


THE EXCHANGE



Nottingham



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ALWAYS AT THE HEART

The Exchange has been at the heart of Nottingham retailing for more than 90 years, and is now home to an unrivalled mix of fashion & lifestyle brands along with a selection of unique independent stores.

Housed adjacent to the historic Council House, a nationally celebrated grade II* listed building at the very centre of the city, it offers a stylish and atmospheric shopping experience.



HISTORY

Situated at the head of Market Square, The Exchange occupies a prime position in Nottingham's vibrant city centre, making it uniquely accessible from central car parks and other transport links.

The Exchange was Nottingham's first shopping centre, opened on 22nd May 1929 by the then Prince of Wales, later Edward VIII. Originally home to an upmarket food emporium run by one Joseph Burton, the centre today continues to provide the excellent retail environ for which it is justifiably renowned.



THE EXCHANGE

PLACE

NOTTINGHAM

Reputedly the fastest growing city in the UK, Nottingham is home to two universities and is one of the country's top retail centres.

The City Centre ranks 5th in the UK and has a total of 1,164 retail outlets of which 46% is comparison goods shopping*

There are 57 key retailers in the city, defined by Experian as having a high draw to shoppers

Annual retail spend is placed at over £1.8 billion, placing the city 5th in terms of comparison shopping expenditures in the UK**

Nottingham is the East Midlands' premier location performing well ahead of Derby, Northampton and Lincoln whose combined comparison expenditure is 80% that of Nottingham

Nottingham has a current floor space of 2.8 million sq ft, which is set to rocket by a further one million square feet, with the construction of new and extension of existing retail spaces

Over £500 million is being invested into retail development & investment in Nottingham to further increase the wealth of retail opportunities in the city

The city's average weekly footfall is between 800,000 - 1,200,000 and an average 25m visitors are attracted annually to Nottingham for its cultural, leisure and retail offer



The City Centre has benefited from substantial investment in integrated transport and public realm projects, significantly improving its retail sector and visitor experience

* source Experian

** source CACI



THE EXCHANGE

PRESENCE

The Exchange employs a comprehensive multi-media marketing programme which incorporates PR, social media, print advertising, digital marketing, events and bespoke magazines.

The centre also produces a branded 'bag for life' which is distributed free to customers who visit the scheme.

Produced twice a year, in April and October, The Exchange Magazine forms a central part in the centre's overall marketing strategy.

The magazine is distributed within the centre itself and to the wider Nottingham area via The Sunday Times.

The magazine provides an ideal platform to give a detailed seasonal overview of the centre and has proved an extremely effective method of engaging with existing customers and attracting new ones.

Each edition is also available in a fully interactive digital edition, accessed from the centre's website.



DIGITAL EXCHANGE



The centre's website, www.theexchange.uk.net, is linked directly to its social media pages, which also include a blog and ExchangeTV. Content is deliberately different on each to encourage users to visit all the centre's sites.

The scheme also has its own email database which it uses to distribute regular emailers with updates about current and forthcoming news and events. This facility is freely available to all the centre's tenants to distribute their own branded emailers.

The Exchange also offers free wi-fi to all its customers, meaning they can catch up with emails and social media as well as browse the web anywhere in the scheme.

This has a tandem benefit of increasing dwell time as well as capturing information for the centre's database.

NOTTINGHAM BID

The Nottingham BID (Business Improvement District) was born out of the merger of the city's Leisure and Retail BIDs, in January 2013. Now one of the largest in the UK, Nottingham BID serves 900 city centre businesses, with a spend of over £1m in 2019.

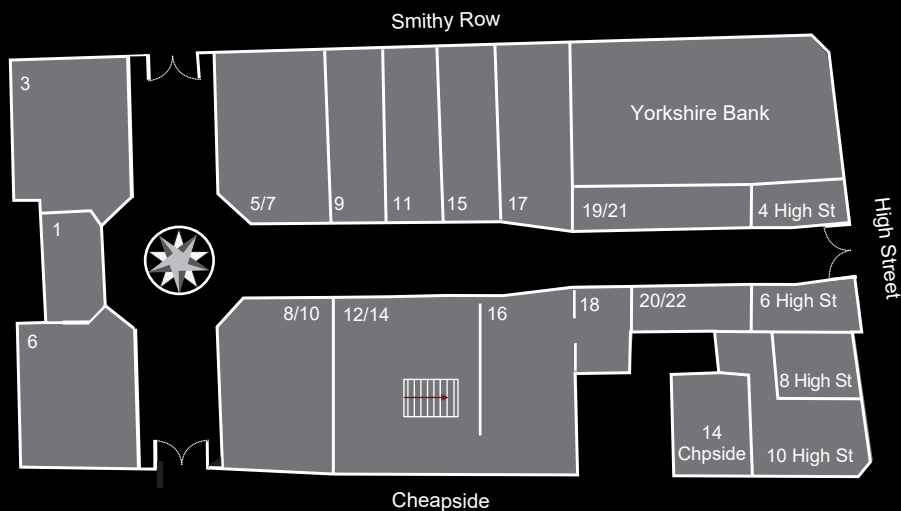
The Exchange management team has been closely involved with the Nottingham BID since it started. This allows for the opportunity to influence the broader development and promotion of the city, as well as ensuring The Exchange is intimately involved with all the BID's initiatives.



THE EXCHANGE

SPACE

UNIT	TENANT
1 Exchange	<i>Tutu Urban Boutique</i>
3 Exchange	<i>Patisserie Valerie</i>
5 & 7 Exchange	<i>Vacant Unit</i>
6 Exchange	<i>Vacant Unit</i>
8 - 10 Exchange	<i>Castle Fine Art</i>
9 Exchange	<i>Vacant Unit</i>
11 Exchange	<i>Dr. Martens</i>
12 - 14 Exchange	<i>Vacant unit</i>
15 Exchange	<i>Vacant Unit</i>
16 & 18 Exchange	<i>Sofa.com</i>
17 Exchange	<i>Vacant Unit</i>
19 - 21 Exchange	<i>Exchange Barbers</i>
20 - 22 Exchange	<i>Harvey Jones Kitchens</i>
4 High Street	<i>Gauntleys Fine Wines</i>
6 High Street	<i>Optique Vision</i>
8 High Street	<i>Vacant unit</i>
10 High Street	<i>Pret a Manger</i>
14 Cheapside	<i>Vacant Unit</i>



THE EXCHANGE

TALK TO THE AGENTS

If you are interested in finding out more about opportunities and available units within The Exchange, please contact our agents below:



Tim Harries & Partners
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T: 0115 935 2066
E: tim@timharriesandpartners.co.uk



Box Property Ltd
Ben Tebbutt
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E: ben@boxprop.co.uk



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