



CHELMSLEY WOOD SHOPPING CENTRE

BIRMINGHAM, B37 5TT

Welcome to Chelmsley Wood Shopping Centre



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Chelmsley Wood Shopping Centre was constructed in the late 1970's and comprises a number of predominantly single storey retail blocks. The shopping centre benefited from a £40 million extension and refurbishment programme in 2009 which saw it anchored by an ASDA superstore. In 2019, a £2 million refurbishment project of the public realm was completed with the installation of a public square alongside landscaping and street furniture.

The centre benefits from a good representation of national multiple retailers including Wilko, Peacocks, Select, Sportsdirect, Poundland, Boots, and Argos. There are also a number of local independent traders and a covered market. Many local government services such as Job Centre and the library are located in the scheme which makes it a hype of activity with shoppers and workers on a daily basis.

The town is a relatively new area, which was built by Birmingham City Council in the late 1960s and early 70s on ancient woodland, once part of the Forest of Arden, as an overspill town for Birmingham. The forest has a rich history and this is celebrated annually with Chelmond Day consisting of parades of mythical characters who once spanned this part of the Midlands.

The area is currently undergoing the biggest redevelopment project in its history and is earmarked as a key transport hub for High Speed Rail 2 and the tram link between Birmingham City Centre and the International Airport which lies 3 miles to the north.

The town benefits from excellent road connections and can be accessed by rail via Marston Green station which provides a direct service to Birmingham New Street and Coventry.



TOTAL FLOOR AREA
461,012 sq ft



FOOTFALL
7.5 million



PURCHASE RATE %
99%



% CUSTOMERS TRAVEL
< 20 MINS

88%



CAR PARKING SPACES

525





TRAVEL METHOD
51% travel by car



AVERAGE RETAIL
SPEND (£)

19.94



AVERAGE DWELL TIME

56 mins



PRODUCT GROUPS
BROUGHT FROM
68% bought groceries



AVERAGE CATERING
SPEND (£)

4.39



AVERAGE TOTAL SPEND (£)

32.07



% CUSTOMERS VISIT
ONCE A WEEK

84%



% CUSTOMERS TRAVEL
< 10 MINS

58%



AVERAGE GROCERY
SPEND (£)

22.76



NUMBER OF TENANTS

68



UNIT AVAILABILITY

| UNIT | GROUND | TOTAL | RENT | RV* | ARP** | ASC*** |
|---|--------|--------|-------|---------|---------|---------|
| Unit UG 4-5, 9-13 Greenwood Way | 4,427 | 4,427 | P.O.A | £41,000 | £20,459 | £25,874 |
| Unit UG 6, 5-7 Greenwood Way | 2,952 | 2,952 | P.O.A | £38,250 | £19,087 | £17,253 |
| Unit Chelmsley Circle (Store H - part only) | 9,326 | 9,326 | P.O.A | £42,000 | £20,958 | £51,076 |
| Unit Chelmsley Circle (new - demise formerly part of Store H) | | 438 | P.O.A | - | - | £0 |
| Unit 46 Chelmsley Circle (First Floor) | 405 | 6,587 | P.O.A | £30,250 | £15,095 | £37,849 |
| Unit Chelmsley Circle (Store H - Cafe) | 2,292 | 2,292 | P.O.A | - | - | £0 |
| Unit 42C, 3-5 Greenwood 337 Square | | 2,440 | P.O.A | £23,750 | £11,851 | £14,730 |
| Unit 24 Maple Walk | 1,014 | 1,966 | P.O.A | £18,500 | £9,232 | £11,868 |
| Unit 11 Coppice Way | 1,028 | 2,074 | P.O.A | £14,250 | £7,111 | £12,520 |
| Unit Upper Level Unit | 445 | 26,069 | P.O.A | - | - | £0 |
| Unit 16A, 1 Coppice Way | 1,066 | 2,760 | P.O.A | £15,250 | £24,289 | £16,662 |

*RATEABLE VALUE

**ANNUAL RATES PAYABLE

***ANNUAL SERVICE CHARGE



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UNIT AVAILABILITY

| UNIT | GROUND | TOTAL | RENT | RV* | ARP** | ASC*** |
|---------------------------------|--------|-------|-------|---------|---------|---------|
| Unit 14 Greenwood Way | 2,046 | 4,297 | P.O.A | £36,500 | £36,135 | £25,904 |
| Unit UG 1, 11 West Mall | 1,653 | 1,653 | P.O.A | £27,500 | £13,723 | £9,661 |
| Unit UG 1A, 12 West Mall | 1,611 | 1,611 | P.O.A | £31,750 | £15,843 | £9,416 |
| Unit 30 Greenwood Way | 1,368 | 2,575 | P.O.A | £23,750 | £11,851 | £15,545 |
| Units 20 and 21, 10 Coppice Way | 2,728 | 5,836 | P.O.A | £32,500 | £16,218 | £34,222 |
| Unit 44, 22 Maple Walk | 1,042 | 1,913 | P.O.A | £18,750 | £9,356 | £11,548 |
| Unit 4 Maple Walk | 640 | 1,195 | P.O.A | £13,750 | £6,861 | £7,214 |
| Unit 64, 12 Chestnut Walk | 662 | 1,760 | P.O.A | £17,000 | £8,483 | £10,625 |
| Unit Chelmsley Circle | 107 | 107 | P.O.A | - | - | £0 |

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Experian Goad Plan Created: 11/02/2020
Created By: RHT

50 metres

CENTRE CATCHMENT DETAILS

Chelmsley Wood

National Rank
762 / 4,580

Region
West Midlands

Region Rank
68 / 328

Centre Type
Town Centre/High St.

Stores
46

Centre Type Rank
453 / 3,290



© OSM

SPEND POTENTIAL



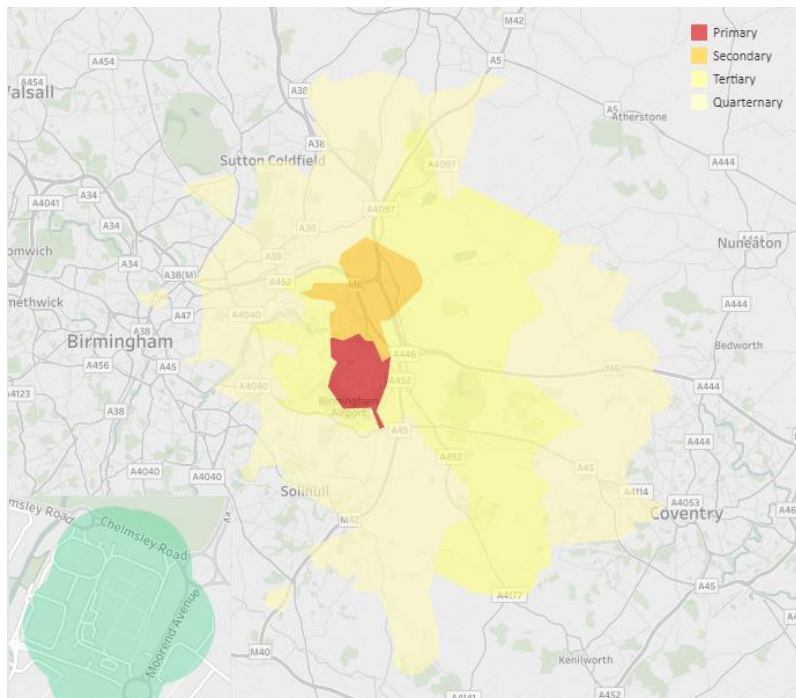
Ranking Comparison

| Rank | Centre Name | Spend Potential |
|------|--------------------------------|-----------------|
| 66 | Stourbridge | £45m |
| 67 | Rugeley | £45m |
| 68 | Chelmsley Wood | £45m |
| 69 | Birmingham - Smethwick | £44m |
| 70 | Coventry - Warwickshire Shop.. | £44m |
| 71 | Freeport Talke Outlet Centre | £44m |
| 72 | Birmingham - Swan Shopping .. | £44m |
| 73 | Ross On Wye | £42m |

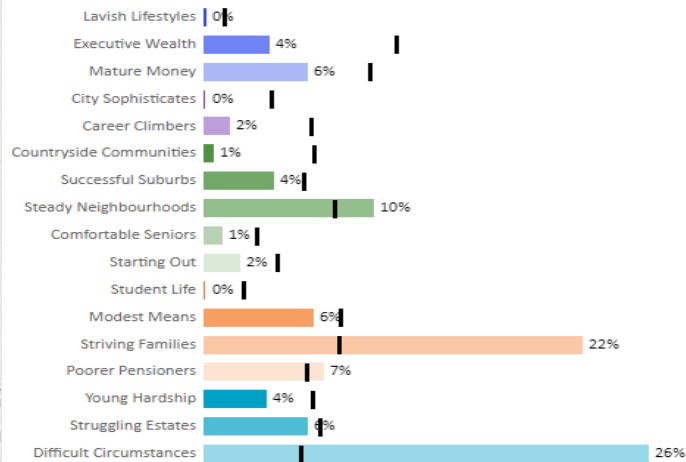
Icon Key

| Icon | National Benchmark |
|------|---------------------|
| | Clothing & Footwear |
| | Catering |
| | Convenience Goods |
| | Durable Goods |
| | House & Home |
| | Leisure Goods |
| | Personal Care |
| | Personal Goods |

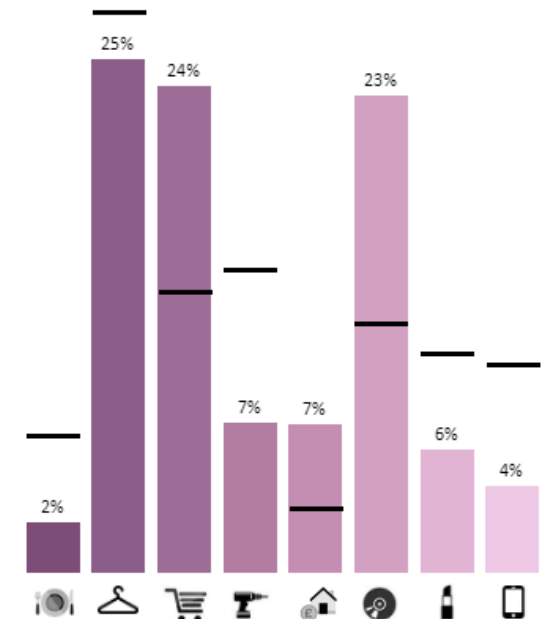
Retail Catchment



Acorn Profile



Retail Mix



Catchment

Population

| | |
|-----------|--------|
| Primary | 24,324 |
| Secondary | 32,593 |