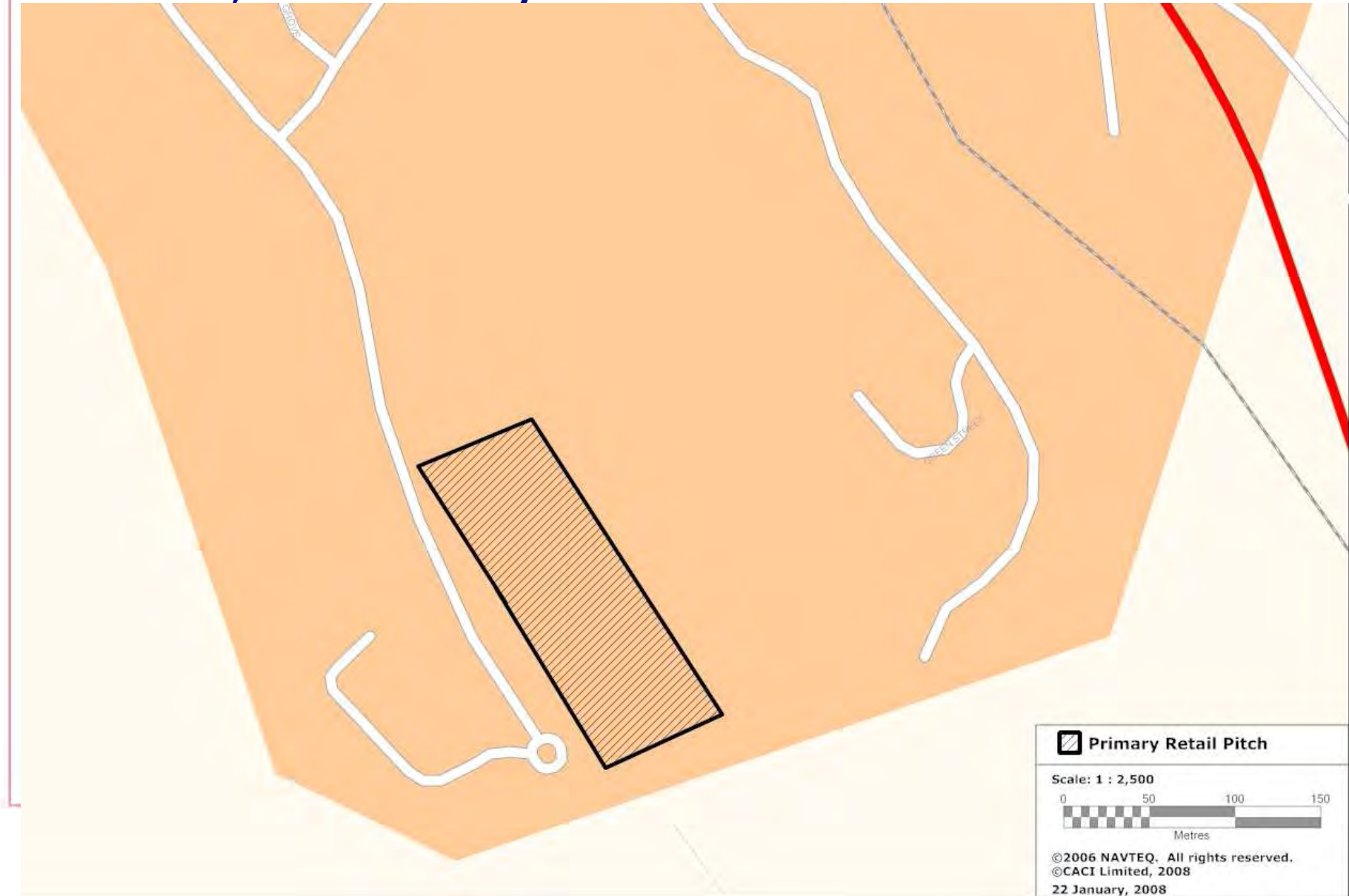


Ebbw Vale, Festival Factory Outlet Centre

Ebbw Vale, Festival Factory Outlet Centre: Plan of Retail Pitch



Ebbw Vale, Festival Factory Outlet Centre: Ranking in Wales and UK

Below is a table showing the position of The Festival Outlet Centre in the Welsh ranking.

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
17	Blackwood	84.1	27	Bangor - Britannia Shopping Centre	53.0
18	Abergavenny	81.3	28	Newtown	52.4
19	Llandudno	80.8	29	Broughton Park Shopping Park	51.9
20	Aberystwyth	77.9	30	Newport - Newport Retail Park	50.1
21	Aberdare	66.7	31	Monmouth	49.8
22	Colwyn Bay	62.9	32	Pontyclun - Talbot Green Retail Park	47.9
23	Port Talbot	57.7	33	Barry	46.1
24	Llanelli - Trostre Retail Park	56.5	34	Merthyr Tydfil - Cyfarthfa Retail Park	45.3
25	Mold	54.5	35	Caerphilly	44.9
26	Ebbw Vale - Festival Park Outlet Centre	54.1	36	Morrison	43.7

Below is a table showing the position of The Festival Outlet Centre in the UK ranking.

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
553	Salford - Regent Retail Park	55.2	563	Rushden	53.8
554	Wallasey	54.7	564	Middleton	53.8
555	Whitby	54.6	565	Ross On Wye	53.8
556	Witham	54.6	566	Selby	53.7
557	Mold	54.5	567	Bournemouth - Boscombe	53.7
558	London - Holloway	54.3	568	Milton Keynes - Kingston Centre Retail Park	53.5
559	Ryde	54.2	569	Gainsborough	53.4
560	Ripon	54.2	570	Bexhill	53.4
561	Ormskirk	54.1	571	London - Peckham	53.4
562	Ebbw Vale - Festival Park Outlet Centre	54.1	572	Hertford	53.3

Ebbw Vale, Festival Factory Outlet Centre: Ranking in Wales and UK (same Retail Footprint class only)

Below is a table showing the position of The Festival Outlet Centre in the Welsh ranking of factory outlet centres.

Rank	Centre	Comparison Spend (£m) per annum
1	Bridgend - McArthurGlen Outlet Centre	187.3
2	Ebbw Vale - Festival Park Outlet Centre	54.1
3	St Asaph - The Tweedmill	21.9

Below is a table showing the position of The Festival Outlet Centre in the UK ranking of factory outlet centres.

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
19	Newcastle-Under-Lyme - Talke Outlet Centre	85.8	29	Clacton Factory Shopping Village	49.3
20	Whiteley Village Outlet Centre	85.7	30	Newcastle - Boundary Mill	47.5
21	Walsall - Boundary Mill	84.6	31	Fleetwood Outlet Centre	39.1
22	Gretna Gateway Outlet Centre	81.1	32	Brighton Marina Outlet Centre	33.7
23	Bideford - Atlantic Village	73.8	33	Grantham - Boundary Mill	24.8
24	Doncaster - Lakeside Outlet Centre	72.8	34	Matlock - Peak Village Outlet Centre	24.7
25	Chatham - Dockside Outlet Centre	71.2	35	Hartlepool - Jacksons Landing Outlet Centre	22.5
26	Tillicoultry - Sterling Mills	57.6	36	St Asaph - The Tweedmill	21.9
27	Hornsea Freeport Outlet Centre	56.6	37	Wilton Outlet Centre	20.6
28	Ebbw Vale - Festival Park Outlet Centre	54.1	38	Dundee - City Quay	19.8

Ebbw Vale, Festival Factory Outlet Centre: Retail Rental Levels and Yield

This table shows the Yield and Rental figures for The Festival Factory Outlet Centre at Ebbw Vale.

Yield	7%
Rent	to be advised

Ebbw Vale, Festival Factory Outlet Centre: Gross floor space for convenience and comparison goods

The table below shows the Net and Gross Floor Space for Convenience and Comparison Goods in The Festival Outlet Centre .

	Total Retail Space (sq ft)	Convenience (sq ft)	Comparison (sq ft)	Sales Density Comparison Goods £ per sq ft
Net	47,482	1,270	46,213	467.90
Gross	67,832	1,814	66,018	-

Ebbw Vale, Festival Factory Outlet Centre: Estimated Expenditure and Turnover for convenience and comparison goods sales in the catchment

The table below shows the estimated expenditure, estimated turnover of convenience and comparison goods in The Festival Outlet Centre per annum.

Sector	Total Market Potential (£m)	% of Total Market Potential	Estimated Turnover (£m)
Clothing	14.9	13.8%	6.0
Footwear	2.0	1.9%	0.8
House & Home	3.7	3.4%	1.5
Leisure Goods	10.1	9.4%	4.1
Personal Goods	2.7	2.5%	1.1
Personal Care	6.4	6.0%	2.6
Durable Goods	14.1	13.1%	5.7
Comparison Goods Total	54.1	50.1%	21.6
Catering	10.5	9.8%	4.2
Convenience	43.3	40.1%	17.3
Grand Total	107.9	100.0%	43.2

Ebbw Vale, Festival Factory Outlet Centre: Type and quantity of commercial units

The table below shows type and quantity of commercial units in the primary retail pitch of The Festival Outlet Centre .

Type of Commercial Unit	Count
Amusement arcade	-
Bank	-
Financial/Mortgages/solicitors	-
Book makers	-
Café/restaurant	2
Estate agent	-
Hair/beauty	-
Hotel	-
Launderette/dry cleaner	-
Medical/dentist	-
Miscellaneous	-
Offices	-
Post office	-
Pub	-
Social club	-
Support/advice centre	-
Take away	-
Travel	-
Total	2

NB Miscellaneous included units such as Shoe repairs, vets, bowling, bingo and police stations

Ebbw Vale, Festival Factory Outlet Centre: Vacancy rate

The table below shows the vacancy rate of units in the primary retail pitch in The Festival Outlet Centre.

	Total	Retail	Non retail	Charity	Vacant
Count of units	39	31	2	0	6
Percentage	100%	80%	5%	0%	15%

Ebbw Vale, Festival Factory Outlet Centre: Primary, Secondary and Tertiary catchment areas

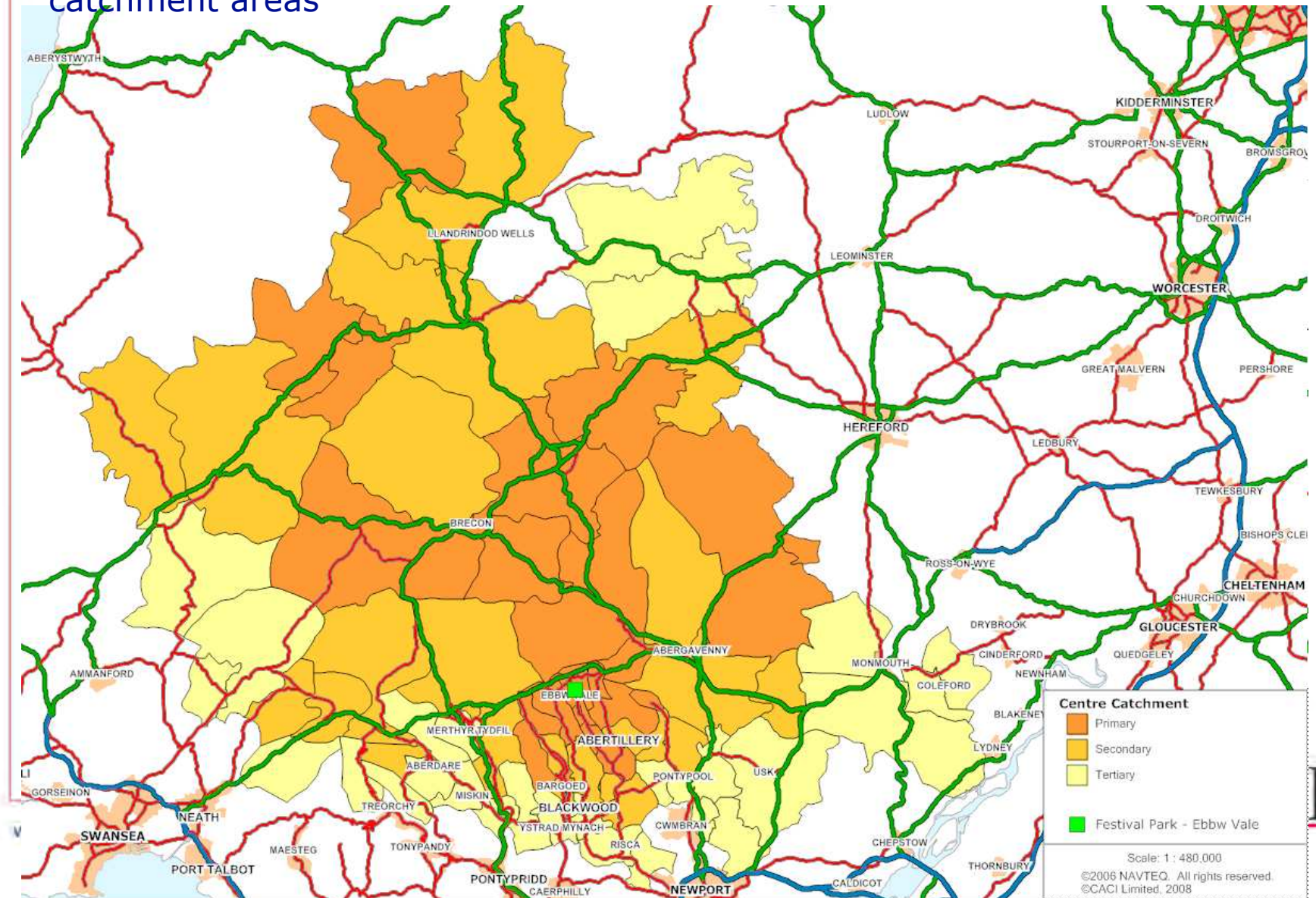
The table below shows details of the Primary, Secondary and Tertiary Catchments for The Festival Outlet Centre. It also gives the market share of The Festival Outlet Centre. A map showing the catchments is also shown.

Catchment	Total Population	Total Households	Total Expenditure (£million) per annum	Market Potential (£million) per annum	Spend per capita (£) per annum	Market Share
Primary	114,526	49,057	236.5	27.9	2,065	11.79%
Secondary	155,981	66,656	331.4	12.8	2,125	3.86%
Tertiary	225,195	97,047	493.2	8.0	2,190	1.61%
Quaternary	472,210	199,927	1,068.3	5.4	2,262	0.51%
Core Catchment	270,507	115,713	567.9	40.7	2,099	7.16%
Major Catchment	495,702	212,760	1061.1	48.6	2,141	4.58%
Total Catchment	967,912	412,687	2,129.4	54.1	2,200	2.54%

Core Catchment – Primary and Secondary Catchment

Major Catchment – Primary, Secondary and Tertiary Catchment

Ebbw Vale, Festival Factory Outlet Centre: Primary, Secondary and Tertiary catchment areas



Ebbw Vale, Festival Factory Outlet Centre: National retail chains and independent stores

A count was taken of the retail units in the primary retail pitch and the Percentage of National and Independent Retailers was calculated. A list of the National retailers is also given below.

Independent	National	Total Number of Retail Units
5	26	31
16%	84%	-

National Retailers in Primary Retail Pitch	
Alter	Petroleum
clarie's accessories	Ponden Mill
Clarks	Poundland
Cotton Traders	Roman Originals
Designer Room	Select
Edinburgh Woolen Mill	Sportsworld
Golf Shop	The Works
John Jenkins	thorntons
Julian Graves	Tog 24
leading labels	Trespass
Madhouse	Urban
Nickleby's	Whittards of Chelsea
Pavers	Yeomans outdoors

Ebbw Vale, Festival Factory Outlet Centre: SWOT analysis

<p>Strengths</p> <ul style="list-style-type: none"> - Well maintained - Good provision of sportswear and equipment retailers, linking in to nearby national park - Garden Centre and Owl Sanctuary sharing site; leisure draw 	<p>Weaknesses</p> <ul style="list-style-type: none"> - Low week day footfall (away from town) - Value goods dominated
<p>Opportunities</p> <ul style="list-style-type: none"> - Large units available for new tenants - Improve provision of mass multiple fashion retailers - Concentrate on providing goods for Leisure pursuits to link to nearby tourist attractions (National Park) 	<p>Threats</p> <ul style="list-style-type: none"> - Vacant units not being filled may lead to decline of centre