



THE VALLEY
EVESHAM

ALL INFORMATION IS BELIEVED TO BE CORRECT

THE LEADING SHOPPING
& LEISURE DESTINATION
IN WORCESTERSHIRE



FATFACE
UNITED KINGDOM

Coffee#1

Barbour.

CC
CREW CLOTHING COMPANY

cardfactory

**BLUE
DIAMOND**

**MOUNTAIN
WAREHOUSE**

ProCook®



ABOUT THE VALLEY

THE VALLEY IS A THRIVING OUTDOOR SHOPPING DESTINATION IN THE HEART OF ENGLAND SET IN 125 ACRES OF WORCESTERSHIRE COUNTRYSIDE, JUST OFF THE A46 BETWEEN WARWICK AND TEWKESBURY.

It attracts a frequent, high-spending, loyal shopper from a local and regional catchment including high-population cities and towns such as Birmingham, Worcester, Cheltenham and Stratford-upon-Avon. It also acts as a gateway destination to the Cotswold's from the Midlands and North capturing valuable tourist trade.

Established in 1999 and anchored by a 40,000 sq ft Blue Diamond Garden Centre and a strong evolving mix of international, national and independent brands. High footfall complimentary leisure attractions include an adventure playground, narrow-gauge steam railway, a mile of the beautiful River Avon, walking and outdoor activities providing a shared experience for all the family.

36%
OF VISITORS ARE
AFFLUENT
ACHIEVERS

11
VISITS PER ANNUM
ON AVERAGE

RESIDENT POPULATION IS
1.7M
SPREAD ACROSS THE
SOUTH MIDLANDS AND
THE COTSWOLDS

1.4
MILLION
VISITORS PER YEAR

570
FREE
CARPARKING SPACES

22
SHOPS

7.4
MILLION
TRAFFIC MOVEMENTS
ANNUALLY AT THE SITE
ENTRANCE JUNCTION

27%
OF VISITORS ARE
COMFORTABLE
COMMUNITIES

VISITOR SPEND IN 2022 UP
11%
COMPARED TO THE
SAME PERIOD IN 2021



LOCATION, LOCATION, LOCATION

THE VALLEY IS LOCATED JUST OFF THE A46 BETWEEN WARWICK AND TEWKESBURY. AT THE JUNCTION AT THE ENTRANCE TO THE VALLEY, THERE ARE 7.4 MILLION TRAFFIC MOVEMENTS ANNUALLY.

ACCESSIBILITY

The Valley is easily accessible by bus, train, car and coach.

- All day free parking with 570 spaces.
- Local bus service stops at The Valley every hour.
- 30-minute walk from Evesham train station or alternatively a 10-minute ride on the local bus service.
- Over 500 coaches visit The Valley every year.

DRIVE TIMES

30-minute drive-time population: 387,000
 60-minute drive-time population: 3,900,000
 90-minute drive-time population: 9,400,000



CAR JOURNEY TIMES
TO THE VALLEY

BROADWAY
15-MINUTES

STRATFORD-UPON-AVON
20-MINUTES

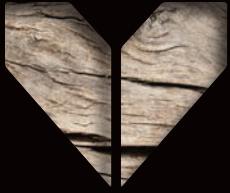
WORCESTER
20-MINUTES

M5
25-MINUTES

CHELTENHAM
35-MINUTES

BANBURY
45-MINUTES

BIRMINGHAM
55-MINUTES



THE CROWD

1.4 MILLION PEOPLE VISIT THE VALLEY EVERY YEAR WITH LOW RETAIL INDUSTRY SEASONAL VARIANTS, DEMONSTRATING THE STRENGTH OF THE OFFER AND ALL YEAR-ROUND TRADING CONSISTENCY.

On average, visitors shop at The Valley 11 times per year demonstrating a loyal customer base. 36% of visitors are affluent achievers which is 55% above national average, resulting in a high customer spend.

COVID RECOVERY

The Valley's plentiful outdoor space in the shopper area and country park proves a favourable combination for people looking to venture out safely. The Valley's COVID recovery has bucked national trends seeing an instant return to full footfall figures post-lockdowns, and incredibly, recording an increase in shopper spend of 8.4% across all retailers.





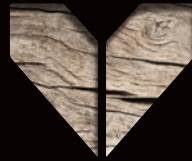
THE LOST VALLEY

LAUNCHED IN 2023, THE LOST VALLEY IS AN 18-HOLE AZTEC-THEMED ADVENTURE GOLF COURSE CHALLENGES PLAYERS' PUTTING SKILLS AND IS SUITABLE FOR ALL AGE GROUPS AND ABILITIES.

Furthermore, the High Rope Aerial Adventure Course features a range of obstacles, such as cargo nets, swingy steps, see-saw steps, and various wobbly bridges culminating in an exhilarating 70-metre zip-wire descent.

The new facility has driven an increased family demographic to The Valley. This surge in visitors has contributed to record-breaking numbers in terms of footfall and spending across the site.





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HELLO@THEVALLEYSHOPPING.CO.UK

01386 298026