



Luton Point

A new direction

Following the purchase of The Mall Luton in 2023, the new owners are relaunching the shopping centre, building on the inherent strength of the retail offer and adding new exciting brands including an elevated Sports Direct/USC store.





Highlights

The strength of Luton as a brand and a trading location

Home to: **easyJet**



**SPORTS
DIRECT**

New store
65,000 sq ft

PRIMARK®

Upsized
Additional 10,000 sq ft
of sales area

RIVER ISLAND

Upsized
17,000 sq ft

wilko

New store
3rd store in the UK
to reopen



Recent lettings to:

Clarks



POPEYES



Upsized
New 8,000 sq ft store



LIDL

New store
20,000 sq ft
100,000
customers per month



Key Statistics



43% of customers
visit the centre

52 times or more per year
(national average = 26%)



125 units



900,000 sq ft
of retail and leisure



75.2 mins
average dwell time
(UK Shopping Centre average = 70.9 mins)



80%
average retail conversion



1,700
car parking spaces



+1%
footfall on 2023
(2.3% above National Index)

15.5 million
annual footfall (rolling 2024)



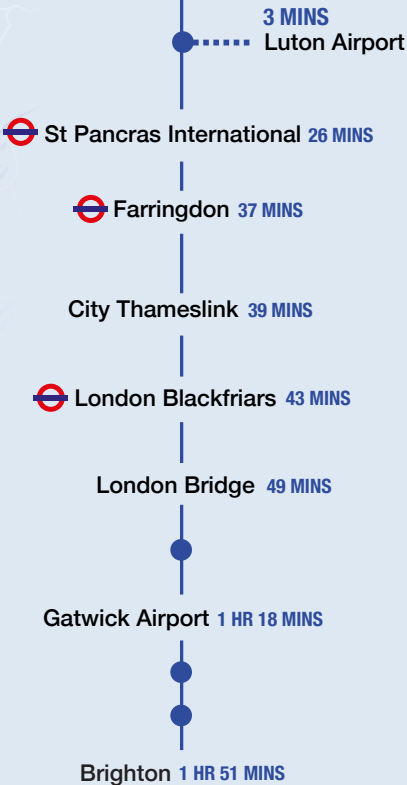
KEY STATISTICS

Catchment and demographics



26 MINUTES
FROM LONDON

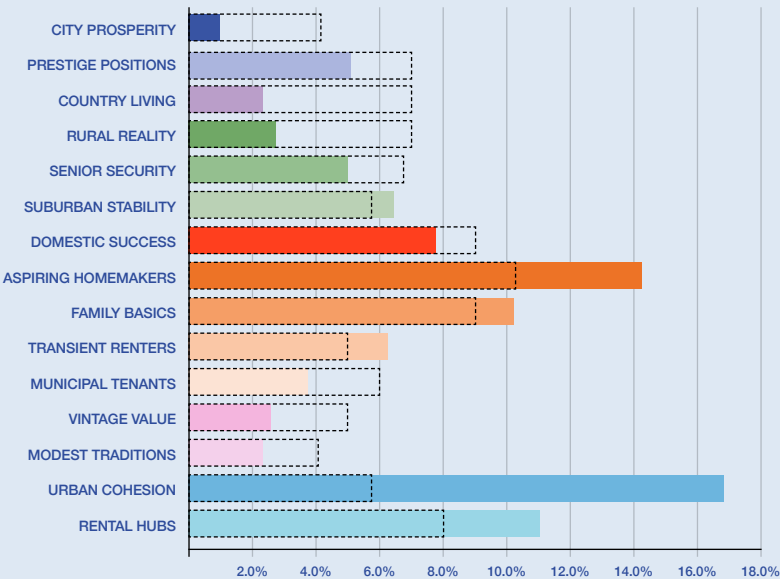
LUTON



Times indicate the journey time from Luton to each destination.
Times courtesy of Google maps.

Luton Acorn Groups

% UK AVERAGE Source: CACI



3rd
youngest population
in the UK

20%
under 16 years



23 m people
within a 2 hour
catchment area



40,000
new homes target by 2025

2,000
new homes delivered
between 2020 and 2023



+11%
population increase
between 2011 and 2021



Most affordable
commuter town
in the UK (Lloyds Bank)

400
new units at The Stage

887
new units at LU2ON,
plus 200 bed hotel



24,000
students at
Bedfordshire University.
The largest higher
learning institute in the
country (Think Luton)





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