HIGH WYCOMBE

eden



LEASING BROCHURE 2024

We're a destination brand experience offering a broad mix of retail, food and drink, residential, leisure, events and experience.



MISSION

To enrich the lives of the community of High Wycombe (and beyond) by offering what they need and want every day.

VISION

To be a jewel of High Wycombe loved by everybody who lives, works and visits here.

Key statistics

FOOTFALL

12,865,000

AREA (SQ FT)

850k

PARKING SPACES

1,600

HIGH WYCOMBE CATCHMENT

489,685

AVERAGE SPEND PER HEAD

£41 Retail

£12 F&B

£17 Leisure

At the heart of High Wycombe you'll find eden



A unique place, a wonderfully spacious fresh airy space.
An experience less ordinary.
Where the insides out and the outsides in.
A hub for feeling good.
For you. For friends. For family. For all.
And for all year round.
Shop, see, eat, explore (bold)
Be entertained. Be exhilarated. Be chilled.
Play, have fun, work out or escape work.
For everything you want. We've created everything you need.

90+
retailers

20+
eateries

6+
leisure operators

Age profiles:

15-24 10%
25-34 11%
35-44 14%
45-54 14%
55-64 12%
65+ 18%

Income:

£150k+ 38%
£70k-£99k 23%
£40k-£49k 12%
£30k-£39k 8%
£20k-£29k 21%

Key retailers





New retailers coming soon

Jungle Mania

RITUALS
COSMETICS


COSTA
COFFEE


next


PRIMARK


PRIMARK
LUSH


Nando's


ERNEST JONES
BEAVER




TeamSport
KARTING




SUPER DRY COMPANY
REGD. JPN
Makers of Quality Goods
SD.Co.
superdryStore.




H&M


PRIMA


RIVER ISLAND
Boutique
30% OFF



Coming soon to High Wycombe



WHITE HART STREET

Redevelopment of White Hart Street, investment of £3.4m



DANDARA LIVING

Proposal in place to redevelop The Chilterns Shopping Centre into 308 new homes



THE CURVE

The redevelopment of 6-19 Oxford Street

Ties in with the councils with regeneration of White Hart Street

Charity hub

78 apartments

Food hall



BUCKS COLLEGE

New purpose built campus due to open in the town bringing over 5k students from 2026

BUCKS NEW UNIVERSITY

5 year plan to increase population from 7.5k to 15k

BUCKINGHAMSHIRE NEW UNIVERSITY
EST. 1891

Sustainability



We work hard to minimise the impact of the shopping centre on the environment by working together with our partners, tenants and the local community for a more sustainable future.

Accreditations and awards

We are certified ISO 14001 for Environmental Management System. Used to manage environmental responsibilities, Performance, Energy Efficiency, and Sustainability.

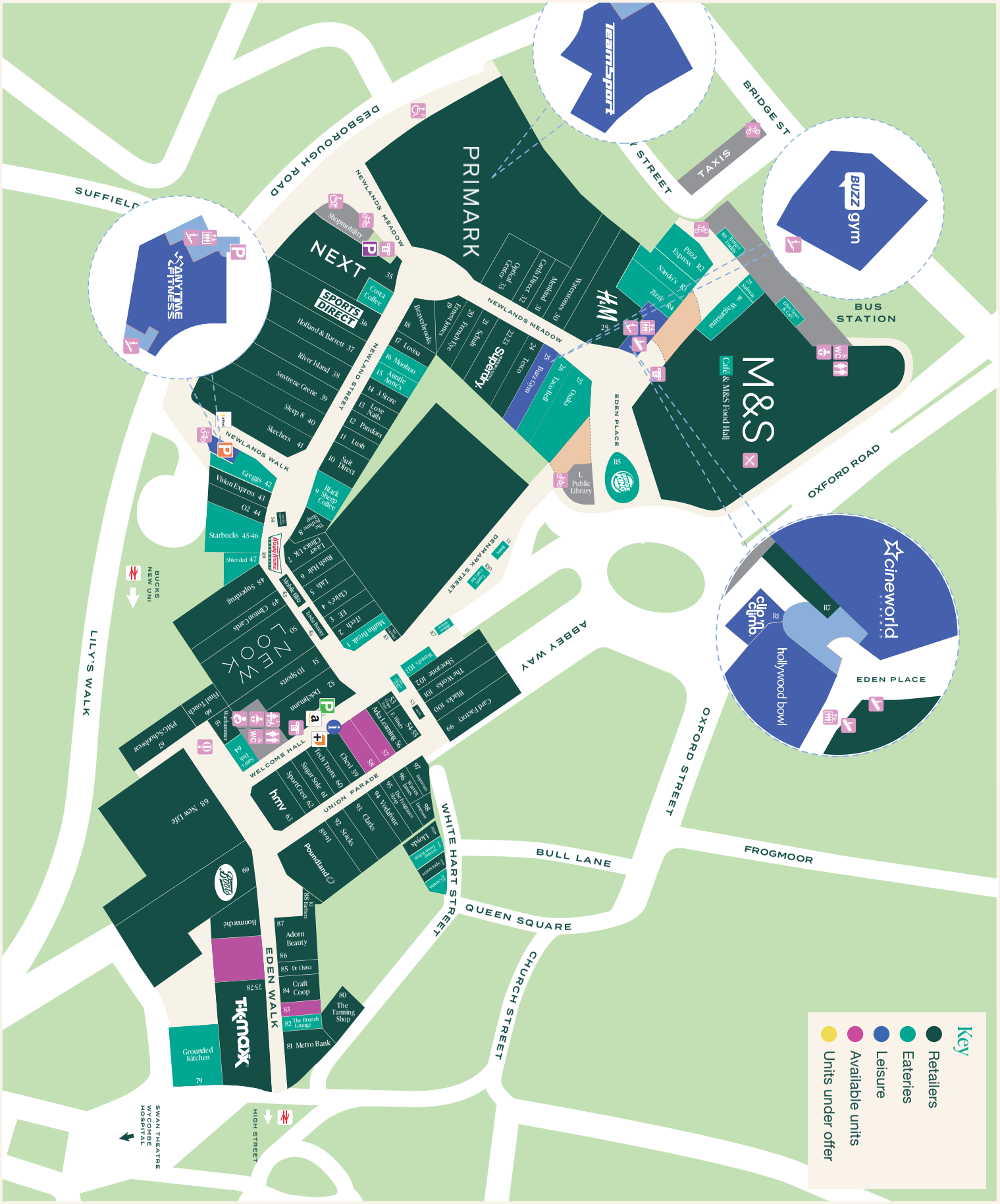
In 2019, we received a Green Apple Award for environmental best practice by significant improvements in recycling and waste management. In 2023, we received a further 2 Green Apple Awards for Carbon Reduction and Partnerships. We have also increased our Savills Sustainability standard to Silver.



Electric vehicle charging

In 2022, we installed 8 Easee chargers in our car park. This type of electric vehicle charger is manufactured to contribute to a sustainable future.

Site map


teamsport
BRIDGE ST
TAXIS
BUZZ gym
BUS STATION
PRIMARK
NEWLANDS MEADOW
DESBOROUGH ROAD
SUFFIELD
ANYTIME FITNESS
NEXT
SPORTS DIRECT
Costa Coffee
Holland & Barrett 37
River Island 38
Sustrene Grene 39
Sleep 8 40
Skechers 41
Shopmobility
NEWLANDS WALK
Greggs 42
Vision Express 43
O2 44
Starbucks 45-46
Splendid 47
NEWLAND STREET
Bearbrooks 18
Lovisa 17
Mocboo 16
Annie Antics 15
3 Store 14
Love Nails 13
Pandora 12
Lush 11
Suit Direct 10
Black Sheep Coffee 9
Superdry 22-23
Schuh 21
French Connection 20
Hotel Chocolat 19
H&M 29
Wagamama 30
Nando's 31
Pizza Express 32
Pizza 33
Oasis 34
Tesco 35
Boots Opticians 36
Costa Express 37
Waterstones 30
Waterstones Cafe
Waterstones 38
Cards Direct 32
Mainland 31
Optical Centre 33
M&S
Café & M&S Food Hall
WC
EDEN PLACE
R5
L Public Library
OXFORD ROAD
DENMARK STREET
Subway 1
Tiger Lily 2
Ted Baker 3
Charles Clinkard 4
Jack Wills 5
Bush Hair 6
Lush Cosmetics 7
Black Sheep Coffee 8
Vodafone
Lloyds Pharmacy
Lloyds
Santander
Nationwide
Halifax
Barclays
Natwest
Santander
Nationwide
Halifax
Barclays
Natwest
ABBEY WAY
cineworld CINEMAS
R7
clip 'n climb
R1
hollywood bowl
EDEN PLACE
OXFORD STREET
LILY'S WALK
BUCKS NEW UNI
NEW LOOK
48 Superdrug
49 Claire's Accessories
50 Claire's
51 JD Sports
52 Debenhams
Debenhams
Welcome Hall
Santander
Nationwide
Halifax
Barclays
Natwest
Santander
Nationwide
Halifax
Barclays
Natwest
Santander
Nationwide
Halifax
Barclays
Natwest

Regional map



Eden to Oxford

By car - 30 miles / 50 minutes
By train - 45 mins

Eden to London

By car - 33 miles / 1hr 25 minutes
By train - 25 mins

Marketing

Eden's marketing events and campaign calendar, website, social media channels and in centre displays provide great opportunities for retailers to hardness additional exposure.

- 20k+ followers
- 12k+ email database
- 760k+ web page views (2024 total)

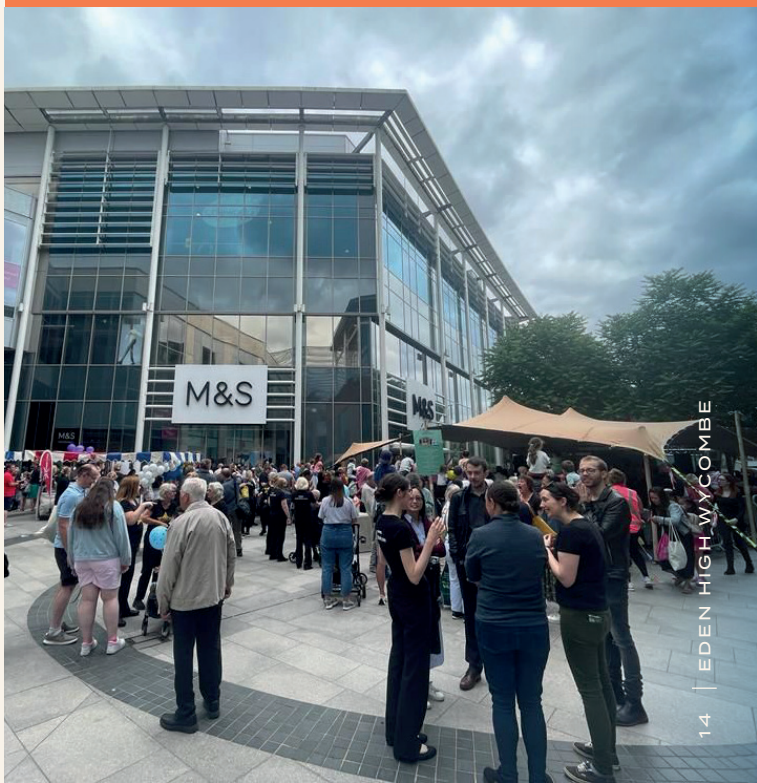












savills

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