

# Elwick Place, Ashford

100,000 square foot leisure development, with a 6 screen Picturehouse cinema and Travelodge hotel

Opening Christmas 2018



ELWICK PLACE

[www.elwickplace.com](http://www.elwickplace.com)

**STANHOPE**



# Introduction

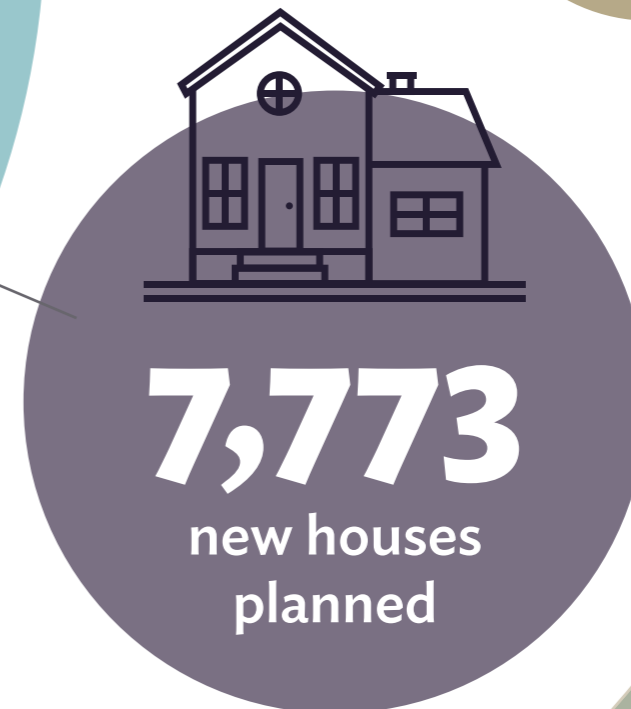
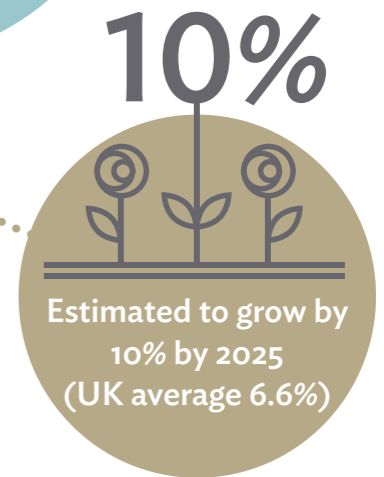
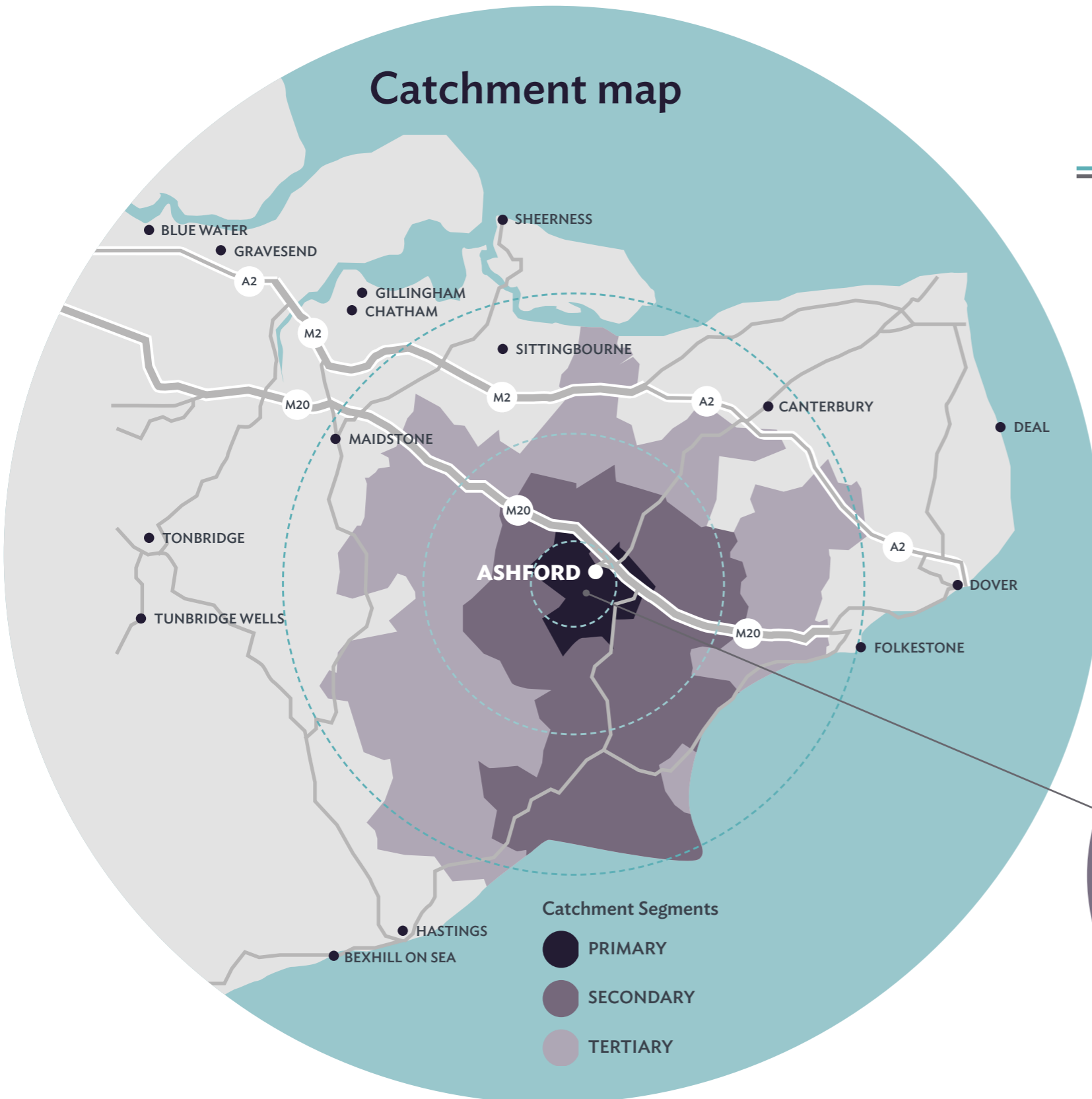
**Elwick Place will comprise a new 100,000 sq ft leisure and restaurant development in the heart of Ashford Town Centre, anticipated to open Christmas 2018.**

The development will include a new 6 screen **Picturehouse** Cinema with approximately 1,000 seats, 7 restaurant units on the ground floor, a new meeting and events space at Elwick Square, a 58 room **Travelodge** hotel and new homes. The scheme will benefit from a surface car park of 282 spaces, in addition to the existing 600 space multi-storey car park in the adjacent County Square Shopping Centre – home to **Debenhams, M&S, H&M** and **Next**.

Ashford is predicted to be one of the fastest growing town centres in the South East, with Elwick Place one of a number of significant commercial and residential developments due to come forward. Notable developments include an extension to the **McArthurGlen Designer Outlet**, a new **John Lewis** store, Ashford's radical Shared Space infrastructure, new college and office campuses along with an estimated 7,773 new homes building upon the ease of access to London by train of 38 minutes.



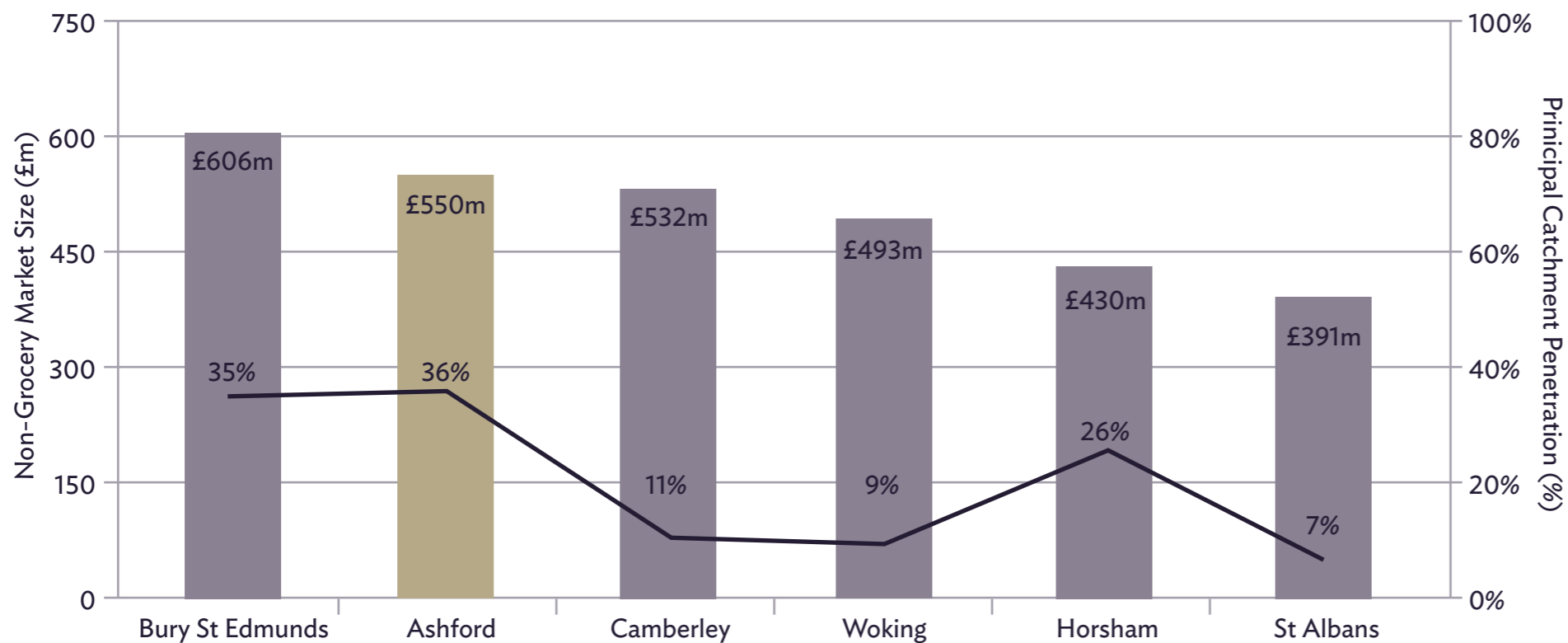
# Ashford – A Designated Growth Area



# Ashford – A Designated Growth Area

	Affluent Achievers	Comfortable Communities
UK %	23%	27%
Ashford %	32%	33%

## Market size



**14%**  
Average income  
14% above UK  
average

Shopper Spend  
(non-grocery) -  
**£550**  
MILLION

Shopper Spend  
(non-grocery) -  
£550 Million

London in  
**38 minutes**

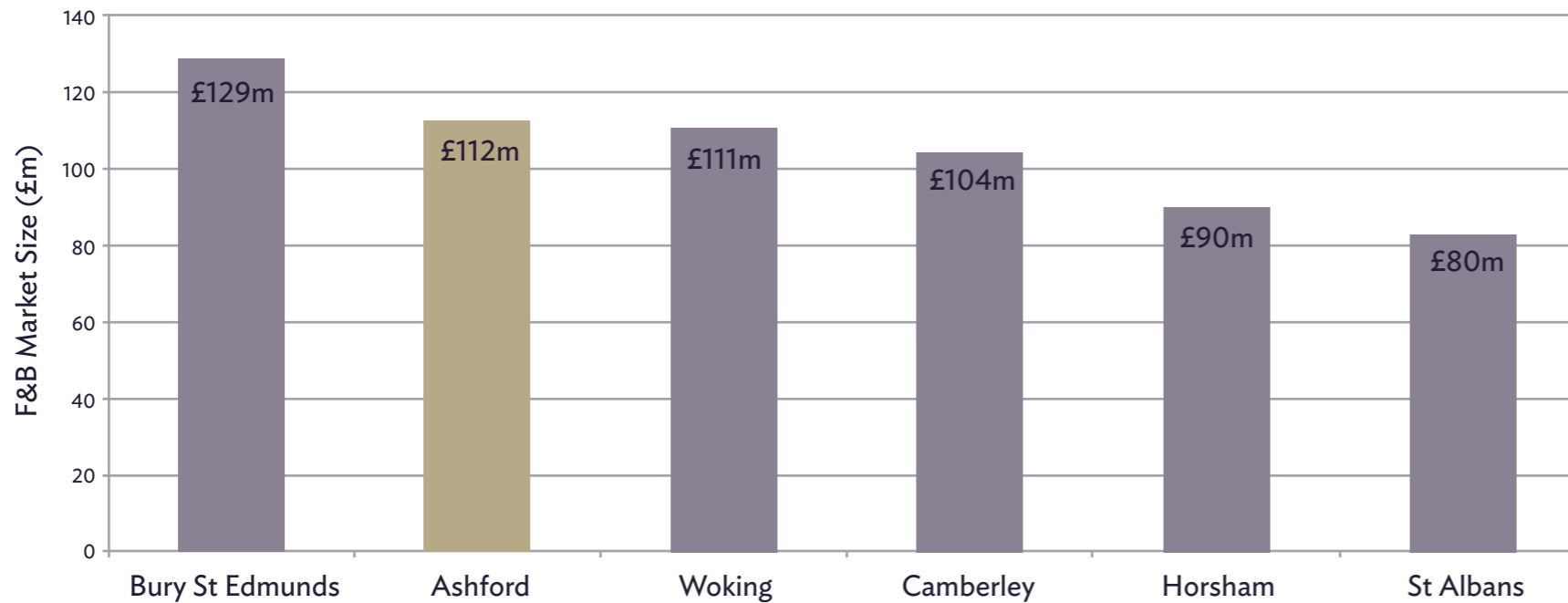


**36%**  
Catchment  
penetration

Catchment information provided by FSP

# Ashford's Leisure Opportunity

## Food & Beverage Market Size (£m)



**11%**

High F&B spend per head - 11% higher than UK average.



**4%**

Higher propensity for eating out - 4% higher than UK average.



**£112m**

High F&B spend opportunity - £112 million versus comparable towns.

- Expanding office population - **Currently 6,000 but growing to 12,000** post-completion of Commercial quarter. Woking currently **9,000**, Camberley **3,000** and Bury St Edmunds **2,000**.
- Elwick Place integrated into Town Centre - Elwick Place adjacent to established 437,000 sq. ft. County Square Shopping Centre.
- Car parking - **3,500** spaces within 10 minute walk.
- Elwick Place car parking - **282 spaces**

# £520 million investment across Ashford



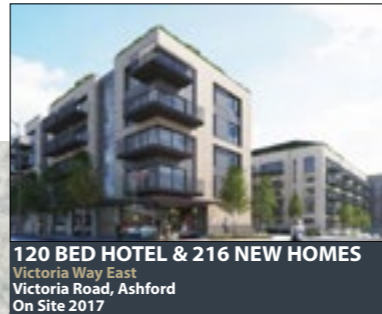
**ASHFORD INTERNATIONAL STATION**  
Romney Marsh Road, Ashford  
37 mins to London



**500,000 VISITORS PER ANNUM**  
Ashford International Model Railway Centre  
Romney Marsh Road, Ashford  
30,000sqft of Exhibition Space



**3 MILLION VISITORS PER ANNUM**  
McArthur Glen Designer Outlet  
Romney Marsh Road, Ashford  
Existing 182,000sqft



**120 BED HOTEL & 216 NEW HOMES**  
Victoria Way East  
Victoria Road, Ashford  
On Site 2017



**635 APARTMENTS & 25 HOUSE PRS SCHEME**  
Victoria Way West  
Victoria Road, Ashford  
Phase 1 Commencing 2017



**7 MILLION VISITORS PER ANNUM**  
Ashford Outlet Extension  
Romney Marsh Road, Ashford  
Opening 2019  
100,000sqft Extension to Existing Scheme  
38 New Luxury Brands and 725 Car Parking Spaces

**PROPOSED 200 PRS UNITS**  
Elwick Place - Phase 2  
Elwick Road, Ashford



**POTENTIALLY 50,000 VISITORS PER ANNUM**  
The Curious Brewery  
Victoria Road, Ashford  
Opening 2018  
Brewery and Destination Eating Venue

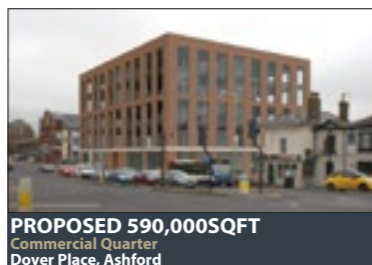


**THE STOUR CENTRE**  
Station Approach, Ashford  
Leisure Centre

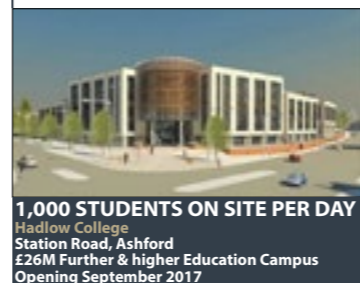
**300+ SPACES**  
Potential Multi-Storey Car Park  
Gasworks Lane, Ashford

**CROUDACE RESIDENTIAL SITE**  
Gasworks Lane, Ashford  
83 New Homes  
Completion 2017

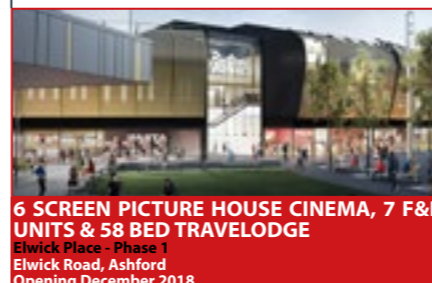
**EXISTING 437,000SQFT**  
County Square Shopping Centre  
Elwick Road, Ashford



**PROPOSED 590,000SQFT**  
Commercial Quarter  
Dover Place, Ashford



**1,000 STUDENTS ON SITE PER DAY**  
Hadlow College  
Station Road, Ashford  
£26M Further & higher Education Campus  
Opening September 2017



**6 SCREEN PICTURE HOUSE CINEMA, 7 F&B UNITS & 58 BED TRAVELDGE**  
Elwick Place - Phase 1  
Elwick Road, Ashford  
Opening December 2018



← - - - - - → Pedestrian Footbridge

Elwick Place Site

Existing Car Parks

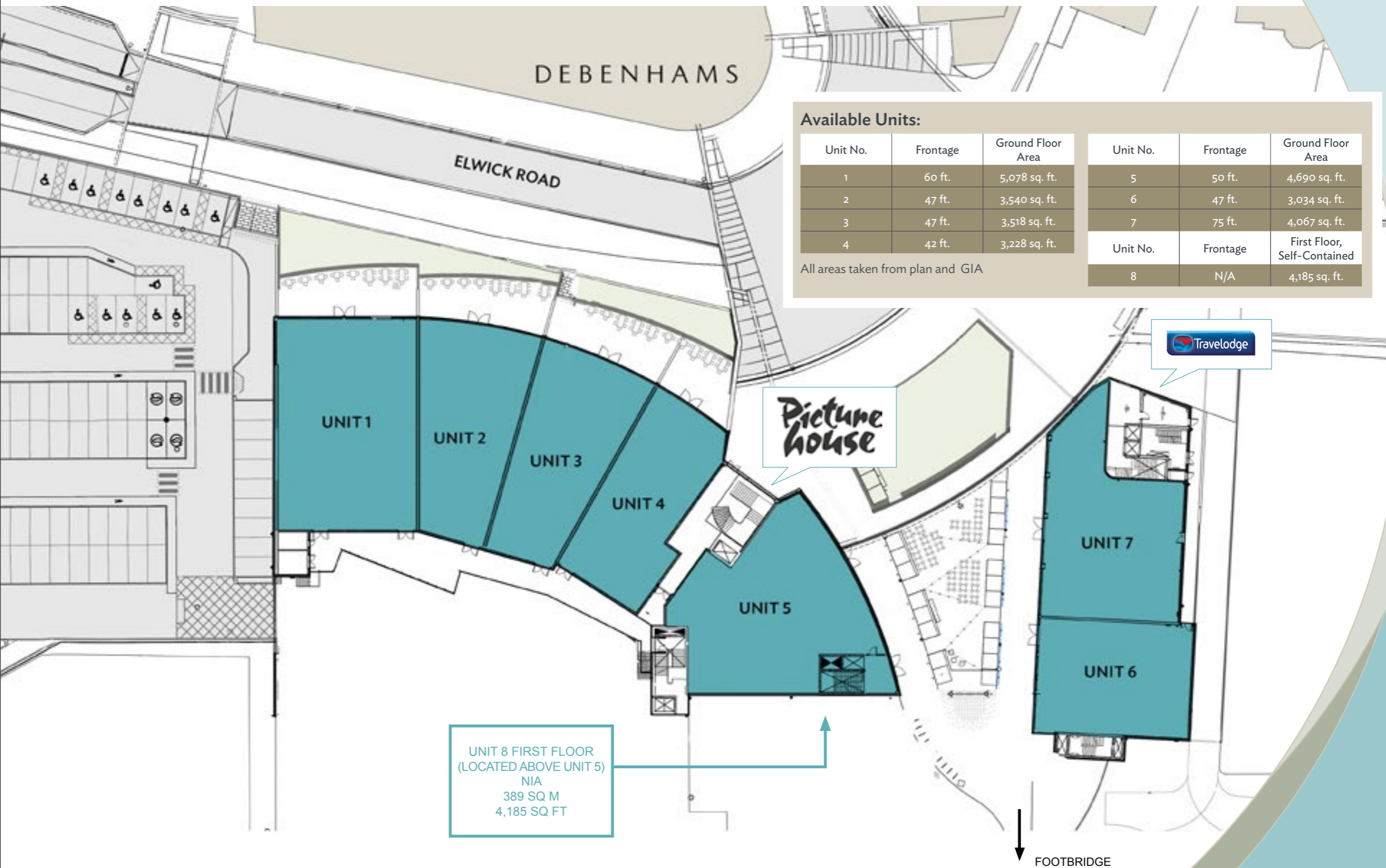
# Town Plan







# Elwick Place – Ashford’s Leisure Destination



### Available Units:

Unit No.	Frontage	Ground Floor Area	Unit No.	Frontage	Ground Floor Area
1	60 ft.	5,078 sq. ft.	5	50 ft.	4,690 sq. ft.
2	47 ft.	3,540 sq. ft.	6	47 ft.	3,034 sq. ft.
3	47 ft.	3,518 sq. ft.	7	75 ft.	4,067 sq. ft.
4	42 ft.	3,228 sq. ft.	Unit No.	Frontage	First Floor, Self-Contained
All areas taken from plan and GIA					
			8	N/A	4,185 sq. ft.

UNIT 8 FIRST FLOOR  
(LOCATED ABOVE UNIT 5)  
N/A  
389 SQ M  
4,185 SQ FT

## Terms

All units are available by way of new effective full repairing and insuring leases for 25 years, subject to 5 yearly upward only rent reviews.

Quoting rentals by application to the joint agents:



### Green & Partners LLP

Paul Cooper  
020 7659 4848  
paul.cooper@greenpartners.co.uk

Matt Beardall  
020 7659 4836  
matt.beardall@greenpartners.co.uk



### Restaurant Property

Ben Reeve  
020 7935 2222  
ben@restaurant-property.co.uk

Demographic, catchment and spend information all supplied by FSP.

Misrepresentation Act: These particulars shall not form part of any contract and no guarantee is given as to the condition of the property or the accuracy of its description. An intending purchaser or tenant is not to rely on any representations in these particulars and must satisfy themselves as to their accuracy by their own investigation before entering into any contract.