

TOGETH

WE ARE LEICESTER

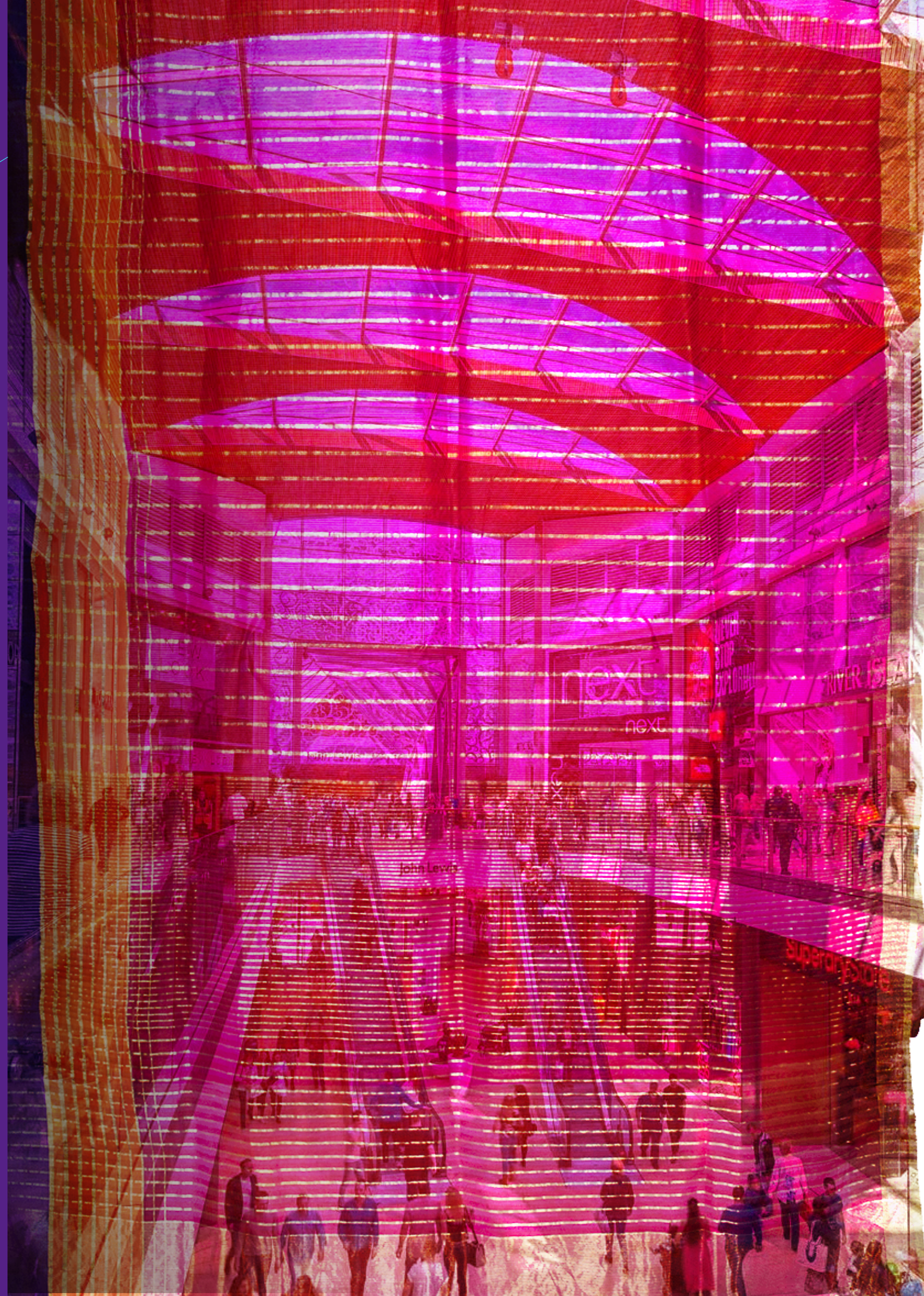


ER

HIGHCROSS
LEICESTER

A tapestry of culture, history, community and discovery, the city of Leicester is a real reflection of modern, vibrant, multicultural Britain.

Woven into the heart of Leicester and its communities; Highcross continues to keep Leicester at the forefront of retail destinations. Its contemporary environment and inspiring line-up provide the ideal opportunity to be part of a destination and city like no other.





HIGHCROSS



MADE OF CHARACTER, COMMUNITY & CULTURE



Leicester is a lively, culturally diverse city that is a true reflection of a modern and vibrant Britain.

TOGETHER WE ARE LEICESTER

A bustling multicultural hub full of independent retailers, arcades, lanes and artisan eateries; Leicester city centre has so much to offer.

// LEICESTER IS ONE OF THE TOP 10 RANKED CITIES IN THE UK.

Good Growth for Cities 2018, PWC and Demos

22

Million consumers have access to Leicester

300K

Population of Leicester

100

Languages spoken in Leicester

TOGETHER WE ARE LEICESTER

HIGHCROSS

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With its distinctive modern style, strong brand line-up and lively day-to-night culture, Highcross is the East Midlands' biggest shopping, dining and leisure destination.

18.1

Million annual footfall

TOGETHER WE ARE LEICESTER

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106,000

m² total size, which offers an awe-inspiring mix of fashionable stores, stylish restaurants and a Showcase Cinema de Lux

Anchor Stores

Debenhams

JOHN
LEWIS
& PARTNERS

SHOWCASE
CINEMA DE LUX

An unrivalled selection of retailers



Debenhams



JO MALONE
LONDON



ZARA

BOSS
HUGO BOSS



REISS



L'OCCITANE
EN PROVENCE

101

Mins average dwell time

45

Average visits per year



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HIGHCROSS
HAS ONE OF
THE LARGEST
ZARA STORES
IN EUROPE.



£95

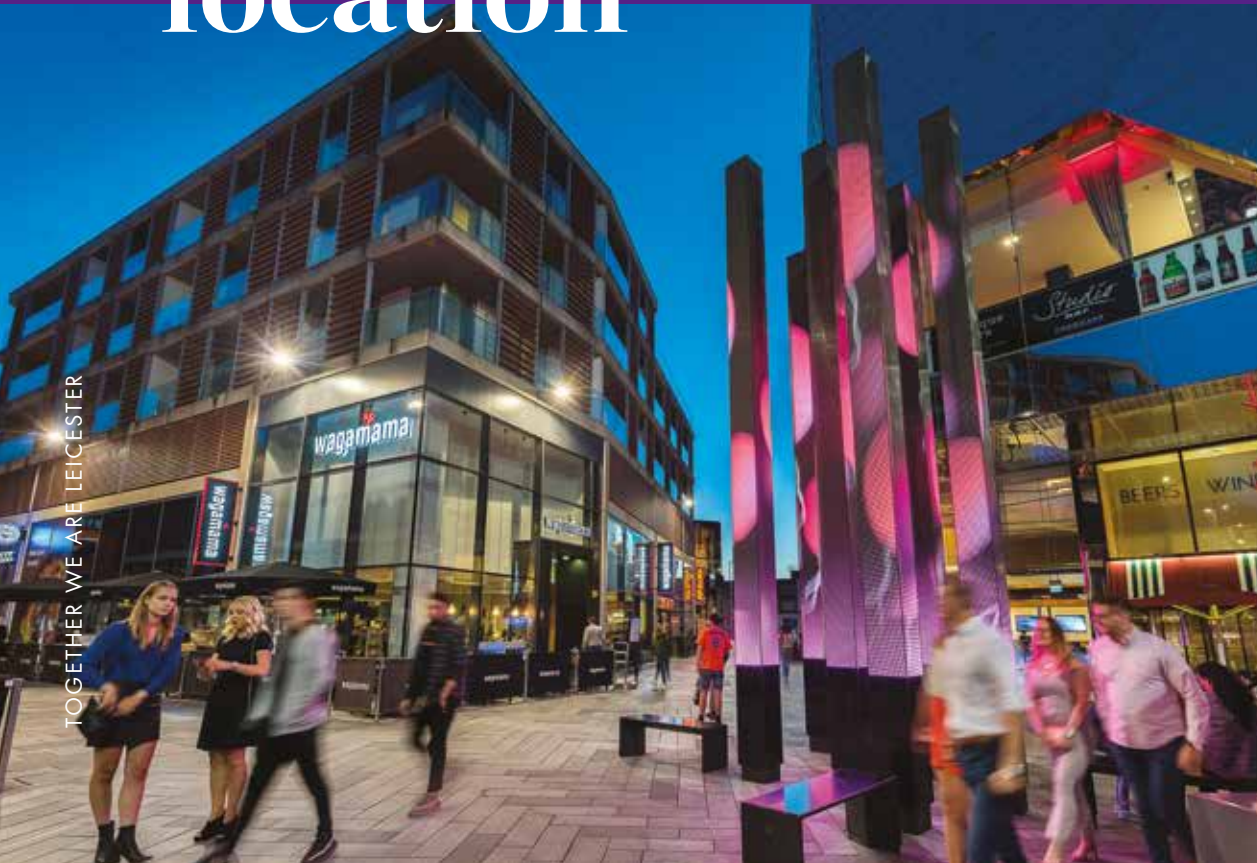
Average retail spend

£159

Average click & collect spend

Leicester's premium dining and leisure location

TOGETHER WE ARE LEICESTER



40

Cafés and restaurants

12

Screen Cinema de lux

LEICESTER'S
VERY FIRST
CITY-CENTRE
MULTIPLEX
CINEMA.

SHOWCASE
CINEMA DE LUX



TOGETHER WE ARE LEICESTER

Nando's THE FRIDAYS

Turtle Bay Caribbean COAST TO COAST

wagamama YD!

Pho tamatanga

TANDEM Bill's

las IGUANAS COSTA



TREETOP
ADVENTURE
GOLF

SOCIAL
CLIMBING



Raising the bar

Highcross provides a great place for people to shop, dine out and be entertained.

Its success gives brands and retailers the opportunity to thrive and grow through new openings, concept launches, upsizes and refits.



The old House of Fraser space was proactively taken back to accommodate an upsized flagship Zara store, which has recently opened, alongside an upsized JD Sports and new concept Treetop Adventure Golf.

JO MALONE LONDON

Jo Malone opened their only new store in 2018 at Highcross.



Debenhams

Debenhams has invested £5 million in store improvements as well as introducing new brands to Leicester through concessions, including Maisons du Monde, Murad and Kat Von D.



SOCIAL CLIMBING

The leisure offer has been significantly enhanced with the opening of new indoor-climbing operator Social Climbing.





TOGETHER WE ARE LEICESTER

Seasonal veg thali

“THERE'S A
WONDERFUL
BUZZ IN THE
DESTINATION.”



Bhael poori



SPICE MASTER

Cyrus Todiwala, OBE DL, will be serving up an ever-changing feast of imaginative Indian dishes at Highcross – with a side order of great atmosphere and ethical sourcing

Smart, talented and full of creative flair, celebrity chef Cyrus Todiwala is an evangelist for Indian cuisine, sustainable methods and inspiring young people to pursue a career in Asian food (his Zest Quest Asia initiative is all about nurturing the next generation of chefs). His latest venture, Tandem, an inventive new restaurant in Highcross, is imbued with his passion for a constantly-changing menu packed with sophisticated, original dishes.

Tell us about Tandem.

In Leicester, there is a big Asian population but it's quite insular and Tandem is our chance to expose the city to truly great Indian food. The concept is inspired by Portuguese “petiscos” but with an Indian twist: it's Goan-influenced tapas. It will be exciting for diners, with lots of small plates and an opportunity to sample new flavours.

This is the first restaurant you've opened in a shopping destination. What do you like about it?

I love how busy it is. There's a wonderful buzz in the destination from mid-morning until the end of the day. We want to appeal to all sorts of customers, so we offer fine dining in the evening on the top floor, and all-day casual dining on the ground floor. Mums with pushchairs can pop in for a good coffee and a small plate, or else diners can linger over a long three-hour meal. And we're serving an Indian afternoon tea – just once a month until it's more established. The whole experience will be a learning curve for us, and we're prepared to listen to our customers and try different things.

Excellent food aside, what makes for a good atmosphere in a restaurant?

Design and decor has a big effect on the look and feel of a restaurant. We always create a space with the aim of making it feel relaxed and convivial. But I also devote a lot of attention to designing the kitchen – not just to make it efficient and low-power consuming. The kitchen is the heart of the restaurant and my staff need to be happy and in a good space to create great food and atmosphere.

Restaurants are facing a tough time in this economic climate. How can you make sure your restaurant stands the test of time?

I think it's fundamental to remember that your restaurant is there because of your customers, not the other way around. The customers aren't there for you! The restaurant industry is a fragile one, and if a customer gives you a bad review, it will travel further and faster than a good one. We listen to customer feedback and are always trying new things and breaking the mould. We'll never offer our customers traditional, old-school Asian food – only variety, fresh flavours and inventive dishes. We offer them something new and exciting every time they visit.



Bursting with extraordinary events

Highcross hosts a wide range of events throughout the year. From ballet shows, the Revive Festival through to Saturday storytelling sessions and Highcross quiet hour, they all act as a draw and add to the experience of this exciting shopping and leisure destination.

15

Events per year



The Beacons

Marking a significant first for a UK city, The Beacons' digital totems, provides Highcross with an innovative piece of public artwork that has become a new landmark for city and engages customers and the local community with a fun and interactive installation.



16 x

Leicester is vibrant, multicultural and a wonderful place to visit and live, offering an exciting year round array of activities, festivals and celebrations.

Leicester is a city with a huge number of diverse communities and beliefs.

Leicester plays host to a range of festivals and celebrations such as Melah, Hindu festival and the annual Caribbean Carnival.

LEICESTER
HOSTS THE
BIGGEST DIWALI
CELEBRATIONS
OUTSIDE INDIA

15 x



alter's
square

Events per year

Bursting with extraordinary events

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St. Peter's
Square

The Beacons

Marking a significant first for a UK city, The Beacons, digital totems, provides Highcross with an innovative piece of public artwork that has become a new landmark for the centre of the city, as well as providing customers and the local community with a fun and interactive installation.

CREATING INNOVATIVE, SIGNIFICANT & ENGAGING EXPERIENCES

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City of diversity

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BIGGEST DIWALI
CELEBRATIONS
OUTSIDE INDIA.

Highcross shoppers



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58% OF HIGHCROSS SHOPPERS ARE IN THE TOP 3 HIGHEST SPENDING ACORN CATEGORIES.

27%

affluent achievers

10%

rising prosperity

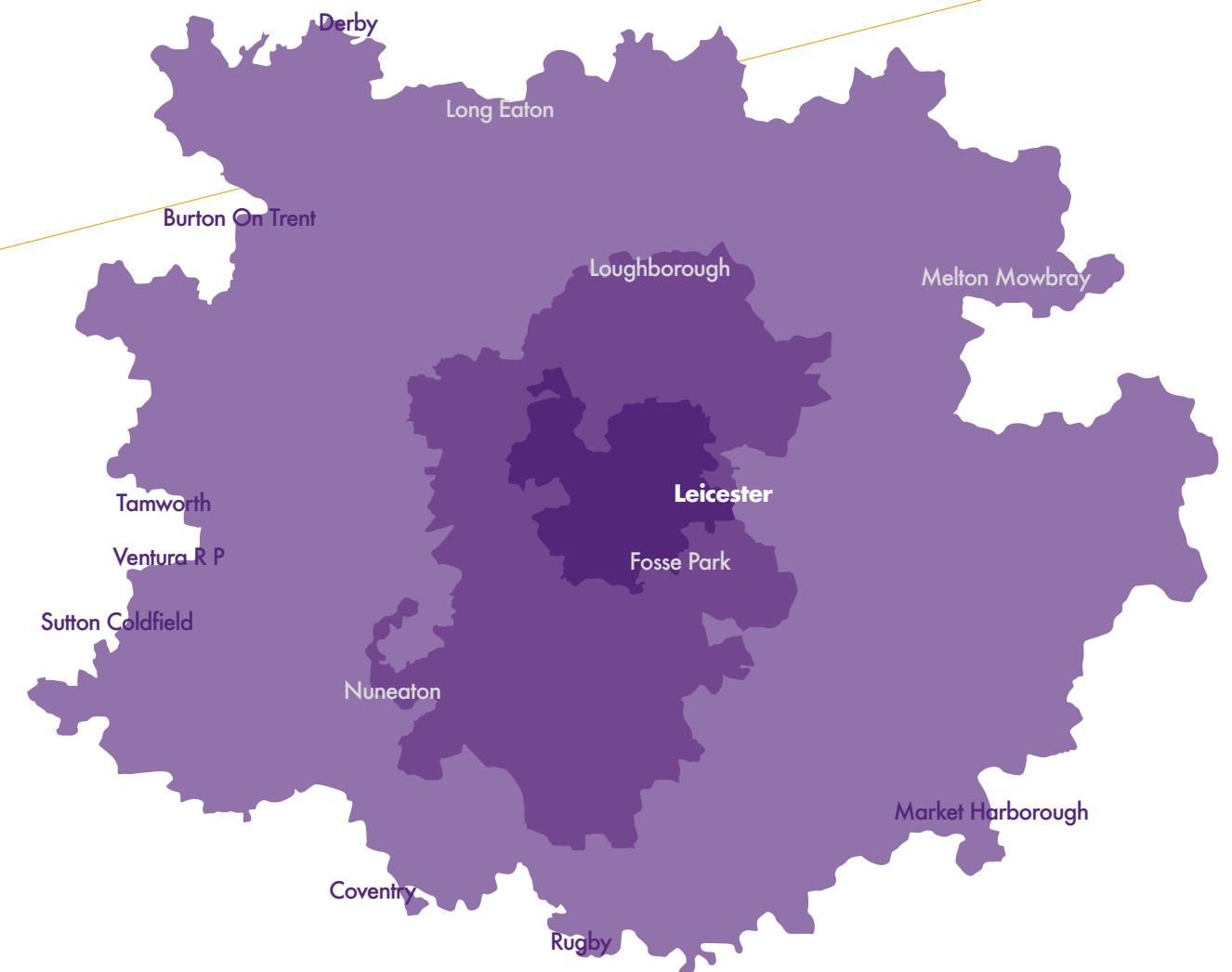
20%

comfortable communities



1.4 million

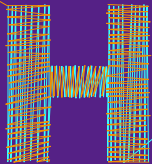
Total catchment population



- PRIMARY - 383,790
- SECONDARY - 290,180
- TERTIARY - 711,660



Hammerson



Highcross is Leicester.
It's a destination which gives
brands exposure to a vibrant
and dynamic catchment, whilst
engaging and retaining a loyal shopper.

Together we are Leicester.

HAMMERSON

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**HIGHCROSS
LEICESTER**