



GRAND ARCADE

STYLING CAMBRIDGE

Fantastic retail opportunities in the historic heart of the city

Welcome to Grand Arcade Cambridge

Our mission is to continue developing a strong and vibrant retail mix. Since October 2022, some of the best national and international brands have joined us.

In fashion, **JD Sports** chose Grand Arcade to relocate and more than double the size of their store, taking an expansive 14,200 sq ft of prime space. **Dr. Martens** and **Oliver Bonas**, two leading British brands, also decided to reinforce their presence in town with an upsized brand-new store at Grand Arcade. Additionally, **Phase Eight** returned with a significantly larger store and we were joined by **Scamp & Dude**, a rapidly expanding brand at the forefront of 'fashion for good'.

New food and beverage brands **Bubbleology**, **Moana Poke** and **Bloom Juice Bars** were added to the mix, providing freshness and relevance for our customers along with established brands **Rituals** and **Miele**.

In November 2024, **Everyman** will open a 5 screen, 320 seat cinema on Grand Arcade's first floor.

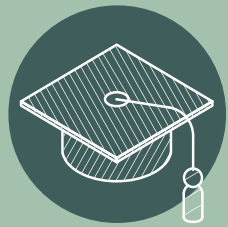
Home to over
450,000 sq ft
of retail & leisure



Key Facts



17m
tourists visit
the city annually



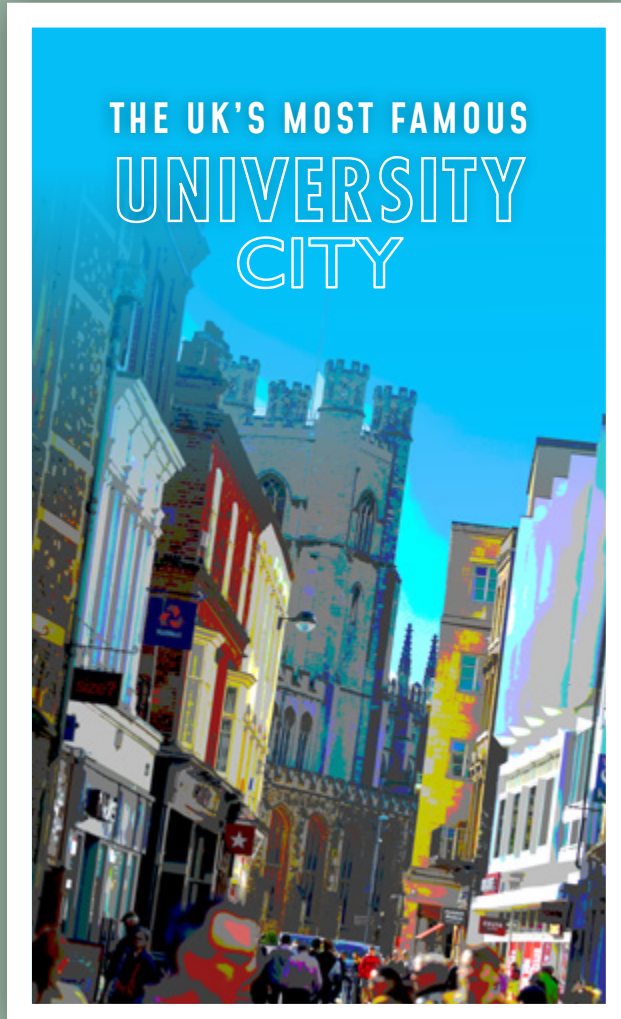
40,000
full time students



12m
annual footfall
(Jan - Dec 2023)



+10%
footfall year on year,
above the national
trend of 7%



Retail

“Retail spend is significantly higher in Grand Arcade than in competitive shopping areas and assets in the city.”

Source: CACI

“John Lewis and USS have worked closely in partnership since Grand Arcade opened in 2008 and we continue to be very pleased with our stores’ performance. Grand Arcade offers a very high quality shopping experience, attracting the very best retail brands and customers.”

Katherine Russell | John Lewis & Partners



Our Customers

Grand Arcade has an exceptionally affluent customer profile, who live in high numbers across the entire region and spend significantly across all retail product categories.

Source: CACI 2023



of Grand Arcade's shoppers are Affluent Achievers (most financially successful people in the UK)



Average number of visits per year



Average retail spend



of Grand Arcade's shoppers visit monthly or more



of Lavish Lifestyle retail conversion rate (individuals with few financial concerns, who own large detached homes often worth millions)



Entertainment & Tech has the highest average transaction value, driven by Apple



is the biggest department store in the East of England



Very balanced customer spend across product categories, with Clothing, Footwear & Sports and Entertainment & Tech at the forefront



Affluent achievers spend as a proportion is over the catchment expectation (35% expectation vs 42% actual). Over £30M of headroom spend for this demographic group



Over a third of our customers rate Grand Arcade, 9 or 10 out of 10

Activations

Award-winning events increase footfall and centre turnover year on year, with proven records above Regional and National trends.

Seasonal and innovative themes attract a wide range of demographics.



Let's Go Circular – the first shopping centre event about the Circular Economy – was nominated in 5 major industry Awards in 2023-24 and featured 30 times in the press, including major publications such as BBC and I News



Green Award Winner,
Cambridge Independent
Business Awards 2024



Winner of property
sustainability award,
Green Apple 2024



Jurassic Arcade event attracted 500k+ visitors over two weeks, with footfall up by +13%** and centre turnover up by +48%*** YOY.



Quotes from customers:

“They are always organizing different events and the whole family can enjoy them.”

“Always got such unique events/celebrations on display.”

“This is my to go place in Cambridge. They try to change the Christmas decorations every year. I simply Love it.”

“Very well done. As an adult, I was impressed with the displays. Definitely encouraged more families to the Grand Arcade, which made it quite busy but lovely to see the children enjoying themselves.”

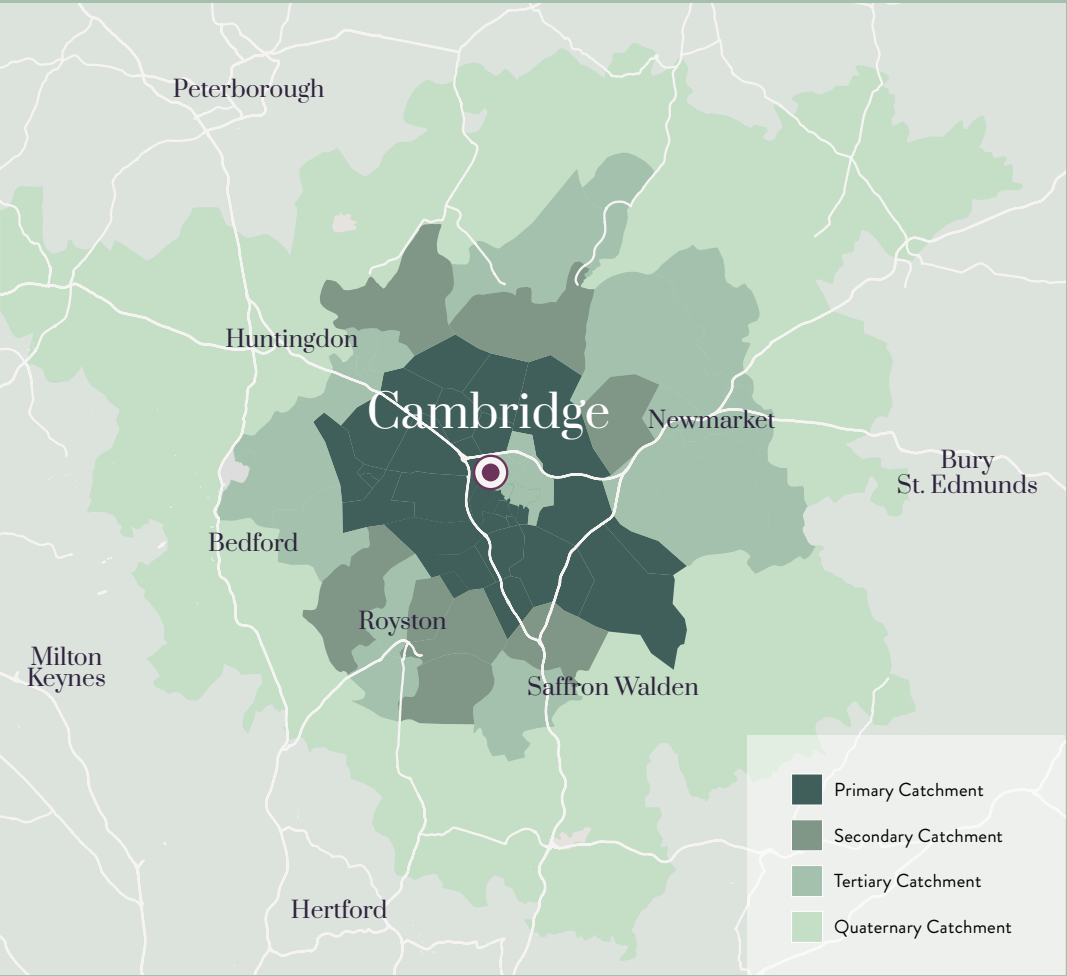
“This is the biggest and best shopping centre in Cambridge. Full of shops and shoppers. They also organise a lot of events in here so be sure to visit often.”

*Source: Google Reviews 2022-23, **Source: Springboard 2023, ***Source: Retail Report 2023

Catchment

Affluent achievers groups reside in high concentrations across the entire catchment. The premium mix at Grand Arcade attracts affluent consumers from further afield who spend more time and more money on each visit to the centre.

Source: CACI



market share from core catchment



ranked city centre in the East of England



comparison goods opportunity spend



ranked centre on comparison goods spend in UK



Average household annual income is 20% above UK



of people visiting Cambridge pass through Arcade



GRAND ARCADE

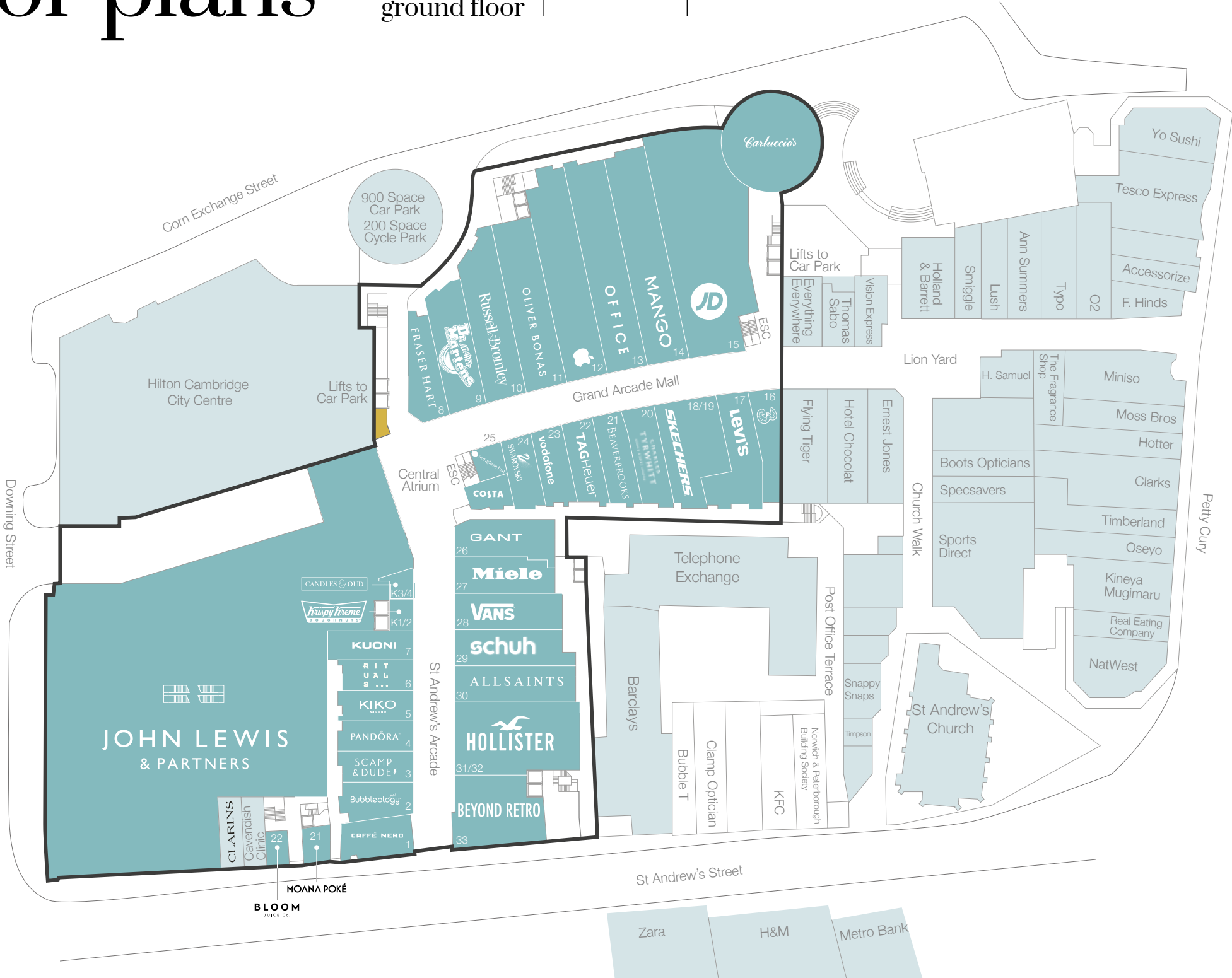
STYLING CAMBRIDGE



Floor plans

ground floor

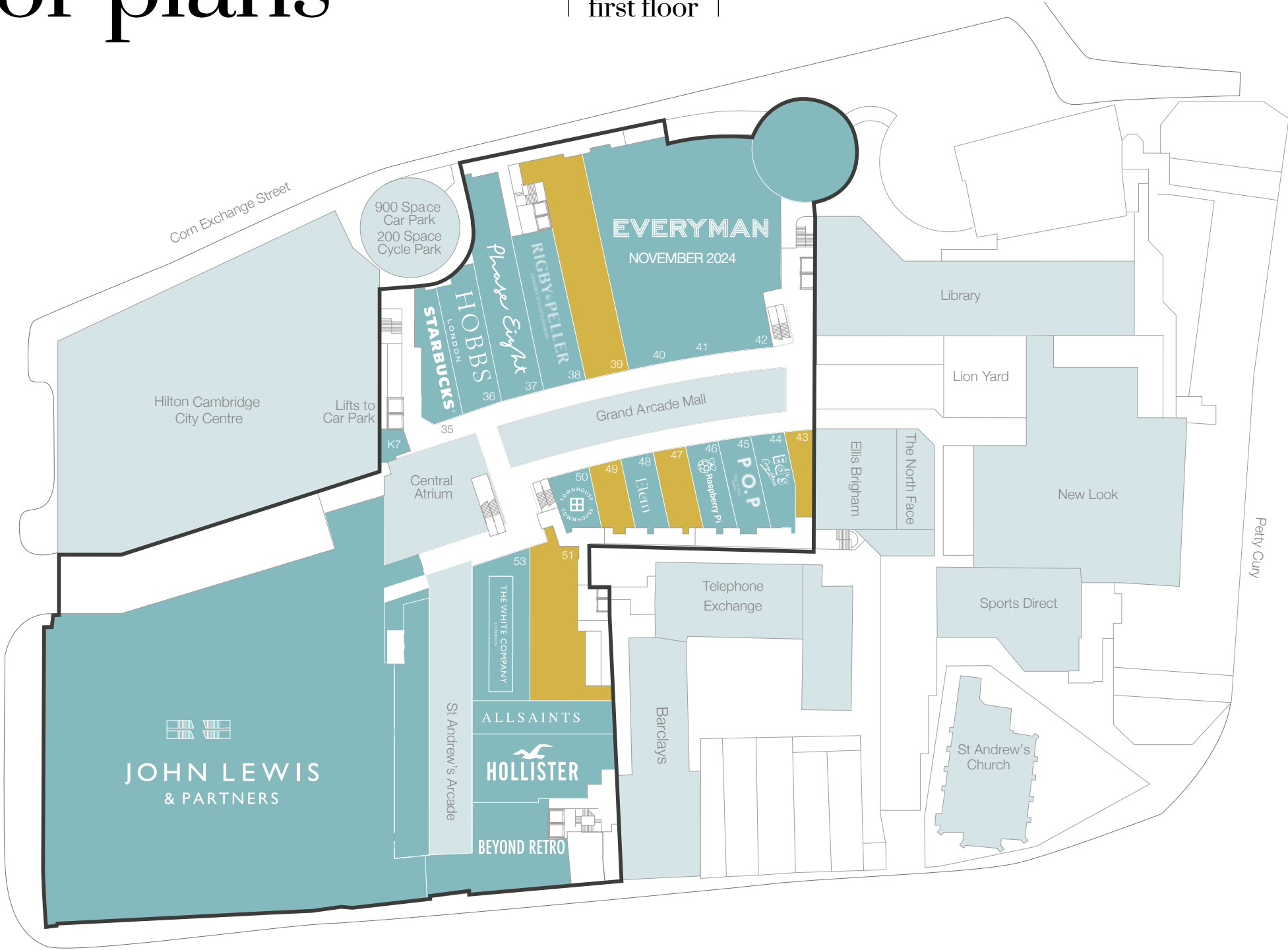
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Floor plans

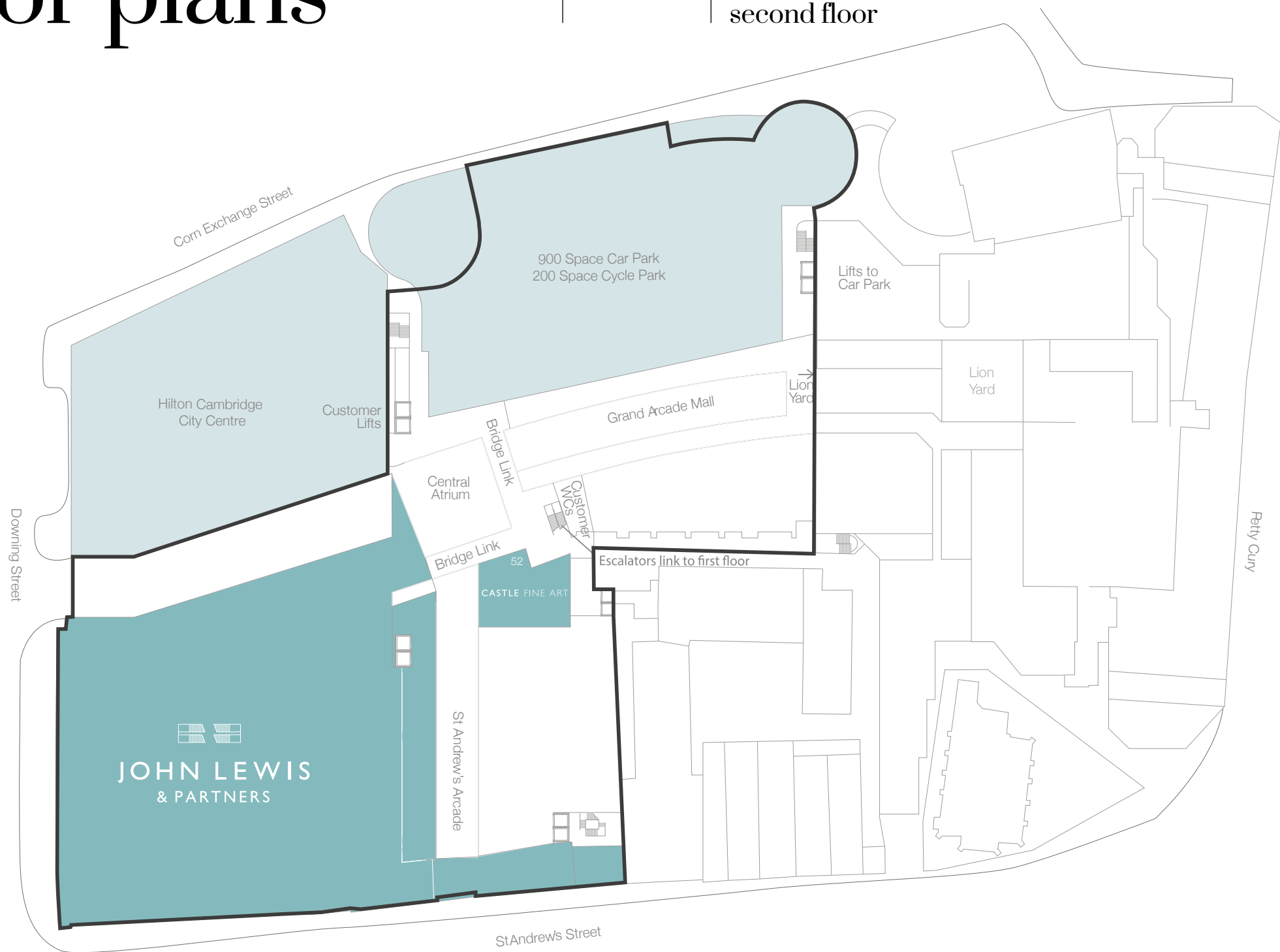
| first floor |

■ available



Floor plans

second floor



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Grand Arcade: Where great brands grow together

BEAVERBROOKS *Phase Eight* **CAFFÈ NERO**

OLIVER BONAS  HOLLISTER  **Dr. Martens** COSTA 

Bubbleology® TOWNHOUSE **Miele**

  SWAROVSKI CHARLES TYRWHITT  HOBBS LONDON

MANGO  ALLSAINTS

RIGBY&PELLER LINGERIE STYLISTS LONDON GANT KUONI KIKO MILANO

OFFICE®  Deli & Dining  sunglass hut

FRASER HART CASTLE FINE ART

 Raspberry Pi **VANS** "OFF THE WALL" **HONEST** BURGERS

SKECHERS *Elem*

STARBUCKS® PANDORA  **Krispy Kreme** DOUGHNUTS

PRIMO Cycles TAGHeuer SWISS AVANT-GARDE SINCE 1860 Ed's *Easy Diner* schuh 

EVERYMAN  P.O.P. P.O.P. Pyret Sweden SCAMP & DUDE⚡

RITUALS ... BEYOND RETRO MOANA POKÉ **BLOOM** JUICE Co. Russell & Bromley LONDON