



Hammerson



# Where more happens

ZARA

BRENT CROSS



# Welcome to Brent Cross

914,000  
Sq ft

120  
Shops & restaurants  
including Fenwick,  
John Lewis, Waitrose  
and M&S

13  
Million annual  
footfall

7,600  
Parking spaces  
(free parking all  
year round)

## Serving an affluent catchment area

Located in one of the UK's largest and most affluent catchments, Brent Cross has a loyal and partisan customer base.

 **18%** of the total catchment have a higher per capita spend than the national average

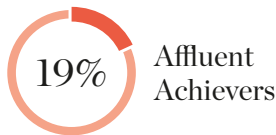
**TOTAL CATCHMENT AREA**  
1.9 million

**TERTIARY**  
1,142,880

Watford • Borehamwood • **SECONDARY** 454,430 • Enfield

Edgware • Wood Green • Harrow • **PRIMARY** 306,690 • BRENT CROSS • Kilburn

**Principal catchment & shopper Acorn profile**  
*Acorn is a lifestyle segmentation tool used to understand key groups and their behaviours*



## Shopper Statistics

92min  
Average dwell  
time

1.8  
Party size

71  
Yearly visit  
frequency

£126  
Average retail  
spend

52  
Excellent net  
promoter score\*

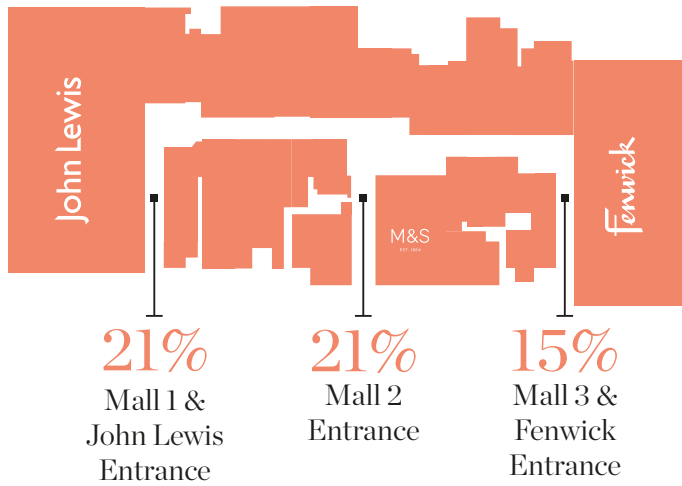
\*The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others  
Source: Javelin Consumer Research, March 2018 and Javelin Consumer Research, June 2018.



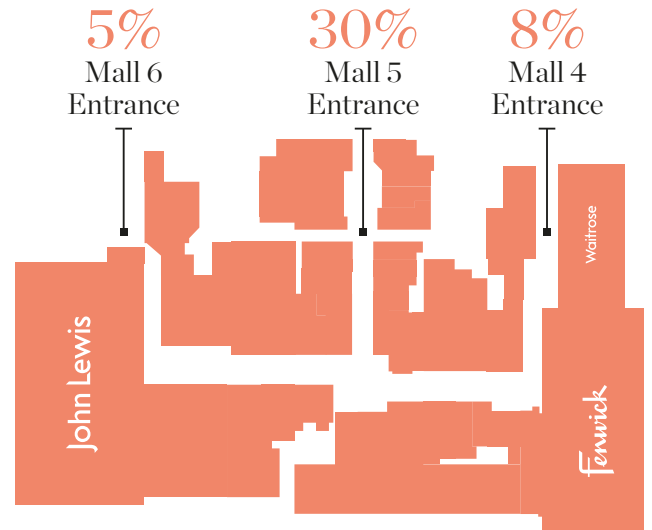


# Footfall by Entrance

**FLOOR**  
Lower Level



**FLOOR**  
Upper Level



## Transport Links



2

Underground stations: Hendon Central and Brent Cross are within a 10-minute walk of the centre



57%

The majority of the shoppers arrive by car



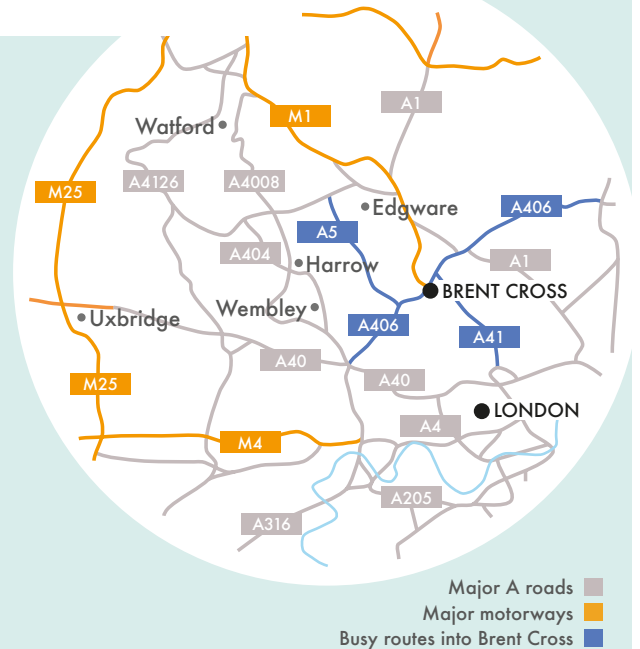
14

Brent Cross bus station is served by 14 bus routes



Over 80 million

Located at the junction of the M1 motorway and the North Circular, over 80 million cars drive by Brent Cross every year



## Brent Cross Services

Collect +  
(click & collect)

Chargebox

Amazon  
lockers

Free  
WiFi

Personal  
shopping

PLUS App  
loyalty  
programme

Free car  
parking

Style Seeker  
shopping  
companion

## RETAIL ENQUIRIES

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**Hammerston**



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