

THE BULLRING ESTATE

Grand plans for

GRAND CENTRAL



New Street Mall CGI, Grand Central

New Street Mall, part of **Grand Central** is undergoing a significant transformation. The mall's upgrade will make the retail and dining destination integrated with the busiest station outside London even more vibrant and dynamic.

Brand new in-mall seating, pilaster treatments, and innovative ceiling lights will re-invent a new internal walkway. Due to be completed in October, it will give a distinguished character to shop fronts along

New Street Mall whilst providing a more relaxed shopping environment.

Set to be revealed in the spring of 2020, an eye-catching art installation will be the new focal point at the double-height entrance from New Street and Corporation Street. The visually enhanced design of the entrance will ensure this specific entry point to Grand Central's shops and restaurants is more attractive and welcoming for visitors.



Everything is awesome

Iconic play brand, **LEGO**, has selected **Bullring** for its regional debut, showcasing the widest selection of LEGO sets and play experiences. The new store will feature a self-service Pick & Build Wall, where customers can choose pieces of all shapes and colours; a Digital Box, in which any LEGO set can come to life in 3D; and a Minifigure Tower where visitors can customize LEGO figurines. All of this just in time for Christmas.

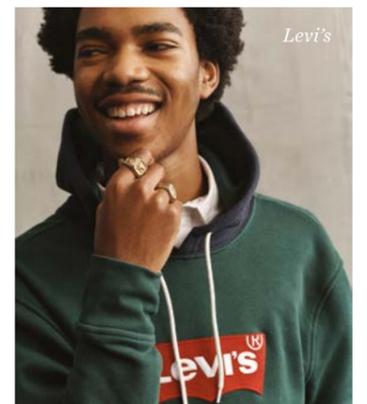
Alison Wood, LEGO Stores UK, Benelux & Scandinavia District Senior Manager, said: "Builders of all ages can visit and be inspired by the endless play opportunities inside our new LEGO store in Birmingham... Whether you're one or 100 there is something for you to get excited about."

She added that Bullring is a "top-tier shopping destination" with "engaging environments for visitors, and a perfect fit for our current store portfolio."



It's in our jeans

Denim pioneer, **Levi's**, has joined **LEGO** at **Bullring** with a new store opening in late Autumn 2019, only their third in the West Midlands. Founded more than 160 years ago, Levi's is the original workwear brand and joins the exciting line-up of international brands such as **Arket**, **Morphe** and **Hugo**, all recently launched at Bullring.



New brands include...



ARKET

MORPHE



base

Barbour



NEW IN



DEUTSCH...LANDS AT GRAND CENTRAL

Opening its first restaurant in the UK outside London, Herman Ze German brought a taste of the Black Forest to Grand Central in April, growing the international offering within the vibrant dining destination. The brand's signature currywurst and schnitzel are the focal point of the menu and can be paired with a host of traditional German beers. This addition reaffirms Grand Central as one of the leading retail and leisure destinations in the country and successfully attracts new operators for visitors.

"We were initially attracted to Grand Central's unique position as one of the UK's best travel retail destinations, a reputation it has certainly lived up to. Birmingham is a successful and exciting city and we already feel right at home amongst the line-up of fantastic casual dining operators."

Azadeh Falakshahi and Florian Frey
Co-founders of Herman Ze German



VISITORS FLOCK TO SLIM CHICKENS

Slim Chickens, the popular US fried chicken brand, officially launched in July in Grand Central, serving the brand's signature buttermilk marinated chicken with its authentic Southern US hospitality. Following successful pop-ups in Birmingham, this is the brand's second restaurant outside London.

"Our new restaurant brings a true Southern US hospitality experience to Grand Central. As part of our expansion plans, we have had a host of successful openings, including a pop-up van in Bullring, and the response has been incredible. We are thrilled to have officially opened our latest permanent location in Birmingham, one of the UK's fastest-growing cities."

Tom Crowley
CEO of Boparan Restaurant Group



THE PURR-FECT CAFÉ

The quirky Kitty Café concept recently opened in Grand Central and has proved hugely popular with visitors and commuters alike. Busy from brunch in the morning to dinner in the evening, customers can relax with their feline friends. The space provides a home for rescued cats and features brightly coloured décor and a bespoke cat playground, specially designed for its furry residents. There are even opportunities to adopt one of the café's cats.

"We have been greeted with open arms by the people of Birmingham, it's been amazing to have such a warm welcome! We simply can't think of a better location in this leading city than Grand Central."

Kate Charles-Richards
Founder of Kitty Café

EVENTS



SERVES UP AN ACE EVENT

A large screen and deck chairs took over St Martin's Square, screening matches live from the Wimbledon Championship to hundreds of visitors across a two-week period. The catering was supplied by a collaboration with Bullring's Browns Brasserie & Bar alongside sponsors of the event, Peugeot.



STRAIGHT OUTTA BRUM

Breakdancing, live music and an exclusive performance from local MC Big Stygs lit up the centre for two days, with the arrival of the B-SIDE Hip-Hop Festival in Birmingham. The event attracted a young urban audience, delivering a **25% footfall uplift** and encouraging civic cohesion in Birmingham's premier shopping destination.



England's twelfth man

The Cricket World Cup organisers partnered with Bullring to create a unique celebration during Edgbaston matchdays. Bullring's iconic bull was dressed for the occasion, even celebrating England's success in the final with a brand-new outfit.



Life's a beach

Bullring's inaugural Mojito Beach Bar opened on St Martin's Balcony at the end of May, creating the city's venue in which to kick back and enjoy the long summer nights. Entertainment came in the form of live music and DJ sets, alongside a sand-covered dance floor and an array of cocktail favourites.



Daring to dance

Over **2,000 visitors** a day enjoyed an exclusive preview of the daring dance-spectacle WILD in April. The daily contemporary performances, which took place on a 5m high structure, generated an **11% increase in footfall** for Bullring.



Pop-ups and brand experiences

Several existing retailers undertook promotional activities at Bullring and Grand Central, including Hugo, Faiface, EE and Pho, whilst Newbie and Polestar brought their unique brands to the Bullring Estate with successful pop-up initiatives.

The Bullring Estate's performance



18.9k
Instagram followers



226k
Facebook fans



102k
Twitter followers

17

new brands signed or opened at Bullring and Grand Central in the past 18 months

15%

international spend in 2018

3%

increase in footfall compared with half year 2018

26%

of international spend was from Chinese visitors

New brands include...



SLIM CHICKENS



COMPTOIR
LIBANAIS



3.9 million footfall
Bullring

1.9 million footfall
Grand Central

1.7 million sq ft

227 shops & restaurants

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part
of it...

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£129
total average spend
(Bullring and LinkStreet)

£63
total average spend
(Grand Central)

107 mins
dwell time
(Bullring and LinkStreet)

76 mins
dwell time
(Grand Central)

£5.4bn
available spend
in the catchment

3.6m
residents one of the largest
and most affluent retail
catchments in the UK

46%
above the national average
for retailer performance