

the liberty

PROUD TO BE ROMFORD

NEW LETTINGS TO  
COSTA COFFEE flying tiger copenhagen  
£7m RECENTLY INVESTED SUIT DIRECT

THE liberty SHOPPING ROMFORD  
Pharmacy Boots Since 1897 Optician

YES TO FRESH  
Sugar free gum  
Mentos

JD  
JDSPORTS.CO.UK

Superdrug

RETAIL, F&B AND LEISURE OPPORTUNITIES AVAILABLE



SAPHIRE  
ICE &  
LEISURE  
CENTRE

ROMFORD  
STATION

WESTERN RD  
BUS STOP

THE BREWERY

THE LIBERTY  
CAR PARK

*the liberty*

MERCURY

SOUTH  
STREET

CENTRAL  
LONDON

MARKET  
PLACE



# ROMFORD



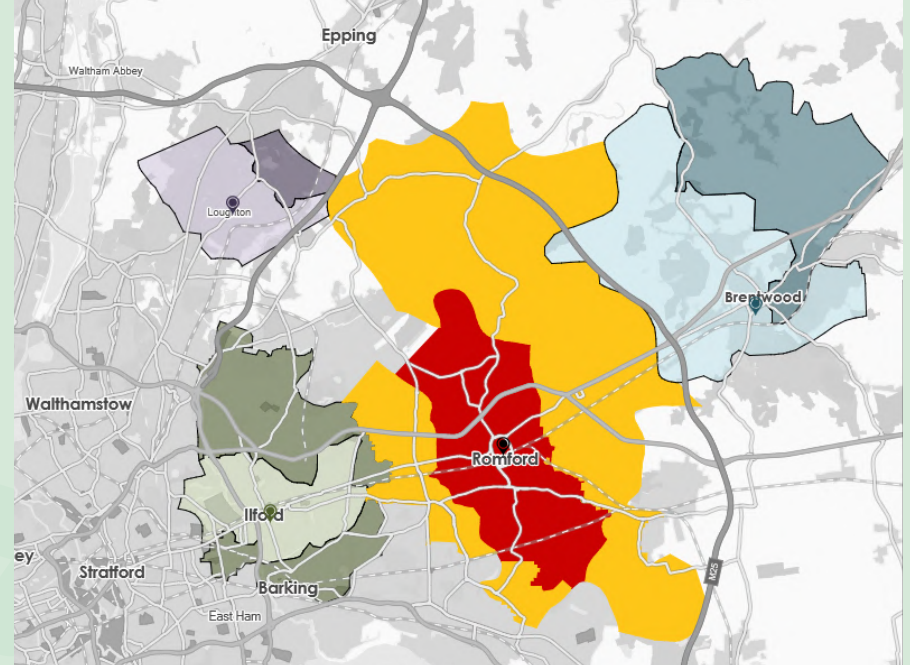
**1.2 million**  
Catchment  
Population

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<sup>☆</sup>

NEXT

PANDORA<sup>♠</sup>

RITUALS

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 1.2 million and annual footfall of 13.4 million, The Liberty has more than 490,000 sq ft of mixed use space across retail, coffee shop, 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



**13.4 million**  
annual footfall



**800**  
car parking spaces



**Loyal catchment**  
who visit multiple times each week



**88 minute**  
dwell time



**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

South Street

Swan Walk

Laurie Walk

Mercury Gardens



South Street

PRIMARK

FLANNELS

STORE 2

RIVER ISLAND

Foot Locker

MOSS BROS.

PANDORA

HSAMUEL

Hotshots

claires

Claretta

WARREN JAMES

SUIT DIRECT

smiggle

RITUALS...

schuh

vision express

Flight Centre

HollandBarrett

Mobile Zone

TO BE COSTA COFFEE

Just Cuts

Madison

East Mall

M&S

Liberty Square

WHSmith

Superdrug

JD

Boots

Clarks

NEW LOOK

NEXT

South Mall

H&M

Car Park Payment Machines

Shop Mobility

Car Park

B1

B2

Gangnam Kitchen

Baseo

Miss Citi

SOL'S

WOW

Grumpy Grandpa

Nails

PRET A MANGER

casual classics

hmv

MINI SOU

SWAROVSKI

O2

Ann Summers

LUSH

LSU3

LSU1

Paul Falltrick

Sankofa

Stewards Walk

Lockwood Walk

Ryman

Super Suki

Premier Homewares

A7

Gabrieli

Dizzy Fashion

Waterstones

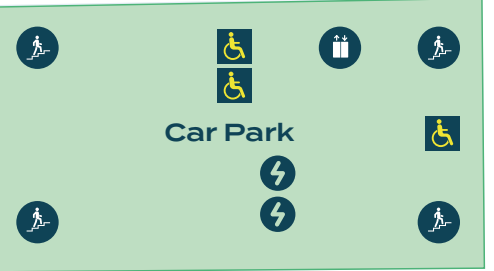
Card Factory

West Ham United Shop

HERBESSES

Cash Converters

Western News



**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 HAS BEEN DONE IN 2024 & 2025?

### COMPLETED IN 2024:

- Frictionless car parking
- New car park Lighting
- Increased security & cleaning provisions

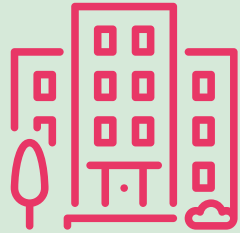
### COMPLETED IN 2025:

- New car park lifts
- Internal mall upgrades
- New mall lighting
- New entrances throughout
- New seating areas
- Car park redecorated throughout

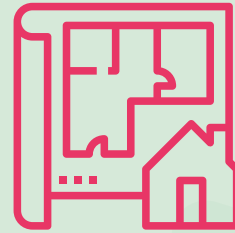


# THE VISION FOR THE FUTURE OF ROMFORD TOWN CENTRE

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



**Redical**

**DAN TUCKER**

dan.tucker@redical.com  
07564 578 608

**ANNABEL ANDERSON**

annabel.anderson@redical.com  
07503 296 159

**green  
& partners**

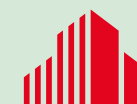
**ADAM BINDMAN**

adam.bindman@greenpartners.co.uk  
07825 442 413

**ALEX MURRAY**

alex.murray@greenpartners.co.uk  
07498 269 560

**the liberty**



**CUSHMAN &  
WAKEFIELD**

**JAMES G T MERRETT**

james.merrett@cushwake.com  
07825 007 721

**VICTORIA DAVIES**

victoria.davies@cushwake.com  
07917 686 837