



arc
BURY ST EDMUNDS

Available comparison spend £320.3m relative to Bournemouth (£313.6m), Canterbury (£349m) and Leamington Spa (£320m)

(SOURCE: CACI 2011).



Loyal affluent catchment

1.4 million people live within an hour drive of the scheme.

Shopper Population is forecasted to have above average growth of 5.6% over the next 5 years, which is above the Regional Quality Town average of 3.9%.

44% of the catchment comprises Wealthy Executives, Affluent Greys and Flourishing Families, which is greater than the national average of 34%.

Classified by CACI as a "Quality Regional Town". Other catchments under this classification include Salisbury, Newbury and Windsor.

The scheme has become the favourite destination and meeting place for those living within the catchment and visitors alike. The mix of retailing, restaurants and cafes as well as entertainment throughout the day and into the evening generates vitality and vibrancy at the scheme.

arc is the new retail heart of Bury St Edmunds.

(Source: CACI 2010).



We are delighted with the performance of Carluccio's in Bury St Edmunds. arc is a welcome addition to the town, dramatically improving the retail offer and attracting more visitors to the centre and our restaurant.

SIMON KOSSOFF –
CEO AT CARLUCCIO'S



"We have been extremely pleased with trade in Bury St Edmunds since opening. arc has dramatically increased the town's retail offer thus providing the catchment population with an attractive shopping destination."

ROBERT HADFIELD –
HEAD OF PROPERTY AT DEBENHAMS

arc, contemporary retail in a classic market town

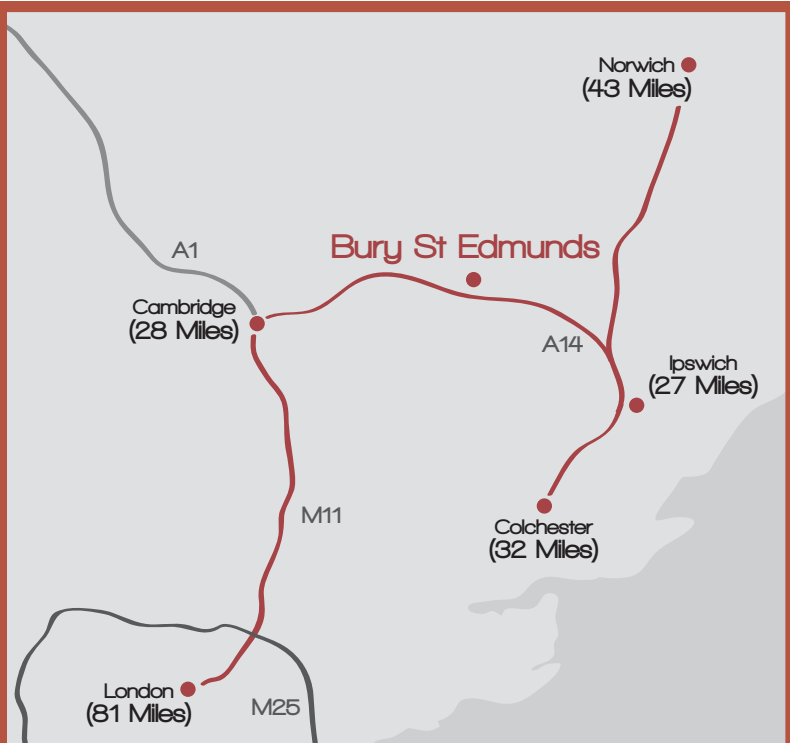
Bury St Edmunds is an **affluent historic market town** located in Suffolk in East Anglia.

The **nearest large retail centres** include **Ipswich** (26 miles), **Cambridge** (28 miles), **Colchester** (30 miles) and **Norwich** (39 miles).

The isolated nature of the town means that there is **very little competition**, particularly within the core catchment. **Bury St Edmunds ranks 1 out of the 200 PROMIS centres** on the PMA competition indicator (1 reflecting the centre with the lowest competition).

There are **excellent communications** with easy access to A14, a railway station situated on nearby Station Hill and the main bus station on St Andrew's Street North.

The town is a **tourist destination** benefiting from a **rich heritage and striking architecture** dating back as far as Medieval times. Historic features include the **St Edmundsbury Cathedral**, one of the most important monasteries in Medieval Europe; **St Mary's Church** which is the resting place of Henry VIII's sister Mary Tudor and the **stunning Abbey Gardens**.





Opened in 2009, arc provides circa 265,000 sq ft of modern streetscape retail space, comprising 35 retail and restaurant units, residential apartments and a new civic building, The Apex.

Anchored by a stunning 85,000 sq ft Debenhams department store, the scheme has attracted a raft of retailers including Topshop/Topman, Next, River Island, H&M and New Look.

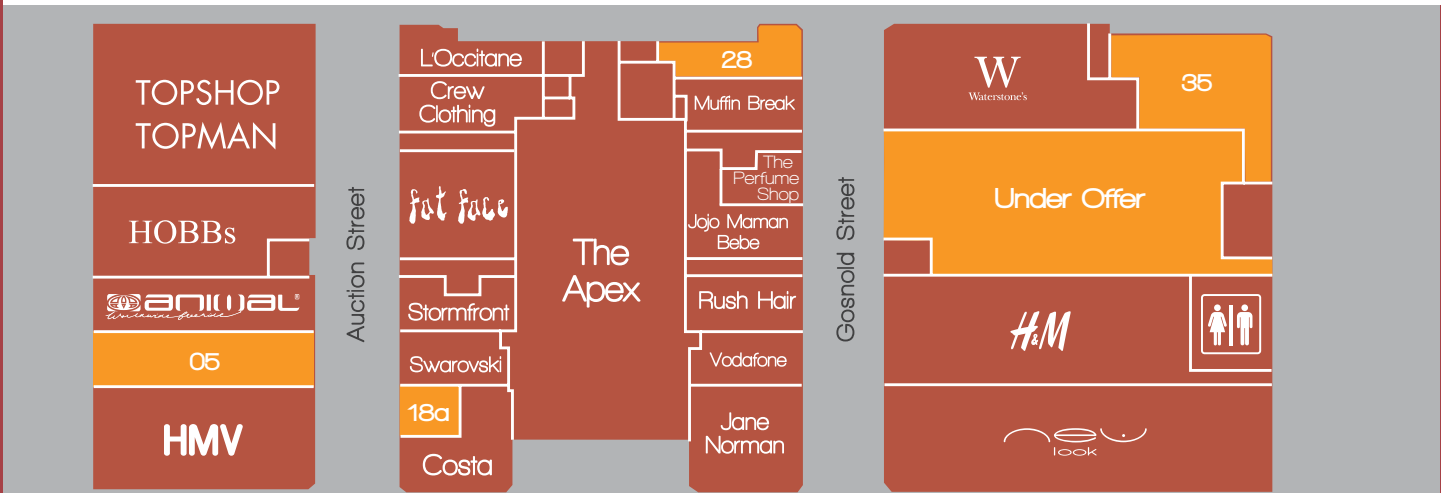
Adjacent to the scheme's own 850 space car park is an additional 780 spaces in the town's multi storey car park. Combined, there is parking provision for 1,630 vehicles ensuring that the majority of shoppers coming to Bury St Edmunds by car will enter the town via arc.

Aspirational retailers include L'Occitane, Hobbs, Fat Face, Crew Clothing and Paperchase.

New entrants to the scheme include Nando's and The Perfume Shop.



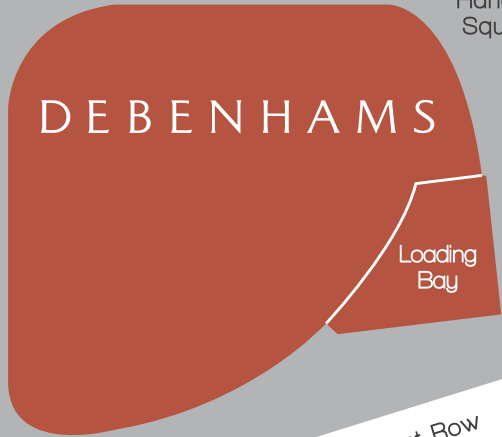
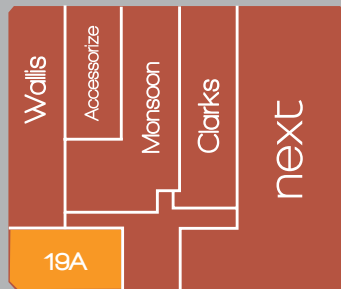
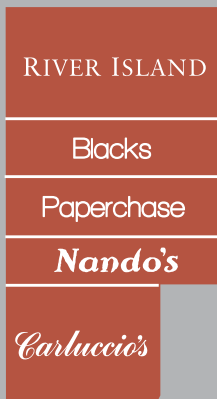
St Andrews Street South (Buses, Taxis and Access only)



Jack n Jones/
Vero Moda

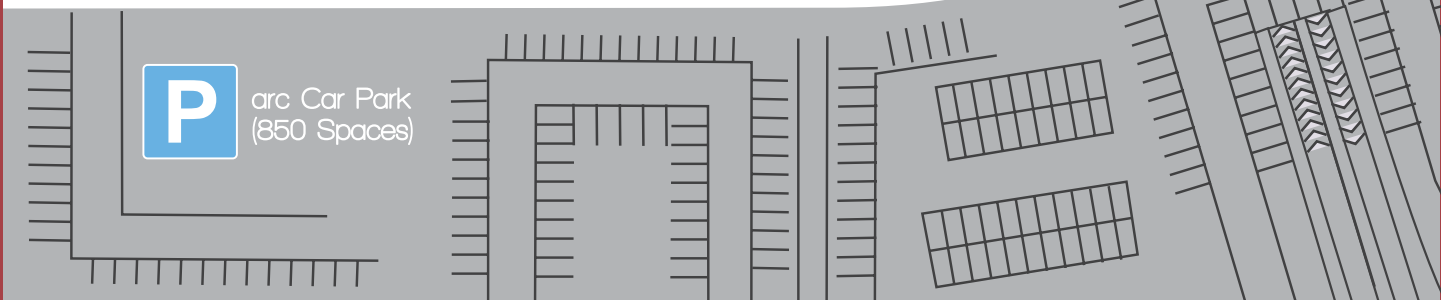
Charter Square

Hanchet Square

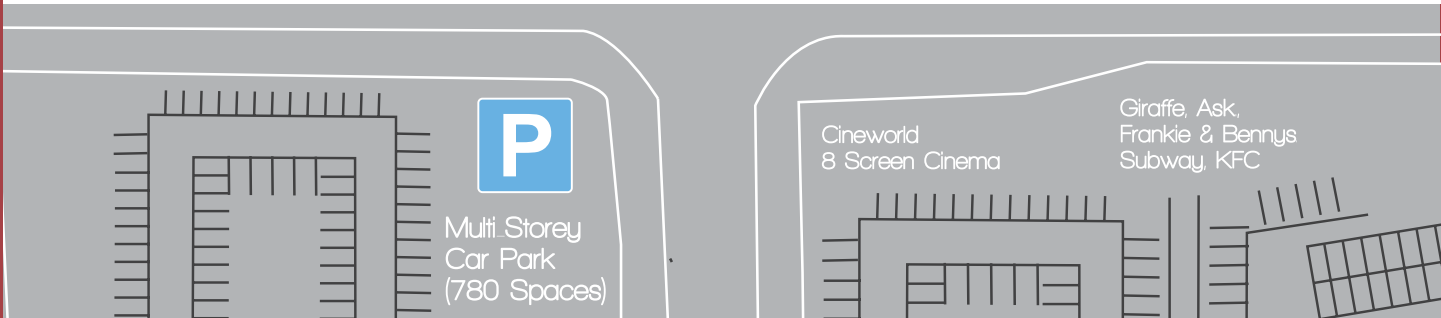


Prospect Row

Service Road



Parkway





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