



**BREWERY
SQUARE**

**DORCHESTER
REDEFINED**

A NEW SHOPPING & LEISURE DESTINATION



**BREWERY
SQUARE**
DORCHESTER
REDEFINED



**A VIBRANT
NEW QUARTER**



**A LEADING NEW RETAIL
& LEISURE QUARTER
IN THE SOUTH WEST**



OUR RETAILERS INCLUDE:

Hobbs, Joules, Phase Eight, Stems Florists, Thomas J William Hair Design, Morrish & Banham Wine Merchants, Market Pharmacy, Woods Furniture, Belle Modelle, Gallery on the Square, Jacqueline's, Dorchester Art Gallery, Highbrow, Margo and Mya, Loco, Dorchester Museum, Copper Street Brewery,

Rural Retreats, Market Pharmacy, and Avenue Interiors

DINING AND LEISURE:

Odeon Cinema, Côte Brasserie, Carluccio's, Wagamama, Costa Coffee, Nando's, Zizzi, PizzaExpress, Vivo Lounge, Premier Inn Hotel, Brewhouse & Kitchen, Hendover Café, Café Meru, Creams Cafe, and Curiosity

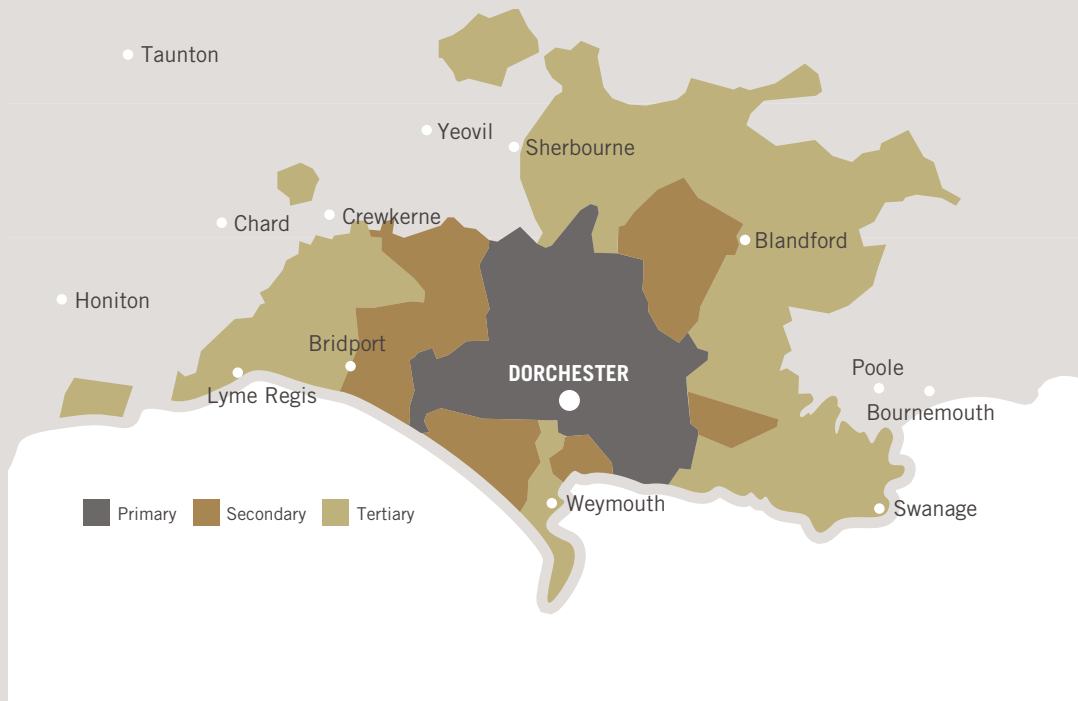


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BREWERY SQUARE
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**DORCHESTER'S
 CATCHMENT
 192,000**



**4M TOURISTS
 P.A. WITH
 A 65% ABC1
 CATCHMENT**

**170,000 SQ FT
 PRIME RETAIL
 & LEISURE**

- PRIMARY CATCHMENT:**
 Annual income 13% above UK national average
 4m Tourists per annum – 65% ABC1
- CATCHMENT NON-GROCERY SPEND:**
 £875m per annum; including £215m Clothing & Fashion and £201m Household Goods
- MARKET GAP:**
 £39m
 Breakdown:
 Clothing & Fashion £20m
 Family £8m
 Young £6m
 Classic £5m



**BREWERY SQUARE
 MAKES DORCHESTER
 A MUST VISIT TOWN**
 'SIR TERENCE CONRAN'


BREWERY SQUARE
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**DORCHESTER'S NON
 GROCERY SPEND:
 £875M**

FSP KEY FINDINGS

- Top national retailers, cafés, restaurants, a hotel and Odeon cinema
- Excellent road and rail connections with Dorchester South Station adjacent to the centre
- Over 800 car parking spaces
- Opportunity to increase turnover in Dorchester by at least £33m

- £17m can be generated from existing Dorchester shoppers, through widening the retail offer
- Non-food sales per sq ft at least 35% higher than town centre average
- Affluent Achievers in Dorchester are 35% above the UK average, with Comfortable Communities 27% above the UK average

AFFLUENT SHOPPER PROFILE

- Affluent Achievers (32%) and Comfortable Communities (38%) make up Dorchester's core shopper audience, with a strong conversion of residents into shoppers





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FOR FURTHER INFORMATION
PLEASE CONTACT



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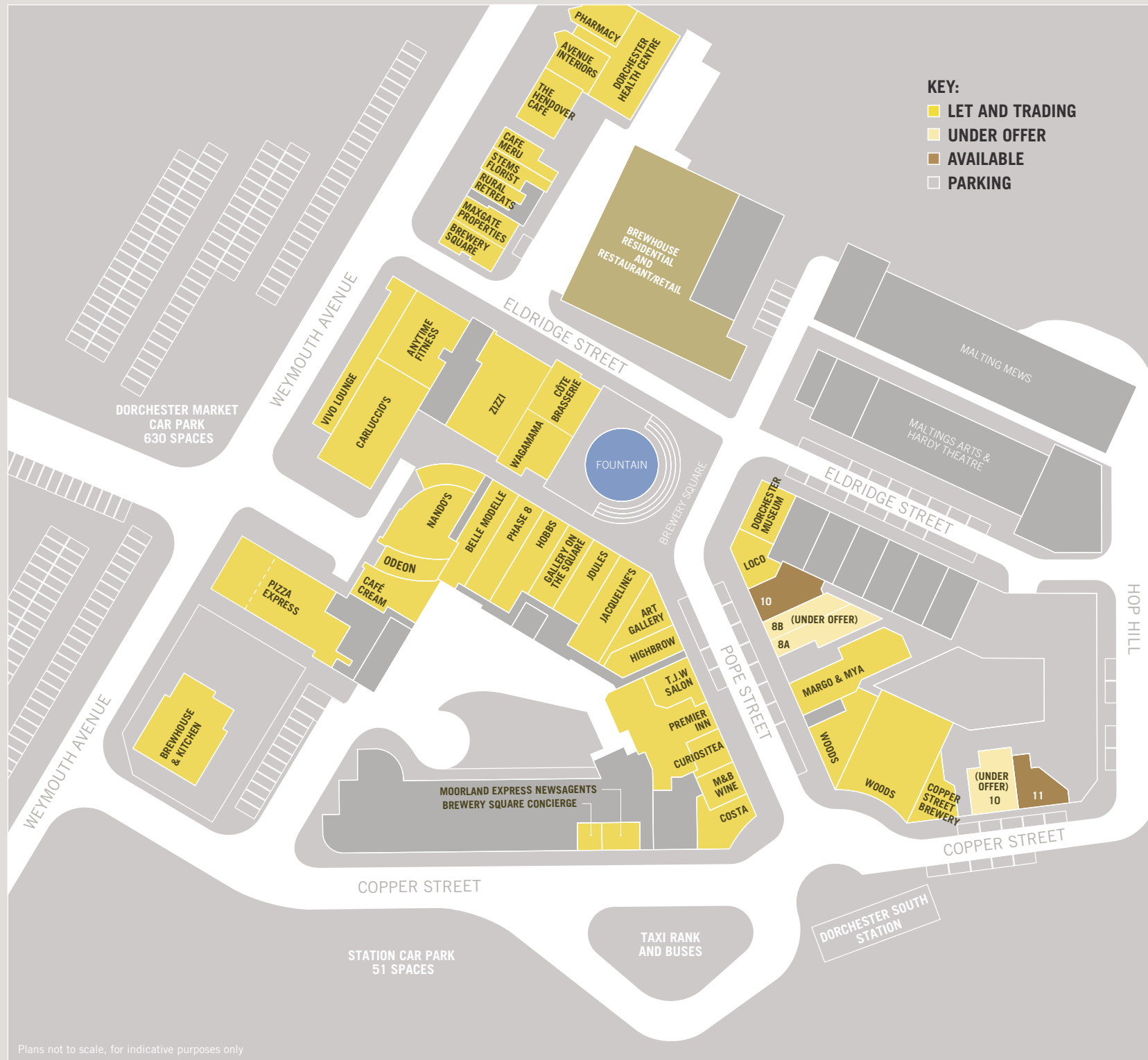


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Plans not to scale, for indicative purposes only