

**QUALITY
OPPORTUNITY**

DEBENHAMS ★ FRENCH CONNECTION ★ BLUE STAR ★ TONI & GUY ★ RED 5 ★ CANOPY
OPTIMUM ★ MUSTARD ★ PUMPKIN PATCH ★ FRAICHE ★ LUSH ★ **GLORIA JEANS** ★ CRUISE
MISS SELFRIDGE ★ **POLARN O. PYRET** ★ PIEMINISTER ★ SLUG & LETTUCE ★ THORNTONS
HAWKINS BAZAAR ★ PUNKY FISH ★ **MERCEDES BENZ** ★ RIVER ISLAND ★ EMILY BRIGDEN
ASTON MARTIN ★ WALLIS ★ **MODA IN PELLE** ★ SUPERDRY ★ CAFÉ NERO ★ **SWAROVSKI**
REVOLUTION ★ HEY FISH ★ KITOKO ★ COSTA COFFEE ★ **G STAR** ★ SCENARIO ★ LA SENZA
STARBUCKS ★ LE BISTRO PIERRE ★ EARLY LEARNING CENTRE ★ **CAFÉ GRAZIA** ★ BERSHKA
CC ★ JONES BOOTMAKER ★ **MARKS & SPENCER** ★ PAPERCHASE ★ HMV ★ SCHUH ★ ARK
BANG AND OLUFSEN ★ INTIMAS ★ **THE AGA SHOP** ★ GRAND CAFÉ CARUSO ★ BLACKS
GOLDSMITHS ★ **WESTFIELD** ★ BEAVERBROOKS ★ LEVI'S ★ LAPEL ★ H&M ★ **CHARTWELLS**
TREGONING GALLERY ★ GOLDSMITHS ★ **CHILLI PEPPER** ★ WATERSTONES ★ FAITH SHOES
JACK RABBITS ★ **JACK & JONES** ★ THE BODY SHOP ★ BLUEWATER ★ PITCHER AND PIANO
TIE RACK ★ LA TASCA ★ OASIS ★ JANE NORMAN ★ WAREHOUSE ★ **ZIZZI** ★ BUILD A BEAR
URBAN ★ **GIORGIO REGGIANI** ★ RED ZEBRA ★ ERNEST JONES ★ CAN CAN ★ MONSOON
ANN SUMMERS ★ **LAKELAND** ★ MUSE ★ EKKO ★ SHAKE OUT ★ CINEMA DE LUX ★ **SPUR**
PIZZA EXPRESS ★ AVEDA URBAN THERAPY ★ VERO MODA ★ SONY ★ **HAWES & CURTIS**
LAURA ASHLEY ★ BENNETTS ★ NEXT ★ THE DISNEY STORE ★ PAST TIMES ★ ZEST ★ PULP
W.E. WATTS ★ LACOSTE ★ ZARA ★ **LOLLIPOPS PARIS** ★ CC ★ MICHAEL HALL ★ **ALL SAINTS**

**“Why isn’t the rest of
Britain like Derby?”**

– Jeremy Paxman



Derby Festé

**DAWN
'TIL DUSK**



QUAD Arts and Media Centre



Derby Jazz



Déda Dance

The city of Derby is going through a £2 billion transformation and these plans include significant improvement to the leisure and tourism offer.

Derby is a vibrant business city, home to global names such as Rolls-Royce Civil Aerospace, Citibank and Westfield's first European investment.

Situated in stunning countryside, Derby is a modern, compact city and hosts a number of cultural events and festivals throughout the year. These include the annual Derby Festé, the renowned Derby Jazz Festival, two international real ale festivals and the UK's largest classical outdoor concert.

Home to a regional dance centre and orchestra, 36 cinema screens, two theatres, varied live performance venues, art galleries and a UNESCO World Heritage Site, Derby is the location of choice for its 45 minute drive time catchment of more than 1.7 million people.

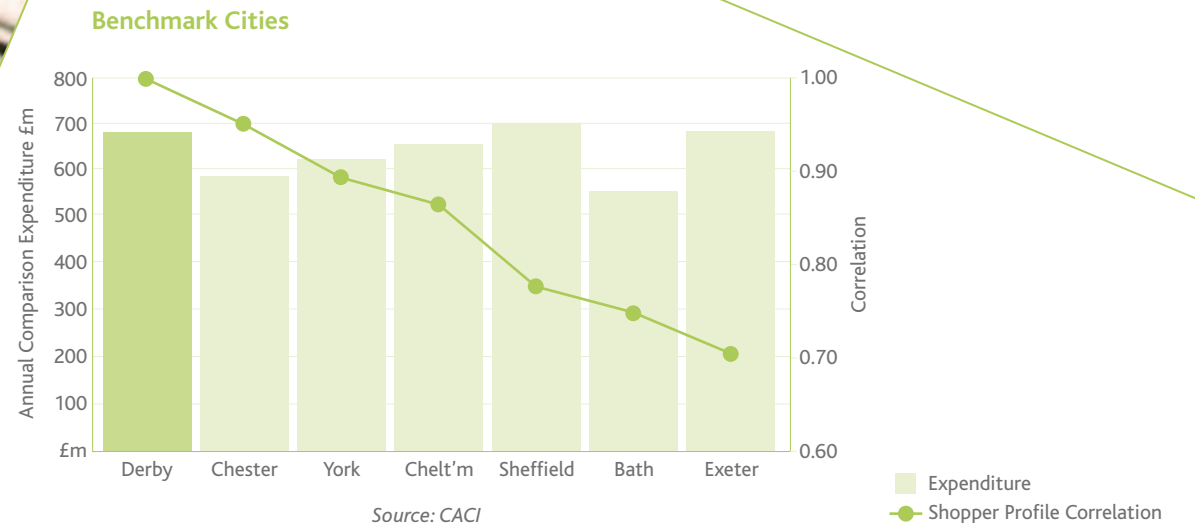
“There is a robust opportunity for Derby to grow a stronger premium-market in the centre.” – CACI retail Circuit Strategy 2008-2012

QUALITY OPPORTUNITY

Derby's recent growth means that there is now significant opportunity to increase the quality retail and leisure offer across the city centre. The realisation of the £2 billion Masterplan, has led to a mix of both new and refurbished retail, food and drink spaces entering the market.

Derby has a long term strategy for the city centre and has already seen its potential market size increase by a massive 65% over the last two years.

Increased marketing activity is already attracting a new profile of shopper from the city's hinterland of 1.7 million people, there is a clear opportunity for quality brands to take advantage of this market.



“In Derby, wages are above the national average. So are grades in local schools for subjects such as maths and science.” – *The Economist*



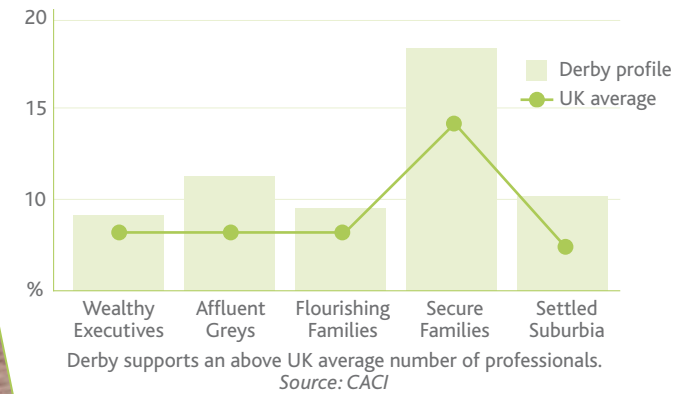
WHO SPENDS IN DERBY?

Derby has quickly become a place for both young professionals and families. The city offers its local population a number of benefits, such as its growing range of leisure and recreational facilities and proximity to the Peak District.

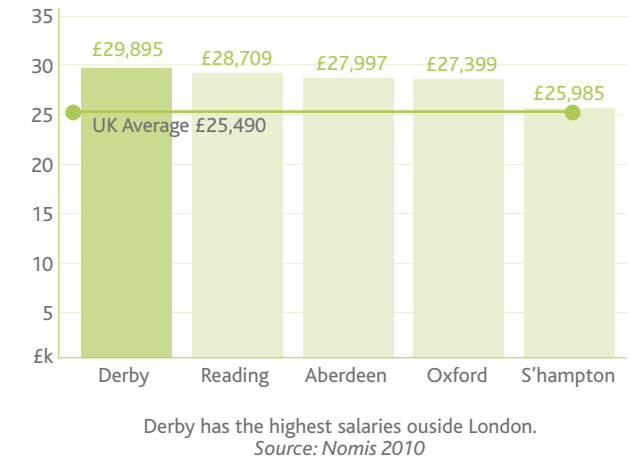
Derby’s catchment profile boasts above the UK average of Wealthy Executives, Affluent Greys and Flourishing Families. This is also true for the number of Secure Families and Settled Suburbia. With some of the most innovative university and college systems in the country Derby is also home to 35,000 students.

The city’s strong economic growth, especially in high technology, has led to Derby now leading the UK city tables for employment creation. A consequence of this has been that salaries paid in Derby are significantly higher than anywhere else in the Midlands and second only to London.

Strong Demographic Profile

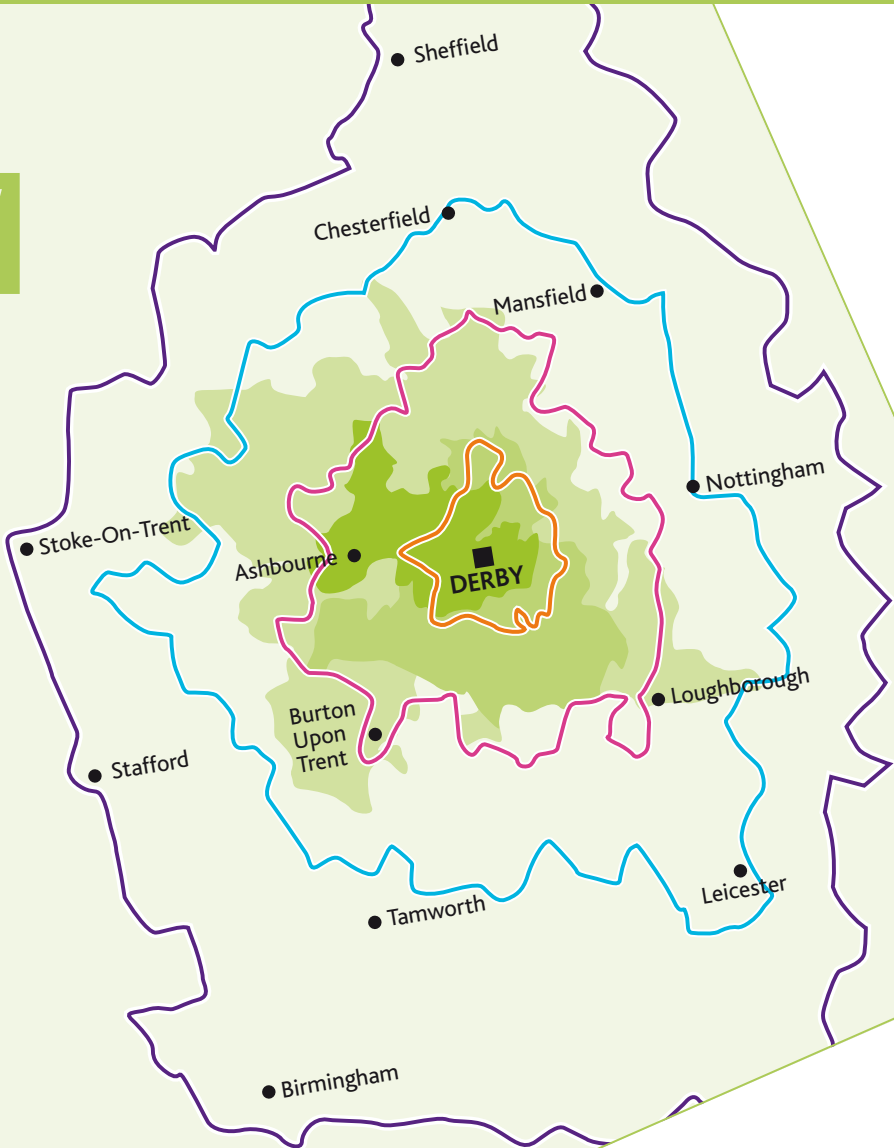


Average Workplace Earnings



“There is still opportunity for high end retailers in the comparison sector.” – Roger Tym and Partners

MARKET SIZE



Catchment

- Primary
- Secondary
- Tertiary

Drive Time

15 minute drive time	
30 minute drive time	
Total comparison expenditure	£1.3bn
Weighted market potential	£587m
Total population	602,537
45 minute drive time	
Total comparison expenditure	£3.9bn
Weighted market potential	£675m
Total population	1,717,000
60 minute drive time	

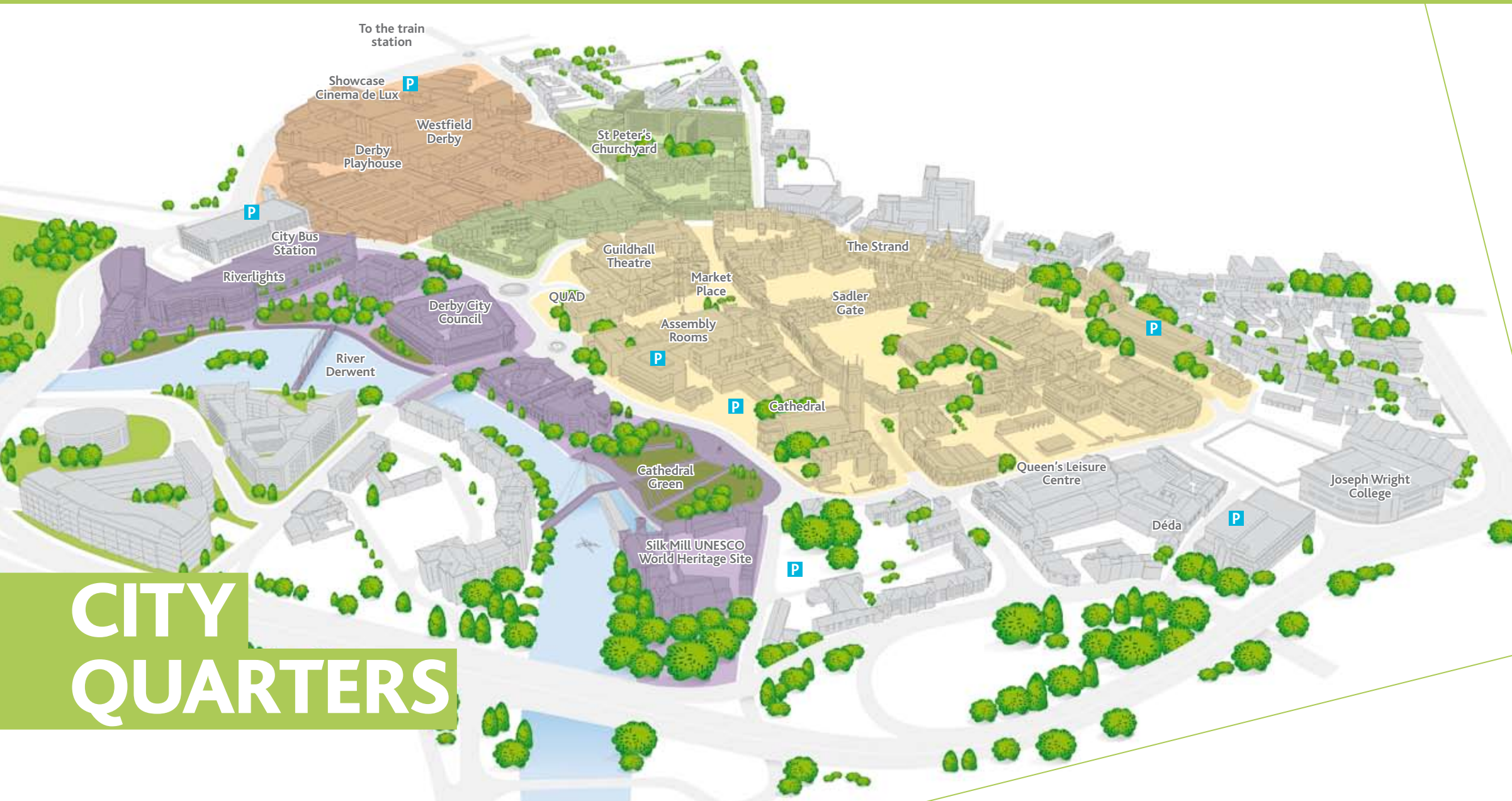
Derby’s market potential has grown significantly as a result of Westfield’s £340 million investment which created an additional one million square feet of retail space. In its first full year Westfield Derby attracted over 25 million people.

Derby’s market potential has increased to £675 million per year from within this catchment. This is generated from a population of 1,717,000 with an annual comparison goods expenditure of £3.9 billion.

Derby’s major catchment, including many affluent towns and villages that surround the city, is contained within a 45 minute drive time where 90% of spend originates.



"As a long term investor it is important that the city prospers and there are great development and investment opportunities in Derby."
 – Peter Miller, Chief Operating Officer UK, Westfield



Derby city centre's prime retail and leisure areas are identified by four main quarters each offering different and unique opportunities.

Retail Areas	
Westfield Derby	
St Peter's	
Riverside	
Cathedral Quarter	

CITY QUARTERS

“Westfield Derby is like somebody has put Hollywood in the middle of the city.” – *Retail Week*

WESTFIELD DERBY



Westfield Derby

The city's retail offer has been transformed following the arrival of Westfield which repositioned Derby as a major retail destination in the Midlands, and attracts more than 25 million people each year.

Westfield Derby is also a key leisure destination with around 50 food and drink outlets from juice and coffee bars to stylish dining. This state-of-the-art shopping centre offers a wide range of retail opportunities for quality outlets with a range of footplates.

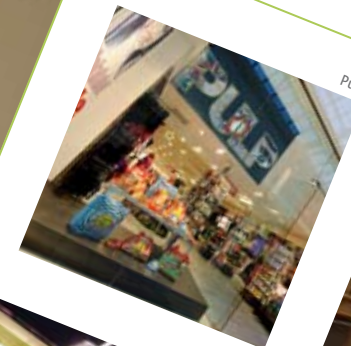
21st Century Shopping Mall

1 million sq. ft. retail & leisure space

190 stores

800 seats in 'Eat Central' food hall

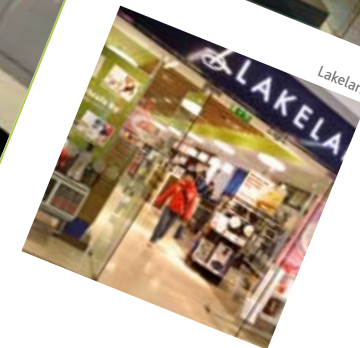
12 screen Showcase Cinema de Lux



Pulp



Hey Fish



Lakeland

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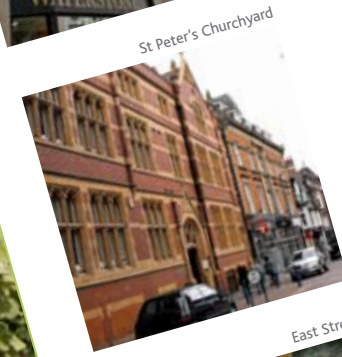
“There is an unmissable opportunity to optimise Derby’s retail mix.” – CACI retail Circuit Strategy 2008-2012



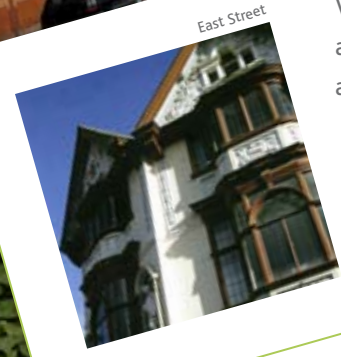
ST PETER'S



Babington Lane



St Peter's Churchyard



East Street

St Peter's Street

This area sits between Westfield Derby and the Cathedral Quarter and therefore attracts high footfall. St Peter's offers wide pedestrianised streets with small to medium footprint stores and has long been considered the main 'High Street' area of the city.

St Peter's Street is home to a mix of high street retailers including Evans, Wallis, The Body Shop and Waterstones, and there has been an increase in footfall since the arrival of Tesco Express and Primark.

The area also includes the main East Street axis running to the new city bus station as well as specialist shopping streets such as Green Lane, Babington Lane and St Peter's Churchyard.

Traditional High Street Mix

- Small and medium floor area stores
- High footfall
- Predominantly retail fashion stores
- Pedestrianised area with improved public realm

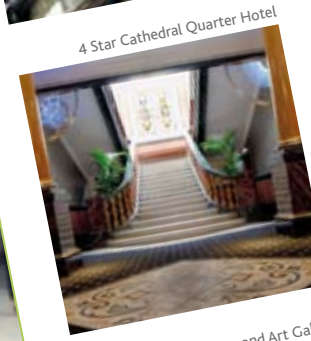
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“Locating in the Cathedral Quarter was one of the best business decisions we made.” – *Bang & Olufsen*

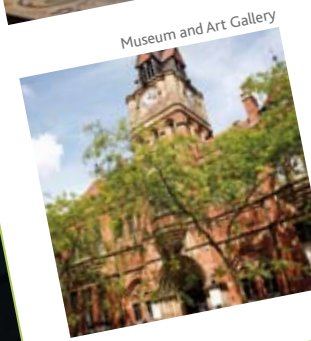
CATHEDRAL QUARTER



Zizzi, Friar Gate



4 Star Cathedral Quarter Hotel



Museum and Art Gallery

Sadler Gate

The historic Cathedral Quarter is described as 'a real gem attracting the more discerning shopper'. This area includes a number of independent, high-end retailers specialising in quality brands such as Apple, Boss, DKNY and Moda in Pelle.

The retail offer is complimented with a number of quality cafés and restaurants offering menus from around the world, plus bars and traditional English pubs. Friar Gate and Iron Gate are home to a cluster of quality independent and recognised restaurants including Zizzi, Pizza Express, Le Bistro Pierre and Pitcher and Piano.

Historic Retail and Tourist Destination

Predominantly high-end retailers and quality restaurants

High profile distinct area with a Business Improvement District status (BID)

Developments in the pipeline with retail and leisure opportunities;

- Sadler Square
Mixed use including 45,000 sq. ft. office space
- Central Square
50,000 sq. ft. office space
- City Gate House
60,000 sq. ft. office space
- Friar Gate Square
75,500 sq. ft. office space

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“Behind the imposing Cathedral, the Cathedral Green area marks the start of the UNESCO-listed Derwent Valley Mills World Heritage Site.”
– *The Financial Times*



Derby has the beautiful River Derwent running through the heart of the city centre. A number of tourist attractions including a UNESCO World Heritage Site, the Silk Mill, and the newly landscaped Cathedral Green are located on the river.

New developments are now taking shape, which is being boosted by Riverlights including two hotels, (Hampton by Hilton and Holiday Inn) and a state-of-the-art bus station. Riverlights offers 21,000 sq ft of A3 retail and leisure opportunities..

Prime Riverside Location

Opportunities within the Riverlights development

High footfall

Developments in the pipeline with retail and leisure opportunities;

- Number One Cathedral Green. Mixed use with 95,000 sq. ft. office space
- Riverlights phase two. Mixed use with 184,000 sq. ft. office space
- One Derby. Mixed use with 400,000 sq. ft. office space

RIVERSIDE

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Derby Cathedral



CASE STUDY

Bang & Olufsen is one of the world's most established brands built on more than 80 years of the highest quality craftsmanship and innovation.

With a distinctive range of audio, visual and multimedia products, their success comes from an aspiration to achieve the highest standards with a meticulous attention to detail.

Global reach

1,200 stores around the world with around 110 in the UK.

Corporate Mission Statement

Courage to constantly question the ordinary in search of surprising, long-lasting experiences.

Derby's Mission Statement

Everything Perfect.

Flagship Store

Derby is home to Bang & Olufsen's biggest single floor showroom in the UK. The head office in Denmark has used the store as a model for how they want their retail partners to develop their outlets.

Why Derby?

Bang & Olufsen were keen to find a suitable partner in the city after recognising the gap in the market. Andrew Wardlaw who is Dealer Principal of the Derby store, prepared a strong business proposition highlighting the market potential within Derby and opened in June 2007. The business decision to open in the city was based upon the demographic profile, good transport links and being part of a growing city.

Customer Profile

Andrew Wardlaw explained: "There is a wide breadth of people who live in and around Derby and a large number who purchase and aspire to own Bang & Olufsen. We have a lot of repeat custom and this is based on a convenient location and quality of service."

Final word

"We are excited about our future growth and proud to be part of a city that is moving forward. The past year has seen new hotels with over 250 bedrooms, new restaurants, a newly landscaped Cathedral Green and a continued emphasis on promoting the Cathedral Quarter as a retail and leisure destination."

"We have built strong relationships with the local business community and we look forward to continuing to exceed our expectations for many years to come."

Andrew Wardlaw,
Dealer Principal
Bang & Olufsen, Derby.

What the Quality brands say...

"Spur will further complement an already successful development with our offering to create excitement and value for the people of Derby." – Spur

"The opening of Westfield shopping centre was a great opportunity to open our second PizzaExpress in Derby." – PizzaExpress

"We did a lot of research and decided that Derby was the right place for our investment." – Lollipops Paris

"Lakeland Derby – a store where the team has been handpicked to give the customer the fantastic service synonymous with the Lakeland name." – Lakeland

"Swarovski UK were delighted to open in Derby two years ago and are proud to be in Westfield." – Swarovski

"Locating in the Cathedral Quarter was one of the best business decisions we made." – Bang & Olufsen

If you would like to find out more, arrange a visit to the city or request an executive copy of the recent CACI report please contact:

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CONTACT

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Quality city

Derby
does it