

ESTD  1910

EASTGATE SQUARE

CHESTER

THE GATEWAY TO CHESTER



+ beauty

OPENING FEBRUARY 2026

EASTGATE SQUARE THE GATEWAY TO CHESTER.

Eastgate Square forms the principle retailing destination in Chester city centre, comprising over 60 units and more than 300,000 sq ft of retail and leisure accommodation.

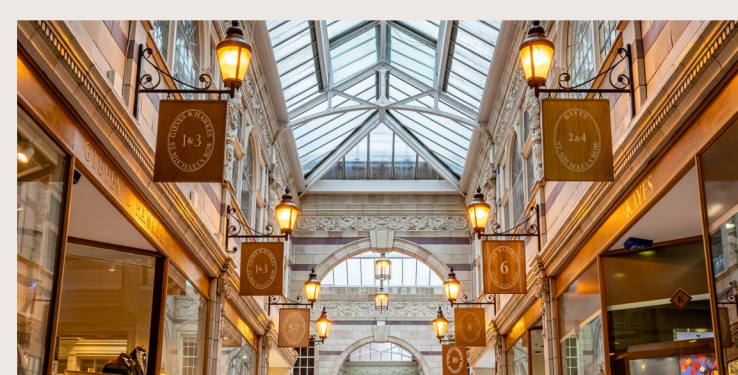
The centre extends across three distinct malls, each with its own unique characteristics:

- **Newgate Row** – strong high-street retail with high footfall
- **The Square** – currently being repositioned as a brand-led destination
- **St Michael's Arcade** – an architecturally renowned arcade home to bespoke, independent and high-end brands

Eastgate Square benefits from a **500-space car park** adjoining the centre, alongside three entrances providing direct access to Chester's key retail and food and beverage areas.



EASTGATE
SQUARE



CHESTER DEMOGRAPHICS

700,000

CATCHMENT WITHIN A
30 MINUTE DRIVE TIME



5.6 M

CATCHMENT WITHIN A
1 HOUR DRIVE TIME



25.9%

OF THE POPULATION
ARE SOCIAL GRADE AB
(AFFLUENT SHOPPERS)



14,000

STUDENTS CURRENTLY
STUDYING AT CHESTER
UNIVERSITY



660,000

VISITORS TO CHESTER
RACECOURSE ANNUALLY



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EASTGATE
SQUARE



41.2%

OF THE POPULATION WITHIN
A 3 MINUTE DRIVE ARE IN
PROFESSIONAL ROLES



8 M

VISITORS TO CHESTER CITY
CENTRE ANNUALLY



NEWGATE ROW

EVERYDAY BRANDS. RELIABLE PERFORMANCE.

Newgate Row is the centre's value-led retail zone, anchored by practical, high-demand brands that deliver consistent footfall and everyday spend. The offer is focused on accessible price points and functional retail, appealing to a broad and reliable customer base.



THE WORKS **W**

schuh



SØSTRENE GRENE

YANKEE
CANDLE®

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L.K.Bennett
London

CASTLE FINE ART

JIGSAW
LONDON

GIEVES & HAWKES
No.1 SAVILE ROW LONDON

J LONDON



ST. MICHAELS ARCADE

DISTINCTIVE RETAIL ANCHORED IN HERITAGE

The Centre benefits from a stunning Grade II listed Arcade, accessed directly from Bridge Street and St Michael's Square, providing a distinctive and character-led retail environment within the scheme.

With its architectural significance, intimate scale and cultural appeal, the Arcade offers a unique opportunity for brands to trade within a heritage asset that enhances brand positioning and customer experience.





THE SQUARE

BUILT FOR LEADING BRANDS

The Square is being strategically repositioned as a brand-led destination designed to attract major national and international occupiers. Anchored by H Beauty's new 25,000 sq ft flagship store, opening in Q1 2026, and positioned directly opposite Mango, this part of the Centre will form a strong fashion and beauty-led core.

Supported by renovation and investment works, The Square is being transformed into a high-quality retail environment capable of accommodating large-format, flagship concepts, reinforcing the Centre's ambition to establish this area as a location for leading brands.



**SPORTS
DIRECT**

H beauty

WARREN JAMES

MANGO

T.K. maxx

COSTA



ESTD 1910
EASTGATE
SQUARE

H BEAUTY AT
EASTGATE
SQUARE

20,000SQ FT. H BEAUTY
OPENING FEBRUARY 2026

*CGI - Artist's impression for illustrative purposes only.

MEET US IN THE SQUARE

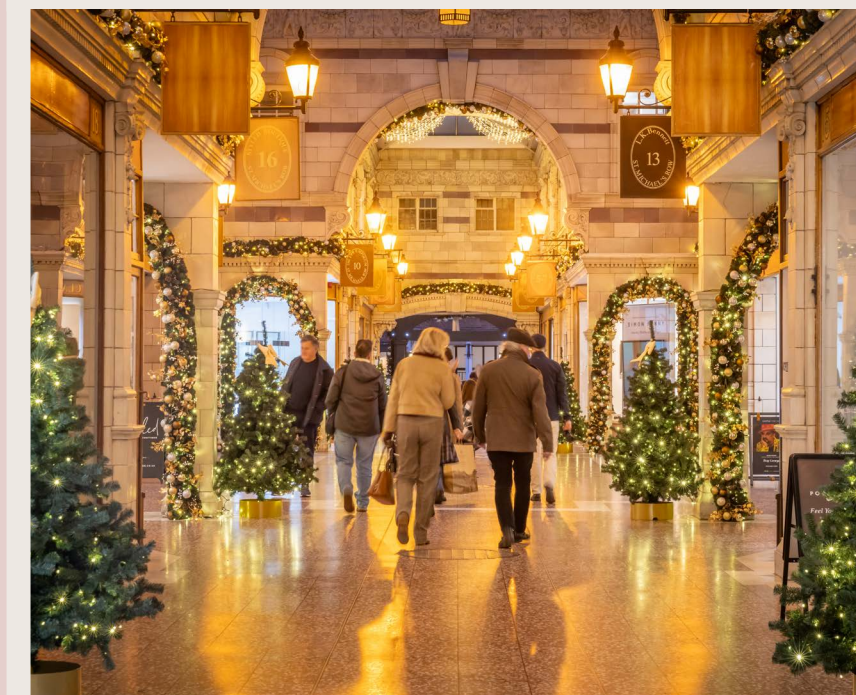
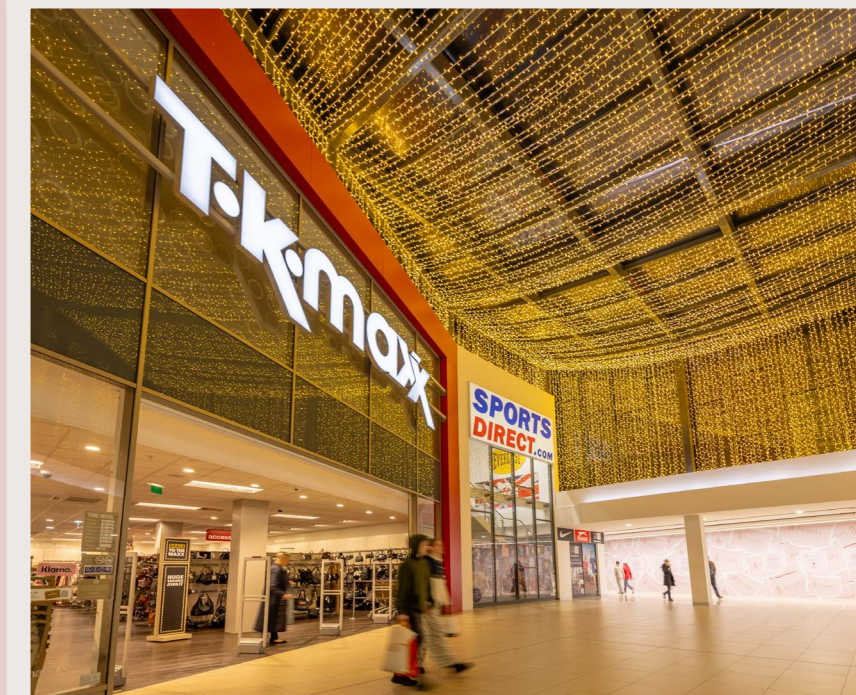
WHAT'S TO COME IN 2026

A PROGRAMME OF CONSIDERED IMPROVEMENTS IS UNDERWAY ACROSS EASTGATE SQUARE, FOCUSED ON ENHANCING FACILITIES, PUBLIC SPACES AND OVERALL CUSTOMER EXPERIENCE.

- NEW TOILETS, BABY CHANGING AND FEEDING FACILITIES - UNDER CONSTRUCTION, OPENING SUMMER 2026
- COMPLETE MALL REFURBISHMENT
- NEW SEATING, PLANTING, CHARGING STATIONS AND FLEXIBLE EVENT SPACE
- DEDICATED CHILDREN'S PLAY AREA
- IMPROVEMENTS TO EXTERNAL ENTRANCES TO ENHANCE VISIBILITY AND ARRIVAL
- AN EXTENDED PROGRAMME OF SEASONAL DRESSING AND DECORATION



EASTGATE
SQUARE





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