

welcome to
GRACECHURCH

ROYAL SUTTON COLDFIELD

introducing
**ROYAL
SUTTON
COLDFIELD'S
PREMIER
DESTINATION**

Gracechurch is a well-established destination in the town of Royal Sutton Coldfield, West Midlands. Anchored by House of Fraser, Gracechurch is home to over 50+ quality brands and thriving independents, with a unique atmosphere that combines indoor / outdoor shopping, a wide selection of food and beverage offer and a calendar of events for all of the family to enjoy all year round.

550k

SQ/FT
CENTRE

50+

STORES +
RESTAURANTS

1M

PRIMARY
CATCHMENT

SHOP, MEET PLAY & ENJOY

Discover a vibrant atmosphere where visitors come together to shop, meet, play and enjoy. With a huge selection of retail stores, places to eat and drink and always something going on, Gracechurch is a great day out for all of the family.



a place
WHERE *everyone*
IS WELCOME

located at
**AT THE
HEART
OF THE
COUNTRY**



Royal Sutton Coldfield boasts excellent transport links by road and public transport, with an easy access to the M6 Toll Motorway and other major routes that offer direct connections to Birmingham City Centre in less than 20 minutes.

£2.1bn

ANNUAL PRIMARY
CATCHMENT SPEND
POTENTIAL

£4.2bn

ANNUAL SECONDARY
CATCHMENT SPEND
POTENTIAL

£16.5bn

ANNUAL PRIMARY TO
TERTIARY CATCHMENT
SPEND POTENTIAL

78%

OF VISITORS ARE
FROM THE TOP THREE
ACORN PROFILES

21%

HIGHER THAN
NATIONAL AVERAGE
FASHION RETAIL SPEND

DIRECTLY BENEFITTING FROM MAJOR DEVELOPMENT PROJECTS

Gracechurch is located just 2.4 miles from the Langley Sustainable Urban Expansion site (Langley SUE), a major development project creating a new neighbourhood consisting of 5500 new homes, schools, as well as community and leisure facilities. This major development project presents a huge opportunity for brands to benefit from significant population growth and increased footfall.



5500 NEW HOMES

5500 new homes will be delivered by 2031, boosting the local population and footfall to Gracechurch



DESIGNED FOR FAMILIES

Langley is designed for families with a mix of homes and tenures, aligning well with Gracechurch visitor profiles



SCHOOLS, HEALTH CENTRE & MORE

In addition to new homes, Langley will deliver number of schools, sports hub, community spaces and green spaces



OUR VISITORS

**44%
AFFLUENT
ACHIEVERS**

At Gracechurch, 44% of our visitors are affluent achievers, representing a high-value audience for your brand. This demographic is known for its purchasing power and discerning taste.



**51%
AGED
18-54**

51% of our visitors are aged 18-54, representing a dynamic and influential demographic for your brand.



**76%
FEMALE VS
24% MALE**



76% of our visitors are female and 24% are male, encompassing a diverse mix of singles, couples, and families. This broad demographic offers brands a unique opportunity to reach a varied and engaged audience.

home to LEADING BRANDS

Gracechurch is a thriving retail destination, home to leading brands. Anchored by House of Fraser, H&M, River Island, and Fatface, which attract a wide array of shoppers looking for quality and variety. The vibrant atmosphere at the heart of the town attracts local shoppers from the primary catchment and those living further afield.



QUALITY RETAIL SPACES

Gracechurch is committed to providing a top-tier retail experience, evidenced by our ongoing multi-million-pound refurbishment project. This significant investment aims to enhance the shopping environment, ensuring it meets the highest standards of world-class brands. Our refurbishment includes upgraded facilities, stylish new interiors, and improved amenities, all designed to create a quality and welcoming atmosphere for our visitors.

& thriving INDEPENDENT BUSINESSES

Gracechurch is home to thriving independents, offering a platform for small businesses to grow, whilst contributing to the town's economic growth and local culture. Our unique retail mix is popular with visitors of all ages and helps position Gracechurch as a unique destination with a strong visitor base.



discover PLACES TO EAT & DRINK

Gracechurch offers a vibrant selection of culinary options, catering to every palate with a diverse selection from coffee shops to street food purveyors. Whether you crave artisanal coffee and freshly baked pastries or the sizzle of international street food flavors, Gracechurch promises a delicious experience for visitors of all ages and tastes.



there's always
**SOMETHING
GOING ON**

Gracechurch is a bustling centre with a packed event calendar, ensuring there's always something for everyone. From food festivals to community gatherings and lively entertainment, our vibrant venue promises an engaging experience for all.





Gracechurch offers something for all ages to enjoy, including the launch of Royal Food Fest, a family-friendly food festival this year. Experience diverse culinary delights, fun activities, and a welcoming atmosphere for the whole family.



Gracechurch participates in high-profile community events like the Birmingham Jazz Festival, attracting new visitors, driving footfall and increasing spend at the centre.

WEEKLY PROGRAM OF EVENTS



Roaming acts and spontaneous entertainment bring surprise and delight to visitors. With live performances, interactive experiences, and captivating shows, a visit to Gracechurch is a memorable event.

2hrs

Higher than national average footfall



High-quality event installations at increase dwell time and offer fantastic photo opportunities. These immersive experiences captivate visitors, encouraging them to stay longer and capture memorable moments amidst stunning backdrops.

Roaming acts at Gracechurch offer the perfect photo opportunity for visitors and serve as a unique point of difference compared to other places in the region.



**“ANOTHER GREAT DAY
OUT AT GRACECHURCH
FOR ALL OF THE FAMILY”**

LAURA JONES, LOCAL RESIDENT

exciting BRAND PARTNERSHIPS



ASTON VILLA COMMUNITY TRUST

We've formed an exciting partnership with Aston Villa Community Trust to create memorable experiences and events for children of the town, attracting huge numbers of visitors to Gracechurch.



WILLOW

Our partnership with Willow, the world's first plantable book is an exciting collaboration that celebrates our connection with nature. Backed by Sara Davies of Dragon's Den, this is a high profile partnership attracting significant media attention to Gracechurch.



USBORNE BOOKS

We've partnered with Usborne Books to address low literacy rates amongst children. With a range of author book signing events, weekly story-time sessions for children, and over 1000 books to give-away to the local community, we see this an important initiative that will also attract large numbers of visitors.



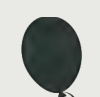
ON THE *side* OF THE COMMUNITY

We stand with our community, inviting charities, causes and community groups into the centre to raise awareness and support fundraising efforts. Together, we champion causes that matter to our community and provide financial and operational support to our partners to ensure Gracechurch plays an important role at the heart of the town.

MACMILLAN
CANCER SUPPORT

St Giles
Hospice

PARKINSON'S^{UK}


Birmingham
Children's Hospital
Charity
Doing more for sick kids

 **British Heart**
Foundation

 **Birmingham**
Hospice



High profile charity partnerships and campaigns including 'March of The Elephants' organised by St. Giles Hospice help attract new visitors and ensure Gracechurch is a relevant, leading destination.



HARVEY NORMAN SIGNS 20 YEAR LEASE

Australian technology, lifestyle, and appliance retailer Harvey Norman continues its UK expansion with the announcement of its second store at Gracechurch, Royal Sutton Coldfield, West Midlands, along with its UK headquarters. The agreement covers 53,000 sq. ft. of prime retail space, which has remained vacant since the closure of British Home Stores (BHS) in 2016.



**FOR ALL LEASING ENQUIRIES
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