

A woman with dark curly hair, wearing a white blazer and white trousers, is posing in a dark, modern interior. She is leaning against a large, blue-outlined octagonal sign that contains the text "VICTORIA CENTRE" in white, bold, sans-serif capital letters. The woman is looking over her shoulder towards the camera. The background is dark with some blurred lights, suggesting an urban or architectural setting at night.

VICTORIA CENTRE



A DESTINATION IN DEMAND

We create exceptional opportunities for national and international brands to flourish. Driven by a specialist team with world-class retail and destination expertise, spanning landmark centres such as Trafford Centre, Bluewater, Liverpool ONE and Meadowhall.

SHAPING WHAT'S NEXT

Victoria Centre is entering a new era of growth, driven by a clear vision and ambitious new ownership.

THE ESSENTIALS

1M

sq ft
retail space

100+

retail, F&B &
leisure units

2.5K

car parking spaces,
most cost efficient
in the city

#1

ranked retail
destination in the
East Midlands

20.2M

annual footfall

76MINS

average
dwell times

63%

female visitors



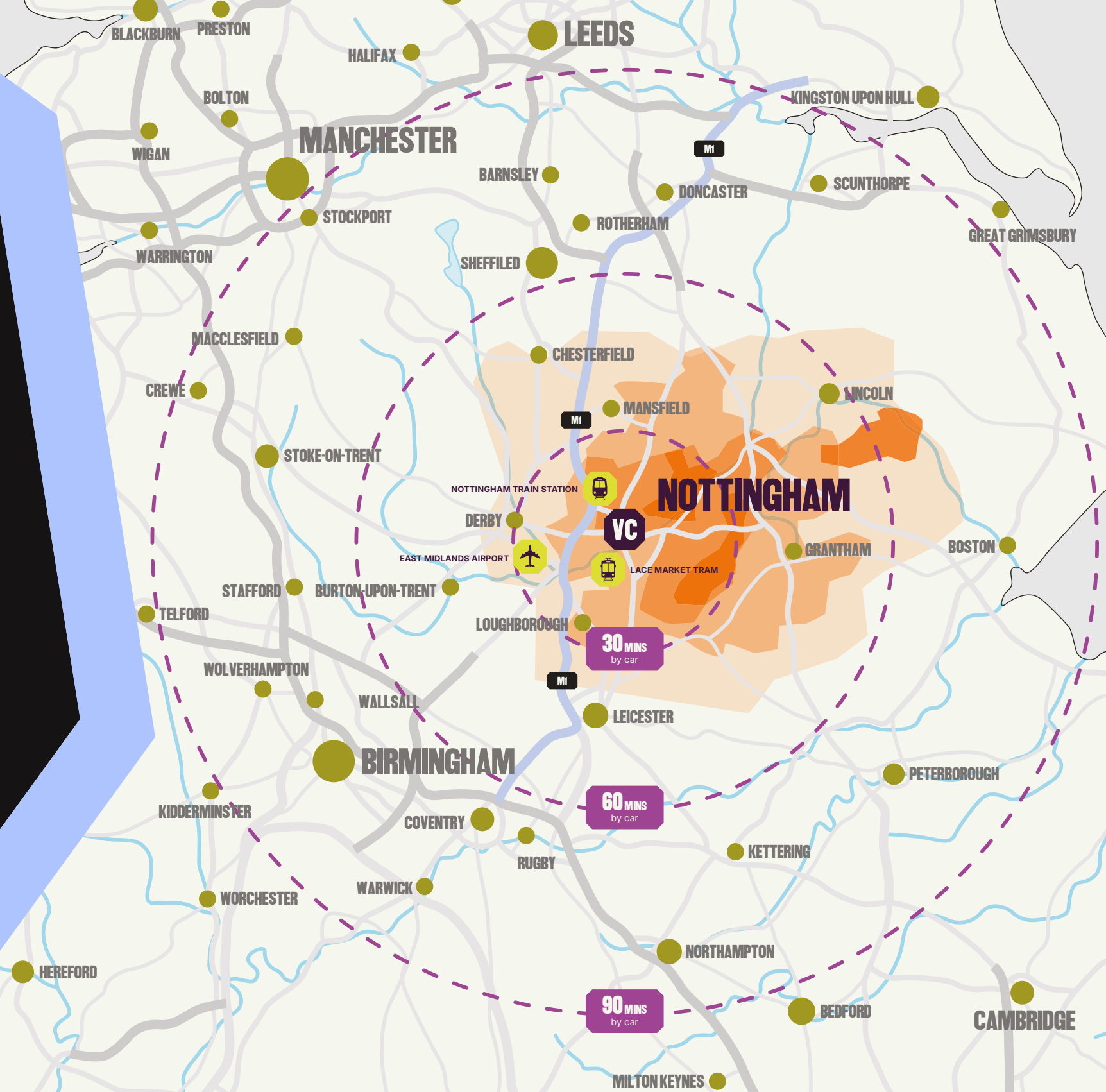
CATCHMENT

Victoria Centre dominates Nottingham's retail landscape, attracting a diverse and loyal customer base from across its extensive catchment network.

Its influence extends well beyond the city centre, attracting strong spend from Commuter-Belt Wealth households to the south and affluent Mature Success groups making up 31% of all sales.



Spend Levels



UP THE WALK

Nottingham is named as one of the UK's leading cities for business growth. It is the number one retail and leisure destination in the East Midlands, the centre which is dominant within its catchment.

The catchment combines a strong local community with significant regional draw, offering brands the opportunity to connect with a broad and dynamic audience.

£4.6_{BN}

catchment
spend

1.5_M

total catchment
population

65_K

students

32%

of all spend at the centre
comes from Mature Success
and Commuter Belt Wealth.
(vs UK benchmark of 17%)

10_{MINS}

from Nottingham
campus

5_{MINS}

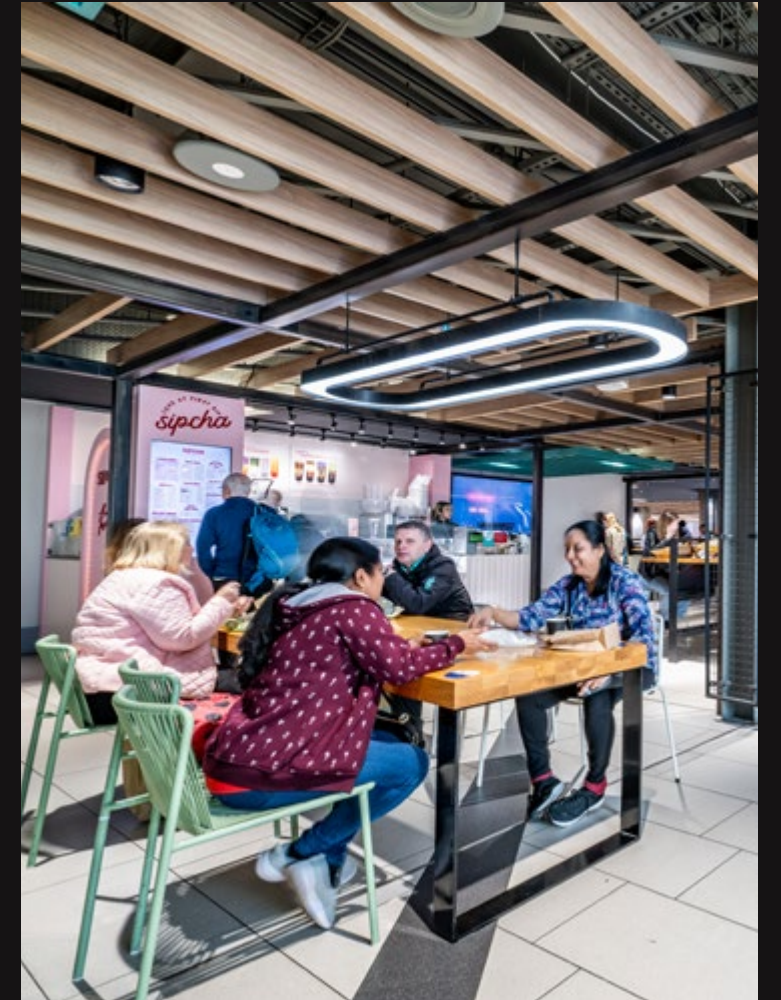
from NTU
campus





Victoria Centre offers a powerful mix of leading national and international brands alongside popular high-street favourites, creating a destination that attracts a broad and loyal customer base. With its central Nottingham location and strong footfall, the centre provides the ideal platform for new brands to thrive.

RETAIL



Victoria Centre's food and beverage line-up plays a central role in driving dwell time and repeat visits. A diverse mix of operators ensures strong all-day trade, delivering consistent footfall and spend opportunities for F&B brands.



WHY WE'RE DIFFERENT

Driving Growth Together. Success at Victoria Centre starts with partnership. Our dedicated retail team works closely with you from day one, providing expertise, sharing insights and building strategies that drive growth long after opening day.

We focus on understanding your brand and your audience, then apply data-led thinking to help you achieve your goals. With this foundation, we create the right conditions for strong performance and long-term results. When it comes to launch, we make it seamless, from a smooth fit-out to impactful marketing support ensuring your store not only opens its doors but immediately connects with the customers who matter most.



BE PART OF THE NEXT CHAPTER

Discover what's possible at Victoria Centre with our team and see how your brand could share in its success.

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SGS
UK RETAIL

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