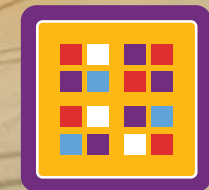




# Cumbria's Premier Shopping Centre

Located in the heart of Carlisle, The Lanes shopping centre attracts 11 million customers every year.

The dominant shopping destination in the region, it welcomes a broad mix of shoppers: local people, tourists and students, from a wide surrounding catchment area.



the  
**Lanes**  
SHOPPING CENTRE ■ CARLISLE



# The award winning Lanes Shopping Centre

Providing 25% of Carlisle's retail floorspace, The Lanes is the only Shopping Centre in the City. Opened in 1984 and extended in 2000, it comprises:

- 500,000 sq ft of covered mall, primarily on one level
- A rich mix of leading high street names and local independent retailers
- Anchored by Debenhams & Bhs
- Other popular stores include JD Sports, Bank, Miss Selfridge, New Look, Superdrug, Peacocks & Fat Face
- 600 space car park, owned by the Centre, which has held the Park Mark safe parking award for the last eight years

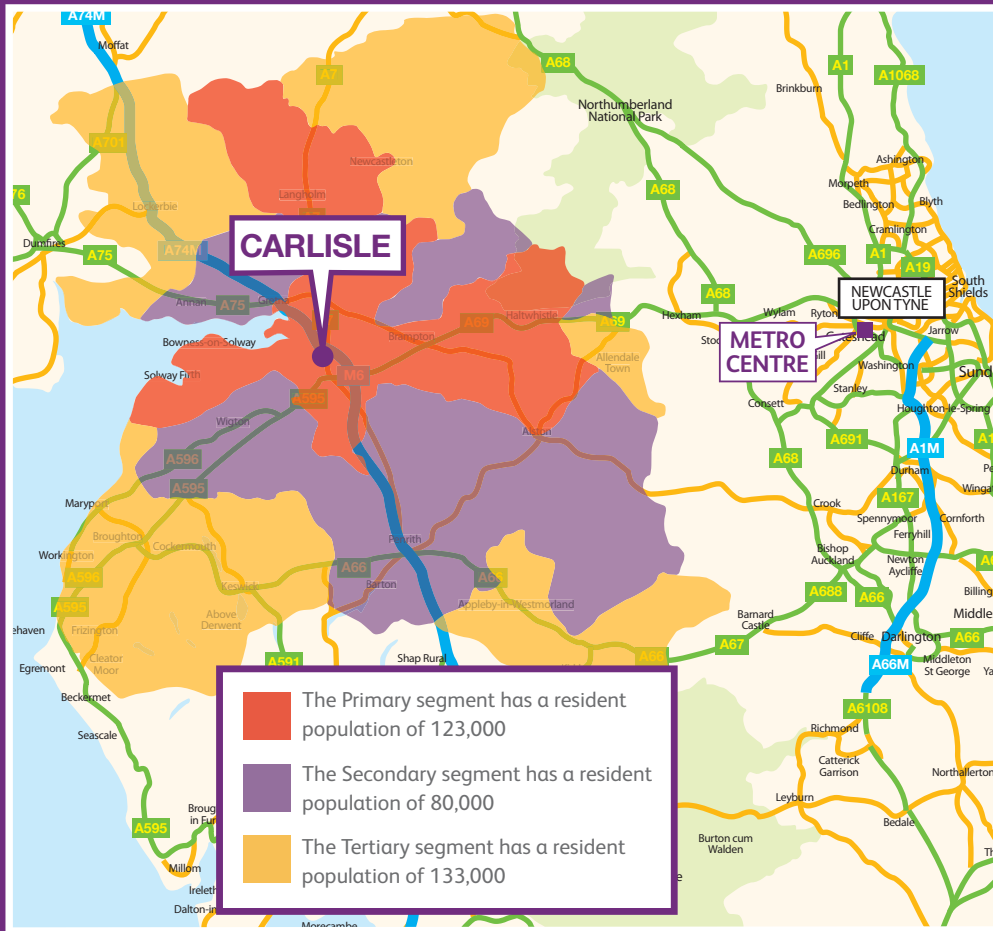
The Centre is owned by Aviva Life & Pensions UK Limited.



visitors a year

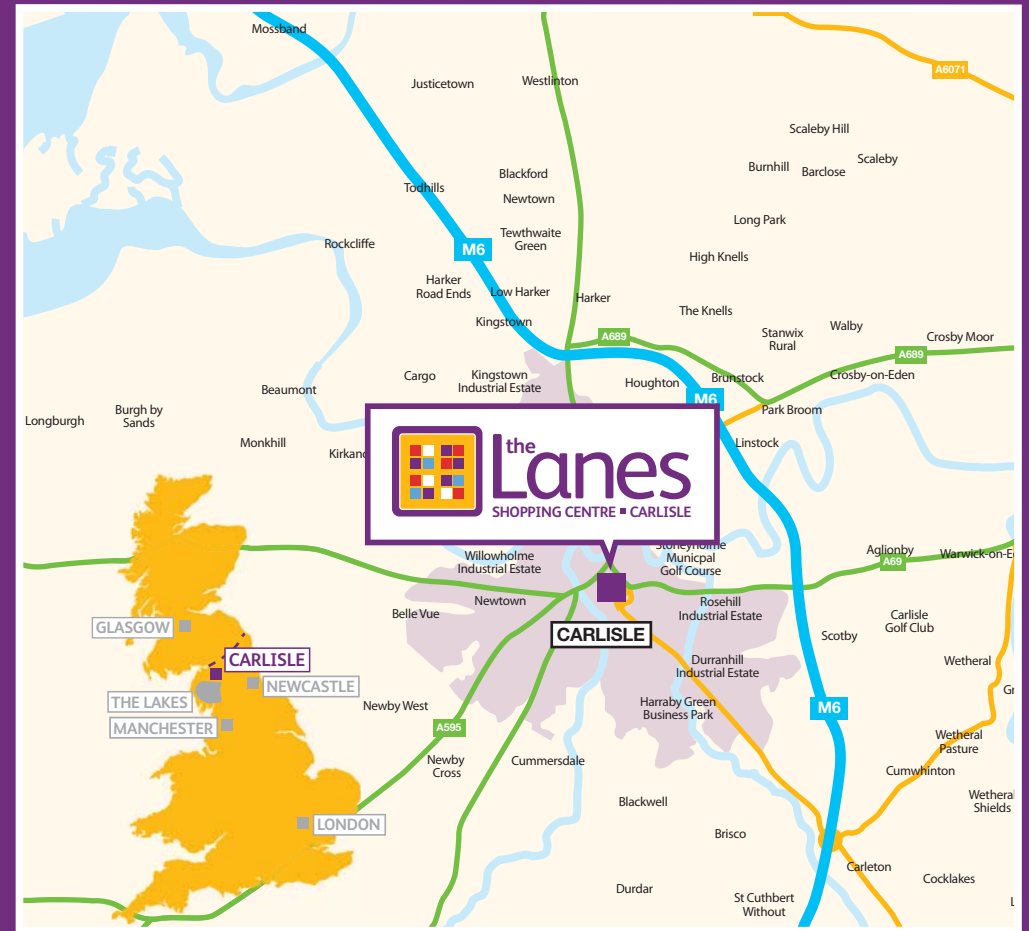
11,000,000





## Catchment

- 50 % of shoppers are within a 30 minute drive time
- 93 % of shoppers within the primary catchment area identify Carlisle as their main location for non-food shopping
- 88 % of shoppers who come to Carlisle visit The Lanes
- The Centre enjoys a catchment area of 3,000 sq miles without competition from any major shopping centres
- Demographic profiling categorises 48 % of Carlisle's catchment residents as 'wealthy achievers' (Source: Acorn classifications)
- Popular destination for shoppers from further afield, including Newcastle, Glasgow and Manchester



## Historic Location

- Ideally located between Scotland and The Lakes, the Centre is the region's leading retail destination and draws shoppers from a wide geographical area
- Historic city of Carlisle attracts high numbers of tourists
- Just over a 3 hour trip from London by train
- Within easy reach of the M6 motorway
- A short walk from local bus and rail stations, with direct access to the West Coast rail line
- Carlisle airport is currently under development



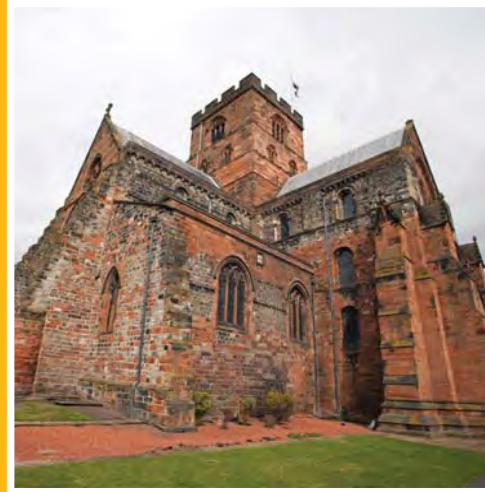
# From a medieval market town to a contemporary city

Carlisle is a vibrant, cultured city, surrounded by a host of popular attractions, including Hadrian's Wall, Carlisle Cathedral and Carlisle Castle, as well as numerous museums and art galleries celebrating the region's rich Roman heritage.

The city attracts a reported 2 million tourist 'day visitors' per year (source: Carlisle Tourism 2010).

Carlisle is home to the University of Cumbria and has a student population of over 5,500.

It is also a short drive from the beautiful Lake District National Park, which attracts 15.8 million visitors a year (Source: Cumbria Tourism 2010).





# 88%

of shoppers who come to Carlisle visit The Lanes to shop.

- Over half the total Carlisle expenditure is spent within The Lanes
- 72.8% of shoppers are female
- 27.2% of shoppers are male
- The Lanes retail mix focuses on young people and families, with a core fashion focus
- Key shopper segments include '16-24 year olds who live at home and are in employment with disposable income', '24-55 year old fashion conscious individuals who are confident in their appearance' and a high number of '16-21 year olds at school, college or university'
- Pre-family shoppers visit most frequently, on average 67 times a year





# Non-food sales of £67million

Estimated turnover - FSP 2010

DEBENHAMS

REPUBLIC™



H&M

PANDORA

BANK

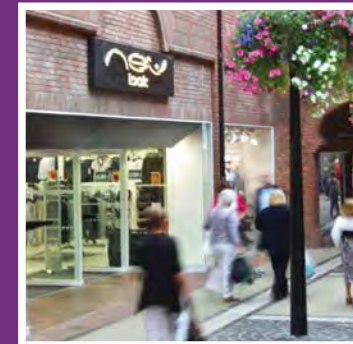
next





# A rich mix of High Street retailers

- 70 retail units
- Anchored by Debenhams and Bhs
- Established national and international brands, as well as local, independent retailers
- 6 entrances into the Centre, including direct access from Scotch Street and Lowther Street
- Supported by strong department stores in the immediate surrounding area, including House of Fraser, Hoopers and Marks & Spencer
- The Centre's own multi-storey car park provides 600 secure car parking spaces
- Bus and rail transport links are just a short walk from the Centre
- Other amenities include ATMs, cycle racks, centre information and passport photography





# 200,000

shoppers per week

- The Lanes was visited by 11,000,000 shoppers in 2010
- Customer dwell time is an average of 43 minutes
- Visitor frequency to The Lanes is 62 times a year
- Proportion of spend attributable to the Centre in Carlisle is 44 %
- 57% of shoppers stop for refreshments, significantly above the UK benchmark

hmv



QUIZ



fat face

Miss Selfridge

TONI&GUY

Clarks

Bhs





# Strong retail performance

“Shoppers used to go to places like Glasgow, Newcastle or Manchester, now shoppers come to The Lanes, Carlisle, people don’t need to go anywhere else.”

Manager, JD Sports

“Being in The Lanes has been a huge success for us... it’s ideal, the easy parking and security is important issue for us being a jewellers.”

Manager, Peter Jackson,  
The Jewellers

“Being in Carlisle the weather can be pretty clement at times. So when it rains, everyone comes to The Lanes.”

Manager, Debenhams





# Supporting our tenants

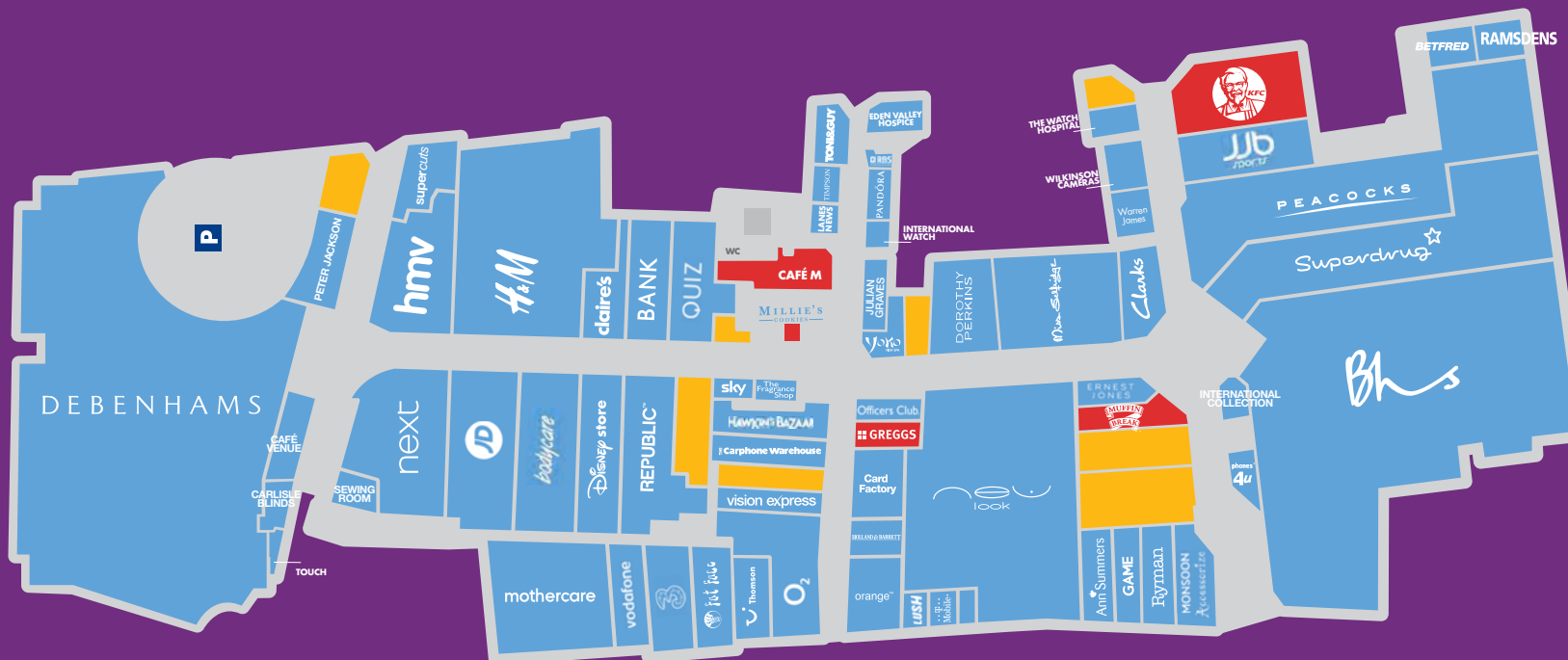
- Experienced and proactive management team who work closely with retailers to create a safe, friendly and successful shopping environment
- A strong partnership with Carlisle city council and other local organisations

A programme of active, year round marketing support drives shopper footfall into the Centre through events, internal media, external communications, press, radio and TV advertising



# The Centre

An exciting mix of independent, national and international retailers creates an attractive offer for customers.



500,000  
sq ft of retail space

- Accessorize
- Ann Summers
- Bank
- BetFred
- Bhs
- Bodycare
- Café M
- Café Venue
- Calendar Club
- Carlisle Blinds
- Card Factory
- Carphone Warehouse
- Claire's
- Clarks
- Debenhams
- Disney Store
- Dorothy Perkins
- Eden Valley Hospice Bookshop
- Ernest Jones
- Fat Face
- Game
- Greggs
- H&M
- Hawkin's Bazaar
- HMV
- Holland & Barrett
- International Collection
- International Watch
- JD
- JD Sports
- Julian Graves
- KFC
- Lanes News
- Lush
- Millie's Cookies
- Miss Selfridge
- Monsoon
- Mothercare
- Muffin Break
- New Look
- Next
- O2
- Officers Club
- Orange
- Pandora
- Peacocks
- Peter Jackson
- Phones 4U
- Quiz
- Ramsdens
- Republic
- Ryman Stationery
- Schuh
- SKY
- Supercuts
- Superdrug
- 3G
- The Sewing Room
- The Fragrance Shop
- Thomson
- Timpson
- T-Mobile
- Toni & Guy
- Vision Express
- Vodafone
- Watch Hospital
- Warren James
- Wilkinson Cameras
- Yoko Fish Spa





# Summary

The Lanes, Carlisle represents an excellent retail opportunity. Its established and successful retail mix, loyal customer base and unrivalled position as the region's shopping destination of choice make it a highly attractive proposition.

For further details about the Centre, including unit availability and timings, please contact:



Filippa Turland/Nick Young  
T: 020 7629 7282  
13 Hill Street, Berkeley Square,  
London, W1J 5LQ  
[www.struttandparker.com](http://www.struttandparker.com)



Paul Dale/David A Thompson  
0161 235 7677 / 0113 233 8830  
No 1 Marsden Street,  
Manchester, M2 1HW  
[www.dtz.com](http://www.dtz.com)

