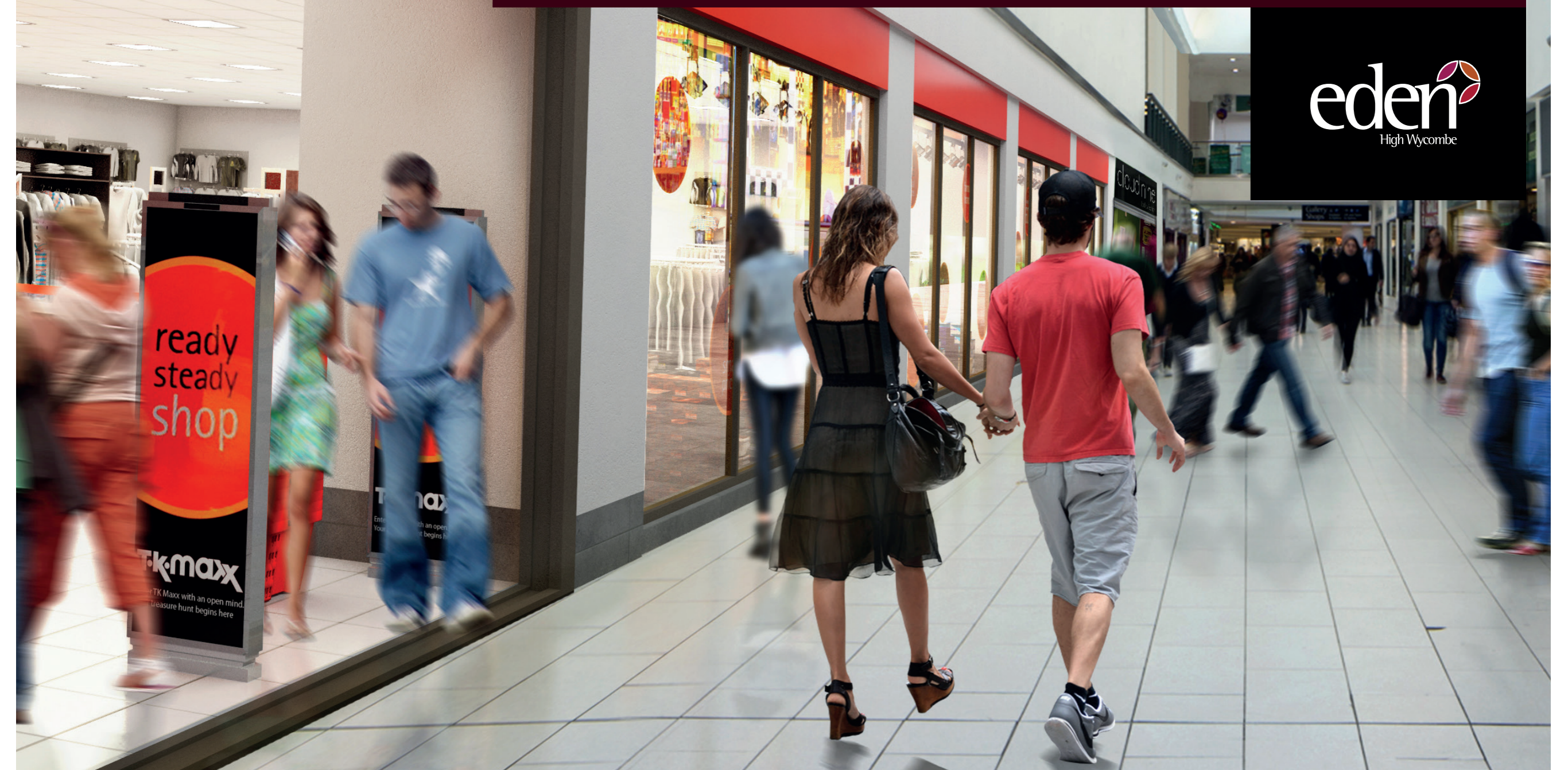




# To the Maxx

TK Maxx to open a new full range, dual level store in 2016



# EDEN FLOOR PLAN

## EDEN SHOPPING CENTRE, HIGH WYCOMBE



**First Floor Leisure**

**First Floor Gallery**

**Core Level 1 Orange Lift**



- Leisure
- Retail
- A3 (Restaurants/Coffee Bars)

# KEY STATS

Full Schemes



**120**  
Retailers



**800,000**  
Sq ft



**1580**  
Car Parking  
Space



# Key Facts

4<sup>th</sup> in Property Week / CACI  
Top 10 Premium  
Locations



## Catchment and Demographics

307,000



Eden Shopping Centre  
High Wycombe

307k Principle catchment area



25%

Household income 25% above  
national average



48%

48% Wealthy Achievers



33% Family Households



UKs  
2nd

UKs 2nd most affluent shopper profile

# Spend

**£579M** total non-grocery spend



£150m household goods



£139m clothing and footwear



£106m food and beverage

# Customer Profile



Gourmet Travellers



Spending Sporty Families



Healthy, Wealthy and Wise

## Footfall

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**£13.5M**

# Eden Performance

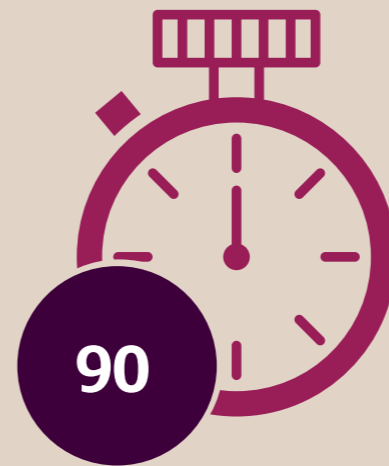
**£211M** Retail sales



Average spend



Average visits per year



Minutes average dwell time



Shoppers also use catering outlets

# Kids Corner

Eden Walk's new soft play area attracts young mothers and new retailers.

