
WELCOME TO
BRENT CROSS,
THE CENTRE
OF NORTH
LONDON.
BRENT CROSS
LONDON

BRENT CROSS IS IN ONE OF THE UK'S LARGEST, WEALTHIEST CATCHMENTS.

Brent Cross ranks #1 among regionally dominant schemes for representation of affluent acorn groups – 67% of the catchment is from the Top 3 Acorn categories

A vibrant destination attracting a diverse, affluent audience making it a prime location for brands looking to maximise exposure and drive sustained growth.

£8.7BN

Total Consumer Spend

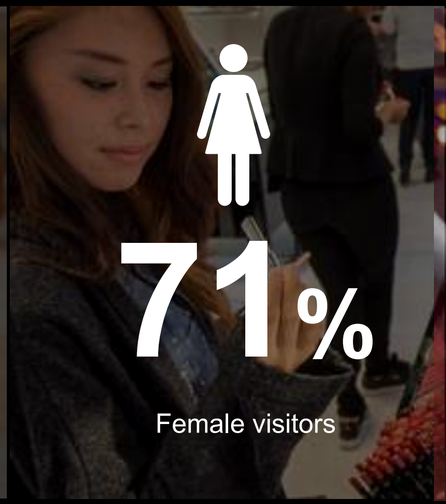
£114.27

Average Retail Spend (CACI)



24%

of shoppers are between 18-34 years old



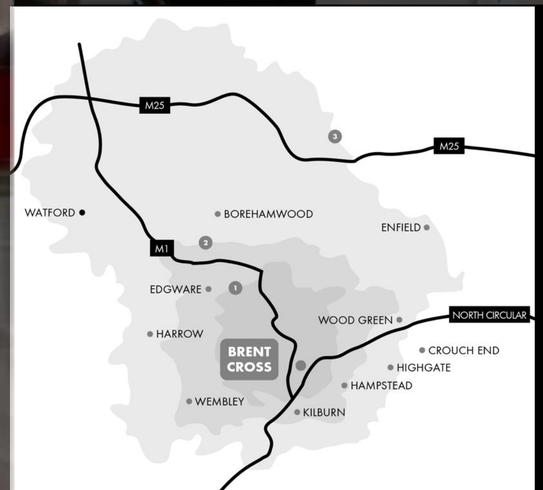
71%

Female visitors



29%

Male visitors



5.5M

Living within the catchment

40%

Established Affluence and Luxury Lifestyles, Acorn Profile

1. Primary catchment
2. Secondary catchment
3. Tertiary catchment

*figures as of January 2026

CUSTOMERS

BRENT CROSS OUTPERFORMS THE UK RETAIL MARKET ON FOOTFALL AND SPEND.

"As the UK's first indoor shopping centre, we've continued to evolve and adapt, whilst continually setting the standard for vibrant retail and leisure destinations. Brent Cross is the go-to for international brands and attracts occupiers eager to testbed innovative new concepts."

Neil Churchill, General Manager of Brent Cross



10.5M

Annual footfall



37

Frequency of visit
(per year)



81 mins

Average dwell time



143

Retail, restaurant and Entertainment partners

*figures as of January 2026

PARTNERS

YOUR PLACE AMONG ICONIC BRANDS.

Joining a community of iconic brands offers your business the unparalleled opportunity to stand shoulder-to-shoulder with the names consumers trust and love.



FOOD & BEVERAGE

Average Retail Spend: £14.74 (CACI)

RETAIL

Average Retail Spend: £114.27 (CACI)

*figures as of January 2026

BRENT CROSS SITS AT THE CENTRE OF NORTH LONDON'S TRANSPORT NETWORK, CONNECTING RAIL, ROAD AND AIR.



UNDERGROUND & RAIL

Brent Cross Underground (Northern Line) is just 0.7 miles away, with Brent Cross West Thameslink 1 mile from the centre.

- 12 minutes to King's Cross St Pancras
- 35 minutes to Luton Airport



ROAD CONNECTIVITY

Located at the junction of the North Circular (A406) and A5, with direct access to the M1 motorway, connecting Brent Cross to a wide regional catchment.



PARKING & ACCESSIBILITY

5,500 free parking spaces, including 64 EV chargers, making Brent Cross one of the most accessible retail destinations in London. 62% of Customers arrive by car.



BUSES

Brent Cross is served by 14 Bus routes connecting with Customers throughout London – In 2025 25% of visitors arrived by Bus.

A GROWING NORTH LONDON POWERHOUSE.

Brent Cross sits within one of London's fastest-growing areas, driven by large-scale regeneration, strong population growth, and expanding employment.

With population forecast to grow by 8% between 2026 and 2035, and workforce growth projected at 10%, the area is rapidly strengthening its position as a leading place to live, work, and invest.

*Oxford Economics

LARGE-SCALE REGENERATION AND POPULATION GROWTH

BRENT CROSS TOWN

A 6,700-home neighbourhood with 3 million sq ft of office space supporting 25,000 jobs, a 5,000-student university campus, 50 acres of green space, and 50 retail and leisure units, at a scale three times that of King's Cross.

CULTURE, SPORT & GREEN SPACE

WEMBLEY STADIUM

England's national stadium. 90,000 capacity. The UK's largest sports venue.

HAMPSTEAD HEATH

790 acres of parkland, one of London's most iconic open spaces.

ALEXANDRA PALACE

A major cultural and live events destination set within 196 acres of parkland.

A STRONG STUDENT & TALENT PIPELINE

UNIVERSITIES

Three major universities within reach, serving over 87,000 students:

- Middlesex University
- University College London
- University of Westminster

YOUR OPPORTUNITY TO CONNECT ACROSS A FULLY INTEGRATED MEDIA PLATFORM.

SOCIAL & DIGITAL

Extend your reach beyond our destination. Activate through our website, CRM, and social channels to connect with audiences before, during, and after their visit.

AMBIENT MEDIA

Own the journey. From escalators to lift wraps, place your message in high-visibility spaces embedded into every visit.

DIGITAL OUT-OF-HOME

Reach a ready-to-spend audience with dynamic, full-motion content displayed in the heart of the destination.

ACTIVATION SPACES

Bring your brand to life in high-footfall areas, from large-scale spectacles to intimate experiences designed to stop shoppers in their tracks.

EVENT SPONSORSHIP

Align with our most anticipated seasonal and cultural moments, gaining multiple brand touchpoints across live experiences and digital amplification.

COMMITTED TO SUSTAINABLE ENVIRONMENTS THAT DELIVER LONG-TERM VALUE FOR PEOPLE AND PLACES.

Our approach combines long-term resilience, environmental and societal benefit and placemaking to deliver a leading shopping, leisure and dining experience.

Our sustainability leadership results in energy-efficient, climate-resiliant destinations that reduce occupational costs, support your ESG goals and boost commercial performance. We are a future-ready landlord, driving long-term value and competitive differentiation across our portfolio.

£8M

social investment across the Hammerson Group

0

waste to landfill

3%

YoY landlord-obtained reduction in total water usage

22%

reduction in combined scope emissions

*figures as of January 2026

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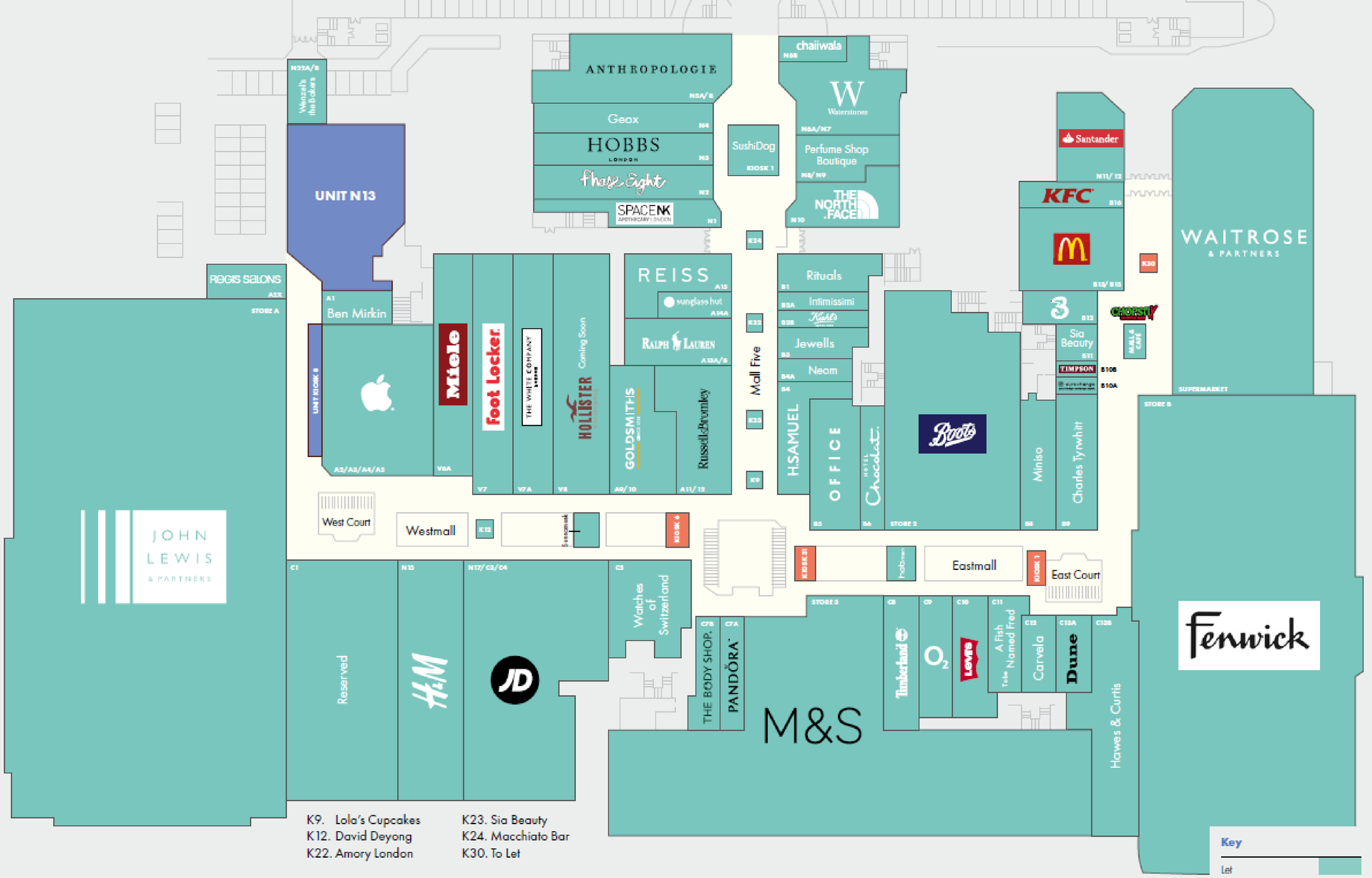
K10. Under Offer
K14. Joe Delucci's
K16. Bubble Citea
K17. Sky
K19. Covered Repairs
K21. To Let
K28. Chinatown Bakery
K29. Taste The Best

Key

Let	Under Offer
Available To Let	In Solicitor's Hands
	Promotional Space

05/2026

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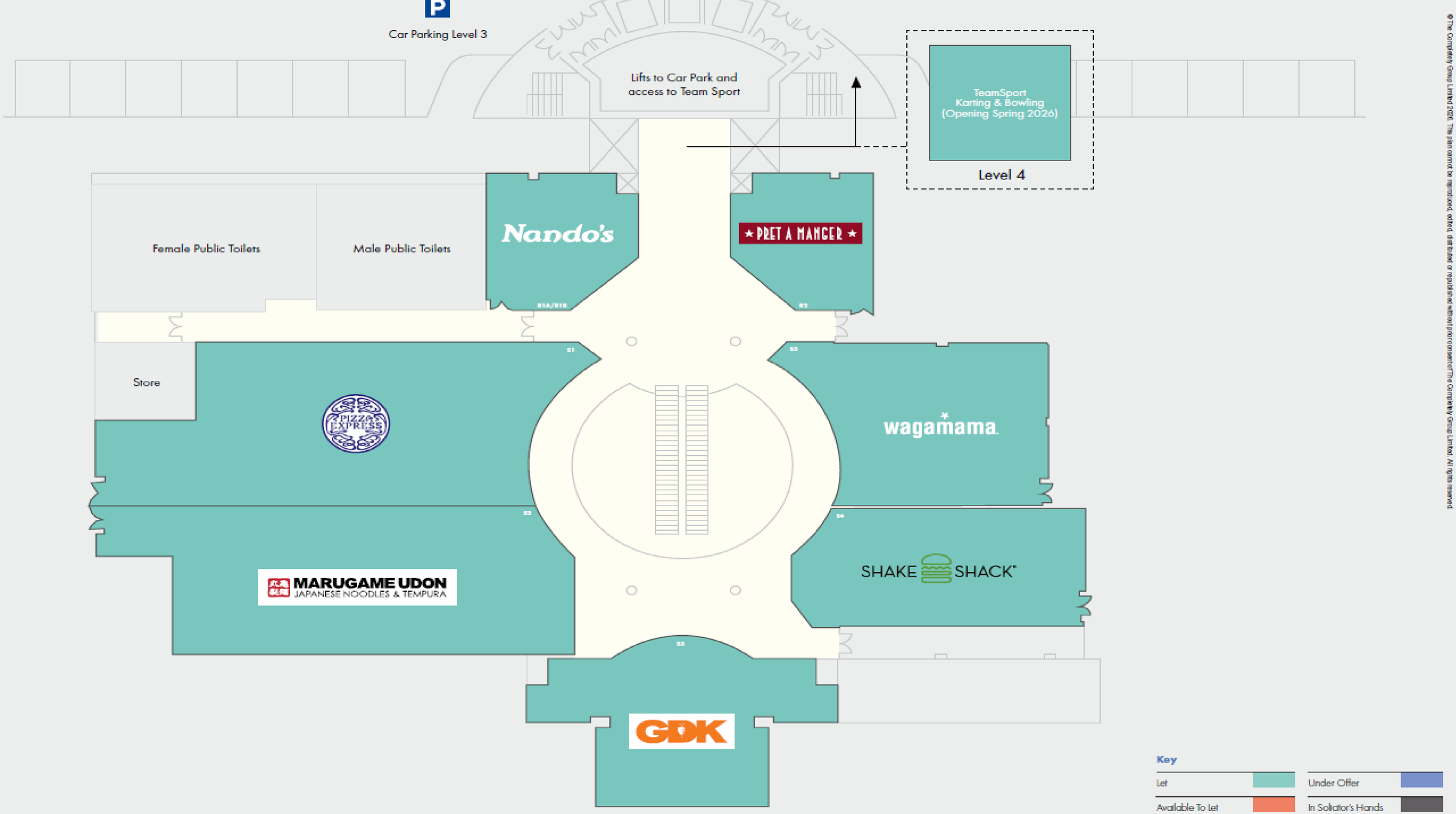
K9. Lola's Cupcakes
K12. David Deyong
K22. Amory London
K23. Sia Beauty
K24. Macchiato Bar
K30. To Let

Key

Let	Under Offer
Available To Let	In Solicitor's Hands

05/2026

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