
THE EXCHANGE
Nottingham



Nottingham's premier shopping destination
since 1929



The Council House & Exchange Buildings circa 1929 (Cyril Farey FRIBA)



The Exchange's central arcade



ALWAYS AT THE HEART

The Exchange has been at the heart of Nottingham retailing for over 86 years, and is now home to an unrivalled mix of fashion & lifestyle brands along with a selection of unique independent stores.

Housed within the historic Council House, a nationally celebrated grade II* listed building at the very centre of the city, it offers a stylish and atmospheric shopping experience.



HISTORY

Situated at the head of Market Square, The Exchange occupies a prime position in Nottingham's vibrant city centre, making it uniquely accessible from central car parks and other transport links.

The Exchange was Nottingham's first shopping centre, opened on 22nd May 1929 by the then Prince of Wales, later Edward VIII. Originally home to an upmarket food emporium run by one Joseph Burton, the centre today continues to provide the excellent retail environ for which it is justifiably renowned.



THE EXCHANGE

PLACE

NOTTINGHAM

Reputedly the fastest growing city in the UK, Nottingham is home to two universities and is one of the country's top retail centres.

The City Centre ranks 5th in the UK and has a total of 1,164 retail outlets of which 46% is comparison goods shopping*

There are 57 key retailers in the city, defined by Experian as having a high draw to shoppers

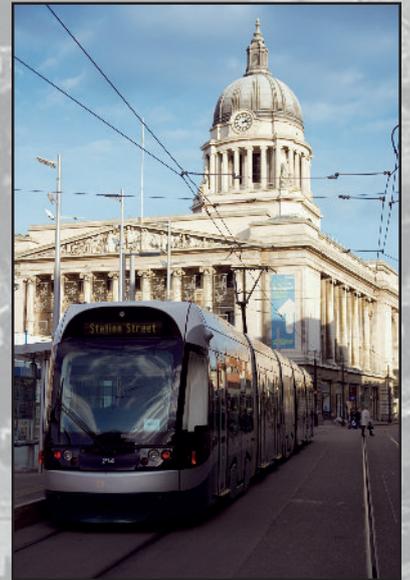
Annual retail spend is placed at over £1.8 billion, placing the city 5th in terms of comparison shopping expenditures in the UK**

Nottingham is the East Midlands' premier location performing well ahead of Derby, Northampton and Lincoln whose combined comparison expenditure is 80% that of Nottingham

Nottingham has a current floor space of 2.8 million sq ft, which is set to rocket by a further one million square feet, with the construction of new, and extension of existing, retail spaces

Over £500 million is being channelled into retail development & investment in Nottingham to further increase the wealth of retail opportunities in the city

The city's average weekly footfall is between 800,000 - 1,200,000, and an average 25m visitors are attracted annually to Nottingham for its cultural, leisure and retail offer



The City Centre has benefited from substantial investment in integrated transport and public realm projects, significantly improving its retail sector and visitor experience

* source Experian

** source CACI



THE EXCHANGE

PRESENCE

The Exchange employs a comprehensive multi-media marketing programme which incorporates PR, social media, print advertising, digital marketing, events and bespoke magazines.

The centre also produces an annual branded 'bag for life' which is distributed free to customers who visit the arcade.

Produced twice a year, in April and October, The Exchange Magazine forms a central part in the scheme's overall marketing strategy.

The magazine is distributed within the centre itself and to the wider region of Nottingham, Newark and Grantham via The Sunday Times.

The magazine provides an ideal platform to give a detailed seasonal overview of the centre and has proved an extremely effective method of engaging with existing customers and attracting new ones.

Each edition is also available in a fully interactive digital edition, accessed from the centre's website, and via dedicated mobile apps for Apple, Android & Kindle devices.



DIGITAL EXCHANGE



The centre's website, www.theexchange.uk.net, is linked directly to its social media pages, which also include a dedicated blog site and ExchangeTV. Content is deliberately different on each to encourage users to visit all the centre's channels.

The scheme additionally has its own email database which it uses to distribute regular emailers with updates about current and forthcoming news and events. This facility is also freely available to all the centre's tenants to distribute their own branded emailers.

The Exchange offers free wi-fi to all its customers, meaning they can catch up with emails and social media as well as browse the web anywhere in the scheme.

This has a tandem benefit of increasing dwell time, as well as capturing user information for the centre's database.



The Nottingham BID (Business Improvement District) was born out of the merger of the city's Leisure and Retail BIDs, in January 2013. Now one of the largest in the UK, Nottingham BID serves nearly 900 city centre businesses, with a spend of over £1m.

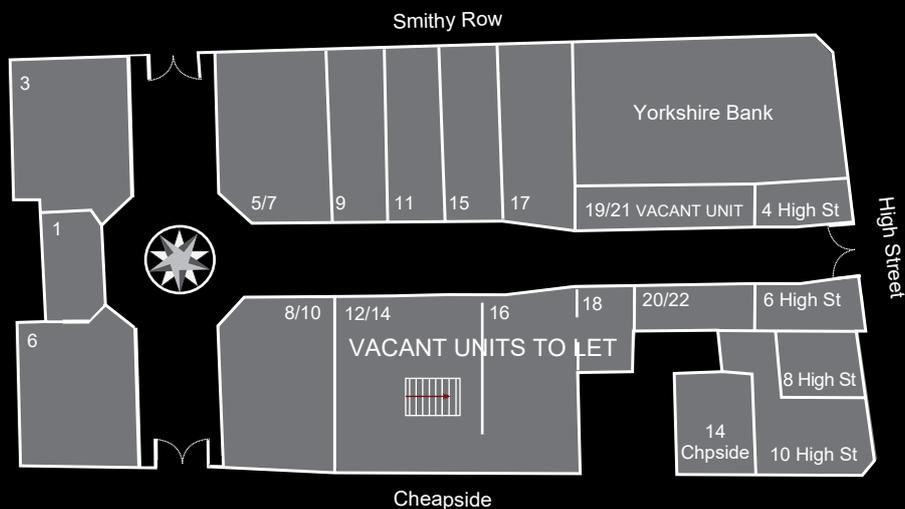
The Exchange management team is closely involved with the Nottingham BID, with representation on its Board of Directors and Marketing Steering Group. This allows for the opportunity to influence the broader development and promotion of the city, as well as ensuring The Exchange is intimately involved with all the BID's initiatives, such as the Fashion Event which has been partly hosted in the scheme since its inception in 2012.



THE EXCHANGE

SPACE

| UNIT | TENANT |
|------------------|---|
| 1 Exchange | <i>Tutu</i> |
| 3 Exchange | <i>Patisserie Valerie</i> |
| 5 - 7 Exchange | <i>Jack Wolfskin (opening March 2017)</i> |
| 6 Exchange | <i>Oasis</i> |
| 8 - 10 Exchange | <i>Castle Fine Art</i> |
| 9 Exchange | <i>Radley</i> |
| 11 Exchange | <i>Dr. Martens</i> |
| 12 - 14 Exchange | <i>Vacant unit</i> |
| 15 Exchange | <i>Karen Millen</i> |
| 16 Exchange | <i>Vacant unit</i> |
| 17 Exchange | <i>Warehouse</i> |
| 18 Exchange | <i>Vacant unit</i> |
| 19 - 21 Exchange | <i>Vacant unit</i> |
| 20 - 22 Exchange | <i>Harvey Jones Kitchens</i> |
| 4 High Street | <i>Gaunileys Fine Wines</i> |
| 6 High Street | <i>Optique Vision</i> |
| 8 High Street | <i>Crabtree & Evelyn</i> |
| 10 High Street | <i>Pret a Manger</i> |
| 14 Cheapside | <i>Bobbi Brown</i> |



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PEOPLE

The collection of accurate footfall data over many years, alongside the regular polling of tenant's trading performance, makes comparisons of The Exchange's performance against competition relatively easy to achieve.

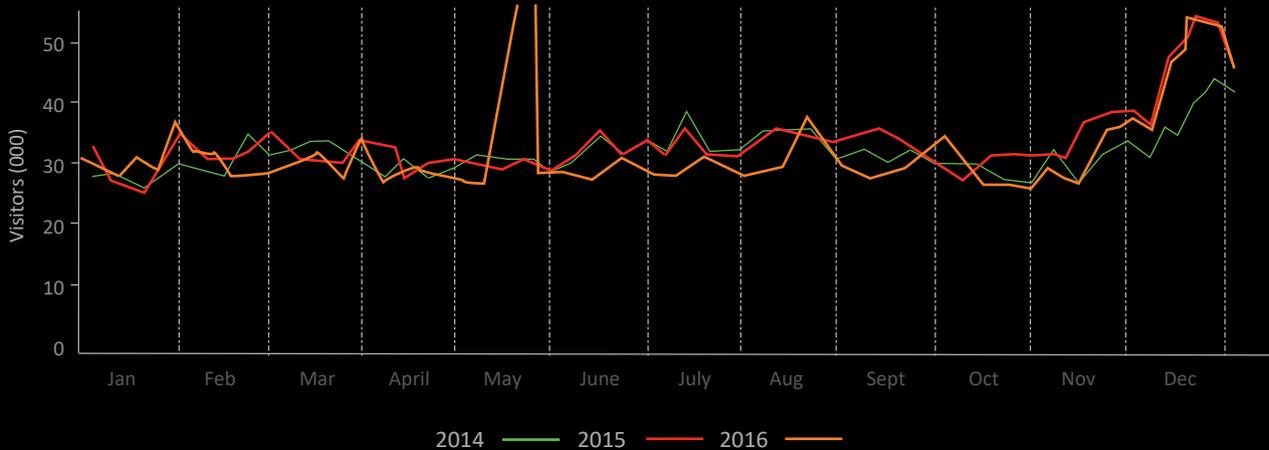
Footfall trends long term have shown and continue to show an overall increase year on year, with the latest full-year results showing a steady increase on previous figures.

Monitoring of footfall against retail sales indicates a high and steady level of conversion, proving that increases in footfall are fuelling the increase in sales reported by many tenants during the year.

In 2017 annual visitor numbers are again predicted to exceed those seen in 2016, with the centre expected to continue beating local, regional and national reported performance.



Footfall 2014 - 2016



THE EXCHANGE

TALK TO *THE AGENTS*

If you are interested in finding out more about opportunities and available units within The Exchange, please contact our agents below:



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