

Right
time

Right
place



ROYAL VICTORIA PLACE
TUNBRIDGE WELLS



Richer
than Richmond

Equal
to Guildford

Tunbridge Wells.
It's time to make your move.

The new place to

be

The key to success is being in the right place at the right time. So when one of the most affluent towns in the UK is crying out for new brands, it's time to make your move. For high earning young professionals with a thirst for high street retail, Tunbridge Wells is the new place to be. A beautiful town, commuter hotspot and a thriving tourist destination. You'll find all the right people in Tunbridge Wells.

Town	Affluent Achievers
Guildford	48%
Tunbridge Wells	46%
Cambridge	41%
Oxford	37%
St Albans	36%
Bath	33%
Richmond	25%



The change

everyone

has been waiting for

British Land are making a significant investment refurbishing Royal Victoria Place to meet customer demands.



Rich
history

Golden
opportunity





A fashion for affluence

46%

affluent achievers.
Higher than Bath,
Cambridge and Oxford

61%

of area spend from
executive wealth, mature
money and career climbers



Executive wealth

65_{min}
dwell time

60
visits per year

£59
average spend

Mature money

70_{min}
dwell time

59
visits per year

£58
average spend

Career climbers

55_{min}
dwell time

68
visits per year

£52
average spend





LONDON

46 mins
train from London

31 miles from London



ROYAL VICTORIA PLACE

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ROYAL TUNBRIDGE WELLS

Well connected

A26
connecting to London

1M
population

Catchment	Total Population	Goods Expenditure (£m)
Primary	108,823	£279
Secondary	91,639	£243
Tertiary	114,856	£291
Quaternary	686,615	£1,740
Total Catchment	1,001,933	£2,553

On the Moving in

UPT

Royal Tunbridge Wells is on the up and the word is out. Boutique stores, markets, bars, restaurants and cafe culture give it the modern, urban vibe everyone's looking for. With hoards of free-spending tourists and affluent middle-class professionals arriving in their thousands, there's never been a better time to move in.

Already a thriving destination and developing fast. Modern homes, a new theatre and office buildings at Calverley Grounds, fresh green spaces and extra underground and off-street parking. It's an exciting time to be a part of Royal Tunbridge Wells.

ROYAL VICTORIA PLACE

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Prosper

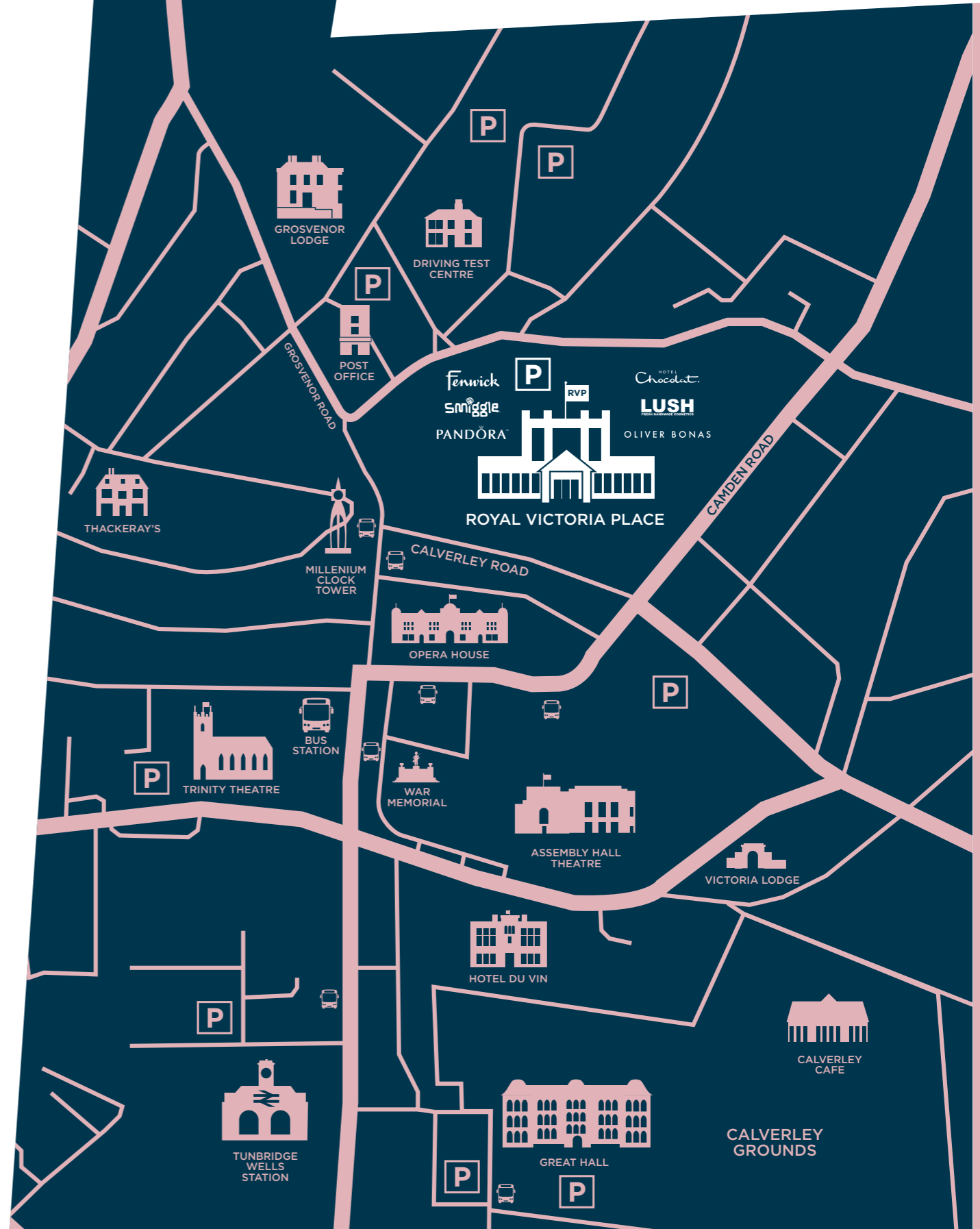
with Royal Victoria Place

Located at the centre of town, anchored by a 90,000 sq ft flagship Fenwick, Royal Victoria Place is the natural destination for a stylish demographic with a passion for high street brands. If your brand is going places, Tunbridge Wells is the new place to be.



1,750

car parking spaces with
direct access to RVP





ROYAL VICTORIA PLACE

trusted
Partner
refreshing
Change

ROYAL VICTORIA PLACE





220%

increase in footfall

Royal Victoria Place is about to get a fresh new look. The transformation will create a spectacular new environment with people at its heart. Bright open space for shoppers, flexible, responsive spaces for tenants. Creating an irresistible meeting place, where people come to eat, drink and relax. This is an opportunity to be at the forefront of the refreshing change Royal Tunbridge Wells has been asking for.

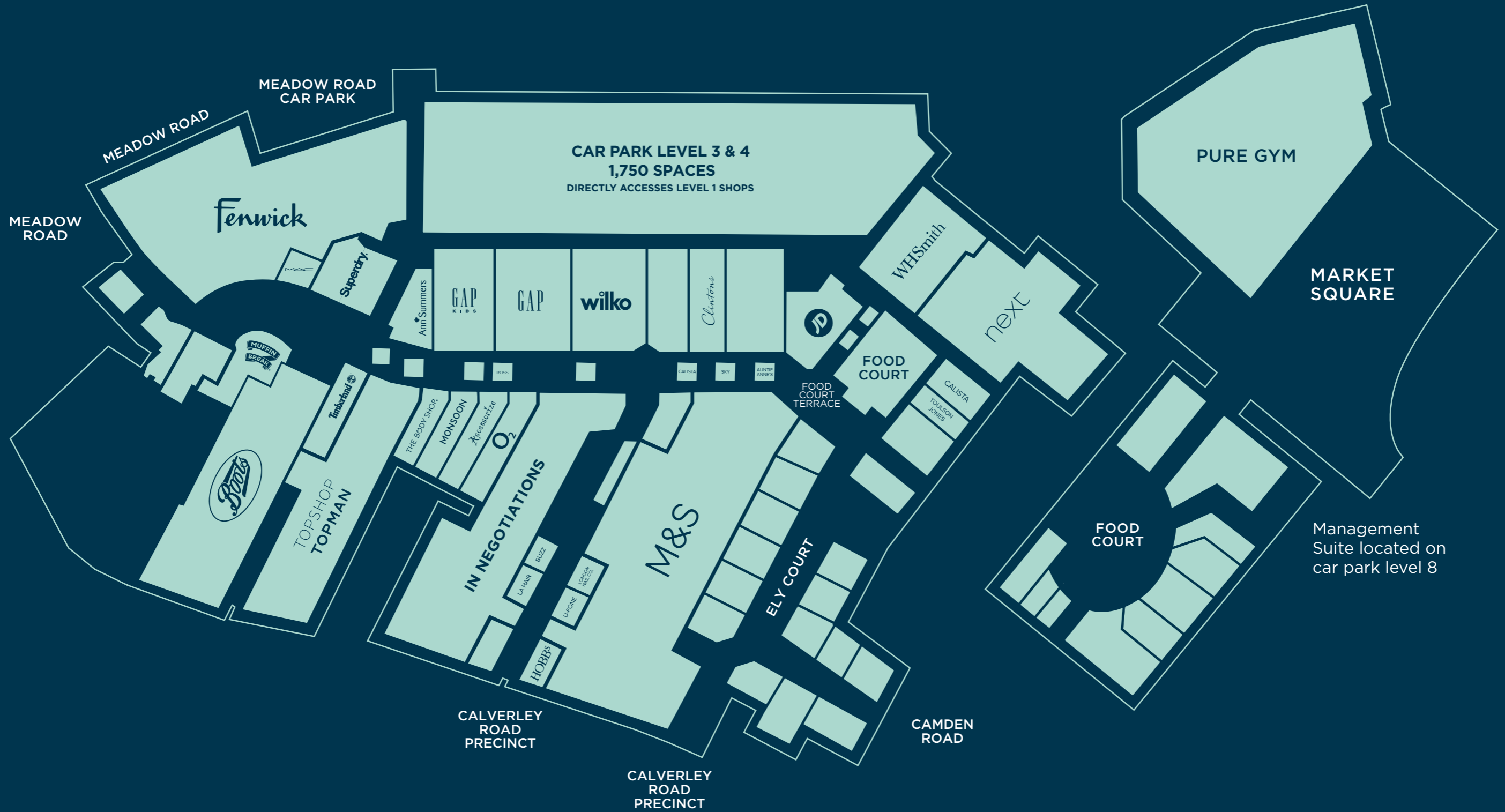
**Creating a bright
new aspirational
shopping destination
with double-height
shop fronts and the
right mix of retail**



ROYAL VICTORIA PLACE

ROYAL VICTORIA PLACE

Lower Floor



ROYAL VICTORIA PLACE

ROYAL VICTORIA PLACE

MEADOW ROAD

MEADOW ROAD
CAR PARK

MEADOW ROAD

CAR PARK LEVEL 3 & 4
1,750 SPACES
DIRECTLY ACCESSES LEVEL 1 SHOPS

Fenwick

Superdry

Ann Summers

GAP
KIDS

GAP

wilko

Clontarf

JD

WHSmith

next

PURE GYM

MARKET SQUARE

FOOD COURT

FOOD COURT
TERRACE

CALISTA

TOLSON
JONES

MAC

MUFFIN
BREAK

Timberland

TOPSHOP
TOPMAN

THE BODY SHOP

MONSOON

Accessorize

O2

IN NEGOTIATIONS

LA HAIR

BUZZ

UP-ONE

LORRY
BALCO

HOBBS

M&S

ELY COURT

FOOD COURT

Management
Suite located on
car park level 8

CALVERLEY
ROAD
PRECINCT

CALVERLEY
ROAD
PRECINCT

CAMDEN
ROAD

We look forward to the planned refurbishment and the future of Royal Victoria Place. Our mission is to make as many people happy as we can through good quality chocolate.

Peter M Harris, Co-Founder & Development Director – Hotel Chocolat

Through our extensive beauty hall led by Charlotte Tilbury, Jo Malone and MAC together with a plethora of Fashion brands across Women's, Men's and Accessories, we continue to trade strongly in our store at Royal Victoria Place whilst the rooftop Terrace Restaurant provides an enjoyable dining experience for our customer...

Over the past 25 years, Fenwick has aligned its product acutely to the demands of the affluent and discerning Tunbridge Wells customer and its extensive catchment within 30 minutes drivetime of the store.

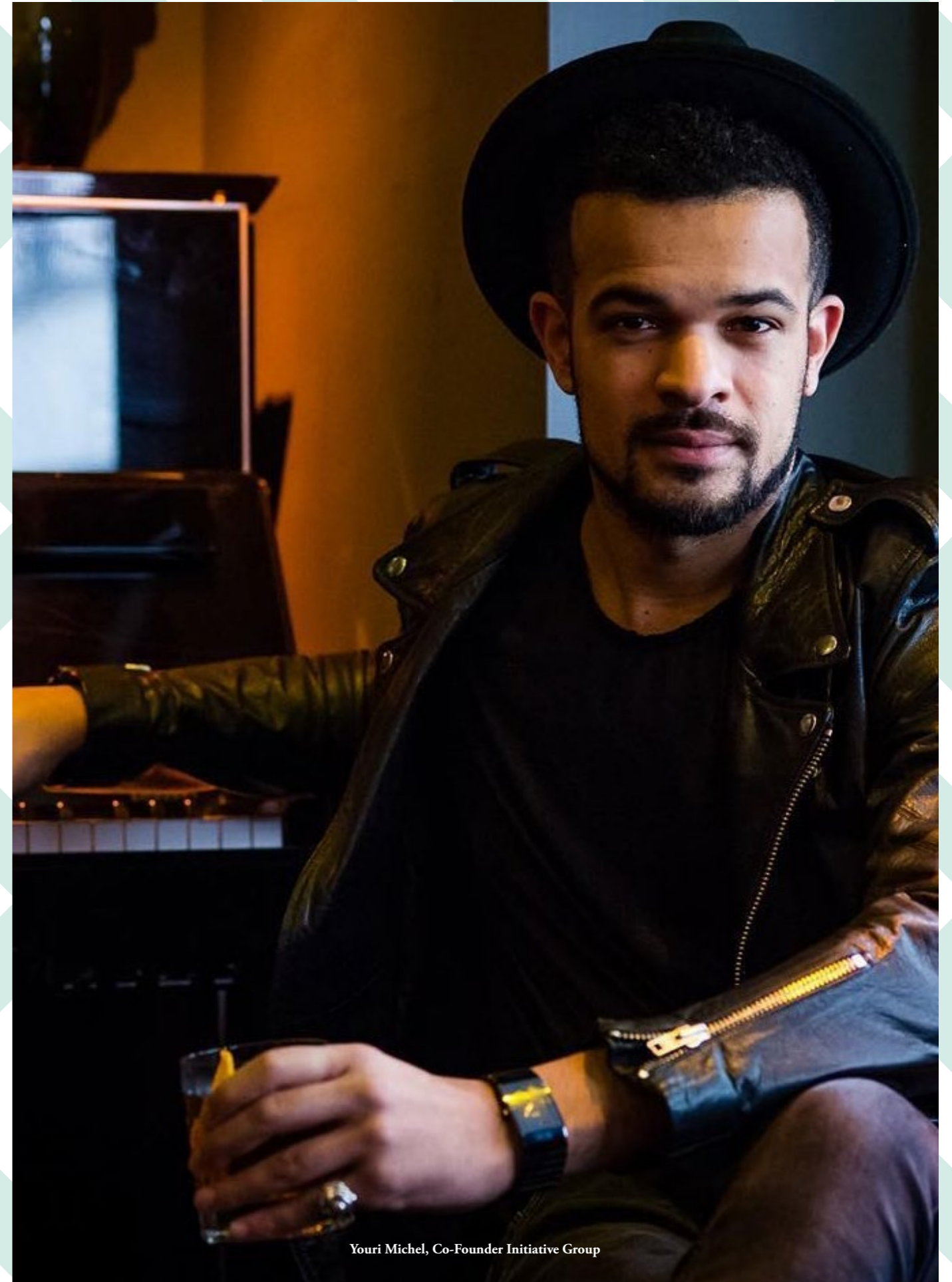
Hugo Fenwick, Store Development Director – Fenwick



Central Market

“London has long become the most influential culinary platform in the world, surpassing food culture and technics. As a means to reach out beyond its barriers and pass on its cosmopolite inheritance to everyone, Central Market is excited to bring for the first time in Tunbridge Wells, the newest and most appealing culinary trend that London has ever seen.

Moreover, Central Market Food Hall has the great opportunity to take residence in the most vibrant area in the city known as part of the new development of the Victoria Place shopping centre; the heart of the city.”



Yuri Michel, Co-Founder Initiative Group



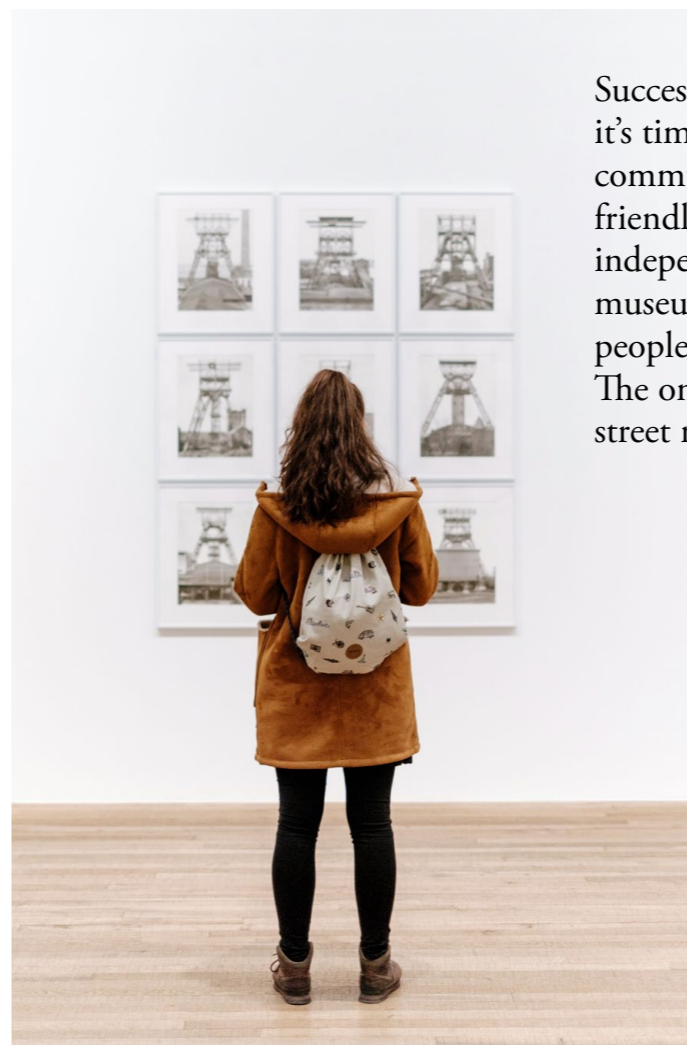
**This town is unlike
anywhere else. We chose
to expand here because
an opportunity came up.
It was a no-brainer...
business is booming!**

Max Hill, Co-owner: Max Oliver Barbers



Somewhere

to call their own



Successful retail moves with the trends. And it's time for Royal Tunbridge Wells. A lively community with a unique character, full of friendly faces and brimming with pride. From independent retailers to quirky coffee shops, museums and galleries to beautiful parks, the people of Tunbridge Wells love where they live. The only thing they're missing is a thriving high street retail scene to call their own.

Woods opened its doors 4 years ago and our feet haven't touched the ground since. We serve a real mix of customers from city slickers to families and day trippers.

Emma Stringer, Manager - Woods Restaurant



Tunbridge Wells needs more businesses like ours. There's a young crowd here with deep pockets.

Chris Boyes, Assistant Manager - Fuggles Beer Café

There's a real sense of community here - Tunbridge Wells is an amazingly friendly place to live and work. We get a really mixed crowd of customers: all ages of workers, families, day-trippers, locals and shoppers. When there is no queue out of the door it means we are closed!

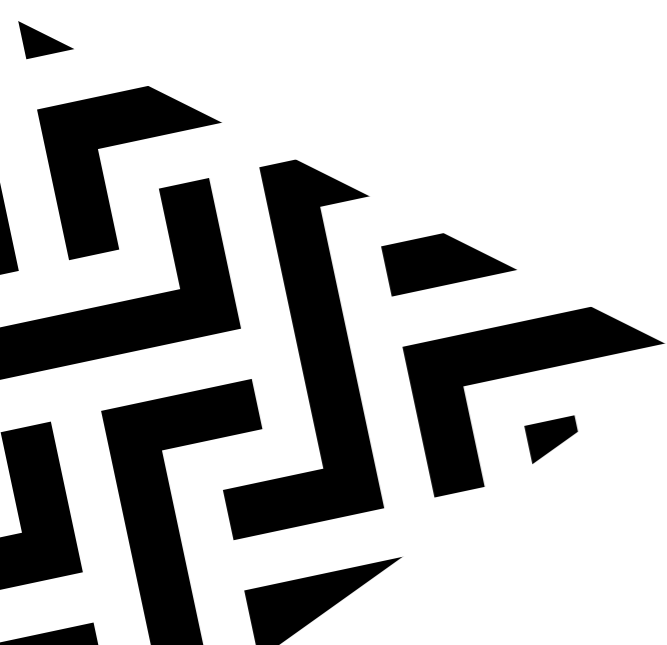
Lilly Jones, Manager - Basil Café



British Land. Your perfect partner

British Land has sector-leading development credentials, financial strength and enduring involvement in London.

- Owns, manages, develops, and finances a portfolio of £20 billion of Office and Retail assets across the UK
- One of Europe's largest publicly listed real estate companies
- Developed over 5 million sq ft of new developments since 2004
- Uses understanding of what consumers want and how they behave to design, build, and manage outstanding places
- Takes a campus-led approach to Offices to help occupiers to attract and retain talent.





ROYAL VICTORIA PLACE
TUNBRIDGE WELLS



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