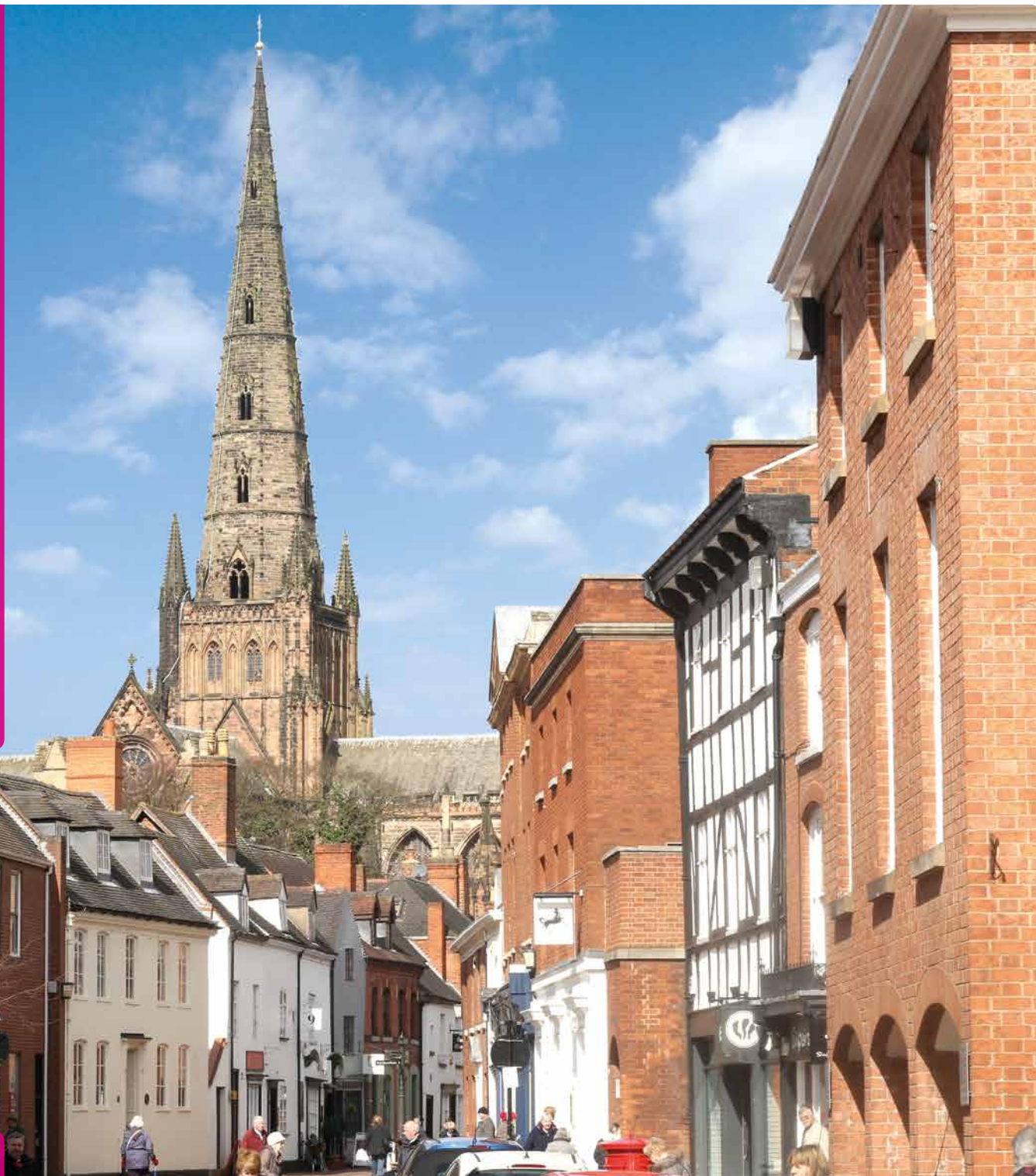




**An exciting new reason
to visit the historic city**

A sensitively integrated **175,000 sqft**
retail and leisure development that
will re-energise Lichfield city centre
and benefit from a particularly
affluent catchment

Find the latest information at visitfriarsgate.co.uk



Why Lichfield?

Friarsgate will bring the following benefits:

- **Lichfield has no out-of-town retail and leisure offer, and city centre provision is limited.**
- **Affluent Achievers account for 34% of Lichfields expected shoppers, 50% above UK average. This increases to 60% above UK average in the primary segment.**
- **Affluent Achievers and Comfortable Communities account for 65% of Lichfields expected shoppers, 29% above the UK average.**
- **Unemployment is 31% below the UK average.**
- **Lichfield has a wide catchment containing 819,000 residents.**
- **35,000 of these residents are regular shoppers in Lichfield.** So there is significant scope for growth.
- **Opportunity to increase current sales** - Trading Gap analysis shows that **turnover in Lichfield could be increased by 106% (£55m) to £107m.** Of this, £29m is available from existing shoppers and £26m from new shoppers. Clothing and footwear has the largest gap at £25m.
- **Current under provision** - Although the city has some excellent boutiques, selling brands such as Ted Baker and Diane Von Furstenberg; compared to similar sized destinations, **Lichfield has far less clothing and footwear retail, highlighting a clear gap in the market.**
- **The current retail offer does not match the quality of the catchment.**
- The proposed multi-screen cinema can be comfortably supported by **Friarsgate's 20 minute drive time catchment.**
- **Linked trips** - Survey analysis shows **typically 45% of cinema users eat out as part of their trip**, driving significant turnover to adjacent food and beverage operators.

Source: FSP Impact Study Report dated April 2015.





Lichfield Overview

The attractive heritage city of Lichfield forms part of the affluent commuter-belt hinterland to the north of Birmingham. Famed for its three spired medieval cathedral and the birthplace of Samuel Johnson, the city welcomes over **100,000 tourists each year**.

The centre of the city retains an unspoilt charm with over 230 listed buildings in its historic streets, featuring numerous examples of Tudor and fine Georgian architecture.

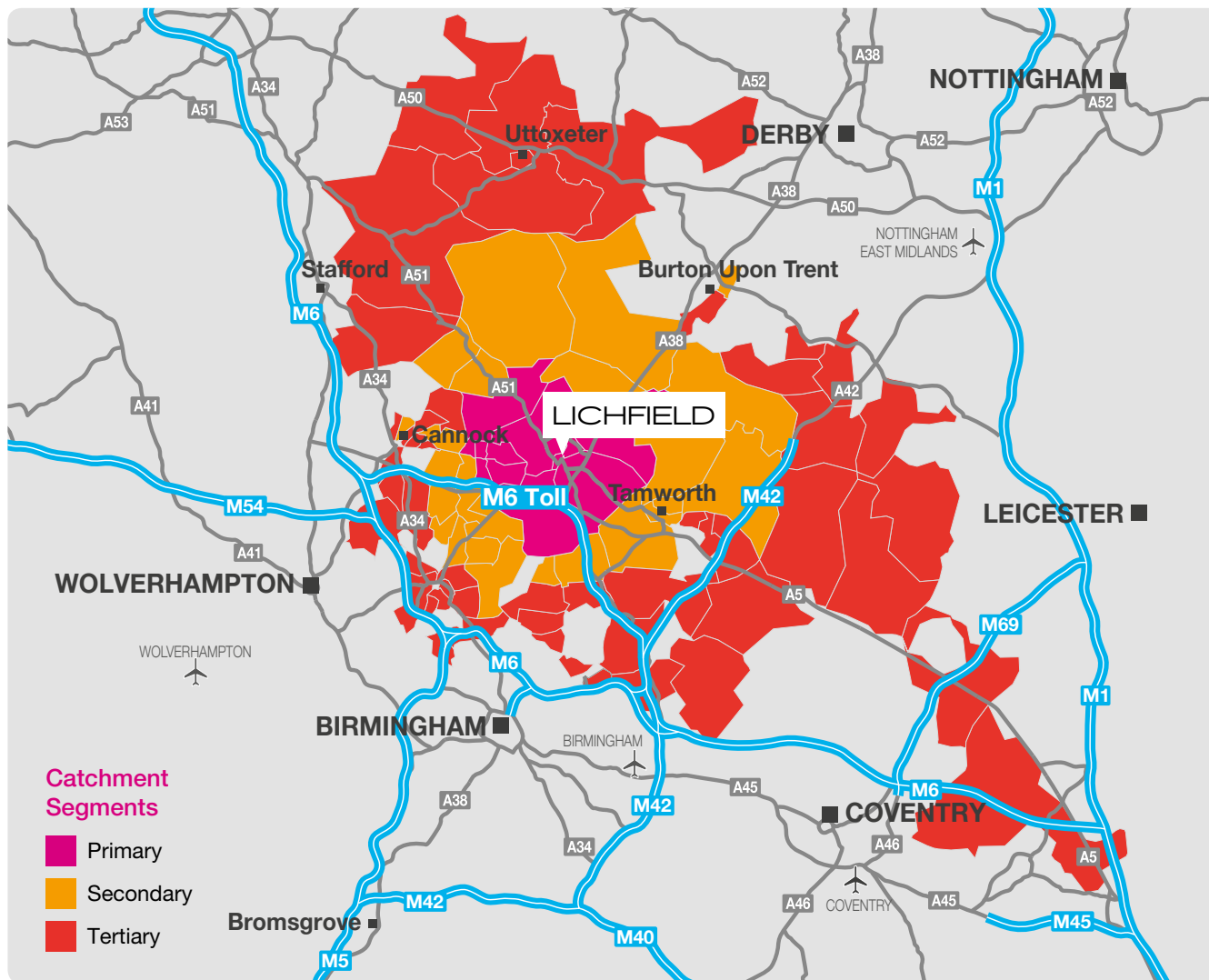
The city's historic layout and architecture however presents challenges in providing for the needs of new leading retail and leisure occupiers, and hinders the growth of the city as a progressive retail centre. This means Lichfield cannot take advantage of the £221m (non-grocery) of spend within the catchment.

Friarsgate will address these issues by seamlessly and sensitively integrating the existing city centre with a range of quality retailers and restaurants, providing a new and complementary shopping and leisure offer to Lichfield. Nearly all of the retailers and restaurants will be new to the city.

The proposed extension to the city will include:

- 175,000 sqft of modern retail and leisure accommodation
- Anchored by a new major store and the existing Debenhams
- A new state of the art seven screen, 800 seat cinema
- The largest car park in the city providing 500 safe, secure and accessible car parking spaces
- A new bus station that links with the railway station
- Over 90 new residential units
- 17,500 sqft gym





Location

Drive times to Lichfield

Birmingham	18 miles	32 mins
Wolverhampton	20 miles	38 mins
Derby	24 miles	36 mins
Coventry	29 miles	41 mins
Nottingham	43 miles	59 mins
Leicester	48 miles	60 mins

Source: Google Maps

- Lichfield is some distance from the surrounding cities.
- Lichfield will be the quality retail offer in its sub-region, pulling spend from Tamworth, Cannock and Burton Upon Trent.





There is currently no cinema nor restaurant quarter in Lichfield



Friarsgate will provide quality architecture and a premium retail offer

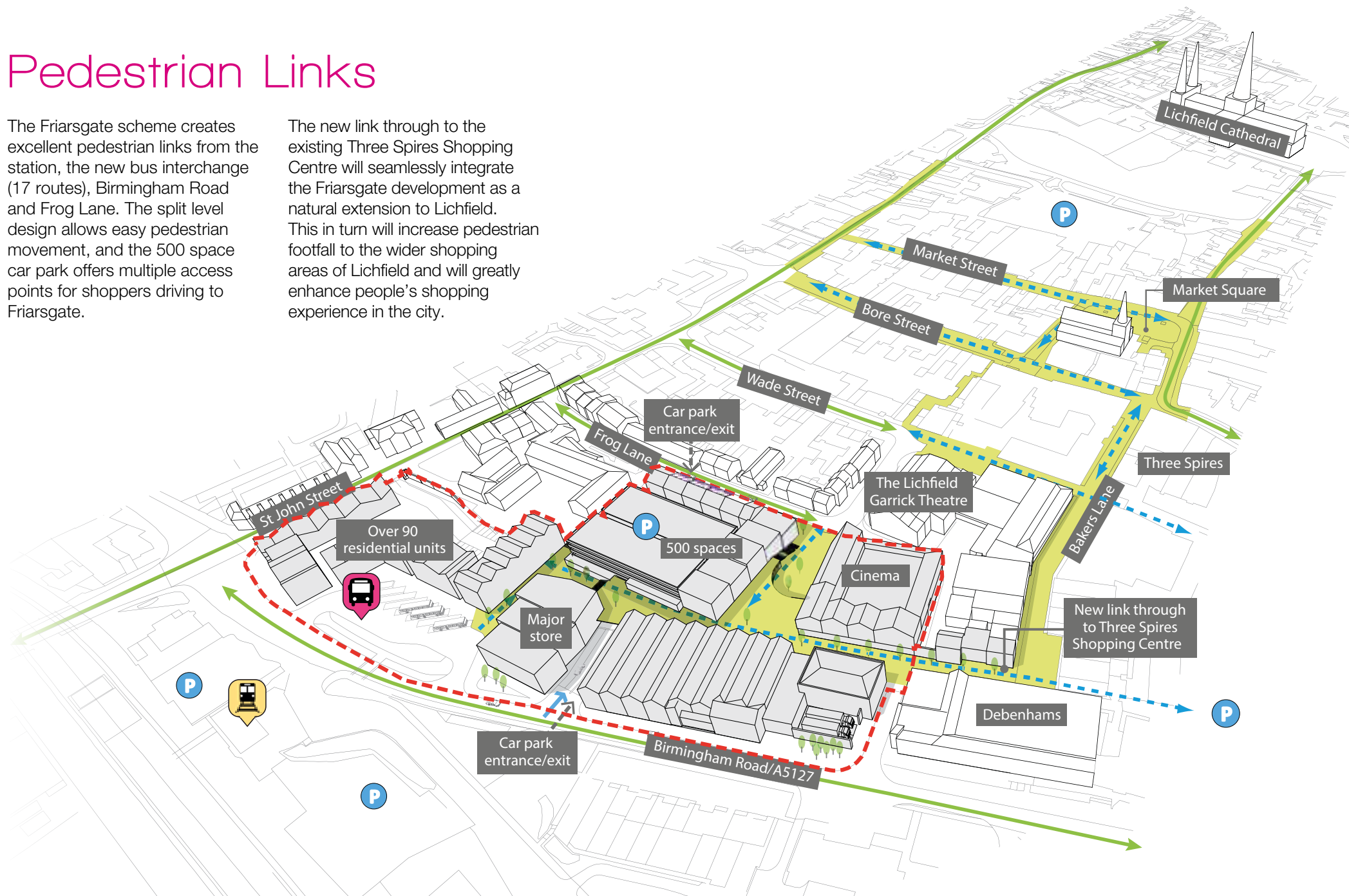


The cinema will have seven screens and 800 seats

Pedestrian Links

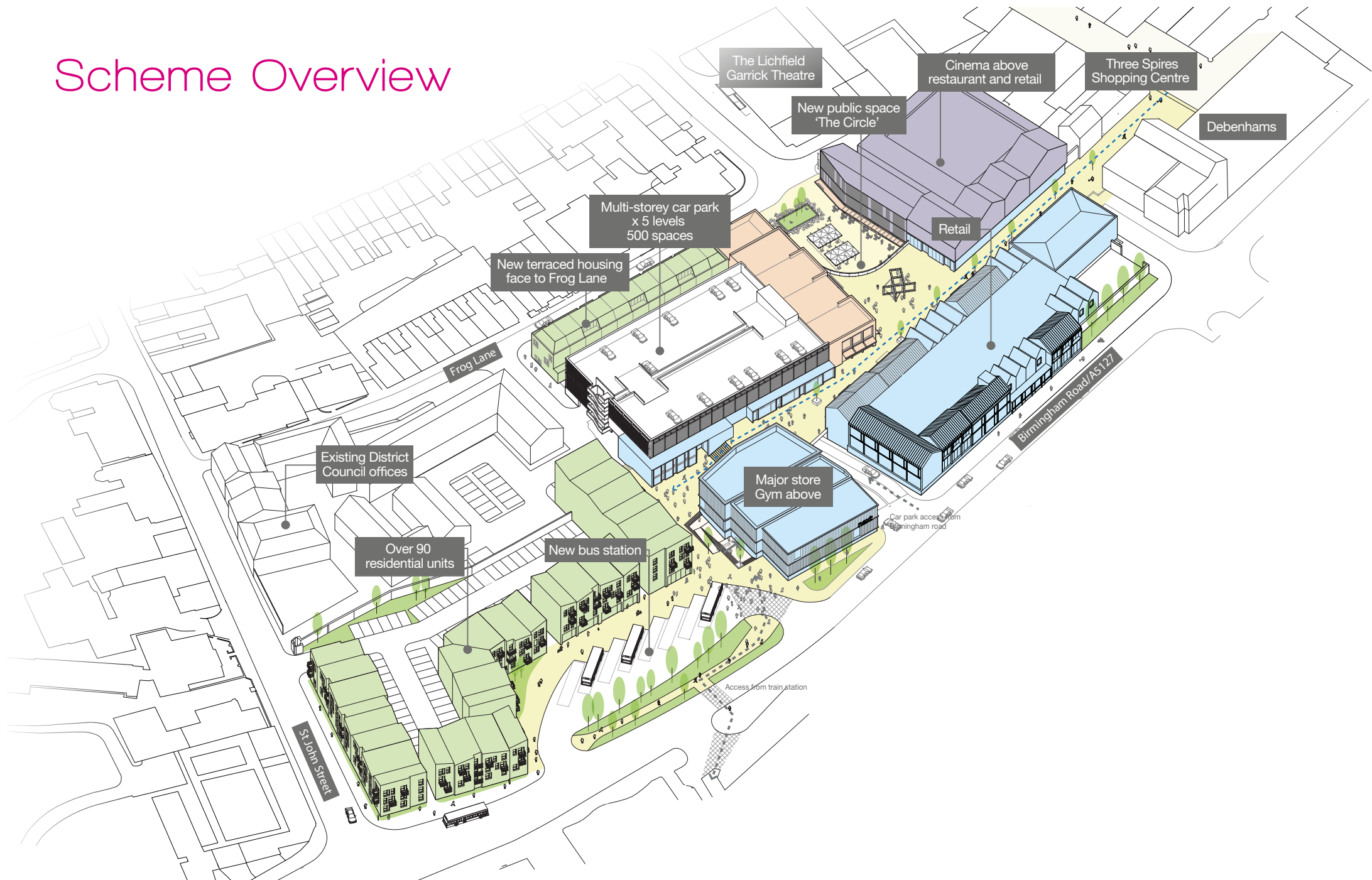
The Friarsgate scheme creates excellent pedestrian links from the station, the new bus interchange (17 routes), Birmingham Road and Frog Lane. The split level design allows easy pedestrian movement, and the 500 space car park offers multiple access points for shoppers driving to Friarsgate.

The new link through to the existing Three Spires Shopping Centre will seamlessly integrate the Friarsgate development as a natural extension to Lichfield. This in turn will increase pedestrian footfall to the wider shopping areas of Lichfield and will greatly enhance people's shopping experience in the city.



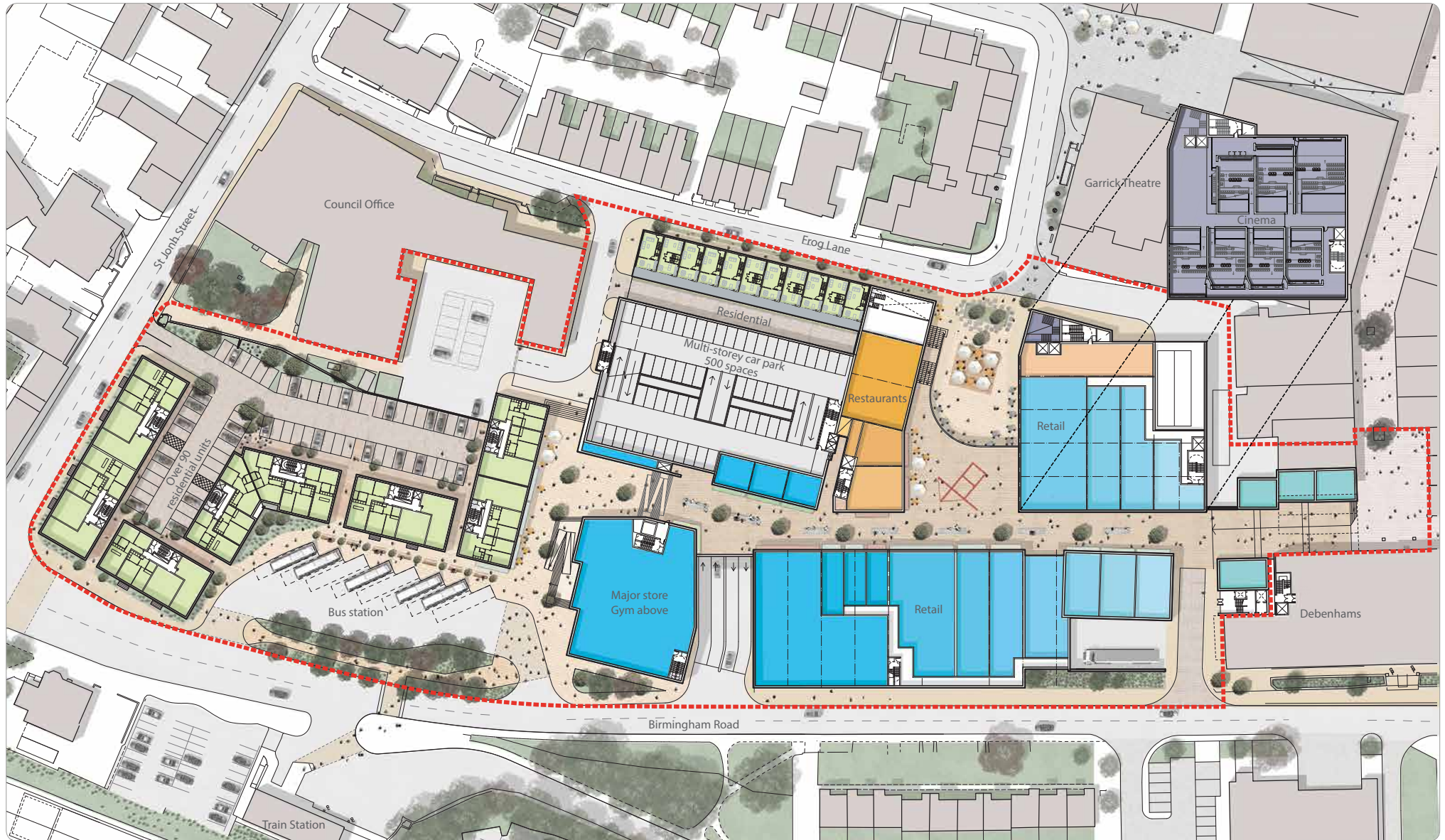
KEY Lichfield Train Station Lichfield Bus Interchange Car parks Pedestrian links Main vehicle access Development area

Scheme Overview



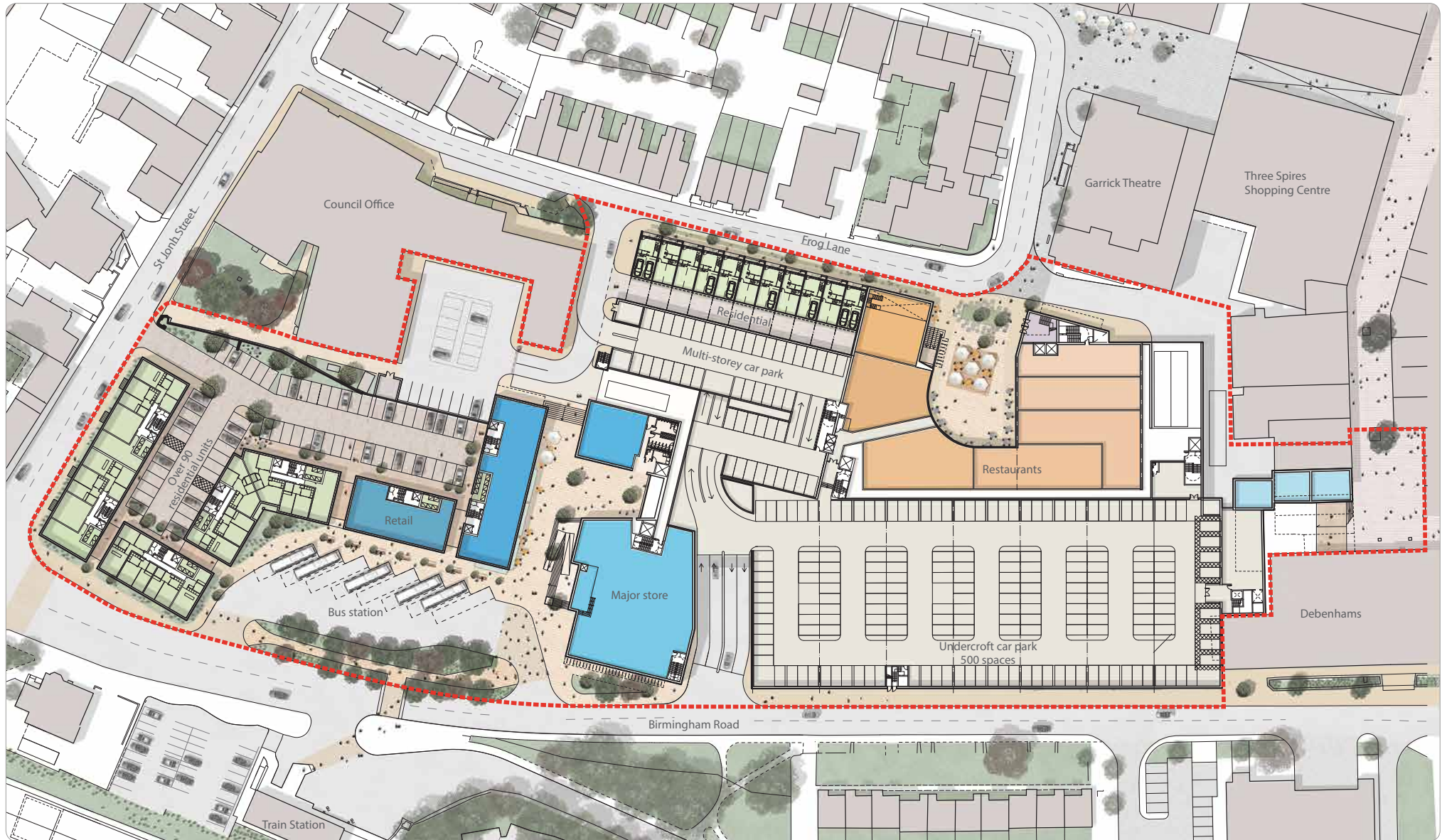
KEY ■ Food & beverage/restaurants ■ Retail ■ Cinema ■ Residential

Masterplan Upper Ground & First Floors



KEY ■ Food & beverage/restaurants ■ Retail ■ Cinema ■ Residential ■ Parking --- Development area

Masterplan Lower Ground Floor



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