



THE  OF USES

MERRY HILL - A TOP 10 UK DESTINATION

MERRY HILL

A TOP 10 UK LOCATION WITH EVERYTHING UNDER ONE ROOF



MERRY HILL IS A TOP
10 UK DESTINATION
IN SIZE AND SPEND
POTENTIAL, HOUSING
AN UNRIVALLED
COLLECTION OF SHOPS,
RESTAURANTS, AND
LEISURE OPTIONS

Our offer goes much further though. This is a flagship for the West Midlands, designed to cater to every need and want: from a supermarket shop to wellbeing, fashion to dining, fitness to fun; whether it's a pop-in visit or a full day out; whether local or travelling from afar. Merry Hill has it all under one roof, within curated F&B, leisure, fashion, premium, and convenience hubs. It is the West Midlands' House of Uses.

KEY ANCHORS:

M&S
FOODHALL

★ hollywood bowl

FLANNELS

PRIMARK®

JD

H&M

XTRAFIT

NIKE

NEXT

THE HOUSE OF USES

8TH

LARGEST UK MALL
BY SPEND POTENTIAL

118MINS

MERRY HILL AVERAGE
DWELL TIME

82MINS

UK REGIONAL MALL
AVERAGE DWELL TIME

£104

MERRY HILL
AVERAGE SPEND

£100

UK REGIONAL MALL
AVERAGE SPEND

95%

MERRY HILL FOOTFALL TO
RETAIL CONVERSION AVERAGE

78%

UK REGIONAL MALL FOOTFALL TO
RETAIL CONVERSION AVERAGE

£470M

COMPARISON
GOODS SPEND

9%

INCREASE IN SALES
YEAR ON YEAR

12%

INCREASE IN FOOTFALL
YEAR ON YEAR

16M

FOOTFALL

1.4M

SQ FT OF
EXPANSIVE SPACE

100

LOCAL AND REGIONAL
SERVICES FROM THE
ON-SITE BUS STATION

9,000

MORE THAN
FREE CAR PARKING
SPACES

78

EV CHARGERS OF
DIFFERENT TYPES, MORE
THAN ANY OTHER UK
DESTINATION

A FLAGSHIP DESTINATION FOR THE WEST MIDLANDS



200K

SQ FT OF NEW OR UPSIZED
BRANDS SINCE 2022



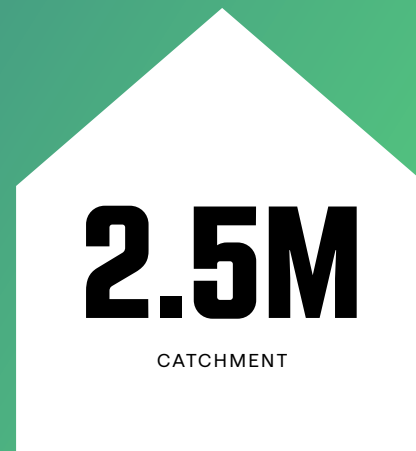
OVER
£35M

INVESTED SINCE 2022



2.5M

CATCHMENT



PRIMARY

233,034

SECONDARY

240,324

TERTIARY

411,376

QUATERNARY

1,573,765

MERRY HILL

AN UNMATCHED RETAIL MIX

With over 175 of the best international, high street, and independent local brands, every shopper's desires are catered to, from cutting-edge fashion to unique and artisanal finds.

Merry Hill's relevance for premium retail continues to bear fruit, recently attracting new stores, investment, and upsizes for the likes of:

RITUALS... *Phase Eight*

KURT GEIGER HOBBS
LONDON

Dune GOLDSMITHS
LONDON



FIRST-EVER NIKE UNITE CONCEPT STORE

In May 2023, sportswear giant Nike opened its Unite concept store at Merry Hill. Not only is this a regional debut and flagship for the brand, but it's their first-ever Unite concept store within a shopping centre environment.



THE HOUSE OF USES

BEAVERBROOKS

**BEAVERBROOKS INVESTED
£1M IN LATE 2022 TO REFIT
THE MERRY HILL STORE**

Beaverbrooks invested £1m in late 2022 to refit the Merry Hill store, partnering with TAG Heuer for a standalone boutique, as well as shop-in-shops for Breitling and OMEGA, and an exclusive 'diamond room'.

MERRY HILL IS A CONSISTENT TOP 10 UK LOCATION FOR NATIONAL BRANDS, WITH CONTINUED SUCCESS



Some of the UK's biggest brands, such as Next and Superdrug, regularly have Merry Hill amongst their best performing stores in the country. That continued success is precisely why other retail giants continue to invest in new stores here:



H&M

VANILLA

Lids

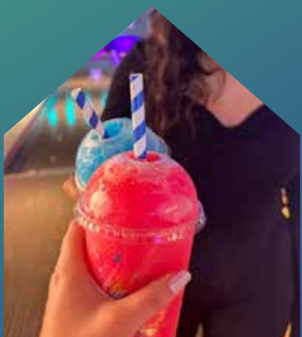
KENJI
ケンジ

hmv

TRESPASS

MERRY HILL

THE NEW LEISURE QUARTER



The new leisure quarter is an emerging eating and entertainment hub, anchored by the 36,000 sq ft Hollywood Bowl and home to a growing line-up of family-friendly restaurants.



**"A TRULY DYNAMIC RETAIL
AND LEISURE DESTINATION
WITH SO MUCH TO OFFER"**

"We are delighted to be opening at Merry Hill, a truly dynamic retail and leisure destination with so much to offer to consumers, which forms an important step for us in our brand journey as we open more new centres in high-quality locations across the country."

Laurence Keen,
CFO at Hollywood Bowl



THE HOUSE OF USES

MERRY HILL

FROM SIT & SAVOUR...



★
wagamama

**"WE'RE EXCITED TO BE IN
THIS PART OF THE CENTRE"**

"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."

Wagamama spokesperson

The new leisure quarter on Merry Hill's Upper Mall brings together a leading entertainment concept in Hollywood Bowl, with a growing line-up of family-friendly, casual dining brands. The latest addition, Wagamama, has experienced record performance since opening.



The likes of Ask Italian, Wingstop, and Boo Burger will add further diversity to the F&B line-up within the new leisure quarter, alongside the ever-popular independent eatery Bon Pan Asian.



ASK ITALIAN

**"OPENING OUR FIRST NEW
RESTAURANT FOR THREE YEARS
SHOWS HOW IMPORTANT MERRY
HILL IS FOR ASK ITALIAN"**

"We're not just joining a top 10 UK location, but the new leisure hub within it, which is a great place to be for our restaurant and one that we can see is already drawing in the crowds, as visitors enjoy some leisure time and a quality sit-down meal."

**Kieran Pitcher, ASK Italian
Commercial & Property Director**

THE HOUSE OF USES

...TO GRAB & GO...



eatcentral

**EAT CENTRAL IS MERRY HILL'S
ALL-DAY DINING FOOD COURT, WITH
16 F&B OPTIONS AND 1,200 SEATS**

With options for breakfast, lunch, and dinner, the restaurant caters to different preferences, providing a pleasant spot for shoppers to refuel and relax.



...TO STAY & PLAY

XTRAFIT

**XTRAFIT IS YET ANOTHER MERRY
HILL DEBUT, ITS FIRST-EVER UK
UNIT ENCOURAGING LONGER DWELL
TIME AND GREAT ENGAGEMENT
WITH THE LOCAL COMMUNITY**



MERRY HILL

KEEPING BRANDS AND PEOPLE ENGAGED

A targeted events programme keeps visitors entertained, providing them with new and exciting reasons to visit Merry Hill, drawing more custom to the centre and in turn encouraging operators to get involved.

Whether it's sports activities during the Commonwealth Games, and Arcade during half-term, or a beauty and wellness spring-summer campaign – is designed to drive engagement from core visitor groups, increasing their dwell time, and generating greater sales and awareness.

KEEPING BRANDS AND VISITORS ENGAGED ALSO MEANS ADVANCING MERRY HILL'S ESG CREDENTIALS.

Investment has gone into EV charging infrastructure, the 78 chargers in operation more than any of its competitors; new solar panels will deliver 25% of the centre's operational energy requirements; and innovations with allotments and food waste have just been recognised with Green Apple environmental awards. Merry Hill, along with Asset Manager Sovereign Centros, have committed to push sustainability boundaries for the centre.



WHAT OUR BRANDS THINK ABOUT OUR EVENTS



"WE'VE DEVELOPED SUCH A GOOD RELATIONSHIP WITH THE CENTRE'S MARKETING TEAM."

"We recently had a visit from our head office due to hearing about the success of the masterclasses and they were intrigued to find out how we've developed such a good relationship with the centre's marketing team."

Lush

"DEFINITELY INCREASED FOOTFALL INTO THE STORE."

"Great event and the set up looked brilliant. Definitely increased footfall into the store."

Holland & Barrett



THE HOUSE OF USES

MERRY HILL

HOME TO A VARIETY OF BRANDS

The House of Uses means our visitors can get everything they want and need at Merry Hill. By bringing every function to one location, we encourage greater engagement, and a greater sense of purpose for each visit.

FOOD & BEVERAGE

wagamama

German Döner Kebab

Nando's

FIVE GUYS



SUBWAY

COSTA
COFFEE

Bubbleology



CREATIVE
COFFEE
HUB

ASK ITALIAN

M&S
FOODHALL



21%

INCREASE IN RESTAURANT
SALES, 2023 VS 2022

**"MERRY HILL IS HUGE
IMPORTANT TO THE REGION"**

"We've been here at Merry Hill for more than a decade now, and throughout that time have built a fantastic following in the West Midlands. Merry Hill is hugely important to the region, and our popularity here for dine-in and takeaway really showcases how engaged the catchment is, and how much they love the restaurant experience."

Nando's, Management Team

**"WE LOVE BEING PART OF
THE MERRY HILL FAMILY"**

"We love being part of the Merry Hill family, there's a great community and customer base here for Bon's approach to Pan Asian food. It's also exciting to see what's happening around us, and no doubt having Hollywood Bowl as a neighbour will bring opportunities for restaurants like ours, and new footfall to this area in the mall."

Bon Pan Asia, Management team



THE HOUSE OF USES

MERRY HILL

FASHION & RETAIL

Phase Eight

KURT GEIGER

MANGO

VANILLA



FLANNELS

PRIMARK®

FOOTAZIUM

TAGHeuer

schuh

HOBBS
LONDON



H&M

hmv

SKECHERS

Waterstones

REGATTA
GREAT OUTDOORS

GOLDSMITHS

RADO
SWITZERLAND



"MERRY HILL IS A PERFECTLY POSITIONED KEY REGIONAL LOCATION"

"Merry Hill is a perfectly positioned key regional location, so it was a natural next step to expand our existing space here"

Caraline Money, Global Group Retail
Director at TFG Brands



"A KEY WEST MIDLANDS RETAIL AND LEISURE DESTINATION"

"Merry Hill is a key West Midlands retail and leisure destination, so we are hugely excited to have opened the doors and to be welcoming in a new customer catchment for Vanilla."

Michelle Burns,
Head of Retail Stores at Vanilla

£112

AVERAGE RETAIL SPEND

THE HOUSE OF USES

MERRY HILL



**“WE’RE EXCITED TO
INTRODUCE OUR FITNESS
EXPERIENCE TO SUCH A KEY
UK LOCATION”**

“At Merry Hill, we have the opportunity to pursue our mission at not only such a key regional location, but a destination that aligns with our community-focused values.”

Laurence Benson, CEO at XTRAFIT



LIFESTYLE, WELLBEING & CONVENIENCE

Holland&Barrett

Boots

LUSH

Superdrug[★]

Argos

ASDA

Poundland

Virgin[★] HOLIDAYS


NatWest

 eurochange[®]
your foreign exchange expert

TSB

HALIFAX

EE

O₂

sky

 **TUI**

NHS
The Dudley Group
NHS Foundation Trust

 Midlands
Air Ambulance
Charity[®]

BLACKBURN COUNTRY
SkillsShop

LEISURE:

ODEON

XTRAFIT

 **hollywood bowl**

THE HOUSE OF USES



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