

ONE OF A KIND



YOURS TO EXPLORE



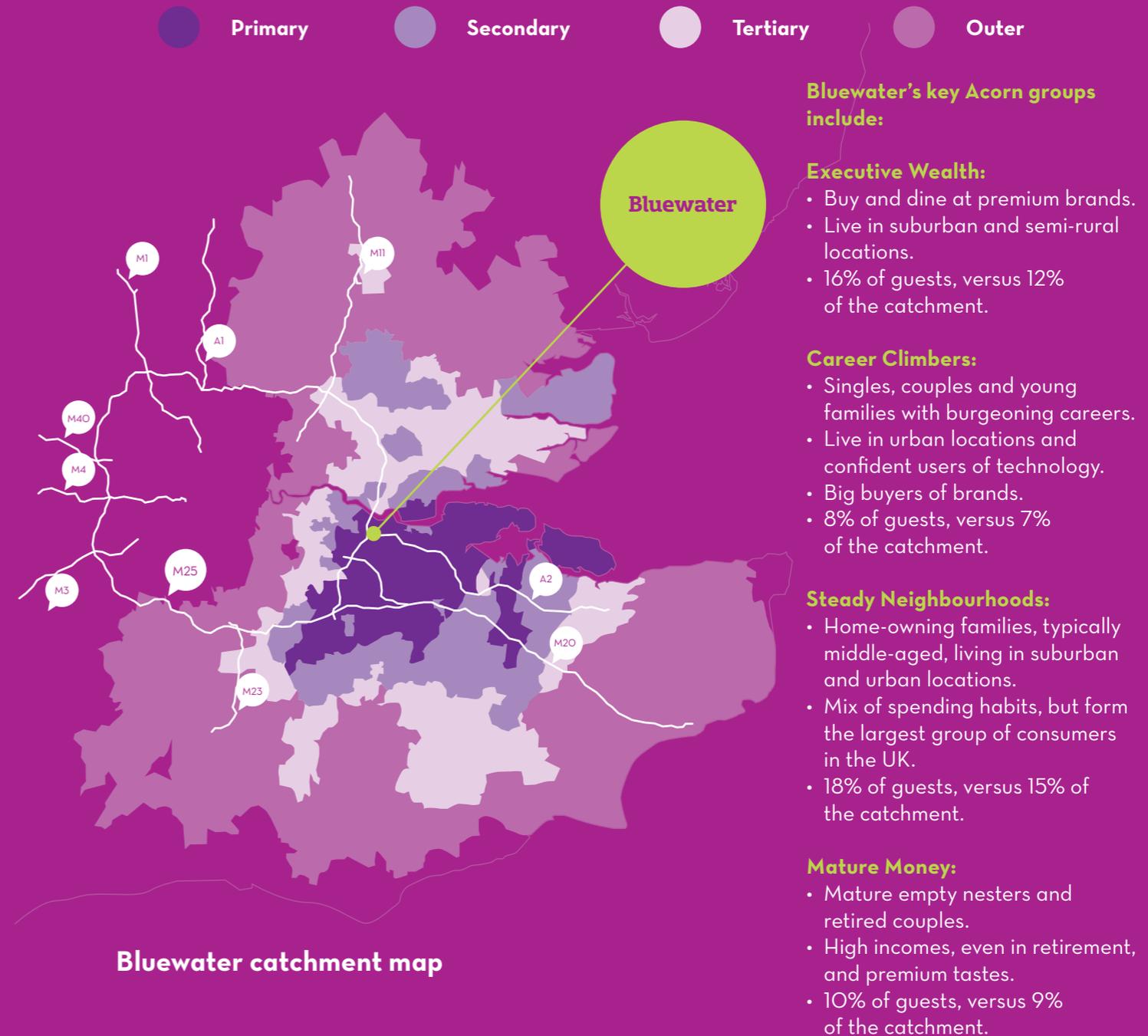
Bluewater is one of a kind.

Co-owned and managed by Land Securities, Bluewater serves a catchment of 6.6 million people with £13 billion of available spend. It offers the very best of Oxford Street, Regent Street and Covent Garden, with 13,000 free parking spaces 25% bigger than the norm, and excellent accessibility via the M25, A2/M2, and Ebbsfleet International.

Bluewater delivers a unique experience for guests, one that is surprising and memorable. Combined with the strength of Bluewater's offer, this creates a breadth, diversity, quality and performance that goes above and beyond the industry to place Bluewater in a category of one.

An **audience**
uniquely receptive to your brand

Bluewater's catchment, one of the largest and most affluent in the UK, is dominated by four of the highest spending consumer groups. Together, they represent 52% of Bluewater's visitors, versus 43% of Bluewater's catchment.



Bluewater catchment map

A destination like no other

There are four complementary elements to Bluewater's offer: retail, dining, leisure and entertainment. Each is a key draw in its own right, and together they create a mix that goes above and beyond.

Retail

Over 300 leading UK and international retailers and restaurants showcase their brands at Bluewater.

Linking John Lewis, Marks and Spencer and House of Fraser are three two-level malls, each with a distinct offer, environment and experience of their own:

- The **Rose Gallery** is home to the leading names on the UK high street, including Topshop's 3,000m² statement store.
- **Thames Walk** provides a number of larger format stores, such as Boots, H&M, American Eagle Outfitters, Victoria's Secret, and a new, larger Next.
- **The Guildhall** is home to Bluewater's premium brands, and is akin to Regent Street and Covent Garden.



Dining

Bluewater has three separate dining destinations, or villages, each with a unique character of its own.

Complementing the villages are a number of cafés situated in the welcome halls and the malls. They provide a break from shopping, allowing guests to relax, replenish and refresh, before continuing their day at Bluewater.

- **The Winter Garden** is the UK's largest social dining hub. It is home to a dozen brands, half of whom chose Bluewater for their first outlet outside central London.
- **The Plaza** is focused on entertainment dining and the theatre of food. Brands such as Five Guys, Wahaca and Tapas Revolution provide guests with an engaging dining experience.
- **The Village** is home to a premium dining offer in keeping with the retail mix in the Guildhall.

A place like no other

Leisure

Bluewater is a unique place. It is home to more than 20 hectares of lakes and parkland, nature trails, and Pirate Cove Adventure Golf - the only one of its kind in the UK. Guests can dine overlooking the lakes, take a break from shopping to hire a pedalo, or simply enjoy the trees, shrubs and wildlife in what is the largest park created in Kent in the last two centuries.



Entertainment

Bluewater's focus on entertainment is unrivalled. From the 13-screen digital Showcase cinema, including an IMAX screen, to celebrity appearances and pop-up concerts, Bluewater offers something different on every visit.

Unique experiences such as the Lindt Gold Bunny Warren, Tesla's pop-up showroom, spectacular annual Christmas light and firework shows, and the magical Winter Wonderland, make Bluewater an exciting leisure destination. Guests visit Bluewater for an inspiring day.

Experience

Bluewater delivers a surprising and memorable experience for its guests.



Let us
entertain
you...

Providing guests with a surprising and memorable experience is key to Bluewater's success. As well as working closely with its retailers and restaurants, Bluewater delivers a host of events and entertainment that adds something quite unique to the experience.





...as we bring
**brands
to life**

Bluewater's Commercial Partnerships team works with brands to bring them to life. The combination of Bluewater's unique attributes, industry-leading guest loyalty, and innovative management creates opportunities for brands that are second to none.

The team develops and delivers highly successful partnerships that not only engage with consumers, they positively affect their behaviour.

Recent examples include, Tesla, BMW/Mini, Dior, Clarins, TW Steel, Lindt and Viking Cruises.



beyond the expected

Bluewater is a striking natural environment. Set in a former chalk quarry, guests approach from an elevated position and are rewarded with the wow factor of overlooking extensive lakes and parkland.

More than one million trees and shrubs were planted during Bluewater's development, and they have matured to create a unique natural landscape and habitat for a wide range of rare species.

The Winter Garden and The Village provide guests with the opportunity to dine al fresco overlooking lakes, which guests can explore through a series of footpaths.



beyond all others

Bluewater's performance is one of a kind. It is the culmination of the successful balancing of the offer, environment and experience, matched by continuous evolution and innovation.

Not only does Bluewater attract more new leading UK and international brands than any other location in the country, they significantly out perform compared to other destinations.

Against key benchmarks from leading third parties, including CACI, Javelin and Experian, Bluewater is the number one standalone retail destination in the country, based on the strength of the offer and the spend available in the catchment Bluewater dominates.

Retailers, restaurants, FMCG products or services as brand partners, shows, events and live entertainment organisers achieve performance that is one-of-a-kind at Bluewater.



*According to independent research by CACI (2014 peak survey)



We always go above and beyond

In the last 12 months, more than 20 brands have opened stores at Bluewater, many creating statement stores or choosing Bluewater for UK firsts.

In 2014 alone, 8,000m² of Bluewater's retail or dining offer was new or enhanced. Additions included Five Guys, American Eagle Outfitters, Jo Malone, Pink, Le Creuset, Steamer Trading Cookshop, White Stuff's new Emporium, and Victoria's Secret.



Evolution

As well as the significant number of new entrants that commit to Bluewater, existing brands, such as Next, are upsizing to create statement stores. International brands are also selecting Bluewater for concept stores, reflecting its position as a global frame of reference.

Innovation

Bluewater has always brought the new and the innovative to guests. The original design focused on building in a series of positives,

including larger parking spaces and oast house roof tops that bring fresh air into the malls.

As Bluewater has evolved, the innovation has continued. The Plaza has brought the concept of entertainment dining to Bluewater, along with six brands that opened their first outlets outside central London. The Winter Garden is the UK's largest social dining hub. Like The Plaza, six brands chose The Winter Garden for their first outlets outside the capital.



On the horizon

Bluewater is at the heart of a thriving region whose growth is forecast to continue well into the next decade.

Particular highlights include the proposed Paramount theme park on Swanscombe Peninsula, and the creation of thousands of new homes in Ebbsfleet Valley.



SECOND THAMES CROSSING

PARAMOUNT THEME PARK

EBBSFLEET HS1 / INTERNATIONAL STATION

EBBSFLEET GARDEN CITY

A2

In partnership with **the community**

Another significant driver of Bluewater's success is its partnership with the community.

The Bluewater Learning Shop embodies this ethos. It brings together the excellence of public and private sector creativity, innovation, workforce development, and quality Further Education to deliver significant long-term benefits to the community. Specialising in retail, customer service and recruitment, it facilitates employment opportunities, professional training and development.

Since opening, The Learning Shop has brokered employment for over 45,000 people, trained in excess of 18,000 people and awarded 15,000 qualifications.

Its annual Jobs Fayre showcased more than 1,500 jobs in 2014, more than the number of unemployed in Dartford at the time.



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