

The Walnuts, Orpington is Changing...



Orpington

- Major town centre regeneration.
- Well configured and affordable units.
- True mixed use development

Orpington is an Outer London suburb located within the Borough of Bromley. Orpington College, now part of Bromley College, has around 8,000 students, of whom about 5,000 are adult learners, including both full and part timers.

The Orpington demographic is heavily weighted towards an affluent family orientated catchment with 61% being classed in the ABC1 urban area class grouping.

In the year to September 2011, the most recent readily available evidence, local unemployment was 6.9% compared to the London regional average of 9.2% and a national average of 7.9%.

The Orpington public library, opened in May 2011, reports an average of 8,500 visitors a week, nearly half a million visits a year.

The Walnuts Shopping Centre forms the primary retail circuit in the town, offering a variety of leisure facilities, a major supermarket and varied retail tenant mix. The Crown House development will further enhance the retail offer and ensure better penetration into the already very strong catchment. When complete, the development will cement the Walnuts position as an important mixed use destination in the Greater London area.

Walnuts
shopping centre

400,000 SQ FT
of retail space

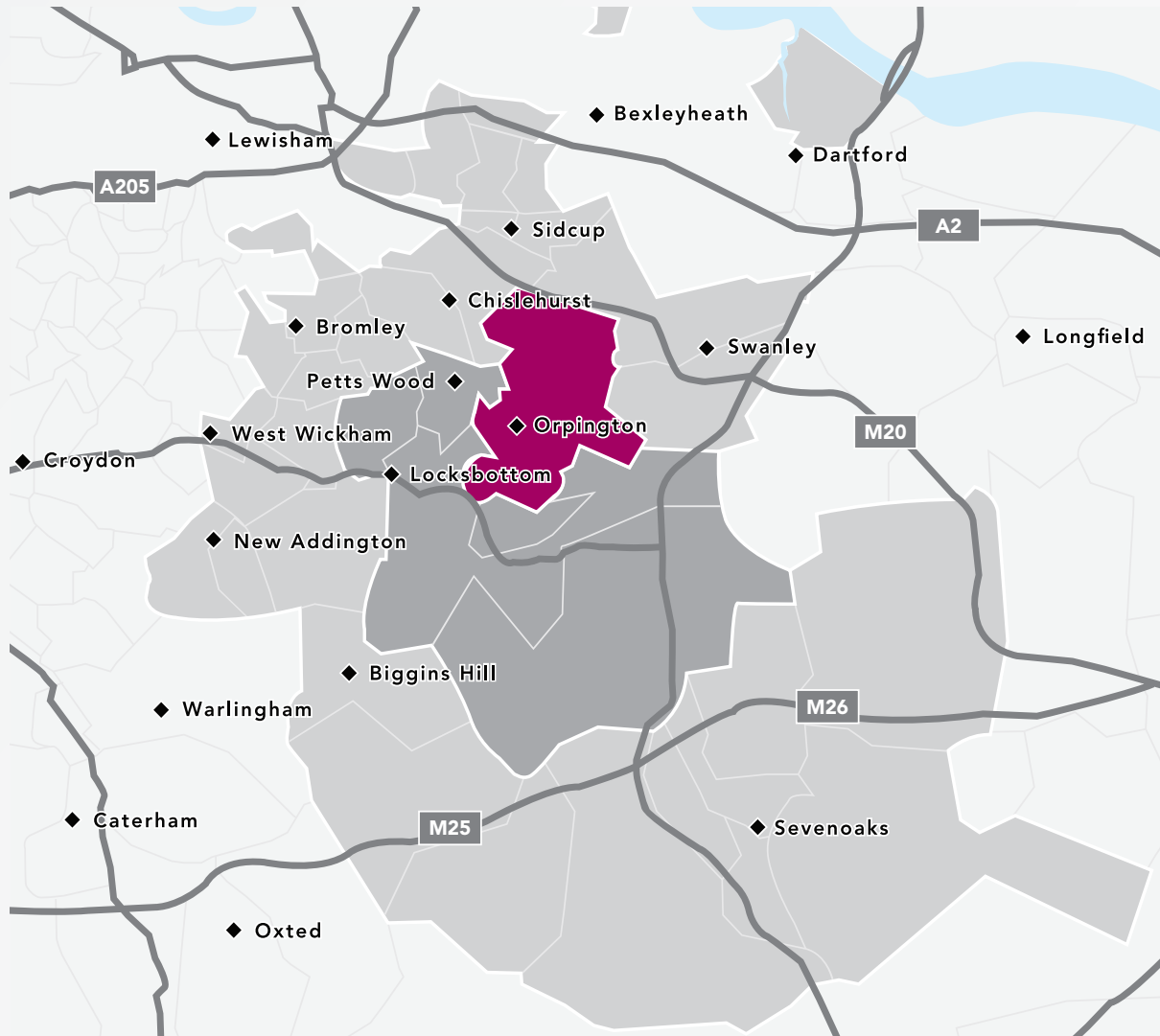
520
parking spaces

6,500,000
footfall p.a.



The Catchment

Walnuts
shopping centre



The map shows Orpington's Principal Non-Food catchment area, derived from 2,583 postcodes collected over a full trading week.

The Primary segment represents the home location of 50% of Orpington shoppers. The Secondary segment represents the home locations of the next 25% of Orpington shoppers and the Tertiary segment a further 15%.

- The total resident population within the Principal catchment area is **417k**
- The Primary segment has a resident population of **59k**
- The Secondary segment, extending strongly to the South and West, has a resident population of **52k**

8,000

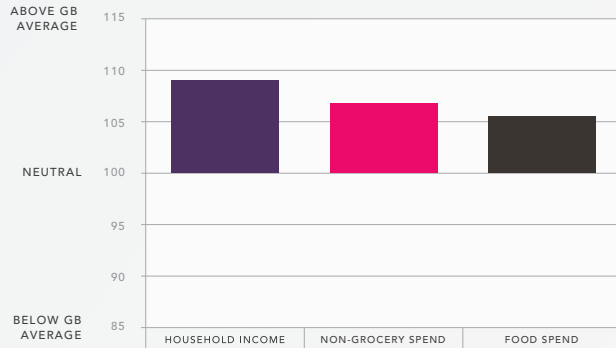
Orpington College students located on site

33%

Of residents are Family Lifestage 8% above GB average

The Shopper

Walnuts
shopping centre

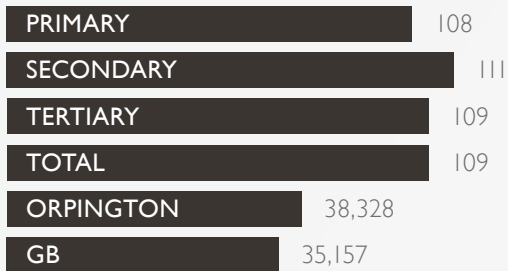


The graph highlights the relationship between average resident household income and retail expenditure on Food and Non-Grocery.

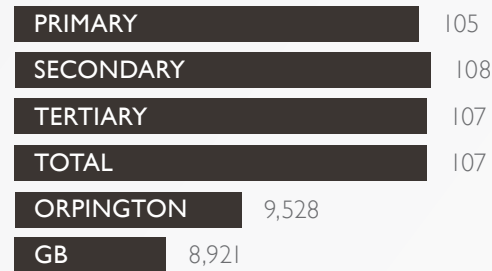
While income provides a good indication of catchment affluence, it tells only a partial story about the propensity for retail spending.

- Average Household income is **9%** above the GB average, rising to **11%** above in the Secondary segment.
- Similarly, Non-Grocery spend is **7%** above the GB average.
- Food spend is **5%** above GB, rising to **7%** above in the Secondary.

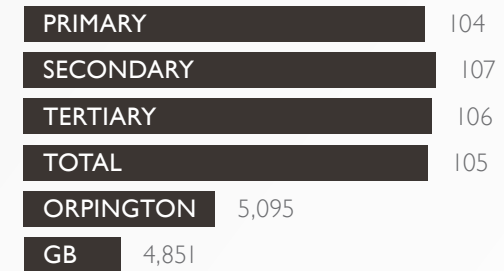
HOUSEHOLD INCOME (GB AVERAGE 100)



NON-GROCERY SPEND (GB AVERAGE 100)



FOOD SPEND (GB AVERAGE 100)



M25

Location with 16 minute access to central London

9%

Over GB average household income

57M

Trading gap of 57 million pounds
45% of which is from existing shoppers

61%

Of catchment within the wealthiest SEG profile

68%

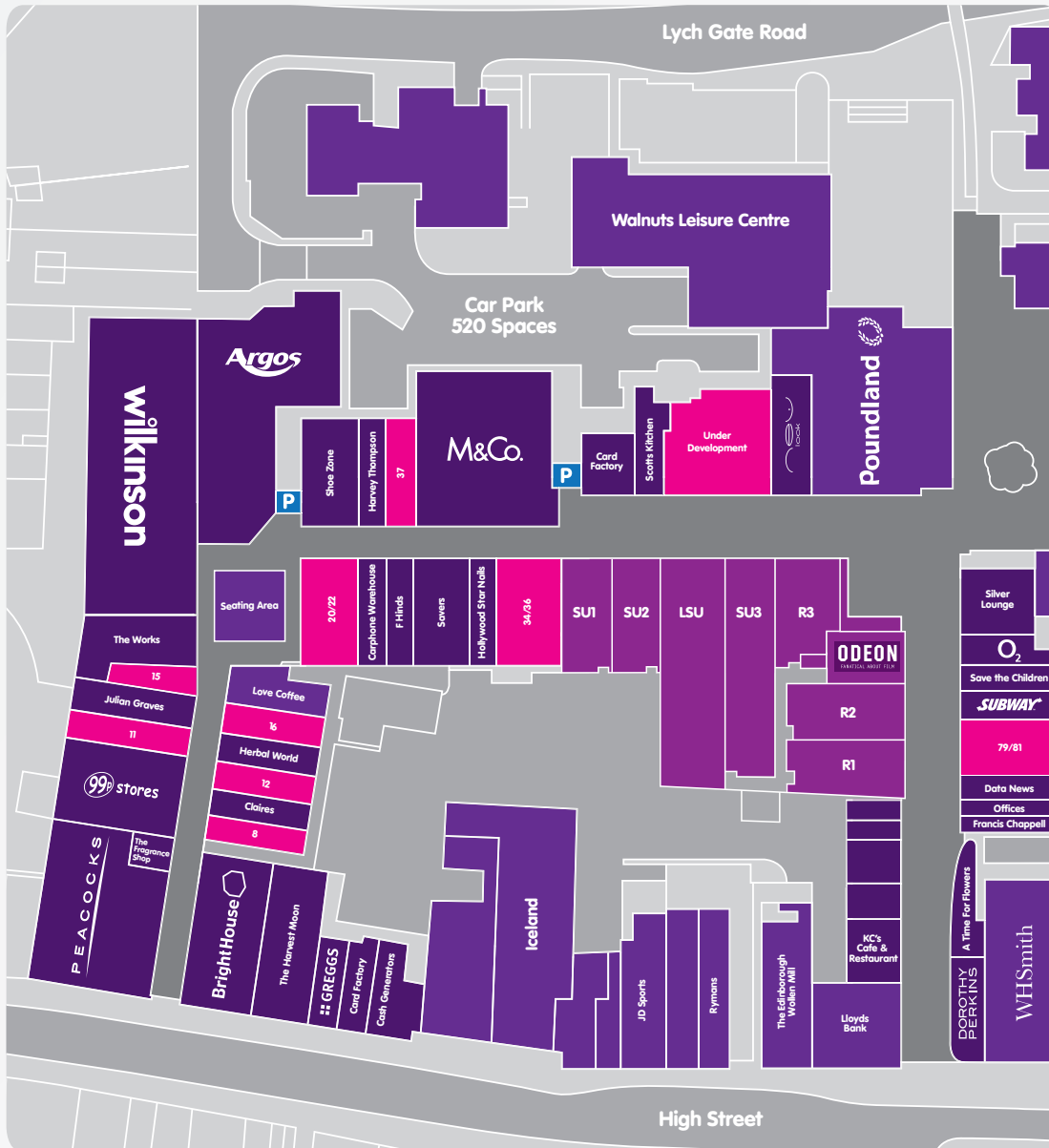
Are either wealthy achievers or comfortably off

CORE

Proposed leisure development will significantly improve penetration to core catchment areas

Availability

Walnuts
shopping centre



| Unit | GF Sq ft | Ancillary Sq ft |
|--------|-------------|-----------------|
| U11 | 1,291 | 309 |
| U15 | 616 | 248 |
| U37 | 1,168 | N/A |
| U53-59 | Up to 5,750 | N/A |
| U79-81 | 1,990 | N/A |
| U20-22 | 2,515 | 234 |
| U12 | 1,112 | N/A |
| U16 | 1,158 | N/A |
| U8 | 591 | 651 |

- The Walnuts is the **only** shopping centre in **Orpington**, a South Eastern sub-regional town.
- Proposed new **50,000 sq ft** mixed use development to be anchored by Odeon.
- Average weekly footfall over **125,000**.
- Established business centre and expanding college population Orpington is situated inside the **M25**, within **22 miles** of Central London.



For further information, plans and quoting rents/terms please contact the sole letting agents:



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