

# Elwick Place, Ashford

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



ELWICK PLACE

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

**STANHOPE**

 **Ashford**  
Borough Council

**ASHFORD**

# Introduction

Elwick Place is a striking, brand new 100,000 sq ft leisure and restaurant development located right in the heart of Ashford Town Centre, one of the fastest growing towns in the South East.

Designed by the acclaimed Guy Hollaway Architects, this stunning scheme comprises the first ever new-built **Picturehouse cinema** offering six state-of-the-art screens with approximately 850 seats, nine retail/restaurant units on the ground floor, a 24 hour gym, a 58 room **Travelodge hotel** and Elwick Place Piazza - a brand new outdoor event space.

The development benefits from a 282 space surface car park, in addition to the existing 600 space multi-storey car park in the adjacent County Square shopping centre – home to many household names.





# The Opportunity

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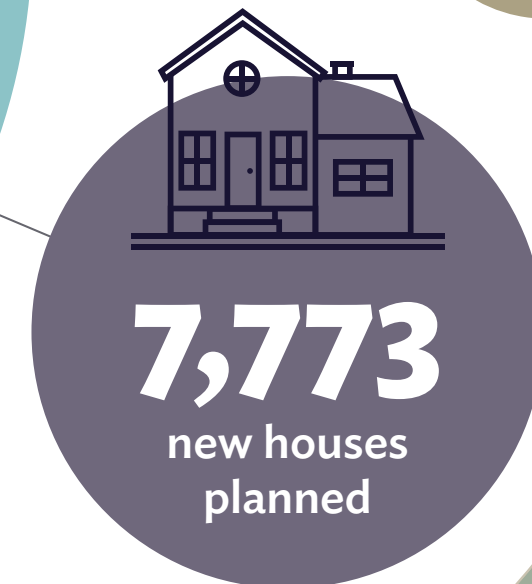
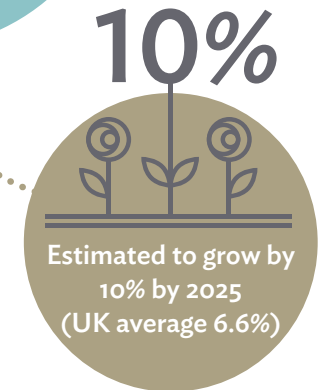
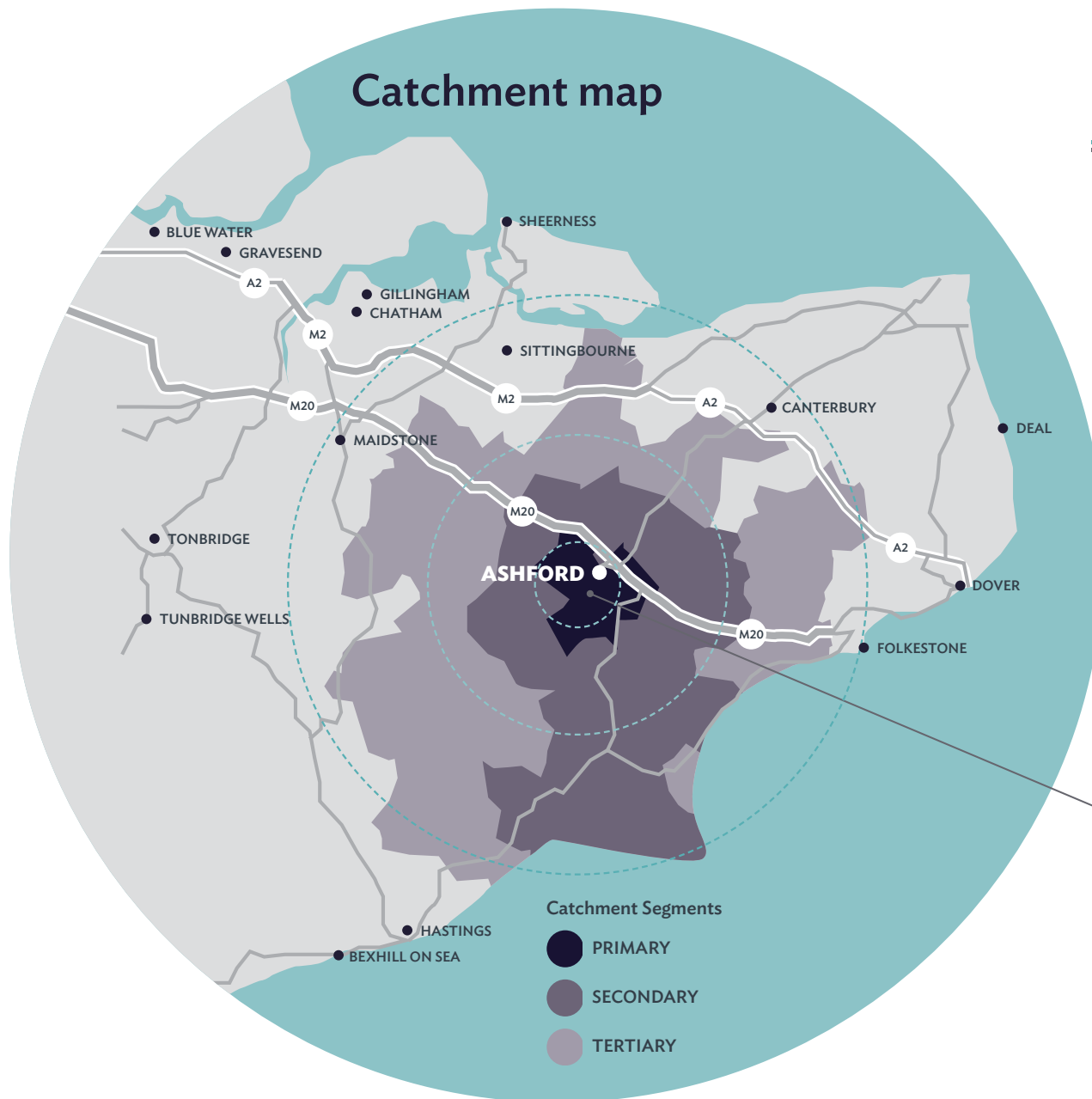
Ashford is growing fast. Each year over the last three years, there have been an average of 765 homes built within the borough.

Elwick Place is one of a number of significant commercial and residential developments which are changing the face of the area. Notable recent investments include an extension to the **McArthurGlen Designer Outlet**, a new higher education **Ashford College** and **The Coachworks** – a new flexible indoor/outdoor, co-working space and a food and drink destination.

Adjacent to the international rail station, **Connect 38** is at the forefront of Kent's commercial property scene and along the road the custom built **Curious Brewery**, restaurant and bar will blaze a trail for modern brewing.

Ashford's expansion is underpinned by its unrivalled connectivity, with easy access to London by high speed 1 in just 38 minutes, as well as direct European connections via Eurostar.

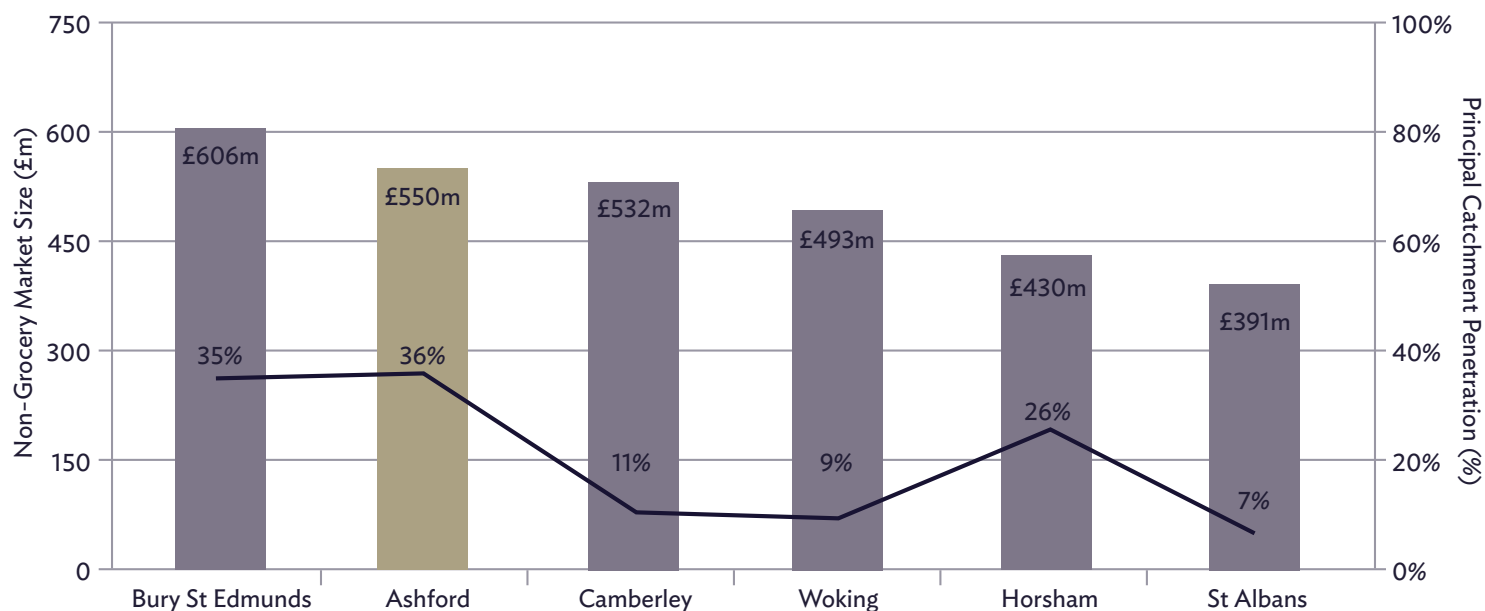
# Ashford – A Growth Area



# Ashford – A Growth Area

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

## Market size

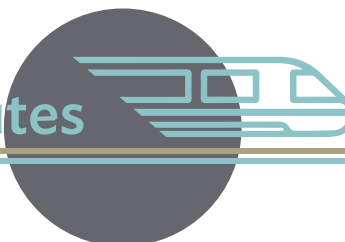


**14%**  
Average income  
14% above UK  
average

**£550**  
MILLION

Shopper Spend  
(non-grocery) -  
£550 Million

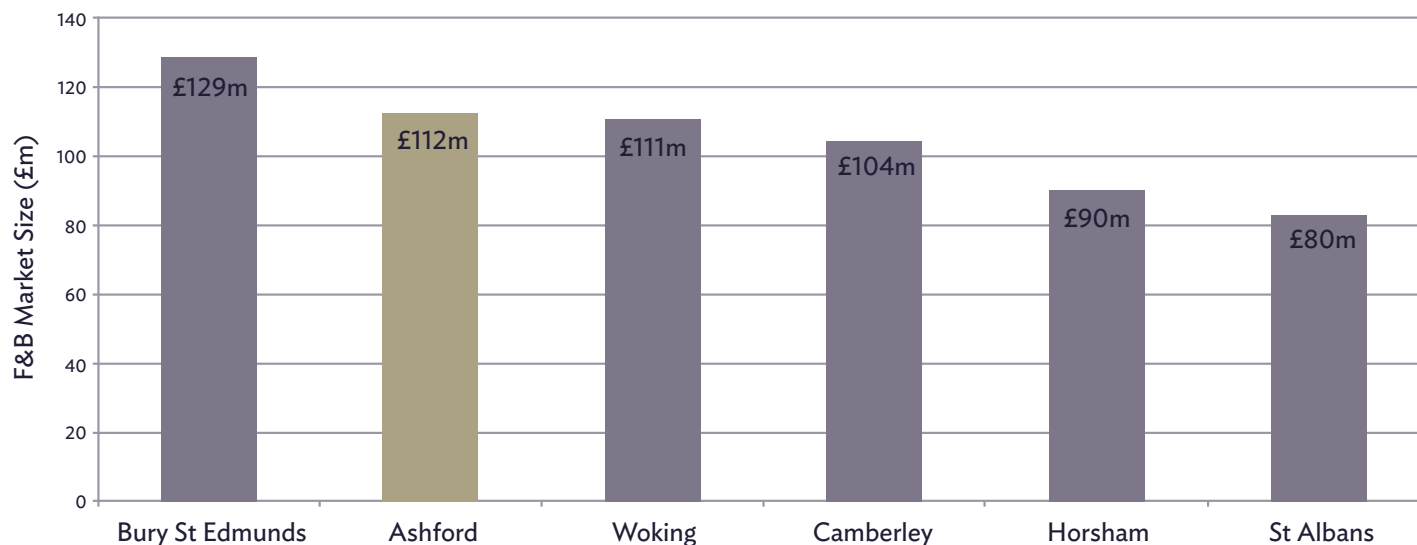
London in  
**38 minutes**



**36%**  
Catchment  
penetration

# Ashford's Leisure Opportunity

## Food & Beverage Market Size (£m)



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



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




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 park - **282 spaces**

# £520 million investment across Ashford


Around 1,000 homes are currently being built in Ashford Town Centre, with more to come, all within easy walking distance of the Elwick Place development.




**ASHFORD OUTLET EXTENSION**  
Romney Marsh Road  
100,000 sq ft extension to existing site. 50 new luxury brands and 725 car parking spaces




**ASHFORD INTERNATIONAL STATION**  
Romney Marsh Road  
38 minutes to London by train




**THE STOUR CENTRE**  
Station Approach  
Leisure Centre


**MCARTHURGLEN DESIGNER OUTLET**  
Romney Marsh Road  
3 million visitors per annum  
182,000 sq ft



**VICTORIA POINT**  
Victoria Road  
216 apartments




**120 BED HOTEL**  
Victoria Road  
120 bed hotel



**RIVERSIDE PARK**  
Victoria Road  
635 apartments and 25 houses


**ELWICK PLACE – PHASE 2**  
Elwick Road  
Proposed for residential



**THE CURIOUS BREWERY**  
Victoria Road  
Brewery and destination eating venue. Potentially 50,000 visitors per annum

**NEW CAR PARK**  
Gasworks Lane  
300+ car parking spaces


**NEW HOMES**  
Gasworks Lane  
83 new homes now complete



**CONNECT 38**  
Dover Place  
80,000 sq ft of Grade A office space. Part of the Commercial Quarter



**ASHFORD COLLEGE**  
Station Road  
£26m further and higher education campus  
1,000 students on site per day



**ELWICK PLACE – PHASE 1**  
Elwick Road  
Six screen Picturehouse cinema, nine retail/restaurant units and a 58 bed Travelodge hotel



**COUNTY SQUARE**  
Elwick Road  
Existing 437,000 sq ft shopping centre with 600 space multi-storey car park



# Town Plan





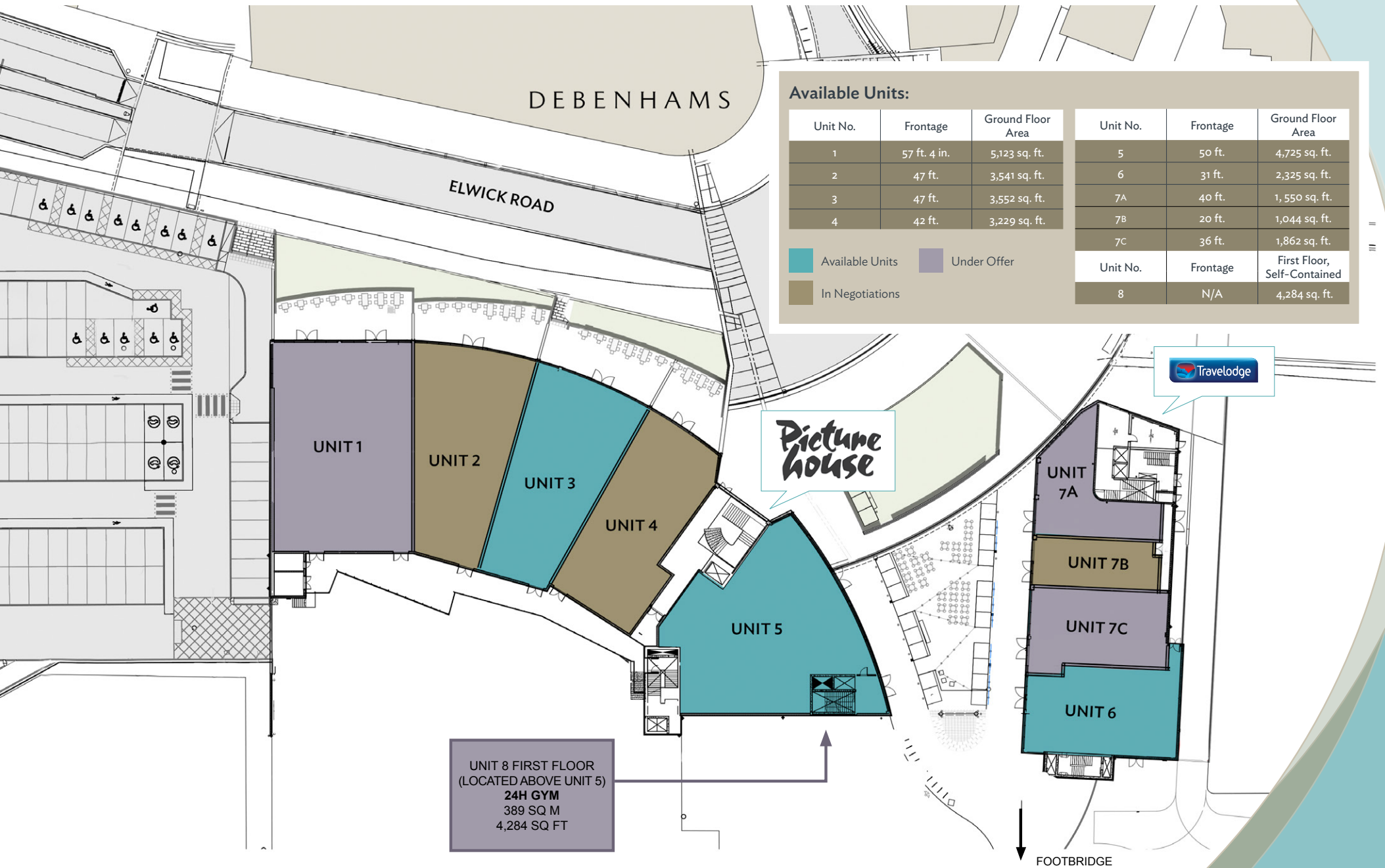
“As General Manager of Ashford Picturehouse, I am delighted to have been a part of the Elwick Place opening and look forward to continued success here. We have seen customer trends all moving in a very positive direction from general footfall through to paid visits and retail spend, trends we expect to see continue.

With clear possibilities and plans in place for the growth of the Elwick Place development, we are excited to be a part of it and seeing this quarter of Ashford continue to grow.”

**Ben Hammond**



# Elwick Place – Ashford’s Leisure Destination



**Available Units:**

Unit No.	Frontage	Ground Floor Area	Unit No.	Frontage	Ground Floor Area
1	57 ft. 4 in.	5,123 sq. ft.	5	50 ft.	4,725 sq. ft.
2	47 ft.	3,541 sq. ft.	6	31 ft.	2,325 sq. ft.
3	47 ft.	3,552 sq. ft.	7A	40 ft.	1,550 sq. ft.
4	42 ft.	3,229 sq. ft.	7B	20 ft.	1,044 sq. ft.
			7C	36 ft.	1,862 sq. ft.

Unit No.	Frontage	First Floor, Self-Contained
8	N/A	4,284 sq. ft.

■ Available Units    ■ Under Offer  
■ In Negotiations

UNIT 8 FIRST FLOOR  
 (LOCATED ABOVE UNIT 5)  
**24H GYM**  
 389 SQ M  
 4,284 SQ FT

## Terms

All units are available by way of new effective full repairing and insuring leases for a term of years to be agreed, subject to five yearly upward only rent reviews.

Quoting rentals by application to the joint agents:



### Green & Partners LLP

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.