

*welcome to*  
**GRACECHURCH**

ROYAL SUTTON COLDFIELD

*introducing*  
**ROYAL  
SUTTON  
COLDFIELD'S  
PREMIER  
DESTINATION**

Gracechurch is a well-established destination in the town of Royal Sutton Coldfield, West Midlands. Anchored by House of Fraser, Gracechurch is home to over 50+ quality brands and thriving independents, with a unique atmosphere that combines indoor / outdoor shopping, a wide selection of food and beverage offer and a calendar of events for all of the family to enjoy all year round.

**550k**

SQ/FT  
CENTRE

**50+**

STORES +  
RESTAURANTS

**1M**

PRIMARY  
CATCHMENT



# SHOP, MEET PLAY & ENJOY

Discover a vibrant atmosphere where visitors come together to shop, meet, play and enjoy. With a huge selection of retail stores, places to eat and drink and always something going on, Gracechurch is a great day out for all of the family.





*a place*  
**WHERE** *everyone*  
**IS WELCOME**

*located at*  
**AT THE  
HEART  
OF THE  
COUNTRY**



Royal Sutton Coldfield boasts excellent transport links by road and public transport, with an easy access to the M6 Toll Motorway and other major routes that offer direct connections to Birmingham City Centre in less than 20 minutes.

**£2.1bn**

ANNUAL PRIMARY  
CATCHMENT SPEND  
POTENTIAL

**£4.2bn**

ANNUAL SECONDARY  
CATCHMENT SPEND  
POTENTIAL

**£16.5bn**

ANNUAL PRIMARY TO  
TERTIARY CATCHMENT  
SPEND POTENTIAL

**78%**

OF VISITORS ARE  
FROM THE TOP THREE  
ACORN PROFILES

**21%**

HIGHER THAN  
NATIONAL AVERAGE  
FASHION RETAIL SPEND



# DIRECTLY BENEFITTING FROM MAJOR DEVELOPMENT PROJECTS

Gracechurch is located just 2.4 miles from the Langley Sustainable Urban Expansion site (Langley SUE), a major development project creating a new neighbourhood consisting of 5500 new homes, schools, as well as community and leisure facilities. This major development project presents a huge opportunity for brands to benefit from significant population growth and increased footfall.



## 5500 NEW HOMES

5500 new homes will be delivered by 2031, boosting the local population and footfall to Gracechurch



## DESIGNED FOR FAMILIES

Langley is designed for families with a mix of homes and tenures, aligning well with Gracechurch visitor profiles



## SCHOOLS, HEALTH CENTRE & MORE

In addition to new homes, Langley will deliver number of schools, sports hub, community spaces and green spaces



Source: Savills





# OUR VISITORS

**44%  
AFFLUENT  
ACHIEVERS**

At Gracechurch, 44% of our visitors are affluent achievers, representing a high-value audience for your brand. This demographic is known for its purchasing power and discerning taste.



**51%  
AGED  
18-54**

51% of our visitors are aged 18-54, representing a dynamic and influential demographic for your brand.



**76%  
FEMALE VS  
24% MALE**



76% of our visitors are female and 24% are male, encompassing a diverse mix of singles, couples, and families. This broad demographic offers brands a unique opportunity to reach a varied and engaged audience.



# home to LEADING BRANDS

Gracechurch is a thriving retail destination, home to leading brands. Anchored by House of Fraser, H&M, River Island, and Fatface, which attract a wide array of shoppers looking for quality and variety. The vibrant atmosphere at the heart of the town attracts local shoppers from the primary catchment and those living further afield.



HOUSE OF  
FRASER  
SINCE 1849



FATFACE



Holland  
& Barrett

PANDORA

River Island

# 21%

Higher primary catchment spend  
on clothing expenditure vs  
regional and national average







# QUALITY RETAIL SPACES

Gracechurch is committed to providing a top-tier retail experience, evidenced by our ongoing multi-million-pound refurbishment project. This significant investment aims to enhance the shopping environment, ensuring it meets the highest standards of world-class brands. Our refurbishment includes upgraded facilities, stylish new interiors, and improved amenities, all designed to create a quality and welcoming atmosphere for our visitors.



# *& thriving* INDEPENDENT BUSINESSES

Gracechurch is home to thriving independents, offering a platform for small businesses to grow, whilst contributing to the town's economic growth and local culture. Our unique retail mix is popular with visitors of all ages and helps position Gracechurch as a unique destination with a strong visitor base.





# discover PLACES TO EAT & DRINK

Gracechurch offers a vibrant selection of culinary options, catering to every palate with a diverse selection from coffee shops to street food purveyors. Whether you crave artisanal coffee and freshly baked pastries or the sizzle of international street food flavors, Gracechurch promises a delicious experience for visitors of all ages and tastes.

CAFFÈ  
*Botanico*



 **Nando's**

**COSTA**  
COFFEE



 **GREGGS**

**TED'S**





*there's always*  
**SOMETHING  
GOING ON**

Gracechurch is a bustling centre with a packed event calendar, ensuring there's always something for everyone. From food festivals to community gatherings and lively entertainment, our vibrant venue promises an engaging experience for all.







Gracechurch offers something for all ages to enjoy, including the launch of Royal Food Fest, a family-friendly food festival this year. Experience diverse culinary delights, fun activities, and a welcoming atmosphere for the whole family.



Gracechurch participates in high-profile community events like the Birmingham Jazz Festival, attracting new visitors, driving footfall and increasing spend at the centre.

WEEKLY  
PROGRAM  
OF EVENTS



Roaming acts and spontaneous entertainment bring surprise and delight to visitors. With live performances, interactive experiences, and captivating shows, a visit to Gracechurch is a memorable event.



2hrs

Higher than national  
average footfall



High-quality event installations at increase dwell time and offer fantastic photo opportunities. These immersive experiences captivate visitors, encouraging them to stay longer and capture memorable moments amidst stunning backdrops.



Roaming acts at Gracechurch offer the perfect photo opportunity for visitors and serve as a unique point of difference compared to other places in the region.





**“ANOTHER GREAT DAY  
OUT AT GRACECHURCH  
FOR ALL OF THE FAMILY”**

LAURA JONES, LOCAL RESIDENT



# *exciting* BRAND PARTNERSHIPS



## ASTON VILLA COMMUNITY TRUST

We've formed an exciting partnership with Aston Villa Community Trust to create memorable experiences and events for children of the town, attracting huge numbers of visitors to Gracechurch.



## WILLOW

Our partnership with Willow, the world's first plantable book is an exciting collaboration that celebrates our connection with nature. Backed by Sara Davies of Dragon's Den, this is a high profile partnership attracting significant media attention to Gracechurch.



## USBORNE BOOKS

We've partnered with Usborne Books to address low literacy rates amongst children. With a range of author book signing events, weekly story-time sessions for children, and over 1000 books to give-away to the local community, we see this an important initiative that will also attract large numbers of visitors.





# ON THE *side* OF THE COMMUNITY

We stand with our community, inviting charities, causes and community groups into the centre to raise awareness and support fundraising efforts. Together, we champion causes that matter to our community and provide financial and operational support to our partners to ensure Gracechurch plays an important role at the heart of the town.

**MACMILLAN**  
CANCER SUPPORT

**St Giles**  
Hospice

**PARKINSON'S<sup>UK</sup>**

  
Birmingham  
Children's Hospital  
Charity  
Doing more for sick kids

 **British Heart**  
Foundation

 **Birmingham**  
Hospice





High profile charity partnerships and campaigns including 'March of The Elephants' organised by St. Giles Hospice help attract new visitors and ensure Gracechurch is a relevant, leading destination.



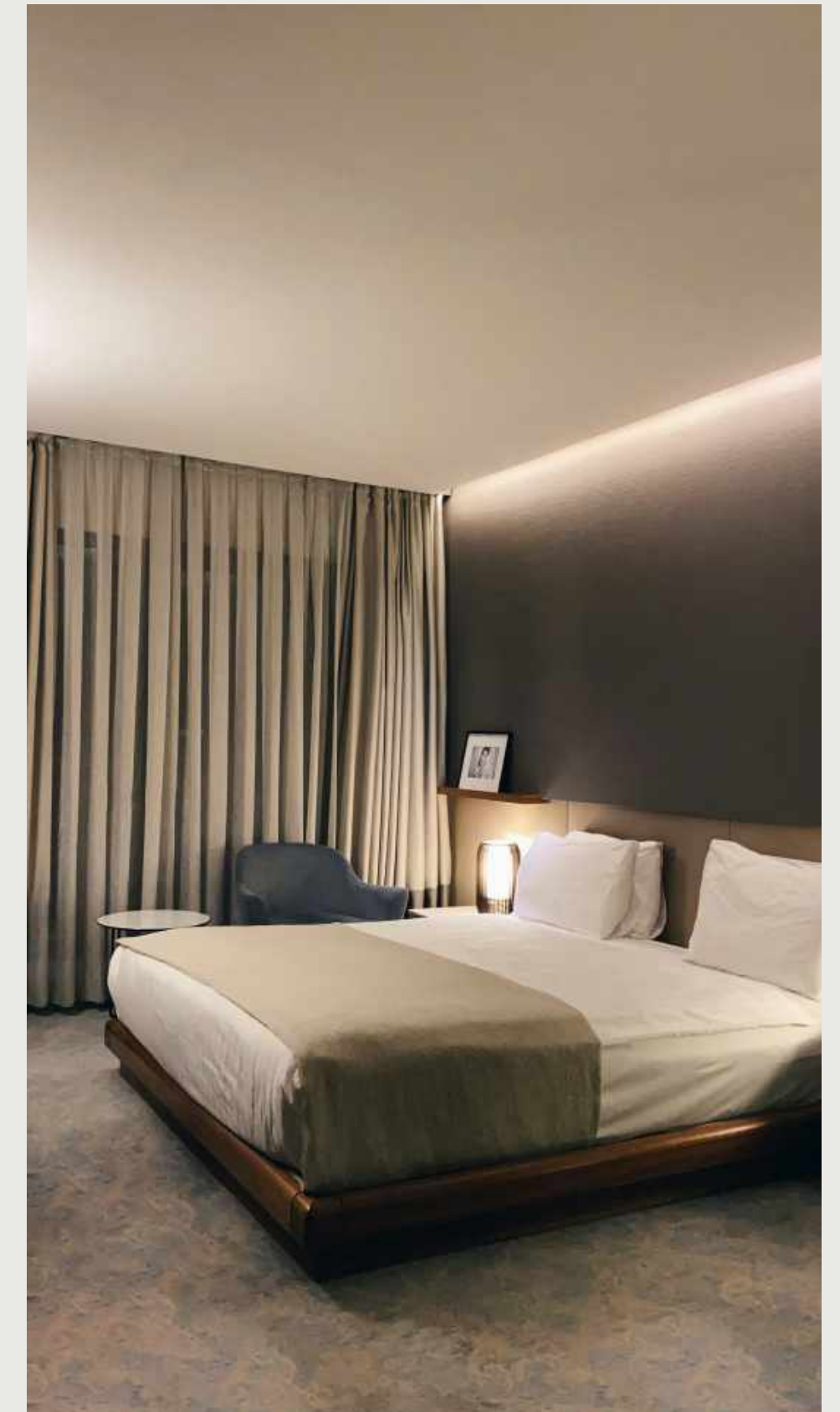


explore  
THE SITE



# A *bold* VISION

We have a bold vision for Gracechurch to create one of Europe's leading mixed-use destinations built around the refurbished retail offer. Up to 700 new homes and office space will accommodate over 10,000 residents and workers. A new 120-key hotel, 2 public squares, cinema, NHS civic space, library, paddle tennis courts and so much more will help create a unique place that offers diverse amenities and vibrant spaces for everyone in the town.





BY  
2034

700+  
NEW  
HOMES

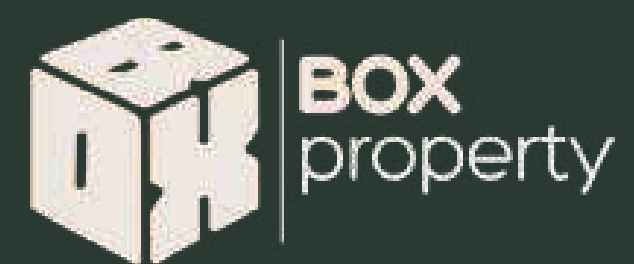
10,000+  
MORE PEOPLE LIVING &  
WORKING ON-SITE

2 NEW  
PUBLIC SQUARES

£500M  
INVESTMENT

NEW 120  
KEY HOTEL





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