

October 2021

Turning heads

Touchwood

Touchwood is a well-established shopping and entertainment destination in Solihull, West Midlands, with an incredible line up of over 100 stores and restaurants – including major brands and thriving independents.



New owner, Ardent UK, is turning heads with fresh new opportunities for retail and leisure brands to join Touchwood's line-up as the centre prepares to capitalise on a period of unprecedented growth and investment in Solihull.



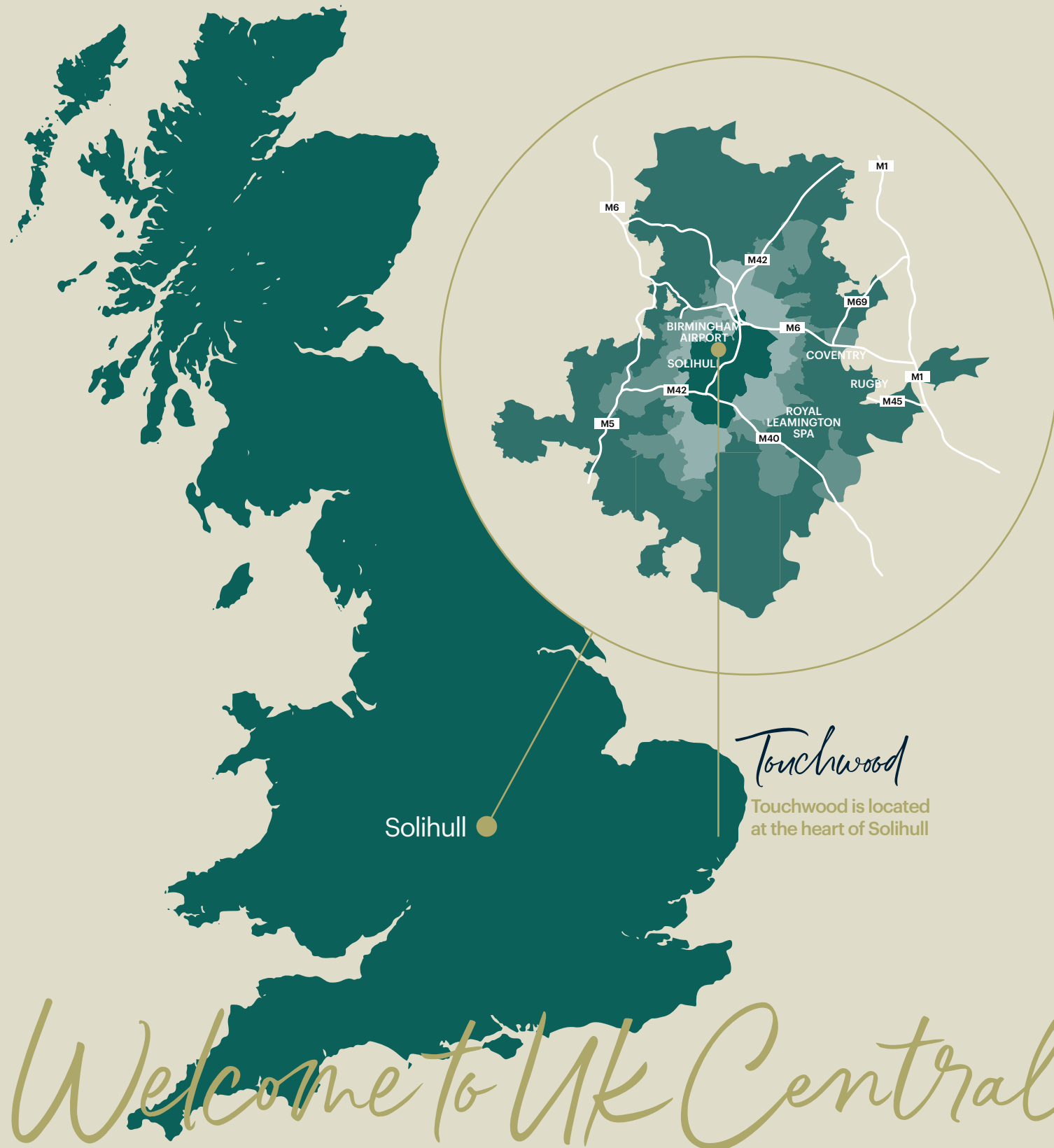
Anchored by the only John Lewis store in the region, Touchwood is dominant and far-reaching, serving one of the most affluent catchments outside of London.

“...now your stores have got to be extraordinary, and they have got to be destinations.”

Dame Sharron White DBE, Chair, the John Lewis Partnership



The opportunity



In the centre of the country, Solihull is the most affluent area in the West Midlands and set to become one of the nation's best connected places by rail, road and air following the imminent arrival of the new HS2 Interchange Station.

Major growth ambitions are set out in the 'UK Central' and Solihull Town Centre Masterplan, which provide a framework for significant future investment and development in the Solihull Central Hub.

A thriving, vibrant and visionary location:

£3.5bn

£3.5bn of available spend live in Touchwood's catchment.

49%

Affluent achievers account for 49% of the catchment.¹

38mins

HS2 will reduce the journey from London Euston to 38 minutes.²

12miles

Five universities in a 12-mile radius.

Employers

Notable employers include Fujitsu, Oracle, Jaguar Land Rover, Gym Shark.

By 2040, UK Central is set to create:

100k

An additional 100,000 jobs with up to 16,000 of these in the town centre.²

4k

4,000 new homes.²

£19.5bn

£19.5bn annual regional revenue.²

1. CACI, 2020.
2. Solihull Town Centre Masterplan, 2020.



Urban Growth Company

Welcome to UK Central

Touchwood is the focus of retail and leisure in Solihull and dominates the West Midlands.

650k sq ft

650,000 sq ft of prime retail and leisure space.

100+

100+ stores.

76%

76% of Touchwood's visitors are from the top three acorn profiles.

49%

49% of Touchwood's visitors are affluent achievers, compared to 46% of the catchment, 23% for the UK and 22% for the West Midlands, and 19% for Birmingham.

44%

44% of Solihull's retail offer is classified as premium by CACI, versus a benchmark average of 33%.

34%

34% of visits to Touchwood are destination led.

86mins

86-minute average dwell time versus a benchmark average of 79 minutes.

39%

39% average catering conversion rate compared to the Shopper Dimensions average of 27%.

£104

£104 average retail spend, 28% higher than the Shopper Dimensions average of £81.

Reference: CACI, 2020.

Peak centre performance

Anchored by the only John Lewis store in the West Midlands, Touchwood is home to a dominant mix of premium and everyday brands.



“Our strategy is about being in the best locations, at the best retail and leisure schemes.

Frances Baker, Property Director, River Island

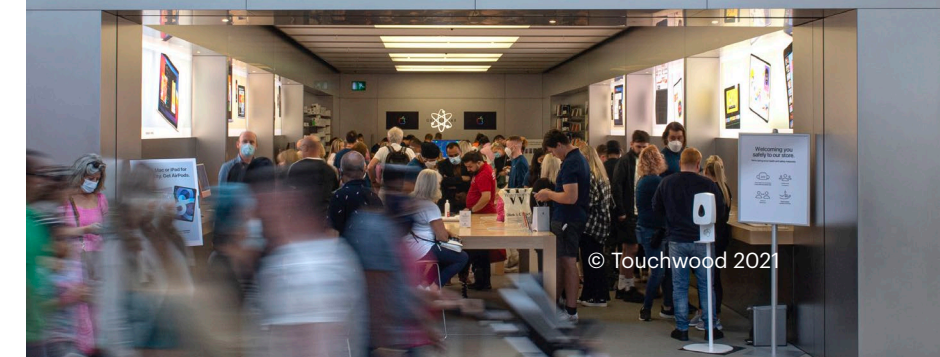
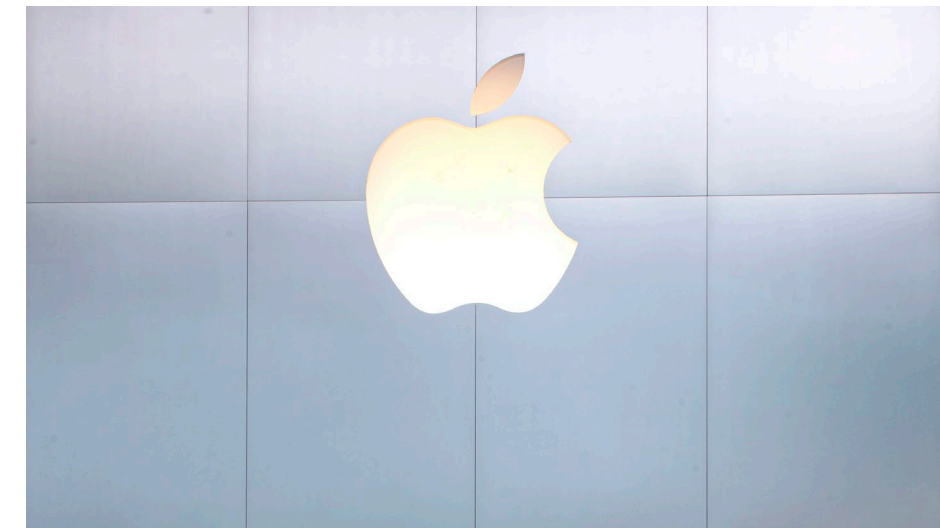


Current tenants include Apple, Zara, Next, River Island, Joules and Superdry. Touchwood was also excited to announce the signing of a raft of new stores in September 2021, including the first standalone Tag Heuer store in Solihull.



“We are delighted to announce another beautiful contemporary TAG Heuer boutique to our portfolio with Touchwood and excited to see our partnership with TAG Heuer grow from strength to strength.

Craig Bolton, Executive Director, Watches of Switzerland Group, which owns TAG Heuer



A dominant offering

From 28 July until 8 August 2022 the Solihull district will host nearly half of all events during the Birmingham 2022 Commonwealth Games. The Games will be the largest sporting and cultural event to take place in the UK since the 2012 London Olympics, with around 4,500 participating athletes from 72 nations.

This global sporting event gives Touchwood the opportunity to join in with all the action and help show the world what Solihull has to offer.



Ahead of the games



Birmingham 2022 Venue Locations

Part of Touchwood’s extraordinary appeal is the comprehensive dining and leisure on offer with 20 restaurants, bars and cafés, and a nine-screen Cineworld cinema, giving visitors even more reason to extend their stay or enticing them back for a return visit.



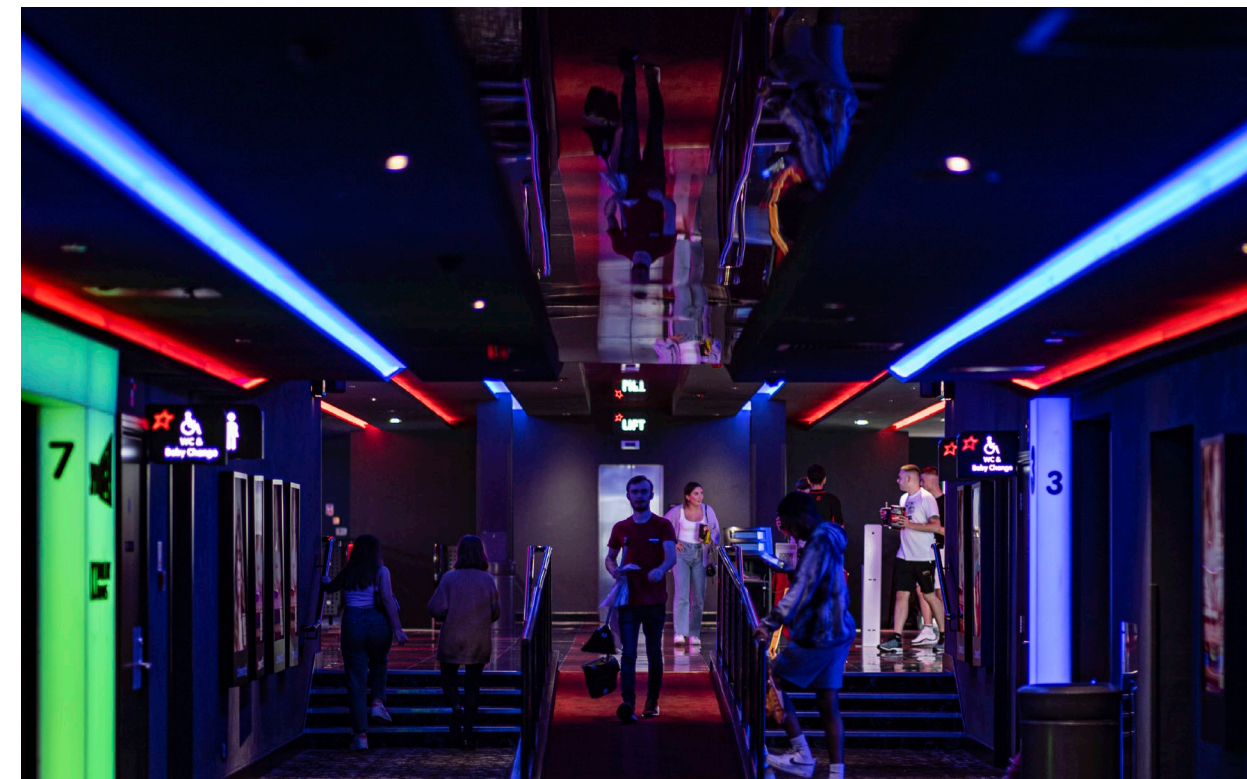
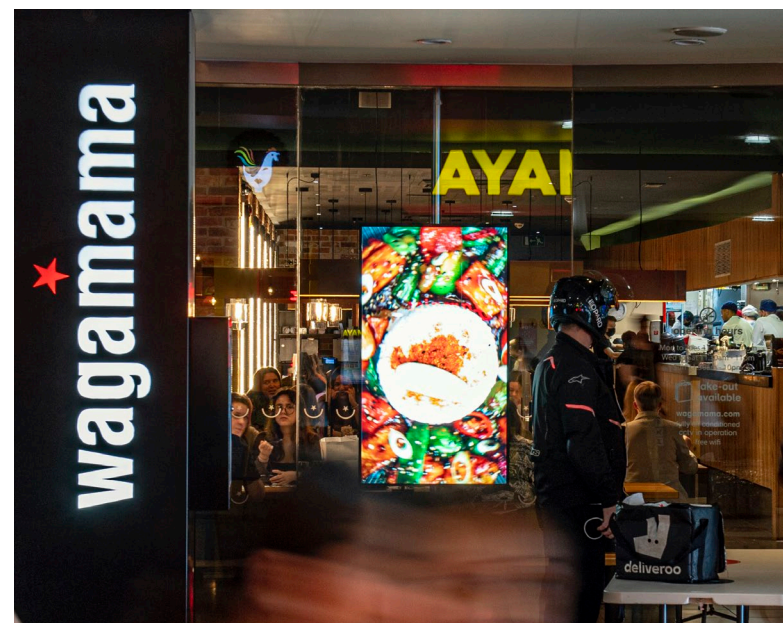
Outdoor Dining
An established al fresco dining offer is available at Touchwood with many of the restaurants providing dedicated external seating in a courtyard setting.



Fitness and Wellbeing
Touchwood has recently added XCELERATE GYM to the centre, bringing best-in-class equipment and an unrivalled gym experience to Solihull.

“The support received by the team at Touchwood in the build-up to opening has been first class and they continue to look at innovative ways to support us to ensure we are successful in our aims to establish XCELERATE GYMS as the gym in Solihull.

Mark Chambers, CEO, XCELERATE GYM



Food and leisure

Touchwood reflects the vibrance and diversity of Solihull by providing even greater choice and welcoming free-thinking independent brands to the centre, especially within its vibrant Poplar Arcade.



There are currently 16 independent brands trading at Touchwood, with exciting new independent eateries Alioli and Dirty Wild Wings having signed in 2021.



Independent shopping

Touchwood is at the heart of the Solihull community and there is always something going on at the centre – from character meet and greets and school holiday activities to fashion shows and inclusive events that celebrate the town’s cultural diversity.



Sustainability

Environmental sustainability is another fundamental aspect of Touchwood’s commitment to its community, garnering industry wide recognition and awards.



Community



Revo ACE Awards



Regional Shopping Centre of the Year 2019.

Winner Green Apple Awards for Sustainability, and World Ambassador 2021.

fitwel



Two star Fitwell accreditation and Winner 'Best in Building Health' 2021.

Winner Best Shopping Experience 2019.

Parking

John Lewis: 1,034
 Touchwood main: 664
Total: 1,698



Mill Lane Arcade



Upper Level – Dining Terrace



Centre plan

Ardent acquired Touchwood in the Spring of 2021, decisively appointing a new team and commencing plans to enhance the centre's offering through a new asset management initiative focussed on attracting the latest retail and leisure concepts to the centre.

\$3.0bn

Ardent has invested over \$3.0 billion.

\$1.5bn

Ardent has \$1.5 billion in assets currently under management.



As Ardent continues to build upon its infrastructure, portfolio, and footprint, the firm is committed to creating a positive impact on its employees, investors, and communities.

At Touchwood, Ardent and appointed asset managers, Sovereign Centros, are working closely with Solihull Council to implement improvements that maximise the opportunities for Solihull as a key visitor location and capitalise on regional investment initiatives.

Owner:

 ARDENT

Appointed
Asset Manager:

sovereign centros

About Ardent



Emma Williams

M: +44 (0)7917 423 454
emma.williams@cushwake.com

James G T Merrett

M: +44 (0)7825 007 721
james.merrett@cushwake.com

Dominic Bouvet

M: +44 (0)7970 380 025
dominic.bouvet@cushwake.com

Patrick Keenan

M: +44 (0)7776 185 781
patrick.keenan@knightfrank.com

Zaz Robb

M: +44 (0)7425 335 353
zaz.robb@knightfrank.com

David Legat

M: +44 (0)7973 621 292
david.legat@knightfrank.com