

merry hill

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MERRY HILL LAUNCHES 36,000 SQ FT HOLLYWOOD BOWL AS NEW LEISURE QUARTER ANCHOR



THE FLAGSHIP RETAIL AND LEISURE DESTINATION FOR THE WEST MIDLANDS CONTINUES ITS EVOLUTION, WITH OVER 200,000 SQ FT OF NEW DEALS AND £35M INVESTED SINCE THE START OF 2022.



THE OPENING OF HOLLYWOOD BOWL FORMS THE ANCHOR UNIT OF THE



FORMS THE ANCHOR UNIT OF THE EMERGING LEISURE QUARTER, BRINGING TOGETHER THE ENTERTAINMENT CONCEPT WITH FAMILY-FRIENDLY CASUAL DINING BRANDS.



"WE COULDN'T BE HAPPIER TO BE SUCH AN IMPORTANT COMPONENT OF A TOP 10 UK LEISURE AND RETAIL DESTINATION"

"Being sought-after as an anchor for this new leisure quarter is a sign of the confidence Hollywood Bowl inspires; we couldn't be happier to be such an important component of a top 10 UK leisure and retail destination and are looking forward to welcoming customers to our new centre."

- Laurence Keen, CFO at Hollywood Bowl Group

ONE OF THOSE F&B BRANDS, WAGAMAMA, OPENED A 4,000 SQ FT RESTAURANT IN MAY, AND HAS EXPERIENCED RECORD PERFORMANCE SINCE.



"THE RECENT OPENING AT MERRY HILL HAS BEEN POSITIVE FOR WAGAMAMA, TRADING AHEAD OF EXPECTATIONS."

"We're excited to be in this part of the centre, with Hollywood Bowl open and more elements coming into this new leisure hub."

- A Wagamama spokesperson



INVESTMENT FROM OVER 60 BRANDS IN LAST 18 MONTHS

H&M have undertaken a comprehensive refurbishment of their 26,000 sq ft store, Beaverbrooks have launched a £1m refit and new partnerships with TAO, H&M and Nike United Kingdom.



partnership with TAG Heuer, and Nike Unite have made both a regional debut and opened the concept for the first time in a shopping centre environment. Other recent retail additions include Schuh Kids, Vanilla, Rituals, and Kenji.

In the past year, the top 10 UK destination has also advanced its ESG credentials. £2.5m has been invested in EV charging infrastructure, the 94 chargers in operation more than any of its competitors; over £2m going towards solar panels that will deliver 25% of the centre's operational energy requirements; and innovations with allotments and food waste have just been awarded Green Apple environmental awards.



KEY NEW RETAILERS:



hollywood bowl

wagamama

Lids

schuhkids

RITUALS...

VANILLA

KENJI
ケンジ

16M

FOOTFALL

8TH

LARGEST UK MALL BY
SPEND POTENTIAL

118MINS

AVERAGE
DWELL TIME

2104

25%

2.5M

£104

AVERAGE SPEND

95%

RETAIL CONVERSION

2.5M

CATCHMENT

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