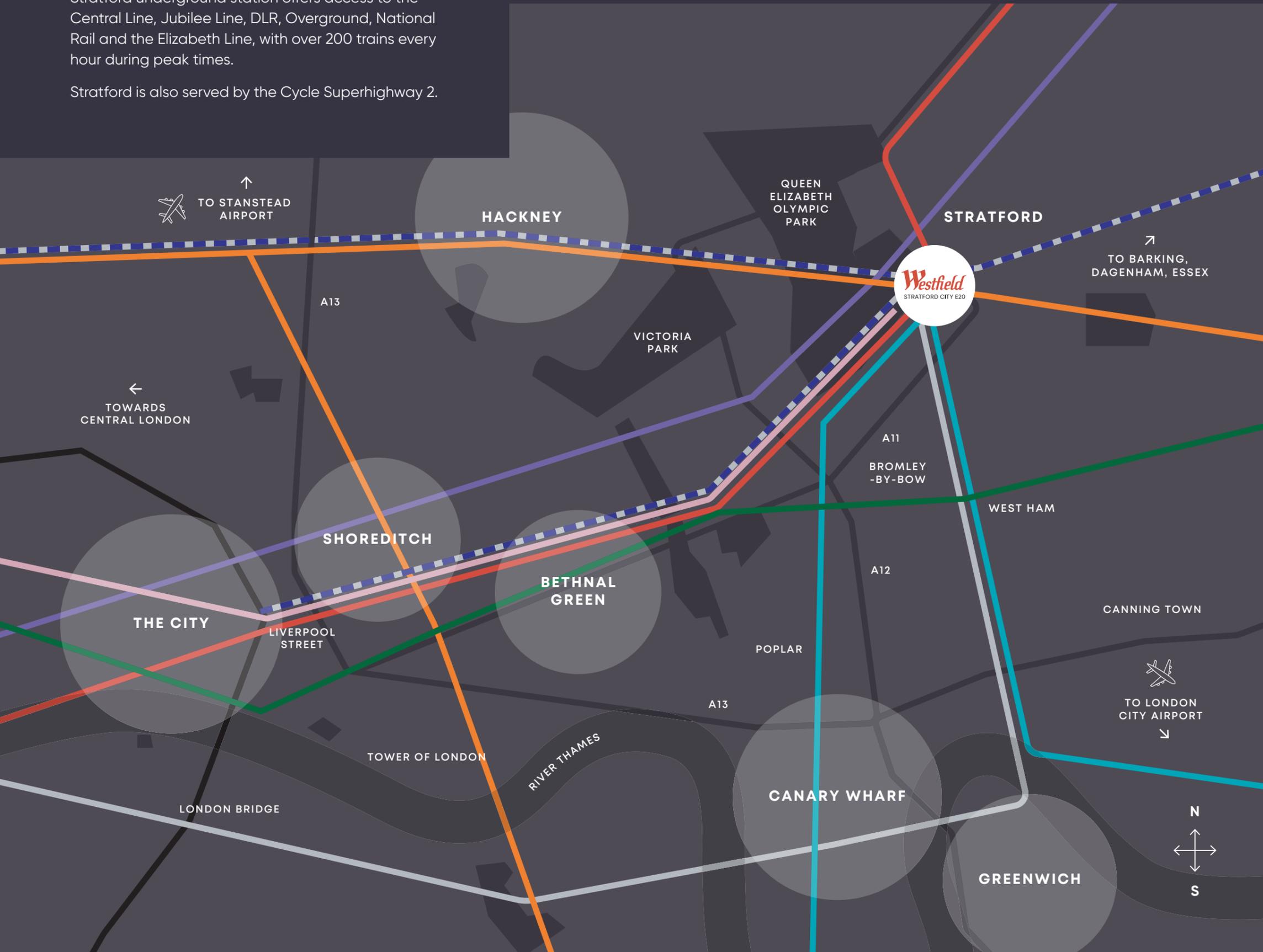
TO THE WEST END

**48<sup>m</sup>**

UNDERGROUND & DLR PASSENGERS PER YEAR

**44<sup>m</sup>**

NATIONAL RAIL PASSENGERS PER YEAR



# AND GROWING

## ACORN Consumer Groups

● 2023 ◌ 2018

### 25-44

1 IN 2 OF WESTFIELD STRATFORD CITY'S CATCHMENT RESIDENTS ARE AGED BETWEEN

### 9.6<sup>m</sup>

TOTAL POPULATION WITH EASY ACCESS TO WESTFIELD STRATFORD CITY



WEIGHTED SPEND POTENTIAL

ACORN Group	Percentage	Sub-Group	Weighted Spend Potential	2023 (%)	2018 (%)
AFFLUENT ACHIEVERS	5%	Lavish Lifestyle		0.4%	
		Executive Wealth		2.9%	
		Mature Money		1.7%	
RISING PROSPERITY	39.6%	City Sophisticates	£441 <sup>m</sup>	28%	14%
		Career Climbers	£392 <sup>m</sup>	12%	13%
COMFORTABLE COMMUNITIES	8%	Countryside Communities		0.4%	
		Successful Suburbs		1.8%	
		Steady Neighbourhoods		4%	
		Comfortable Seniors		0.3%	
		Starting Out		1.5%	
FINANCIALLY STRETCHED	24.5%	Student Life	£179 <sup>m</sup>	18%	8%
		Modest Means		4%	
		Striving Families		1.6%	
		Poorer Pensioners		0.6%	
URBAN ADVERSITY	22.9%	Young Hardship		1.3%	
		Struggling Estates	£711 <sup>m</sup>	19.8%	28%
		Difficult Circumstances		1.5%	

### AUDIENCE

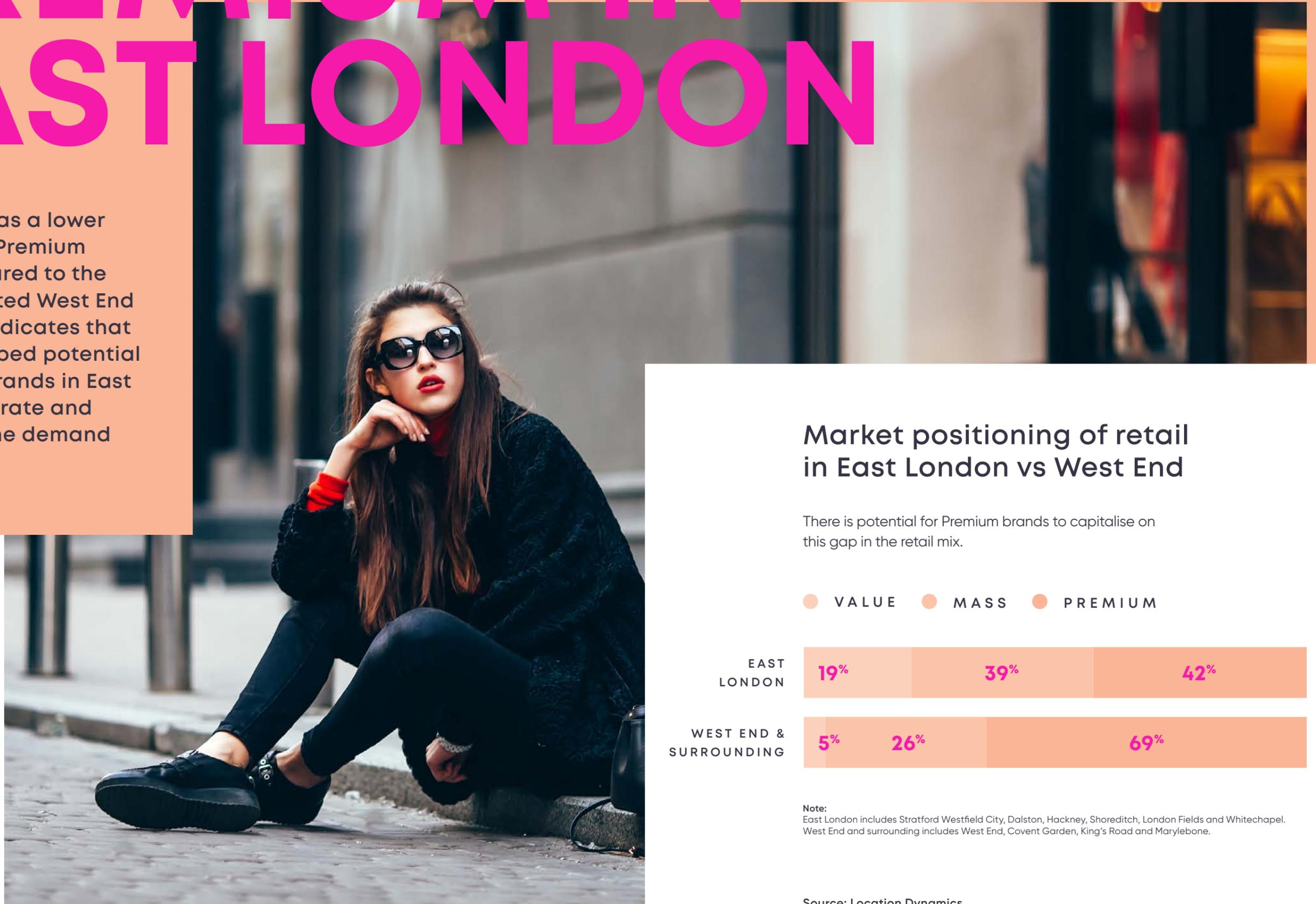
**84%** RESIDENT  
Primary - Tertiary catchments

**16%** TOURISM  
International & Domestic

Source: CACI Retail Footprint  
CACI Exit Surveys

# PREMIUM IN EAST LONDON

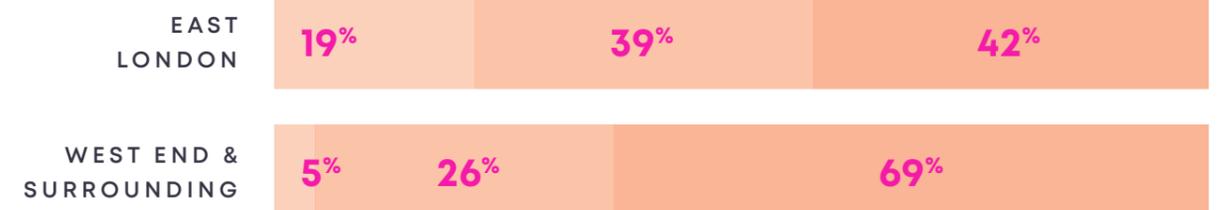
East London has a lower proportion of Premium brands compared to the highly congested West End market. This indicates that there is untapped potential for Premium brands in East London to operate and better serve the demand in the area.



## Market positioning of retail in East London vs West End

There is potential for Premium brands to capitalise on this gap in the retail mix.

● VALUE ● MASS ● PREMIUM



**Note:**  
East London includes Stratford Westfield City, Dalston, Hackney, Shoreditch, London Fields and Whitechapel.  
West End and surrounding includes West End, Covent Garden, King's Road and Marylebone.

Source: Location Dynamics

# #1



ANNUAL SALES **£1.1<sup>bn</sup>**

WEIGHTED SPEND POTENTIAL **£2.7<sup>bn</sup>**

RETAIL CONVERSION **90%**

VISIT FREQUENCY PER YEAR **74**

DWELL TIME **67mins**

CAR PARKING SPACES **4,727**

GROSS LETTABLE AREA **190,300<sup>sqm</sup>**

AVERAGE RETAIL SPEND **£100**

# 52.2<sup>m</sup>

ANNUAL FOOTFALL

The UK's Number 1 Shopping Centre for Footfall and Sales

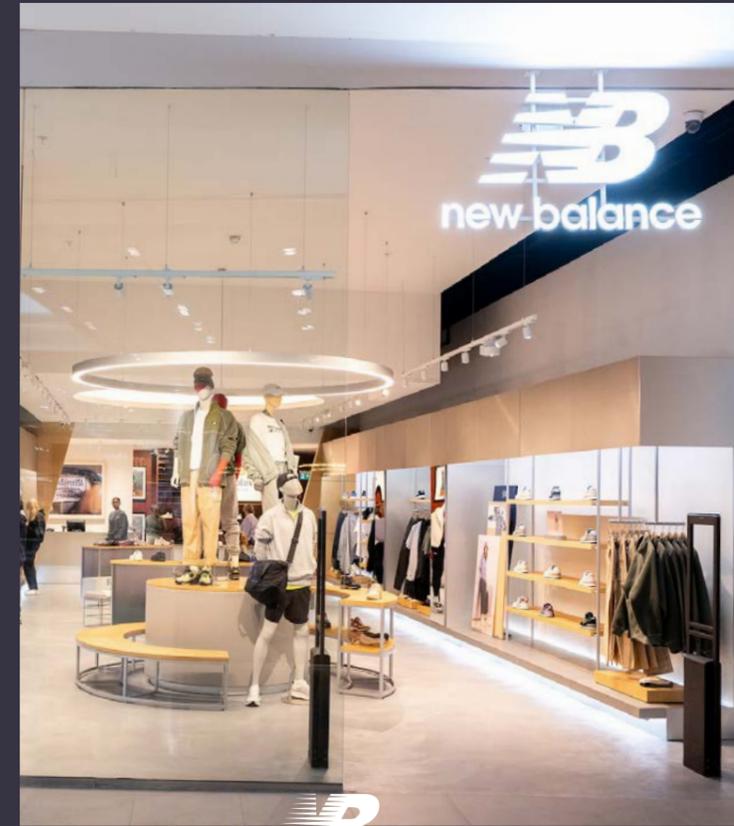
Source: CACI Transactional Spend  
CACI Retail Footprint

# RETAIL

Westfield Stratford City is where brands come to grow, with many having upsized due to ever-growing customer demand.



**300+**  
RETAIL STORES



**new balance**

**TAGHeuer**

**SEPHORA**

**GYMSHARK**

**Charlotte Tilbury**

**RESERVED**

**OYSHO**

**Aēsop.**

NEW BRANDS



WATCHES &  
SWITZERLAND

Calvin Klein

THE WHITE COMPANY  
LONDON

**Foot Locker**

TOMMY HILFIGER  
TAILORED

ZARA

next

PRIMARK

OUR  
**GROWING**  
BRANDS



**80+**

PLACES TO  
EAT & DRINK

**F & B**

Source:  
CACI Transactional Spend  
CACI Retail Footprint

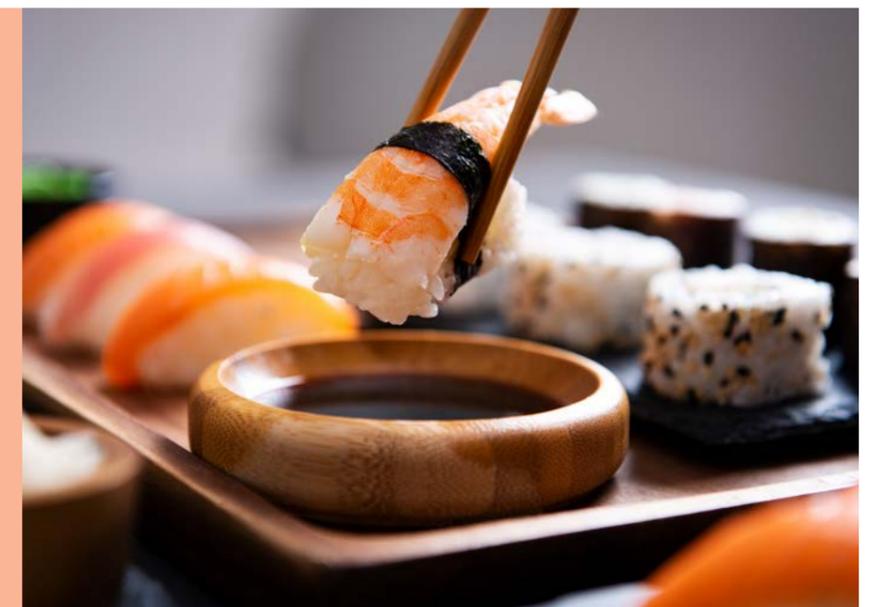


**£16** AVERAGE  
SPEND

**£36** AVERAGE SPEND  
FROM TABLE SERVICE  
RESTAURANTS

**£145<sup>m</sup>** TOTAL ANNUAL  
SALES

**£633<sup>m</sup>** WEIGHTED SPEND  
POTENTIAL



# LEISURE



**£24** AVERAGE SPEND\*

**£61<sup>m</sup>** TOTAL ANNUAL SALES

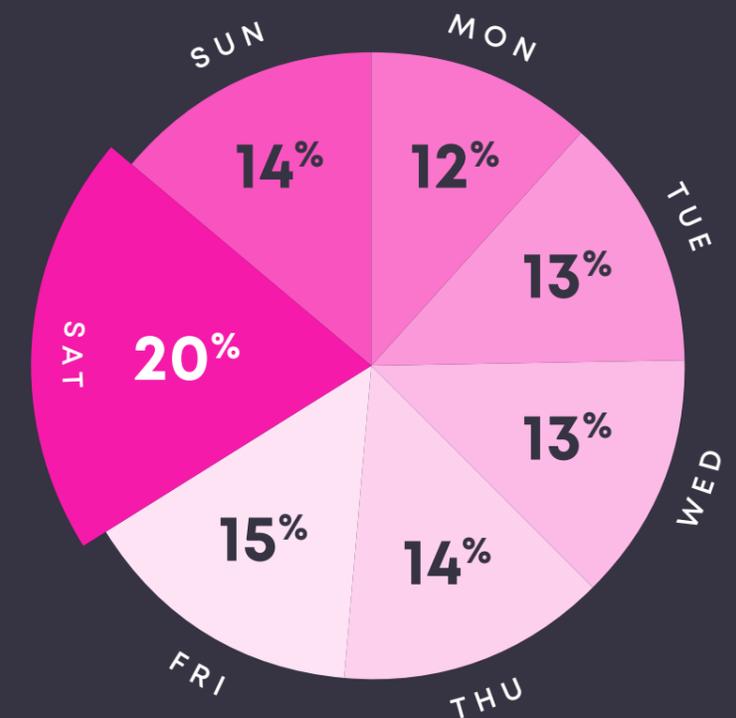
**£100<sup>m</sup>** WEIGHTED SPEND POTENTIAL

\* Aspers Casino spend omitted



Date Night  
Family Fun  
Competitive Socialising  
Immersive Experiences

## Footfall Per Week



Source:  
CACI Transactional Spend  
CACI Retail Footprint

# SUSTAINABILITY



Unibail-Rodamco-Westfield (URW), has developed and delivered a robust sustainability roadmap known as Better Places. This initiative embodies URW's commitment to the sustainable evolution of retail, reflecting our aspiration to drive urban regeneration and environmental transition.

In partnership with recognised key partners such as Good On You, Bureau Veritas, and WWF France, our Better Places strategy unfolds across three pillars: Environmental Transition, Sustainable Experiences, and Thriving Communities. It encompasses a commitment to net-zero carbon emissions covering Scopes 1, 2 by 2030 and scopes 1, 2 and 3 by 2050, approved by the Science Based Targets initiative, alongside important objectives on biodiversity, water and waste management, and transitioning towards a more sustainable retail practice.

## BETTERPLACES SUSTAINABILITY ROADMAP SUPPORTING 3 CORE COMMITMENTS



ENVIRONMENTAL  
TRANSITION



SUSTAINABLE  
EXPERIENCES



THRIVING  
COMMUNITIES

## Sustainable Retail Index

With the Sustainable Retail Index, developed in collaboration with Good On You, Unibail-Rodamco-Westfield introduces an insightful tool to gauge the sustainability performance of retailers on a five-level scale. This index analyses a retailer's environmental and social ambitions, commitments, and initiatives at a company, product, and specific store level.

good on you | *Westfield*



BREEAM®

IN-USE ASSET  
PERFORMANCE  
CERTIFIED -  
EXCELLENT



ISO 45001  
ACCREDITED

93%

OF ALL VISITORS TO THE ASSET  
ARRIVE VIA A SUSTAINABLE  
MEANS OF TRANSPORT  
(electric car, bicycle, on foot, public transport)

# GREEN SNAPSHOT

Source:  
Unibail-Rodamco-Westfield targets approved by SBTi  
Deloitte audit sustainability data annually

-25.7%

#### Energy and Carbon

REDUCTION IN  
ENERGY INTENSITY VS. 2019  
(measured in kgWh/sqm)

-35.7%

REDUCTION IN CARBON  
EMISSIONS INTENSITY VS. 2019  
(measured in kgCO<sub>2</sub>/sqm)

#### Waste and Water

MANAGED 5,659 TONNES OF  
WASTE IN 2023 OF WHICH:

0

WENT TO  
LANDFILL

374

TONNES OF FOOD WASTE  
'FED' TO THE ONSITE  
ANAEROBIC FOOD DIGESTER

2,717

TONNES  
WERE RECYCLED

373

TONNES  
REUSED

#### Renewable Energy

SOLAR PANELS WILL BE  
INSTALLED THIS YEAR WITH  
A POTENTIAL CAPACITY OF  
CIRCA 900 kWp

# SUSTAINABLE EXPERIENCES



## WESTFIELD GRAND PRIX

An annual international competition to accelerate the next generation of eco-conscious businesses through facilitated access to the Westfield network, including the opportunity of a free pop-up store or kiosk for up to one year.

Westfield Grand Prix recognises and rewards the sustainable retail champions of tomorrow, running since 2007 the competition was set-up to ensure that entrepreneurs on the journey to opening their first store had somewhere to test their concepts. The competition forms part of URW's broader support for small and local entrepreneurs, enabling them to bring new, cutting-edge concepts to consumers. Previous winners include Jimmy Fairly and Good News Coffee.

Acting as a change agent for Sustainable Experiences



# £25.9m<sup>+</sup>

SOCIAL VALUE  
SINCE 2021

## WESTFIELD GOOD FESTIVAL

A unique and enriching annual event dedicated to fostering sustainability and conscious living among shoppers. The Westfield Good Festival invites attendees to go on a journey of discovery, exploring small yet impactful changes in purchasing habits and daily routines that contribute to a healthier planet.

At the heart of the festival lies a commitment to sustainability education and empowerment. Through complimentary clothing repair services, interactive workshops, and provoking content discussions, participants will gain valuable insights into the principles of sustainable fashion and the circular economy.



Source:  
Social Value Portal

# GIVING YOU MORE



Westfield  
RIISE

Our teams can support you with creative concepts backed by data and insights that make your brand shine. From memorable moments to unmissable promotions, they create impact that gets results. You can also profit from other centre-based opportunities like tactical advertising and long-term strategic partnerships.

1 IN EVERY 3 POUNDS  
SPENT ON ADVERTISING  
IN ALL UK SHOPPING  
CENTRES IS AT WESTFIELD



WE DO

Experiential  
OOH Media  
Event Sponsorship  
Ideation & Creativity  
Data & Insight  
Pan-European Packages



## UNIBAIL-RODAMCO-WESTFIELD

**Hannah Hibberd**  
Head of Leasing  
hannah.hibberd@urw.com  
+44 7789 691 374

**Jonny Perkins**  
Leasing Manager  
jonny.perkins@urw.com  
+44 7778 300 634

**Olivia Moore**  
Leasing Executive  
olivia.moore@urw.com  
+44 7823 432 543



**Paul Marshall**  
Paul.Marshall@jll.com  
07976 730 551

**Natalie Mylroie**  
Natalie.Mylroie@jll.com  
07595 599 975

**Chloe Dhuna**  
Chloe.Dhuna@jll.com  
07873 627 290



**Emma Williams**  
Emma.Williams@eur.cushwake.com  
07917 423 454

**Natalie Lintott**  
Natalie.Lintott@eur.cushwake.com  
07793 808 875

This presentation has been prepared by Unibail-Rodamco-Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third-party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail-Rodamco-Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail-Rodamco-Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation. The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail-Rodamco-Westfield and its affiliates. It does not commit Unibail-Rodamco-Westfield and its affiliates to negotiate exclusively with your company. Unibail-Rodamco-Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail-Rodamco-Westfield, its subsidiaries or its representatives.

**Westfield**  
STRATFORD CITY E20