

SOUTHGATE



SouthGate Bath™



PERFECTLY POSITIONED
IN THE HEART OF BATH'S
VIBRANT CITY CENTRE

SERVING BOTH THE LOCAL COMMUNITY AND THOSE FROM FURTHER AFIELD

Southgate appeals to a wide range of shoppers, from residents of the city and surrounding countryside, students at the prestigious university and tourists visiting from the UK and abroad.



38%

Arriving by car



28%

Walked



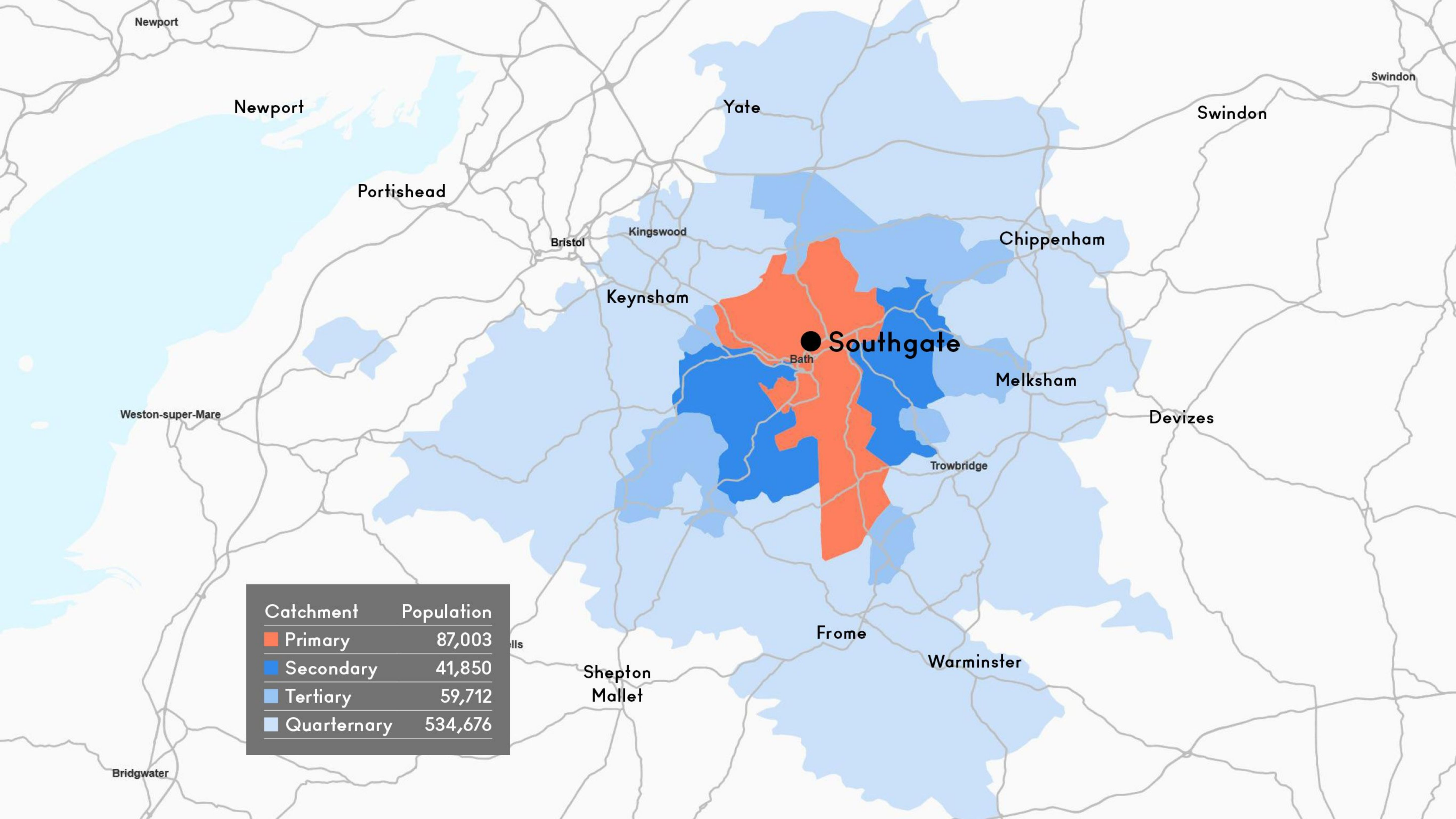
18%

Arriving by bus



16%

Arriving by train



CAPITALISING ON SPEND FROM DOMESTIC TOURISTS



% DOMESTIC TOURISTS

2020

32%

22%

EXECUTIVE
WEALTH

2021

38%

10%

CAREER
CLIMBERS

2022

36%



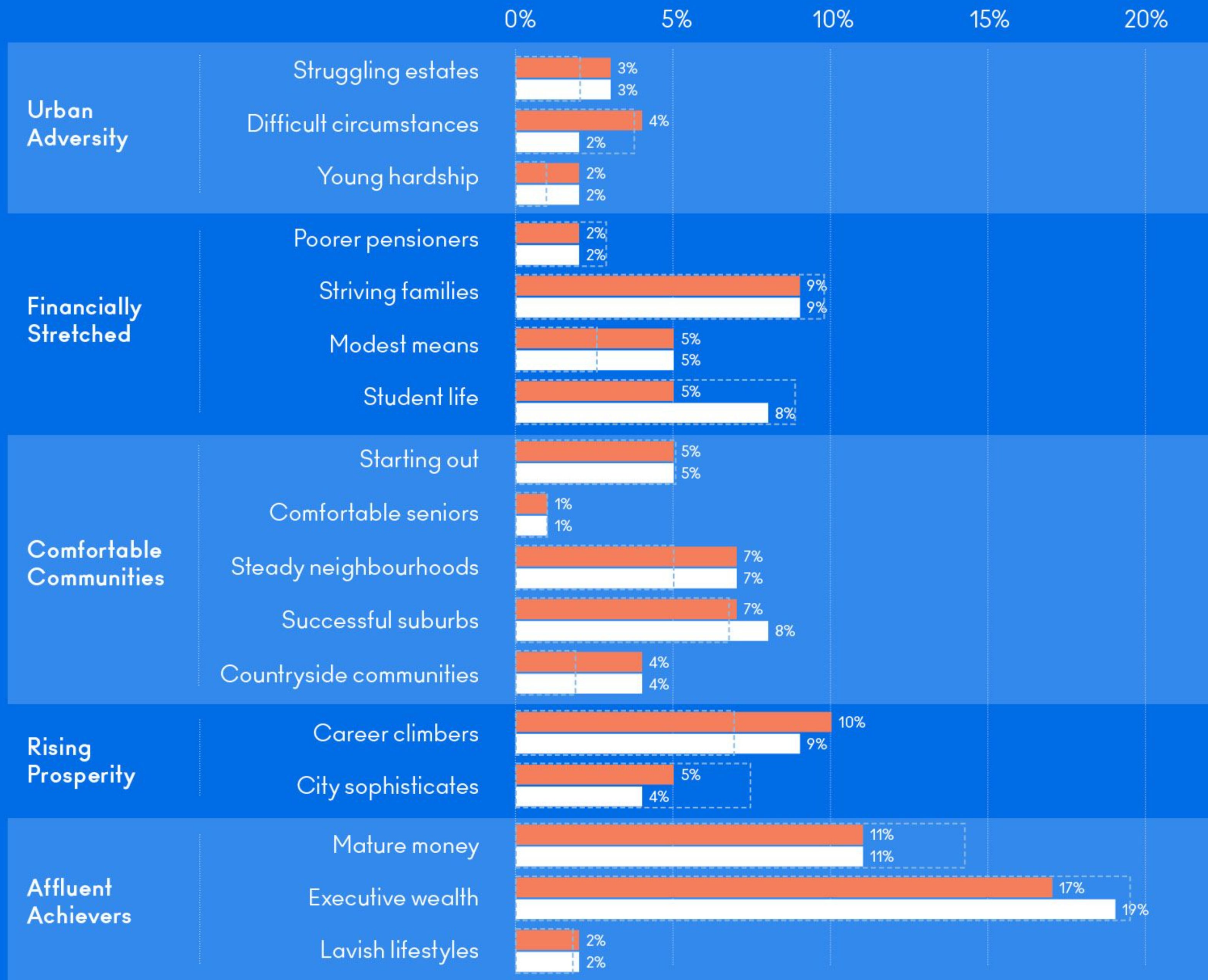
Domestic tourists are
+4pp more likely to be
Executive Wealth

THE SOUTHGATE CUSTOMER



- Southgate attracts an affluent shopper profile, with Executive Wealth, Mature Money and Career Climbers being the key groups.
- Southgate is attracting more social trips as single shopping has decreased by 30% year on year.
- Southgate attracts more 18 to 34 year olds than the catchment owing to the unique tenant mix.

WHO ARE OUR CUSTOMERS?



Key

2023 Consumer

2022 Consumer

Catchment

Source: CACI Mobile Data

115

DWELL TIME (MINS)

19

FREQUENCY OF
VISITS PER YEAR

£53

AVERAGE TRIP
VALUE

£49

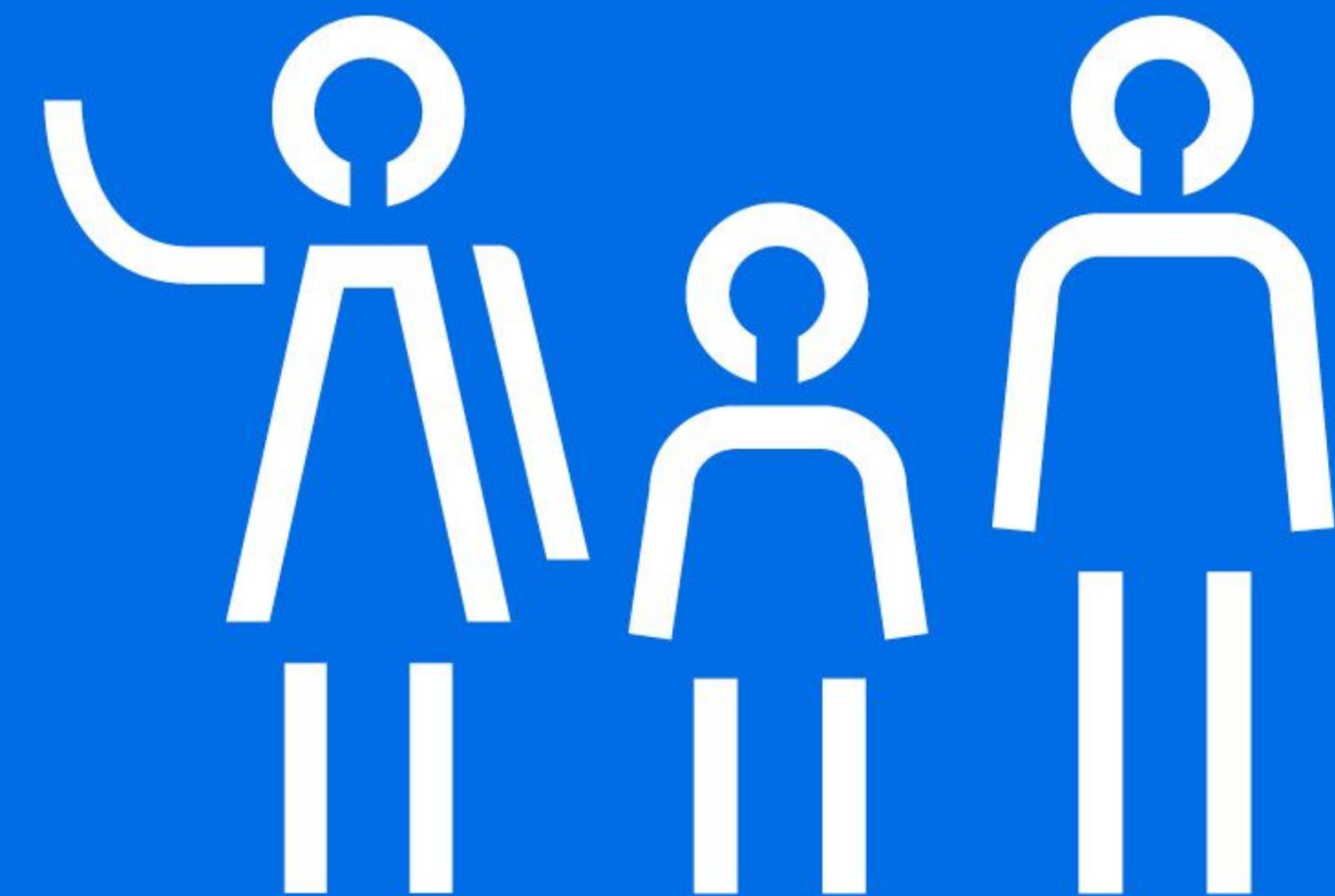
RETAIL SPEND

£13

CATERING SPEND

THE SOUTHGATE SHOPPER

Sources: CACI Mobile Data. CACI Banking Data.

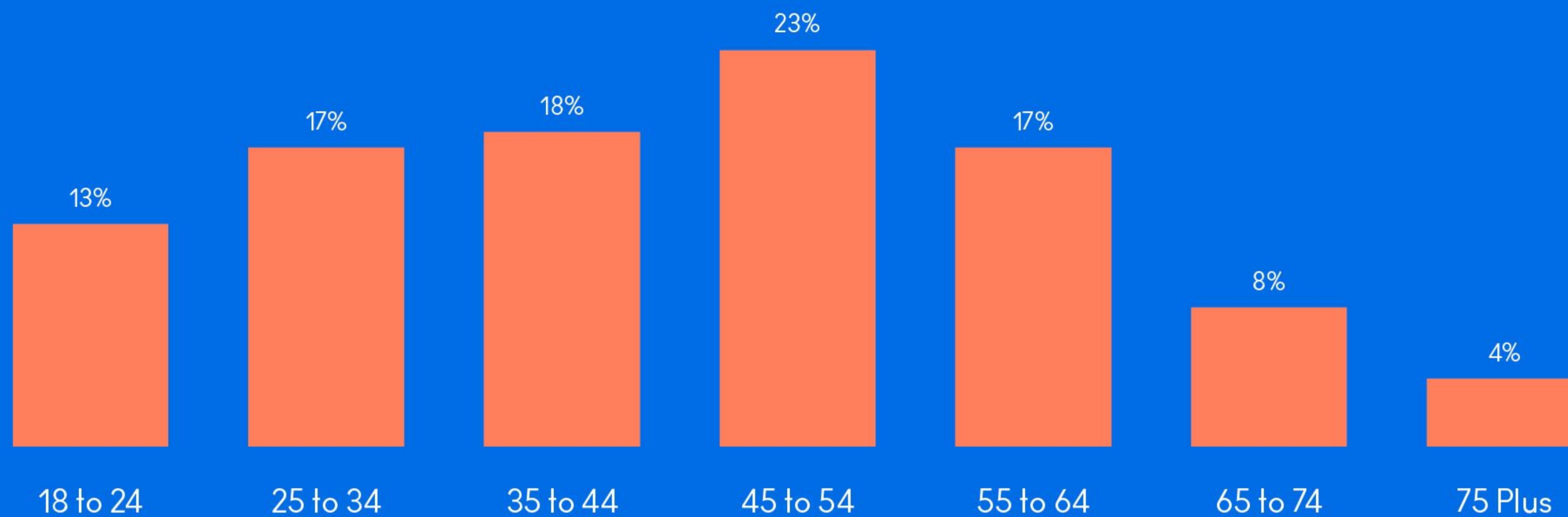


2023 CONSUMER SHARE OF SPEND BY AGE

Key

2023 Consumer

Source: CACI Banking Data

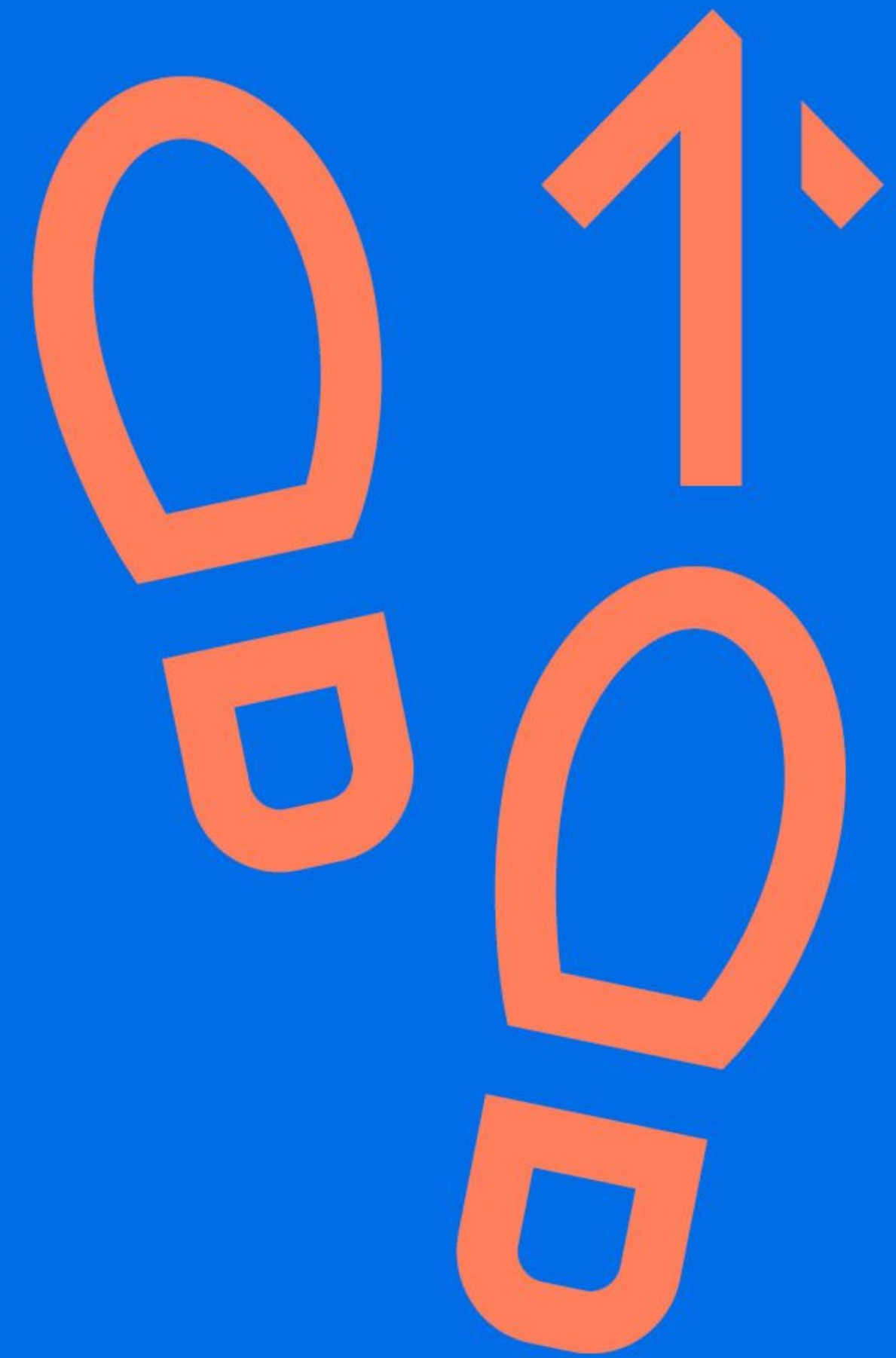


ANNUAL FOOTFALL

20.6 MILLION
2023

19 MILLION
2022

Source: British Land Footfall Data – Financial Year 2023





IN GOOD COMPANY





BE AT
ONE
COCKTAIL BAR

BREWDOG

COMPTOIR
LIBANAIS

COSY CLUB

FRANCO
MANCA
SOUROUEN PIZZA

ZARA
Coming soon

H&M

HOTEL
Chocolat.

lululemon

OLIVER
BONAS
Coming soon



WATCHES &
SWITZERLAND
SINCE 1924
Coming soon

Smash
BURGER.



TIVOLI
CINEMA CAFÉ BAR

TOMMY HILFIGER

URBAN OUTFITTERS









A
Accessorize

Accessorize

Typo

Typo

Smiggle
Smiggle

OFFICE

SHOP ONLINE AT
ACCESSORIZE.COM

30%
OFF



SOUTHGATE, BATH, BA1 1AQ

SouthGate Bath™

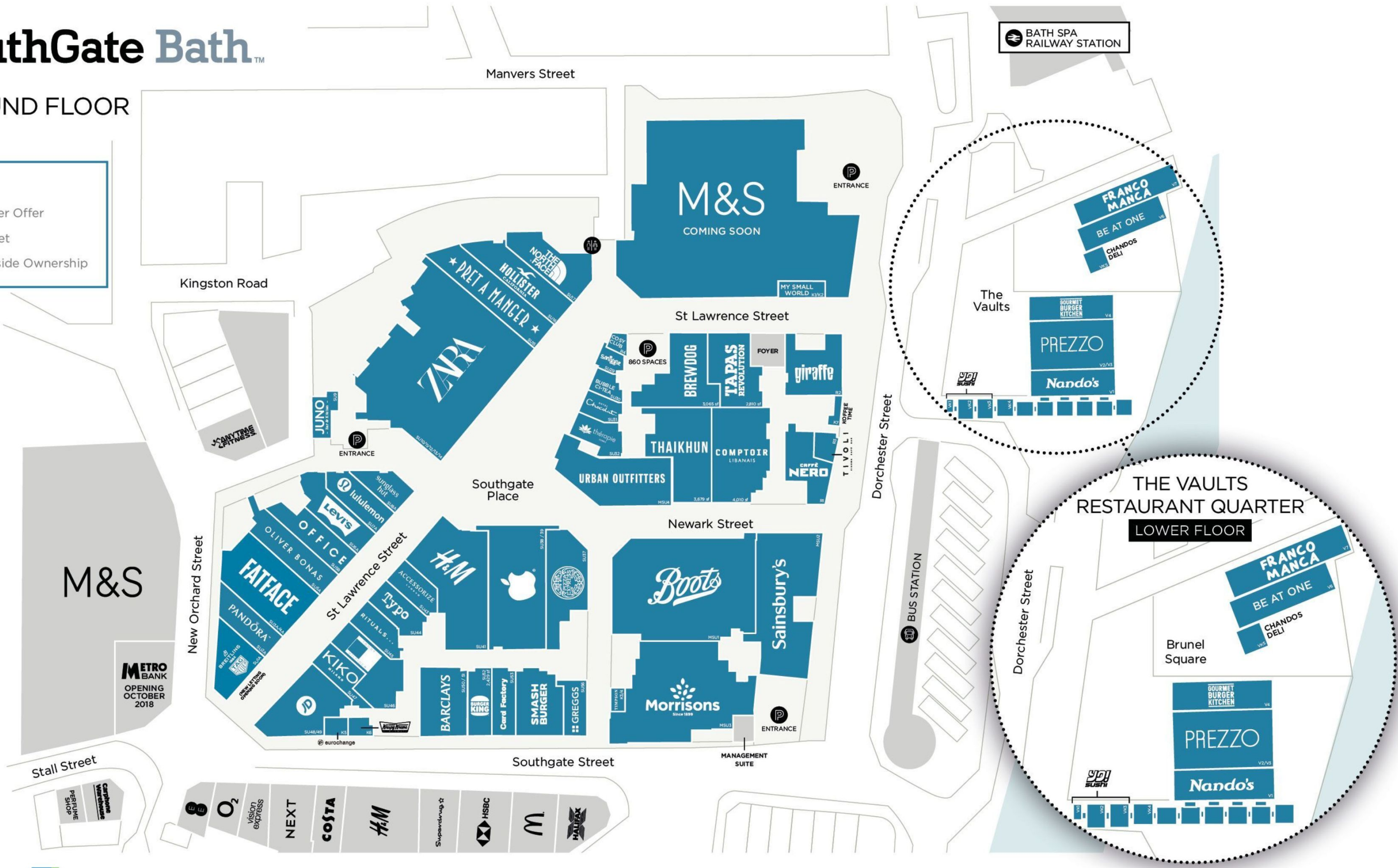
GROUND FLOOR

Let

Under Offer

To Let

Outside Ownership



Joint
Venture
Partner

Gross Internal Area
420,000 sq ft

Planning
A1 – Open

Parking
860



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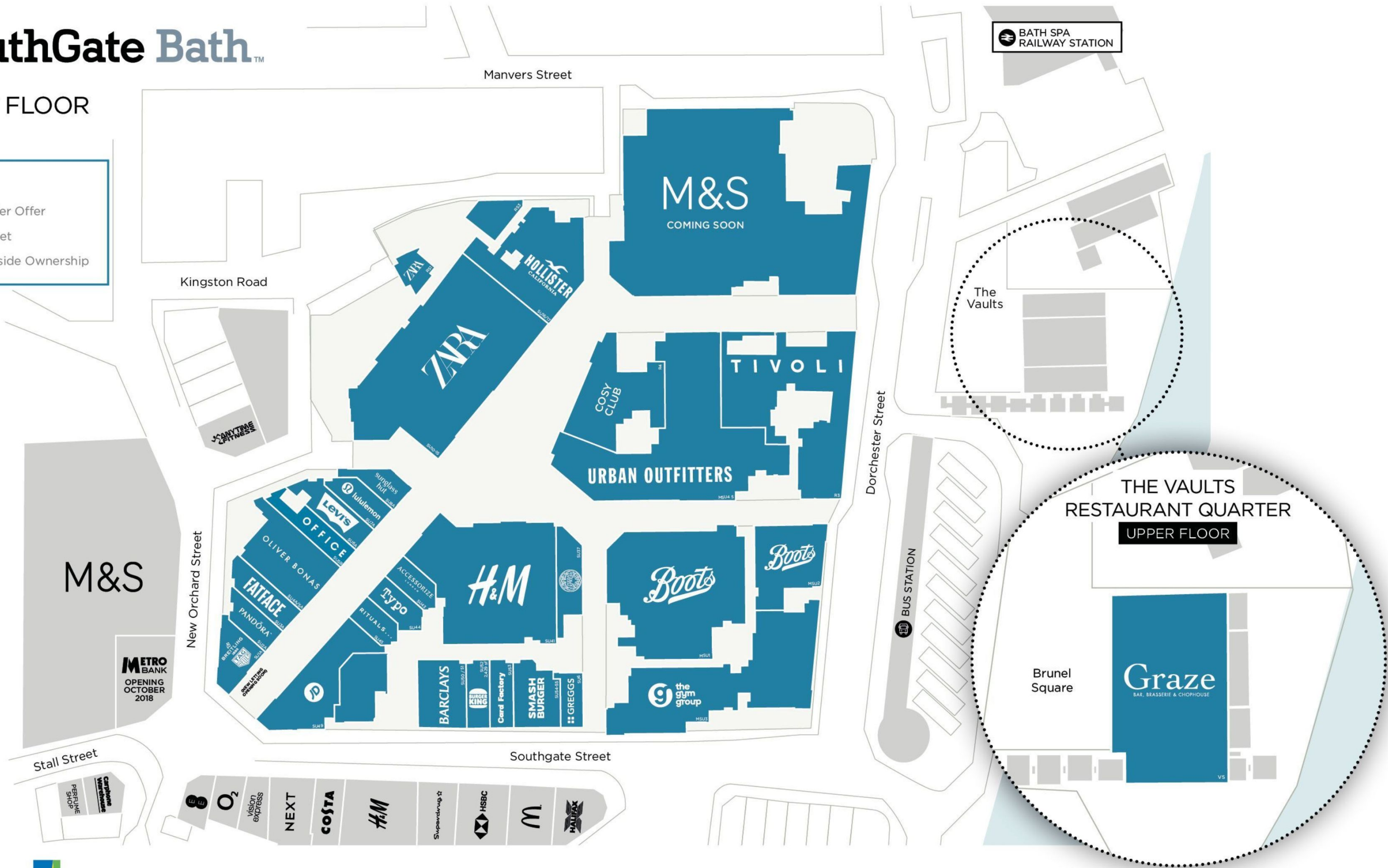
FIRST FLOOR

Let

Under Offer

To Let

Outside Ownership



Joint
Venture
Partner

Gross Internal Area
420,000 sq ft

Planning
A1 – Open

Parking
860



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