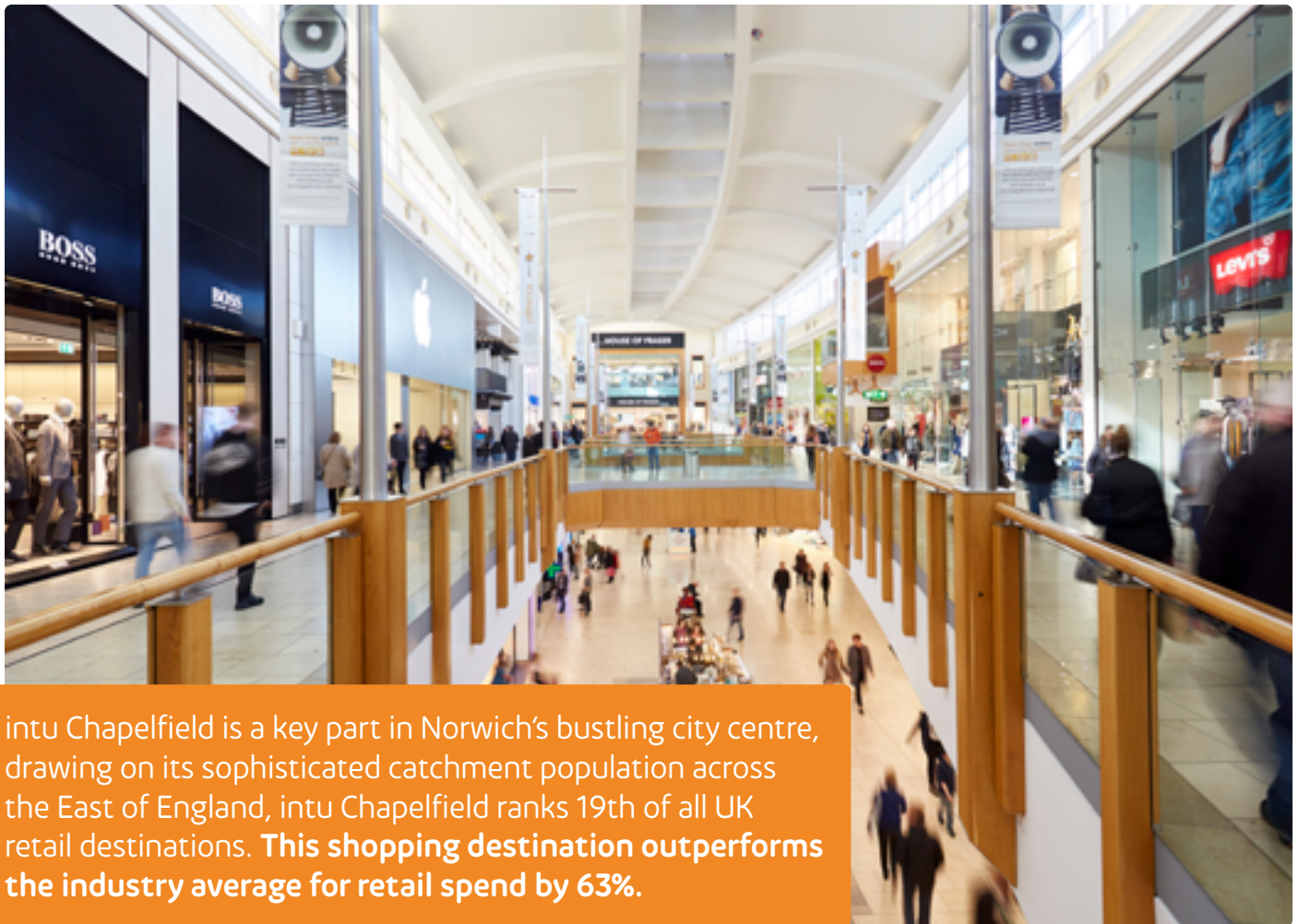


Centre factsheet

# intu Chapelfield

At the heart of Norwich's historic city centre



intu Chapelfield is a key part in Norwich's bustling city centre, drawing on its sophisticated catchment population across the East of England, intu Chapelfield ranks 19th of all UK retail destinations. **This shopping destination outperforms the industry average for retail spend by 63%.**

Number of stores

92

Sq. footage of retail space

530k

UK shopping centre rank

19<sup>th</sup>

Regional position

3<sup>rd</sup>

Market size (millions)

£695

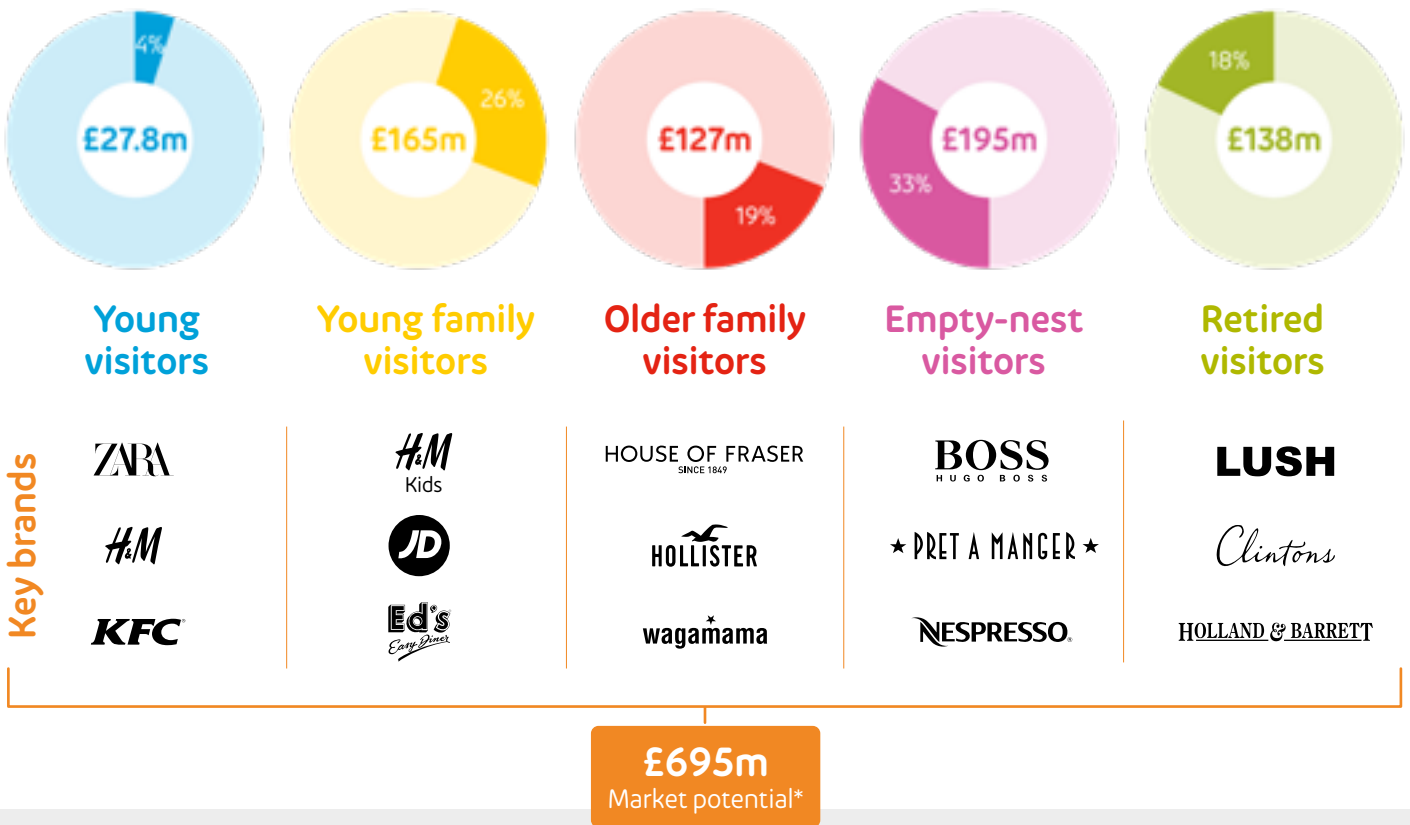
Market share

20%

Catchment size

0.7m

## Catchment deep-dive



## The future

This centre is located in the most important cultural, retail and business centre in East Anglia and benefits from a discerning customer profile (33%). The high-end mix of brands complements their needs and contributes to the centre's high retail spend, making it the number one choice for any brand seeking a presence in this region.

Retailers are reporting higher conversion rates and increased basket sizes, with jewellery stores performing well as evidence of post lockdown demand.

Visitors appear to be adapting well to the introduction of appointments and increase in retail staff, which has resulted in a positive effect on sales.

## COVID-19 recovery rate

Retail stores  
now open

85%

Leisure and F&B  
now open

67%

## Contact us

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\*Including spend from groups outside of the consumer segmentation  
Sources: CACI Off-Peak 2019 survey and CACI's retail centre ranking