The Walnuts, Orpington is Changing...
The map shows Orpington’s Principal Non-Food catchment area, derived from 2,583 postcodes collected over a full trading week.

The Primary segment represents the home location of 50% of Orpington shoppers. The Secondary segment represents the home locations of the next 25% of Orpington shoppers and the Tertiary segment a further 15%.

- The total resident population within the Principal catchment area is 417k
- The Primary segment has a resident population of 59k
- The Secondary segment, extending strongly to the South and West, has a resident population of 52k

- Of residents are Family Lifestage 8% above GB average
- Orpington College students located on site
Orpington

- Major town centre regeneration.
- Well configured and affordable units.
- True mixed use development.

Orpington is an Outer London suburb located within the Borough of Bromley. Orpington College, now part of Bromley College, has around 8,000 students, of whom about 5,000 are adult learners, including both full and part timers.

The Orpington demographic is heavily weighted towards an affluent family orientated catchment with 61% being classed in the ABC1 urban area class grouping.

In the year to September 2011, the most recent readily available evidence, local unemployment was 6.9% compared to the London regional average of 9.2% and a national average of 7.9%.

The Orpington public library, opened in May 2011, reports an average of 8,500 visitors a week, nearly half a million visits a year.

The Walnuts Shopping Centre forms the primary retail circuit in the town, offering a variety of leisure facilities, a major supermarket and varied retail tenant mix. The Crown House development will further enhance the retail offer and ensure better penetration into the already very strong catchment. When complete, the development will cement the Walnuts position as an important mixed use destination in the Greater London area.

400,000 SQ FT of retail space

520 parking spaces

6,500,000 footfall p.a.
The graph highlights the relationship between average resident household income and retail expenditure on Food and Non-Grocery.

While income provides a good indication of catchment affluence, it tells only a partial story about the propensity for retail spending.

- Average Household income is 9% above the GB average, rising to 11% above in the Secondary segment.
- Similarly, Non-Grocery spend is 7% above the GB average.
- Food spend is 5% above GB, rising to 7% above in the Secondary.

<table>
<thead>
<tr>
<th>HOUSEHOLD INCOME (GB AVERAGE 100)</th>
<th>PRIMARY</th>
<th>108</th>
<th>SECONDARY</th>
<th>111</th>
<th>TERTIARY</th>
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- Location with 16 minute access to central London
- Over GB average household income
- Of catchment within the wealthiest SEG profile
- Are either wealthy achievers or comfortably off
- Trading gap of 57 million pounds, 45% of which is from existing shoppers
- Proposed leisure development will significantly improve penetration to core catchment areas
The Development

- 50,000 sq ft of new retail, restaurant and cinema opening Autumn 2013 in the busiest footfall location
- A new 7 screen Odeon Cinema
- Shop units available from 2,300 sq ft - 10,670 sq ft (with trading Mezzanine potential to increase floor area)
- 3 restaurants of between 2,600 and 2,700 sq ft, plus mezzanine potential
- Opposite the entrance to 500 space shopping centre car park
- High Quality development to be the catalyst for future regeneration
- Existing anchor occupiers include Argos, Wilkinson, Peacocks, New Look, Mackays, J.Sainsbury, Orpington College and Orpington Library
Proposed Layout

Project Timescales 2013 - 2014

• The start of construction - early 2013
• Retail units open - winter 2013
• Cinema & restaurants open - spring 2014

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For further information, plans and quoting rents/terms please contact the sole letting agents:

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