

13% OF OUT-OF-TOWN RETAIL PARKS NOW INCLUDE LEISURE

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Leisure is increasingly seen as a key element in the success of larger retail parks with 13% of retail parks now incorporating leisure facilities.

The enhanced role of leisure is outlined in *The Definitive Guide to Retail & Leisure Parks – Shopping Meets Leisure 2001* – a detailed analysis of the retail warehouse and leisure sector published by FPD Savills Commercial and TW Research Associates.

The review identified a growing trend for developers to include leisure facilities such as cinemas and health & fitness clubs within larger retail parks in order to increase the number of people visiting the schemes and to broaden the facilities available.

Trevor Wood of TW Research Associates says: “The analysis shows that out of the 756 established retail parks trading or under construction, 96 schemes now include a leisure element which is a 95 % increase in the last five years.” He added “The number of Leisure Parks increased from 33 to 92 during the same period.”

Overall 169 retail or leisure parks incorporate cinemas, 76 include a bowling alley or family entertainment centre and 98 have a health & fitness club.

The review also illustrated a growing trend towards the inclusion of night clubs within out-of-town retail schemes with 51 parks across the UK now incorporating a late night music venue. A further 40 schemes house a hotel while The Embassy Centre in Skegness, The Manchester Outlet Mall at The Lowry in Salford and Tally Ho in Finchley, all include a theatre.

Andrew McGregor of FPD Savills comments: “Developers are beginning to realise that by combining both retail and leisure the appeal of their scheme is greater, therefore attracting more people and increasing both revenue and dwell time.”

“Several leisure schemes are also broadening their appeal by incorporating a shopping focus and we have identified at least 18 schemes which have done this over the last year including Xscape in Milton Keynes and The Printworks in Manchester.”

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Notes to Editors:

The review, which lists every known retail park, leisure park and major leisure scheme in the UK including those scheduled to open by 2004, is available for £195.00 from TW Research Associates, Tel: 01494 715 846 or e.mail twresearch@estatesgazette.net

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