

## TRAFFORD CENTRE MAKES TOP 10

10<sup>TH</sup> NOVEMBER 1998

Research undertaken by Trevor Wood of TW Research Associates in conjunction with Weatherall Green & Smith shows that, three months after opening, The Trafford Centre, near Manchester, has joined an elite class of 28 other super-centres and become established as one of the 10 most attractive shopping centres in the UK.

This elite class – judged by shoppers, retailers and investors alike – was identified by research for **Going Shopping 1998 / 99**. These super-centres include MetroCentre in Gateshead, Lakeside in Thurrock, Sheffield's Meadowhall, Merry Hill in Brierley Hill and Milton Keynes Shopping Centre. The Trafford Centre is placed 5<sup>th</sup> in the new hierarchy, just edging out Milton Keynes. However, further developments are currently taking place which may enable Milton Keynes to regain its position in the 1999 / 2000 or 2000 / 2001 tables.

Most of the other leading schemes in the top 10 are also involved in development work which will help them maintain their pre-eminent standings, and analysis of these developments is shown in the report.

Speaking about the latest findings, Keith Steventon, Research Director at Weatherall Green & Smith said, *“With the arrival of The Trafford Centre in fifth position, Brent Cross now drops out of the top 10. All the other leading schemes maintained their relative positions, although current and proposed developments mean that these positions are likely to change when the 1999 / 2000 report is produced and there will definitely be positional changes in the 2000 / 2001 edition.”*

He added, *“The imminent opening of Bluewater in Kent, Braehead and Buchanan Galleries - both in Glasgow, together with sizeable extensions proposed to other centres will lead to further changes in the hierarchy when the 1999 / 2000 research is published later this year. The recently reopened Churchill Square Shopping Centre in Brighton is expected to appear in the top 30.”*

Trevor Wood of TW Research Associates added, *“With major extensions being called in by the DETR at MetroCentre, Merry Hill and Brent Cross, it is possible that developments at Central Milton Keynes over the next few years **could** see the emerge of the largest enclosed shopping centre in Europe at almost 2,000,000 sq. ft. With the potential influx of new tenants and other changes, this would make Milton Keynes the most attractive purpose-built shopping centre in the UK.”*

He went on to say, *“It will be interesting to see what developments unfold over the remainder of 1999.”*

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This updated research was undertaken by Trevor Wood of TW Research Associates in conjunction with international property consultants and surveyors Weatherall Green & Smith to follow up earlier joint research published before The Trafford Centre opened on September 10<sup>th</sup> 1998. Additional information was obtained from or verified by shopping centre managers and owners.

“Going Shopping 1998/99” contains more than 100 pages of detailed analysis and a hierarchy of the 400 most attractive schemes compiled principally from questionnaires completed following extensive research. The report looked at schemes anticipated to be trading by 2002 as well as those currently trading.

Copies of “Going Shopping 1998/99” are available from Keith Steventon, head of research, Weatherall Green & Smith, 22 Chancery Lane, London WC2A 1LT. Tel: 00 44 171 493 5566. Fax: 00 44 171 493 0746. Price: £195.00 per copy plus postage.