

the liberty

PROUD TO BE ROMFORD

PROACTIVE OWNER
IN DIRECT MANAGEMENT

RETAIL, F&B AND LEISURE OPPORTUNITIES AVAILABLE



ICE
RINK

ROMFORD
STATION

WESTERN RD
BUS STOP

THE BREWERY

MERCURY

SOUTH
STREET

CENTRAL
LONDON

MARKET
PLACE

THE LIBERTY
CAR PARK

the liberty

ROMFORD



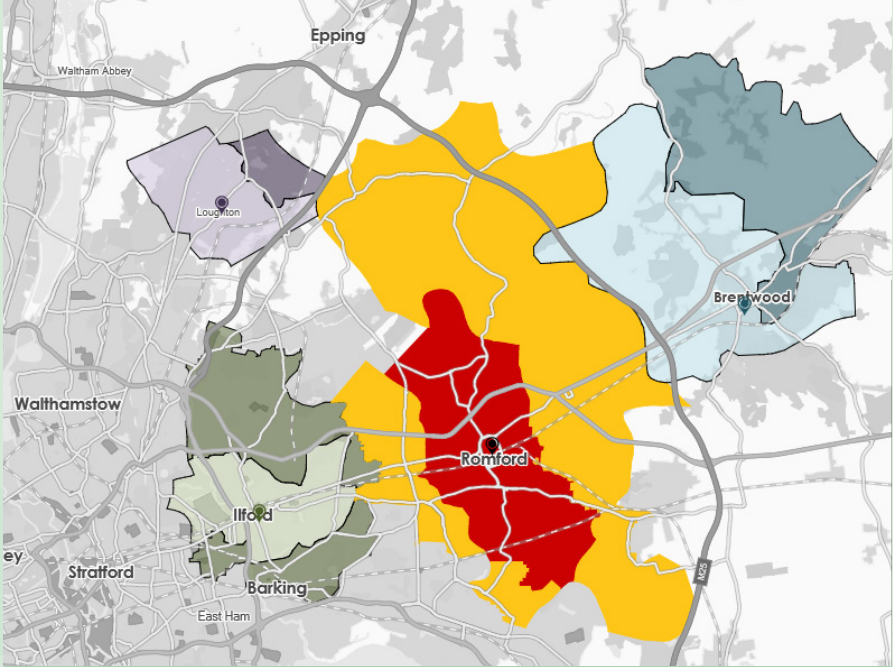
1.1 million
Catchment
Population

Source: CACI



£247m
Retail Spend
Opportunity

Source: CACI

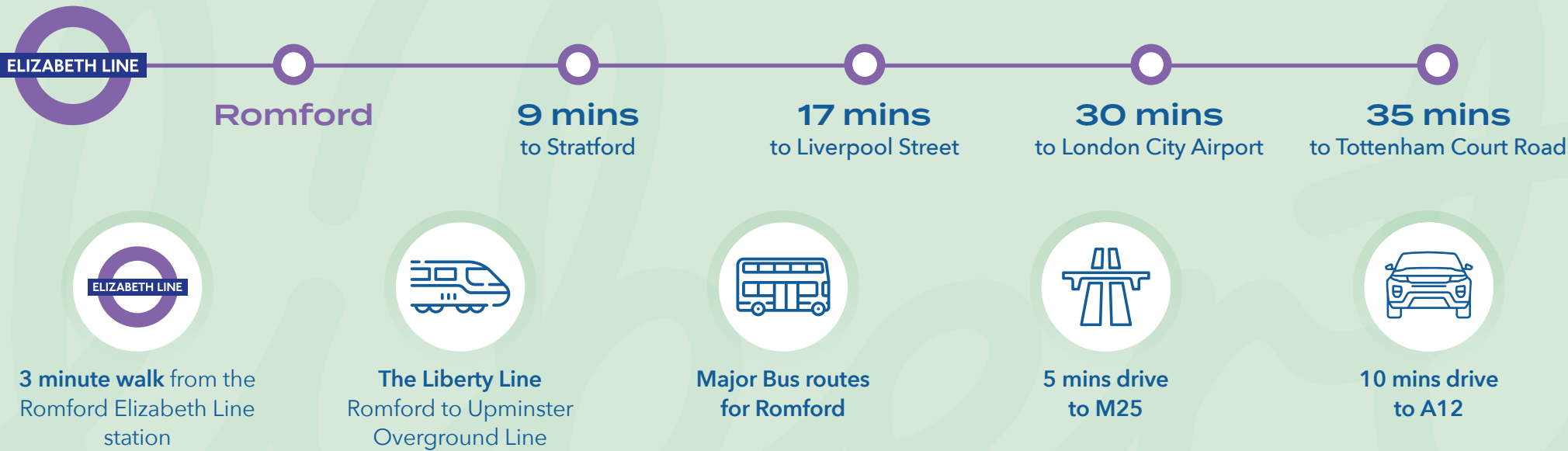


The Liberty has a large catchment relative to competing locations

Source: CACI Location Dynamics

GREAT CONNECTIVITY

Excellent transport links by Elizabeth line, Network Rail, buses and road.



KEY TENANTS

M&S *H&M*
EST. 1884

PRIMARK



Superdrug[☆]

NEXT

PANDORA[👑]

Foot Locker

FLANNELS

★ PRET A MANGER ★



Located in the heart of the town centre, The Liberty dominates Romford's retail offer and is anchored by Primark, Marks & Spencer and H&M. Further retail is provided by Boots, Next, and JD Sports. Benefiting from a retail shopper catchment of 1.1 million and annual footfall of 13.6 million, The Liberty has more than 490,000 sq ft of mixed use space across retail, cafes, restaurants and offices and a 800 space car park. The Liberty benefits from excellent public transport links via the Elizabeth line with Romford Station 35 minutes from Tottenham Court Road.



412,000 sq ft
retail space with 120 retail units



13.6 million
annual footfall



800
car parking spaces



Loyal catchment
who visit multiple times each week



93 minute
dwell time (30% increase from 2019)



2.9 shops
visited by Liberty shoppers



Increasingly
affluent catchment



Over 50%
of customers in the
top 3 Acorn profiles



1st
out of 13 London
Satellite centres



14th
out of 787 retail
destinations in London

CENTRE MAP

Market Place

South Street

Swan Walk

Laurie Walk

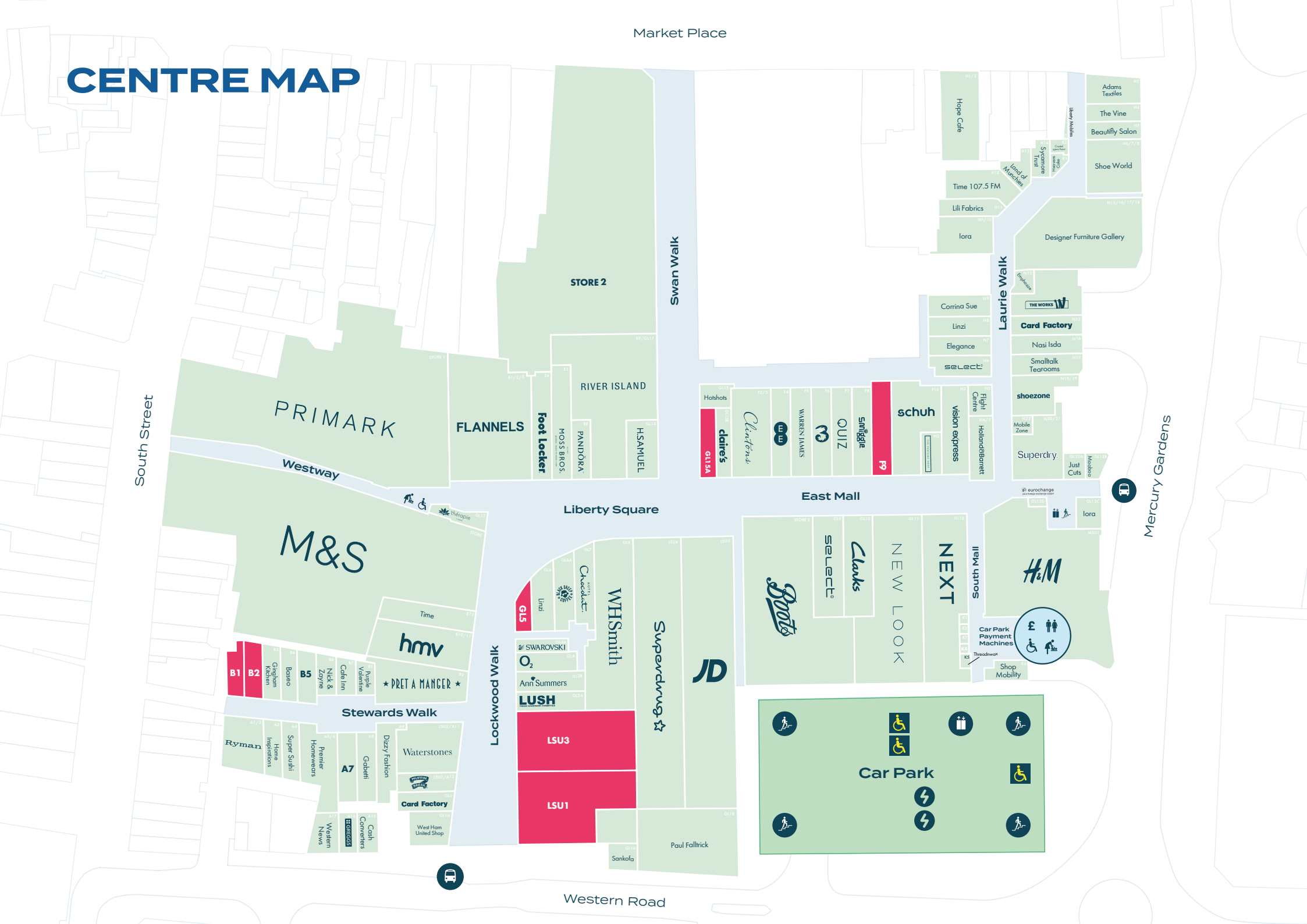
Mercury Gardens

Liberty Square

East Mall

-
-
-
-
-

Western Road



THE FUTURE AT *the liberty* ROMFORD

NEW OWNERSHIP AND
MANAGEMENT DRIVING
SIGNIFICANT TOWN
CENTRE REGENERATION

IMPROVEMENTS COMPLETED SINCE TAKING OVER MANAGEMENT IN 2023

As part of a multi-year Centre Improvement Budget of £7,000,000

Frictionless
car parking

Energy
efficient
LED car park
lighting

Significant
addition
to security
team

New security
systems

Increased
budget
for cleaning

New
management
offices

WHAT IS BEING DONE IN 2024?

Brand refresh with new entrance
signage, centre enhancement and
wayfinding



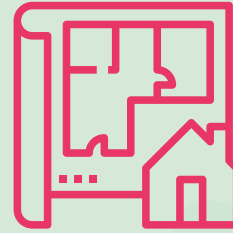
THE VISION

FOR THE FUTURE OF ROMFORD TOWN CENTRE

NEW OWNERSHIP AND MANAGEMENT
DRIVING SIGNIFICANT TOWN CENTRE
REGENERATION



1,000+ new residential units under construction in Romford / Havering



Residential masterplan under consideration for Romford Market Place



New owner and management committed to investing money into the shopping centre



1,000
new homes

Market Square
regeneration

Exciting new
retail and leisure
experiences



Solar panel
rollout





CONTACTS



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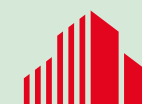
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