The Best of Everything
Cardiff, the City with everything

Central to everything
Investment
- The next phase of Cardiff University’s £300m Innovation Campus scheme will start in January and is scheduled for completion in summer 2018.
- During peak times over one million customers visit the Welsh shopping capital each week, spending over £1 million daily.
- Four major schemes are in planning for Cardiff including Central Quay, Capital Quarter, Cardiff Bay and ‘Box City’—all feature a mixture of residential and office space in addition to complementary leisure and retail.
- St David’s average Retail spend is up to £124, above the shopper dimensions average of £87.
- Works are progressing on phases two and three of the 265,976 sq ft scheme which will include a new £120m headquarters for BBC Cymru Wales, and are scheduled for completion by 2018.

Connectivity
- A new train station has been confirmed for Bow Street, Wales and a total investment of £3.95m from the Department for Transport which is set to be complete by March 2020.
- St David’s and Cardiff is just over 2 hours from London. The electrification of the railway providing extra seats and faster services for thousands of passengers and a quieter and greener environment for line side neighbours.
- After 10 years of deliberation, Cardiff’s bus station plans have been approved and works are due to start in April 2018. The mixed use development is set to include a 14-stand bus station, retail space as well as offices and apartments.

Catchment
- Cardiff is a capital city with an enviable reputation for its connected businesses community, international sports venues, cutting-edge media and a lifestyle that ranks among the best in Europe and top in the UK.
- Total Resident Catchment – 1,646,355
- Resident Comparison Goods Spend – £3.4bn.
St David’s
the best of everything

1.4M SQUARE FEET
OVER 180 STORES
OVER 35 CAFÉS AND RESTAURANTS
OVER 78,000 STUDENT POPULATION
74% FEMALE SHOPPERS

38.6M FOOTFALL
ONE OF THE LARGEST IN THE UK

Everything in detail

PEAK 2017
PEAK 2016
RF CATCHMENT
SHOPPER PROFILES
AFFLUENT ACHIEVERS
21%
RISING PROSPERITY
10%
COMFORTABLE COMMUNITIES
24%
FINANCIALLY STRETCHED
31%
URBAN ADVERSITY
13%

VISITOR FREQUENCY
37 PER YEAR

RETAIL SPEND
£124
CATERING SPEND
£16
DWELL TIME
101 MINUTES

LAVISH LIFESTYLES % OF HOUSEHOLDS/RESPONDENTS
EXECUTIVE WEALTH
MATURE MONEY
CITY SOPHISTICATES
COUNTRY COMMUNITIES
SUCCESSFUL SUBURBS
STEADY NEIGHBOURHOODS
COMFORTABLE SENIORS
STARTING OUT
STUDENT LIFES
MODEST MEANS
STRIVING FAMILIES
POORER PENSIONERS
YOUNG HARDSHIP
STRUGGLING ESTATES
DIFFICULT CIRCUMSTANCES
We've got everything you will ever need

Everything to choose from... and many more.
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On behalf of:

Martin Acton
+44 (0)20 7152 5201
martin.acton@cushwake.com

Steve Morgan
+44 (0)20 7399 5924
steve.morgan@eu.jll.com

For letting enquiries please contact:

www.stdavidscardiff.com