

the  
**grafton**  
Cambridge

RIVER ISLAND

DECATHLON

next

NEW LOOK



PRIMARK®

H&M

H&M  
HOME

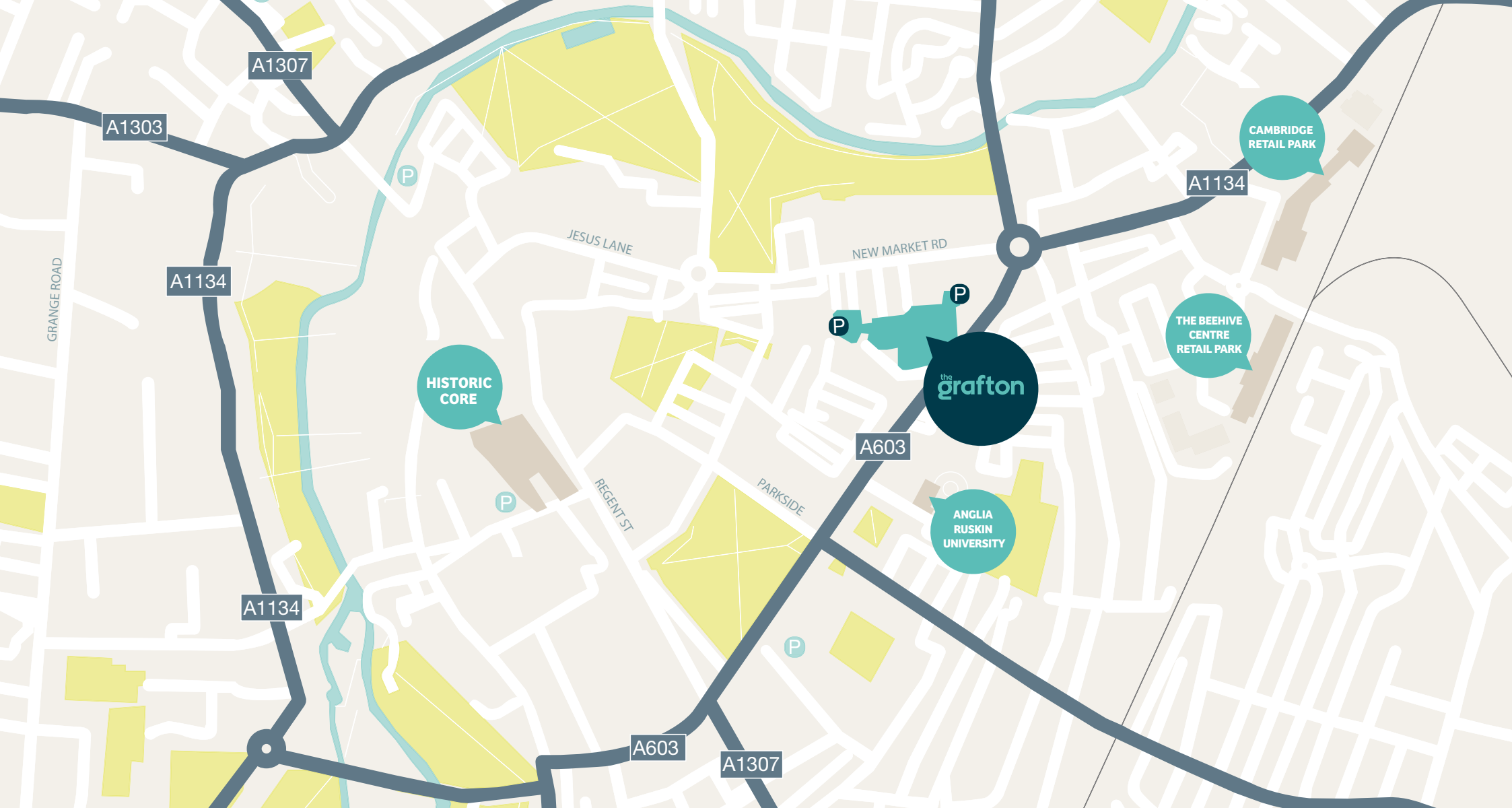
Debenhams

vue



Hello  
Gail's and  
x+why

River  
Island  
& H&M  
flagship stores



**52<sup>k</sup>**

52,000 new homes planned to be built within The Grafton catchment.

**£**

Cambridge continues to be one of the fastest growing cities in the UK and a world leader in research and innovation. It is the No1 UK city for economic productivity attracting international companies and headquarters for Astra Zenica, Microsoft, Amazon and GSK.

**29%**

With an estimated market size of £927m, The Grafton attracts 29% Affluent Achievers and more Rising Prosperity than the historic core. Comfortable Communities are in line with the City Centre.

*Information provided by Pragma/CES/CACI*

**30<sup>k</sup>**

Over 10,000 students from the Cambridge campus of Anglia Ruskin University are on the centres doorstep in addition to nearly 20,000 students from Cambridge University itself!



- The Grafton has undergone a £28.5 million refurbishment and is now the **only** shopping destination in Cambridge to offer a full retail, leisure and F&B mix

£28.5m

- **River Island opened the brand's flagship** and only store in Cambridge encompassing **9,108 sq ft** and includes women's, men's and children's

- Debenhams have undergone a **multi-million refurbishment** to include a new beauty department with brands like MUFE and Cat Von D

- **H&M** have upsized their store by **60%** to 31,000 sq ft, which is 2.5 times larger than the retailers historic core store

60%

- **Decathlon** trading a new format **15,000 sq ft** store which reported the **best ever UK opening** of any of their stores (including out of town), and continues to see strong YoY sales

- **Gail's is open** at the entrance to **The Grafton** and flexi office occupier, **x+why**, now exchanged. **x+why** will bring in a **new dynamic** to the centre with regular all day visitors to **The Grafton**.

- **Food Social** includes independent operators like **Amelie, Chi Asian Street Food, La Piazza, The Burger Priest** and **Yakut** alongside **Bella Italia, Costa, Vue** and **PureGym**

- **PureGym's 17,500 sq ft** facility has **4,500+ members** exclusively to The Grafton

- **Rent and rates** are approximately **50% cheaper** than the historic core

- **Exclusive** to The Grafton area are **Debenhams, Primark, Decathlon, River Island, Waitrose** and a **Vue multiplex cinema**, an offer not available in the historic core

- **53%** of those visiting The Grafton area do not go on to visit the City Centre\*

53%



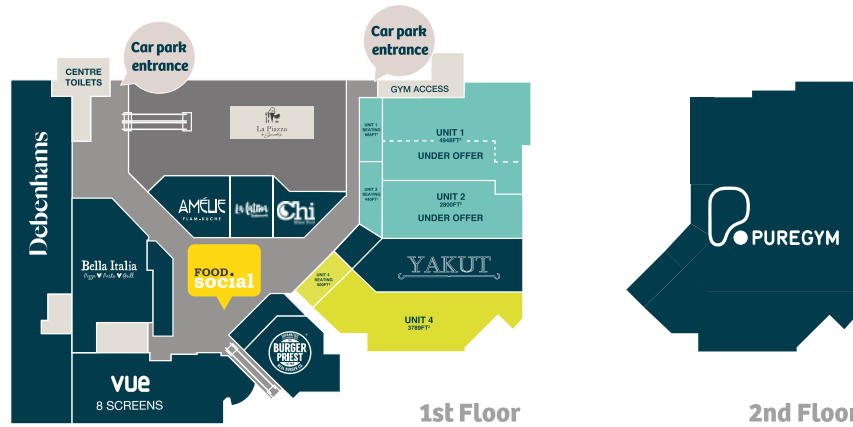
- **Top 10 retailers** Next, H&M, Boots and New Look trade in both the Historic Core and The Grafton

- The Grafton has the **flexibility** to provide larger units which is not available in the historic core

- The Grafton is a key destination for **families**. Next and H&M both have an extensive Home offer, with H&M and River Island also selling kids wear. Both are unique offers to the area, not available in the historic core

- The Grafton has **more car parking** than any other location in Cambridge at lower rates than other retail areas in Cambridge.

\* Information provided by Pragma Consulting Limited



1200  
Car parking spaces



Located on  
4 park and  
ride routes

- Available
- Under offer / Negotiations

## Contacts

  
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