

Inspired by nature

THE NEXT GENERATION
OF RETAIL AND LEISURE
IN THE HEART OF
NORTHAMPTONSHIRE



RUSHDEN
LAKES

One of a kind

Rushden Lakes is a destination like no other; combining the best in shopping, leisure and dining this one of a kind shopping park is set beside 200 acres of tranquil SSSI protected Nene Wetlands, managed by The Wildlife Trust. It is easily explored on foot, bicycle, or even canoe.



From big brand fashion to local independents, Rushden Lakes has it all. A stones throw from the surrounding towns and villages which, together, make the local area a truly unique leisure hotspot.

The great outdoors is only a moment away at this stunning lakeside setting in the heart of Northamptonshire.





Perfectly positioned

Located on the A45, 1.5 miles from Rushden, Rushden Lakes offers excellent links to Northampton, Peterborough, Milton Keynes, Cambridge and Leicester.

24 MINS

TO NORTHAMPTON
VIA **A45**

36 MINS

TO MILTON KEYNES
VIA **A509**

43 MINS

TO PETERBOROUGH
VIA **A45/A605**

1 HOUR

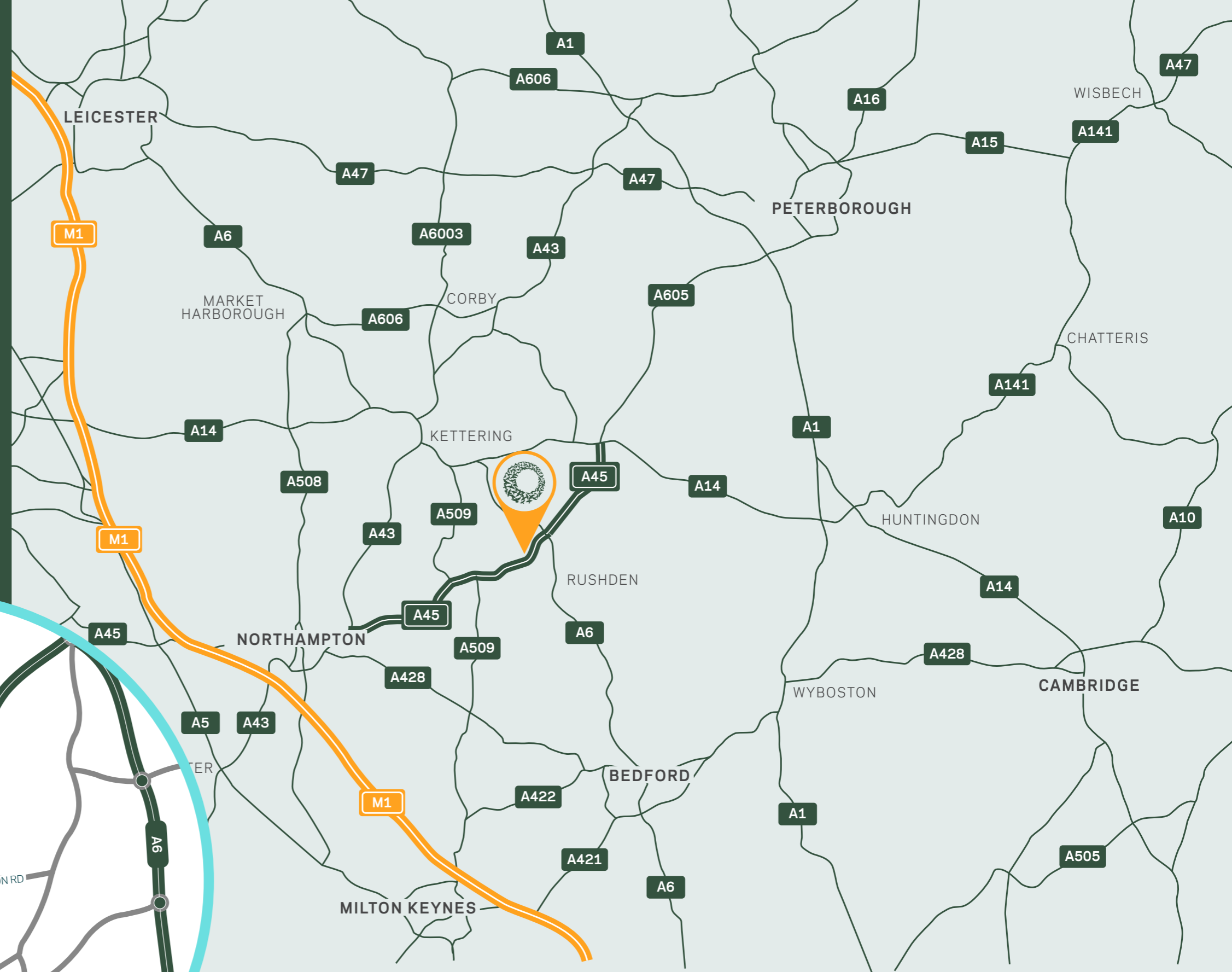
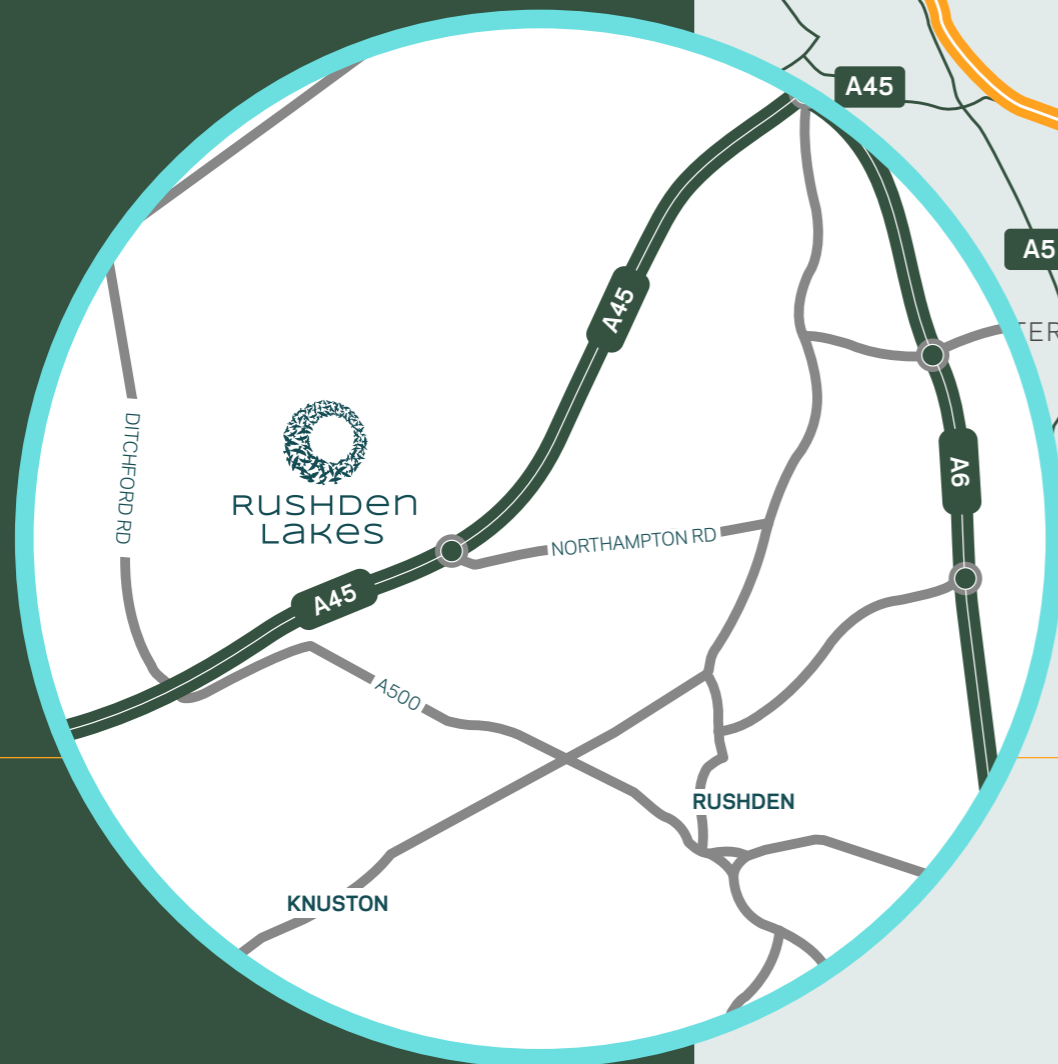
TO CAMBRIDGE
VIA **A14**

1 HOUR

TO LEICESTER
VIA **A6**

Rushden Lakes
is easily accessible
by car, on foot or via
public transport.

It has excellent transport
links; situated in close
proximity to the M1, the A45,
Wellingborough train station
and surrounding cycle and
pedestrian pathways.



Rushden town centre is only a short
walk away. Bus routes serve the
park 7 days a week connecting
nearby towns and villages, with
regular services to Northampton,
Corby, Kettering and Bedford.

Facts & figures

410,410

TOTAL CATCHMENT

87%

OF CUSTOMERS MAKE PURCHASE

7.08M

VISITORS IN 2023
(+5% YOY)

53%

OF VISITORS SPEND
ON CATERING

51%

OF VISITS TO RUSHDEN LAKES ARE
DESTINATION-LED, SIGNIFICANTLY
OVER INDEXING AGAINST THE UK
SHOPPING PARK AVERAGE OF 19%

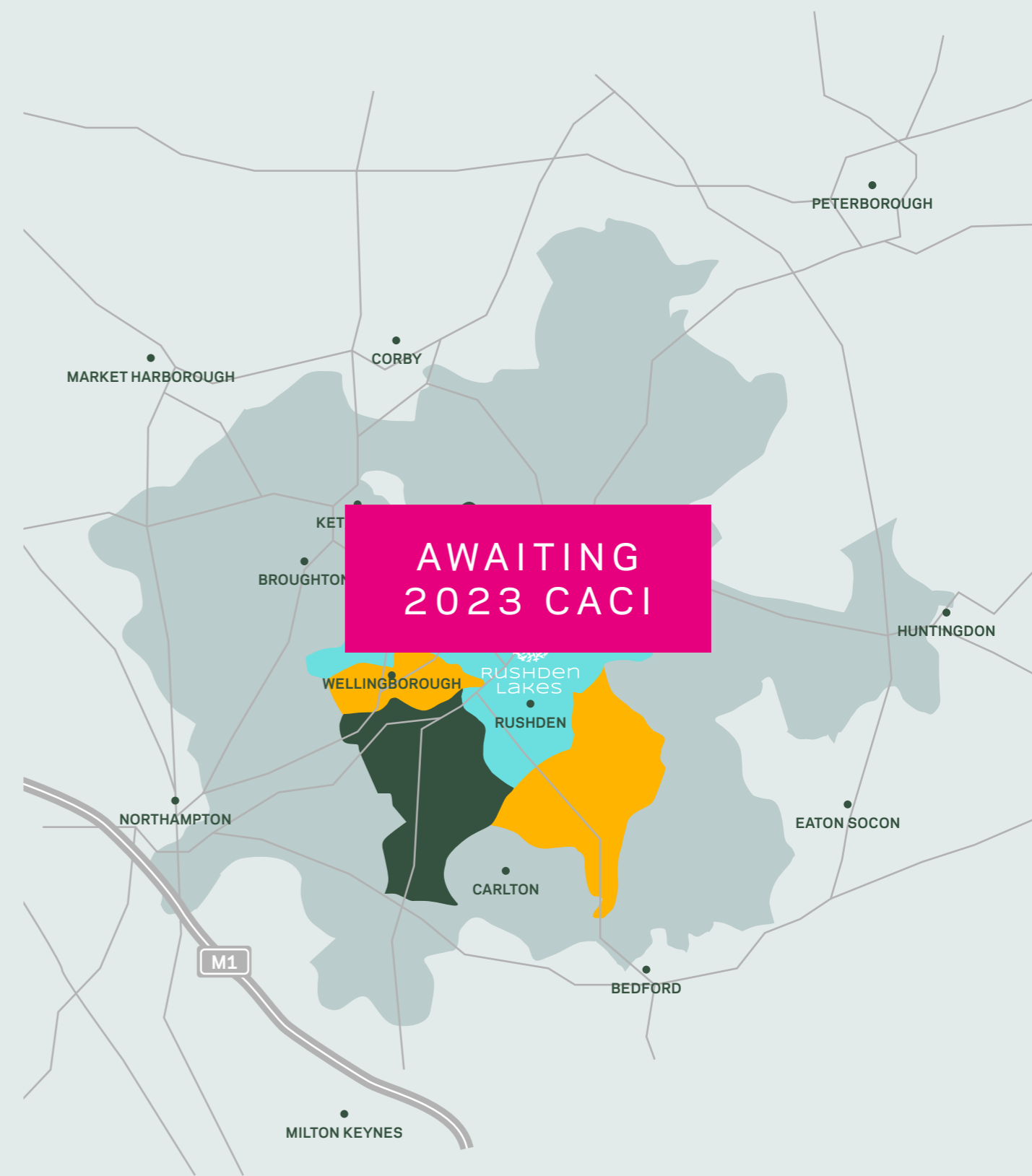


LARGEST
ACORN
GROUPS

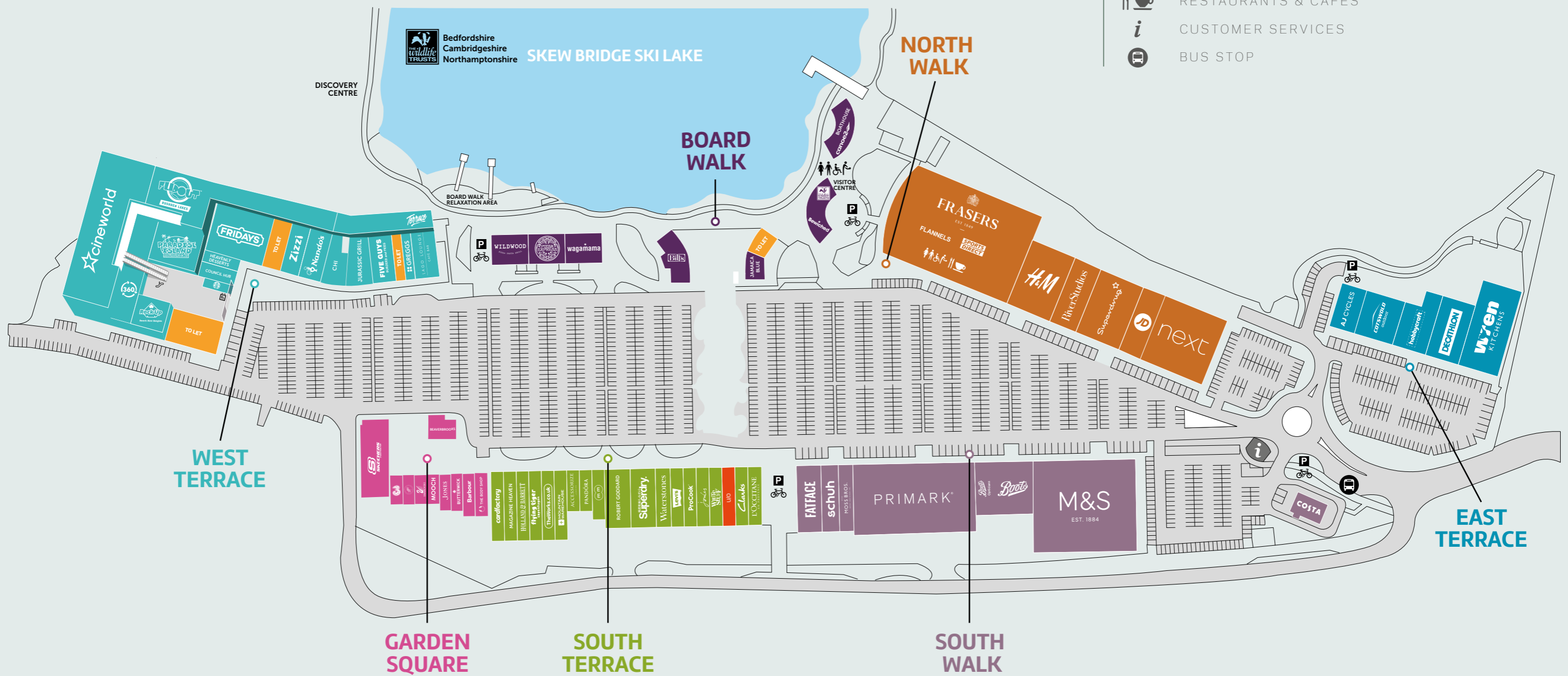
EXECUTIVE WEALTH

MATURE MONEY

SUCCESSFUL SUBURBS



Store guide



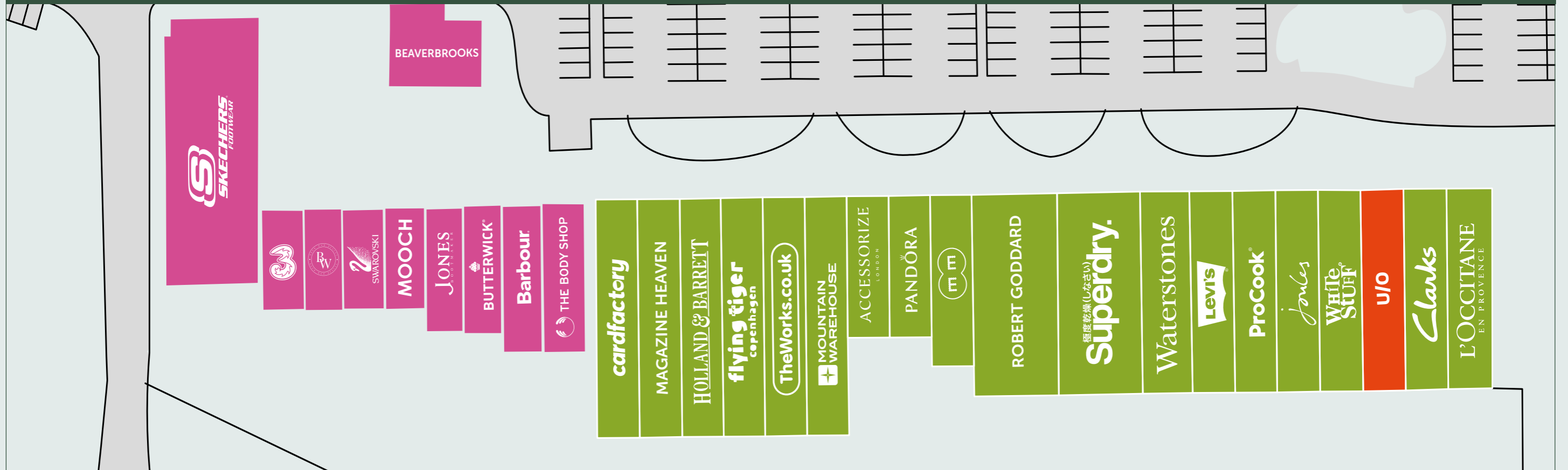
WEST TERRACE



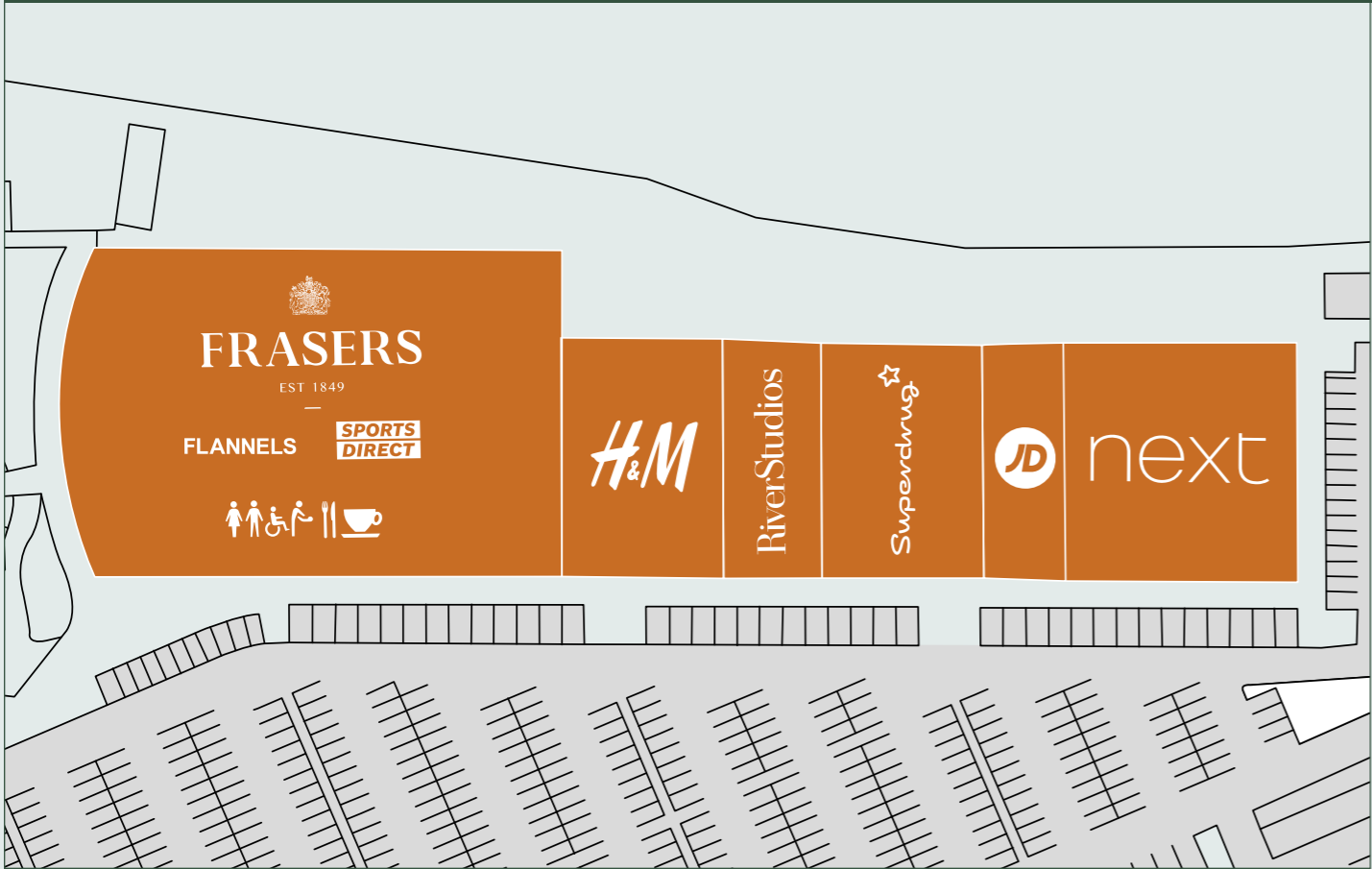
BOARD WALK



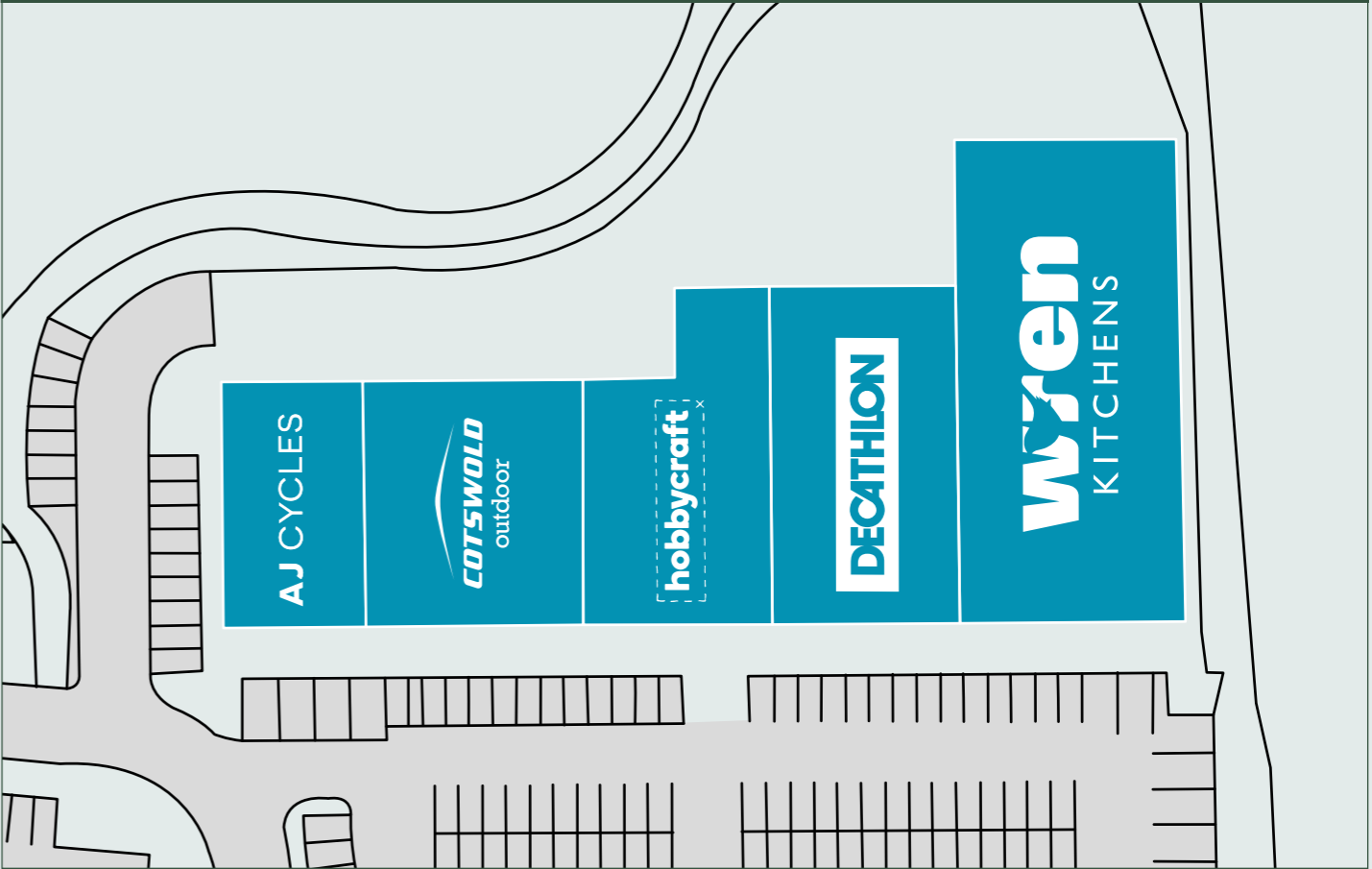
GARDEN SQUARE | SOUTH TERRACE



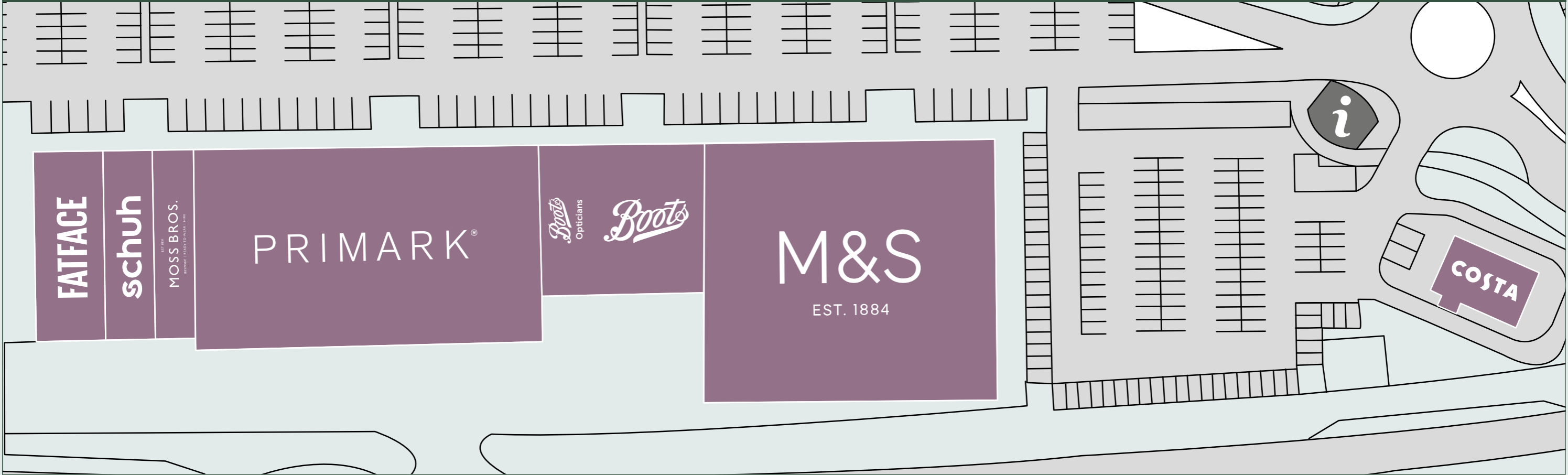
NORTH WALK



EAST TERRACE



SOUTH WALK



Rushden Lakes today

Combining well-known fashion labels, lifestyle and homeware brands, as well as a plethora of well-established, local independents; Rushden Lakes has something to suit all styles, budgets, and shopper missions.

OUR KEY ANCHORS INCLUDE


FRASERS
EST 1849

PRIMARK®

Boots

M&S
EST. 1884

next

★ **cineworld**

So much to discover...



60

RETAIL, LEISURE
AND F&B BRANDS

High street
favourites

FATFACE

schuh

RIVER ISLAND

joules

H&M

PANDORA™

White
Stuff

Holland&Barrett

JD

MOUNTAIN
WAREHOUSE

flying tiger
copenhagen

Waterstones



...and enjoy

International
brands
and local
independents

Barbour

DECATHLON

L'OCCITANE
EN PROVENCE

Levi's

MAGAZINE
HEAVEN

BUTTERWICK



MOOCH



450,000

SQ
FT

TOTAL F&B, RETAIL
AND LEISURE SPACE

1,913

CAR PARK SPACES

Enticing F&B brands

Eat out in style or grab a bite to eat on the go. Lakeside dining meets café culture in a fabulously beautiful and unique setting here at Rushden Lakes.



21

RESTAURANT AND
CAFÉ BRANDS

53%

THE PERCENTAGE OF
SHOPPERS THAT SPENT
ON F&B WHILST VISITING
RUSHDEN LAKES

WILDWOOD
PIZZA PASTA GRILL



Bill's
RESTAURANT & BAR

LAGO LOUNGE
CAFÉ BAR

FIVE GUYS

Nando's

FRIDAYS

wagamama



SOURCE CACI 2023



18

RESTAURANT AND
LEISURE UNITS

14 SCREEN

CINEWORLD CINEMA

154,000 SQ
FT

LEISURE & ENTERTAINMENT

102 MINS

DWELL TIME VERSUS THE
NATIONAL AVERAGE OF
68MINS. THIS REFLECTS
THE BROAD LEISURE ON
OFFER AT RUSHDEN LAKES

West Terrace

West Terrace offers a range of exciting leisure activities including a 14 screen multiplex cinema from Cineworld, adventure golf, a soft play area, trampolining and indoor climbing.

SOURCE CACI 2023



Nature's playground

Rushden Lakes has a range of free and paid for leisure activities including climbing, walking, canoeing and cycling, set against a backdrop of beautiful natural countryside.

Wildlife discovery and bird watching is supported by The Wildlife Trust's visitor centre, with boat and canoe hire offered by local experts Canoe2.



"THE NATURE RESERVE IS A
KEY SELLING POINT FOR THE
RETAIL SCHEME"

THE WILDLIFE TRUST FOR BEDFORDSHIRE,
CAMBRIDGESHIRE AND NORTHAMPTONSHIRE



AJ CYCLES

canoe2 



Make your mark in the heart of Northamptonshire and be at the forefront of the next generation of retail and leisure.



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MAR 2024

Consumer survey data provided by CACI 2023
Footfall figures MRI 2023



RUSHDEN
LAKES