

Choose Bradford

THE
BROADWAY

CULTURE | OPPORTUNITY | HISTORY | COMMUNITY

BRADFORD The Broadway

HIGHLIGHTS



LUCRATIVE CATCHMENT

BRADFORD HAS A

MARKET POTENTIAL OF £280 MILLION

(CACI, 2022), PLACING IT IN THE TOP 1% OF RETAIL DESTINATIONS IN THE UK.



BRADFORD'S ECONOMY IS WORTH

£11.6BN

BRADFORD'S GROWING MARKET HAS ATTRACTED OVER £1BN OF INVESTMENT OVER THE LAST 7 YEARS, PLACING IT IN THE TOP 10 LARGEST CITIES IN ENGLAND.



COMPARATIVELY STRONG MARKET

BRADFORD'S MARKET POTENTIAL PER SQ FT FOR CONVENIENCE AND COMPARISON GOODS IS

+23% AND +9% HIGHER

COMPARED TO SIMILAR BENCHMARK DESTINATIONS.



THE BROADWAY IS THE DOMINANT SHOPPING DESTINATION WITHIN BRADFORD

BRADFORD ATTRACTED OVER 31M VISITS IN 2022

WITH OVER

31%

VISITING THE BROADWAY

GETTING TO KNOW Bradford

£11.6BN ECONOMY VALUE

TOP 1% NATIONAL RETAIL DESTINATIONS BASED ON ITS MARKET POTENTIAL

2.9 MILLION TOURISTS VISITING THE DISTRICT EACH YEAR



BRADFORD HAS A DENSELY POPULATED CATCHMENT WITH



1.7M RESIDENTS; LIVING WITHIN 30 MIN DRIVE TIME





DIVERSE CURRY CAPITAL OF BRITAIN



ONE OF THE MOST HISTORIC CITIES IN THE NORTH



REGENERATION

**Σ M
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O UNITY**



GETTING TO KNOW

The Broadway

63%

OF SHOPPERS VISIT AT LEAST ONCE A WEEK

69% SHOPPER CONVERSION



10 MILLION FOOTFALL 2022 (SPRINGBOARD)

46% OF VISITORS ARE AGED UNDER 40



96% % OF SHOPPERS THINK EXPERIENCE IS AN IMPORTANT FACTOR WHEN SHOPPING

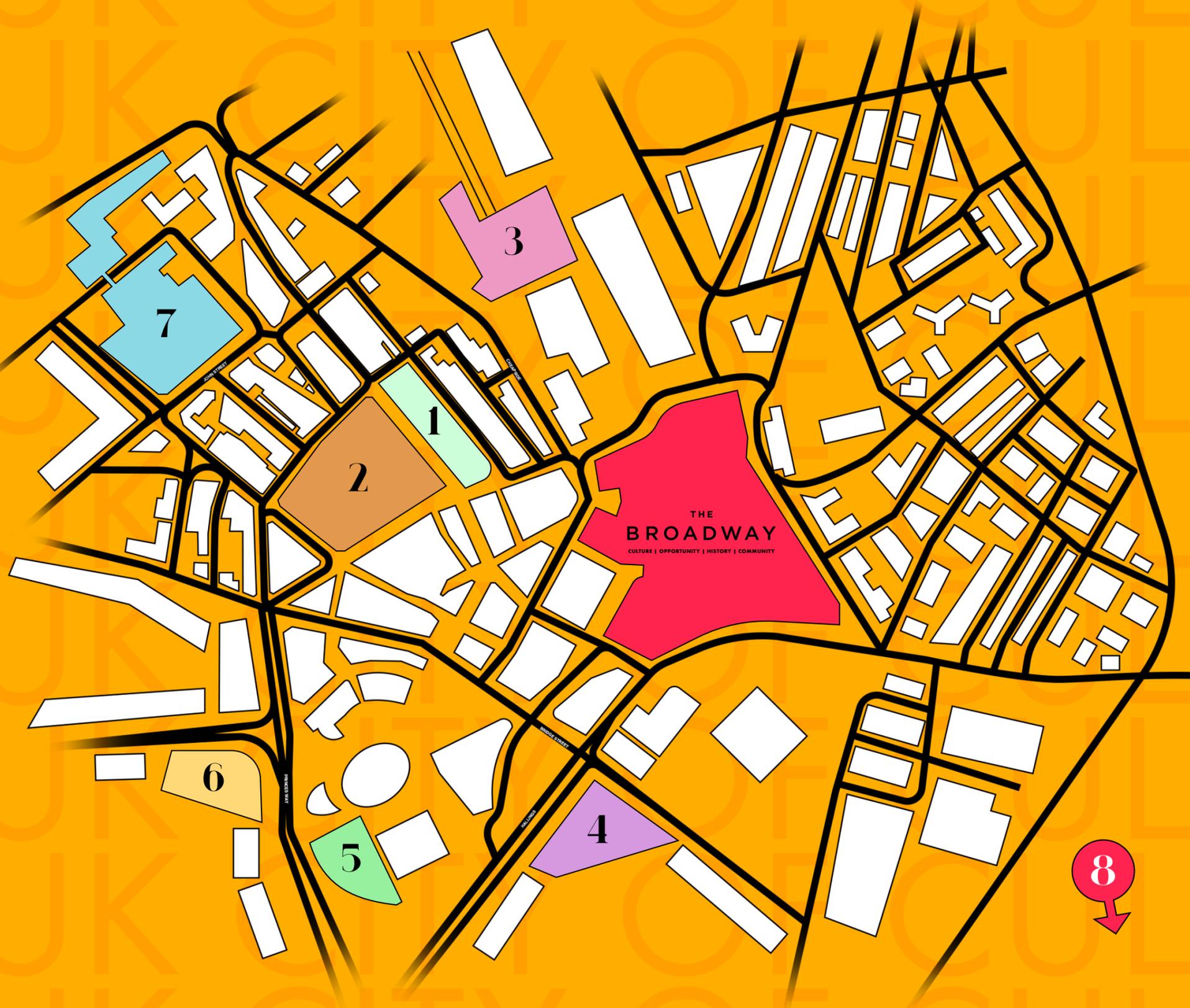


67% OF SHOPPERS VISIT FOR THE BROADWAYS RETAIL OFFER



Investment in Bradford

BRADFORD HAS ATTRACTED OVER £1BN OF INVESTMENT INTO THE CITY OVER THE LAST 7 YEARS, PLACING IT IN THE TOP 10 CITIES IN ENGLAND



- 1** **DARLEY STREET MARKET**
£23m food market development opening Spring 2024
- 2** **KIRKGATE SHOPPING CENTRE**
Purchased by council for £15.5m, centre be redeveloped/repurposed into "City Village" which will include up to 1000 homes, due to start 2024
- 3** **FORSTER SQUARE STATION**
£17.3m redevelopment/ improvement works due to complete in 2024. Pre-covid passenger footfall c.2.1 m
- 4** **BRADFORD INTERCHANGE TRAIN STATION**
£16 redevelopment to create new gateway to the station. Pre-covid passenger footfall of c.2.6m, linking Leeds, Manchester and London
- 5** **ONE CITY PARK**
£35m grade A office development, providing 55,000 sqft by Spring 2024
- 6** **BRADFORD LIVE**
£19m redevelopment which will provide the largest mid-size entertainment venue outside of London by Spring 2024 and it's expected to attract over 300,000 customers per annum
- 7** **OASTLER MARKET CITY VILLAGE**
Oastlet Oastler Shopping Centre also to be redeveloped alongside the Kirkgate Centre as part of "City Village" which will include up to 1000 homes, due to start 2024
- 8** **HIGHPOINT/CITY VILLAGE**
£9.4m development underway to transform previous Yorkshire Building Society Headquarters into close to 100 apartments, timing TBC

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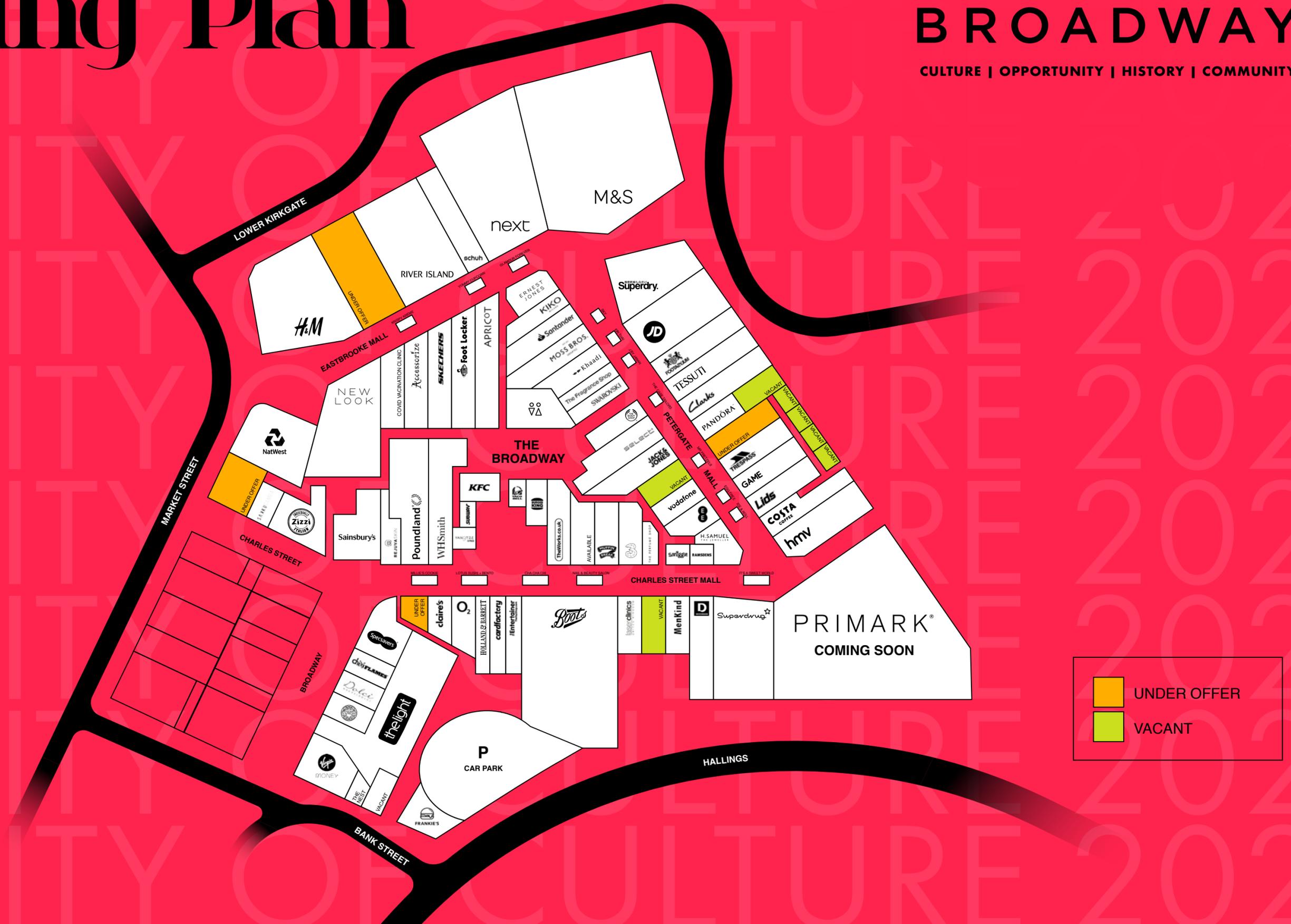
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Leasing Plan

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	UNDER OFFER
	VACANT

Leasing Plan

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