

# LEISURE PARKS ARE ON THE INCREASE

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New research undertaken by Trevor Wood of TW Research Associates in conjunction with Lunson Mitchenall has confirmed that 63 Leisure Parks are now trading, with a further 15 schemes in progress. The research also identified 24 Retail and Leisure Parks trading with 12 more under development. There are, therefore, more than one hundred Leisure Parks currently trading or in the pipeline.

These findings have arisen from research for **Shopping meets Leisure 2000**, which has just been published. **Shopping meets Leisure 2000** is the first comprehensive research source to look at retail parks, leisure parks and those that combine both uses. The 63 Leisure Parks range in size from 45,000 to 300,000 sq. ft. and are, on average, 141,000 sq. ft. As they combine activities, the 24 Retail and Leisure Parks tend to be larger, ranging from 45,000 to 700,000 sq. ft. and are, on average, 196,000 sq. ft.

The review lists a wide variety of tenants in Leisure Parks (or combined parks), involving almost 200 trading fascias, but the most likely tenants are Frankie & Benny's, McDonalds and Pizza Hut. These are closely followed by Burger King, Fatty Arbuckles, Hollywood Bowl, KFC and Odeon and Virgin cinemas.

The research also identified 515 Retail Parks averaging 110,000 sq. ft. and ranging up to 550,000 sq. ft. As with the Leisure Parks, over 25% are located in the South East region. With such a large concentration, there are a number of smaller schemes in the region, and the average park is almost 10% below the national average size. Retail Parks in the North West and West Midlands regions are more than 10% above the national average at 128,000 sq. ft. and 126,000 sq. ft. respectively.

Speaking about the latest findings, Neil Mitchenall, of Lunson Mitchenall said, *“The growing importance of Leisure Parks and combined schemes, given the increasing consumer demand for leisure activities, means that this comprehensive research source will become an essential reference work. We are pleased to assist other participants in this important growth sector.”*

Trevor Wood of TW Research Associates added, *“There has been significant demand, particularly from letting agents and planners, for an economic, reference book listing all retail parks and leisure schemes. We believe this first edition will be as well received as Going Shopping has been and we are already making plans for the 2001 edition.”*

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This research was undertaken by Trevor Wood of TW Research Associates in conjunction with retail property consultants Lunson Mitchenall to complement earlier research for **“Going Shopping 2000”** which was published earlier this year.

**“Shopping meets Leisure 2000”** contains more than 80 pages of detailed analysis and listings of over 800 retail parks and leisure schemes compiled principally from questionnaires and extensive research within the industry. The report looks at schemes anticipated to be trading by 2003 as well as those currently trading.

Copies of **“Shopping meets Leisure 2000”**, including postage, are priced at £95 per copy within the UK, 190 Euros within Europe or \$190 outside Europe. Substantial discounts are available for multiple orders. For example, within the UK, after the first copy, a further 4 additional copies can be purchased for £75 per copy with any further copies costing £50 each. Copies are available from either:-

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Or

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#### **Notes to editors:**

A Leisure Park has been defined as a purpose-built development with at least three units covering 30,000 sq. ft or more of lettable floorspace, mainly comprised of leisure occupiers and usually, but not always, dedicated surface car parking.

A Retail and Leisure Park has been defined as a purpose-built development with at least three retail warehouse units covering 30,000 sq. ft or more of lettable floorspace, with a considerable proportion of leisure occupiers and, usually but not always, dedicated surface car parking.

We have not included leisure developments that exist within shopping centres, although in some cases these are quite substantial, as they do not dominate the scheme. Many shopping centres incorporate cinemas and other leisure facilities, with leisure floorspace sometimes extending to over 100,000 sq. ft. However, most of these schemes are in excess of 500,000 sq. ft. Detailed analysis of these schemes is featured in **“Going Shopping 2000”**.