

Kingsgate



DUNFERMLINE

shopping heaven

27 new stores including
New Look, JJB Sports,
Waterstones, Body Shop
and many more

the height of shopping

New 70,000 sq ft Debenhams
anchor store – the largest
in the region

**FOOTFALL
MARCHING ON**
weekly footfall is
up 20% to over
190,000 per week

**Kingsgate
trades it's socks off**
new retailers report
trading performance
15-40% beyond targets

GREAT OPPORTUNITIES TO JOIN FIFE'S TOP RETAIL DESTINATION

REACHING NEW HEIGHTS

The newly extended Kingsgate has changed the face of retail in Dunfermline and across the Fife region, bringing a 70,000 sq ft Debenhams department store and 27 brand new shops, strengthening the centre's position as the region's top retail destination and a credible alternative to Edinburgh.

With a total of 372,000 sq ft (34,560 sq m) of retail space, Kingsgate boasts the strongest tenant mix in the region, including - Monsoon, Top Shop, New Look JJB Sports, The Body Shop, Starbucks, Waterstones, Superdrug and many more.

The new extension has significantly enhanced the retail offer in Kingsgate, drawing even more shoppers from across the region. Since the opening in August 2008, weekly footfall in the centre has jumped up by 20% to over 190,000, with many of the new retailers reporting exceptional trading performance - 15-40% above their expectations.

There are a handful of units remaining - contact a member of our team to discuss your specific requirements.



- 0 372,000 sq ft (34,560 sq m) total retail space, including 162,000 sq ft (15,050 sqm) of new floorspace and 711 parking spaces at roof level
- 0 Excellent tenant mix including two anchor stores - 40,000 sq ft Marks & Spencer and 70,000 sq ft Debenhams
- 0 Fashion and sports anchors - 17,089 sq ft New Look and 10,124 sq ft JJB Sports
- 0 Many new stores opening early 2009, including a 9,000 sq ft Dorothy Perkins and Burton
- 0 20% increase in footfall to over 190,000 per week, circa 10 million shoppers a year - outperforming the rest of the region.



New Look is the scheme's fashion anchor, trading over both lower ground and ground floor in a 17,089 sq ft store, increasing the size of their previous store in the town four-fold. Since opening, the new store reports that trade has been beyond expectations and performance targets.

"We are delighted with trade at the Kingsgate centre. It's got the WOW factor!"

Lynne Walker, Manageress: NEW LOOK



"Our New Era store in Dunfermline represents our company's vision of the future and has performed exceptionally well, we are very pleased with current performance. Customer feedback has been excellent about our new store, the environment and the shopping experience but on top of this they have also enjoyed the new centre as a whole. We are very positive about the future of this store and the Kingsgate centre and look forward to its continued growth".

Paul Griffin, Regional Manager, Scotland: JJB SPORTS



Dunfermline is a new market for Starbucks, which opened a 2,309 sq ft ground floor level store with seating for 58 customers.

"Kingsgate is a great, welcoming centre with a relaxed atmosphere. Performance has been very encouraging"

Cina Smyth, Manageress: STARBUCKS

HIGHLY CONNECTED CATCHMENT

Dunfermline is strategically located within the central belt - 14 miles north of Edinburgh city centre, across the Forth Road Bridge.

The town is the largest in West Fife, and one of the fastest growing areas in Scotland.

As the commercial centre in the region, Dunfermline boasts healthy economic growth with many key employers based in the town - including HBO5, Royal Bank of Scotland, Shell UK, and BSkyB.

Dunfermline's continuing success and strong local community - many young families are moving to Dunfermline, leading to an influx of young professionals within the community - is an ideal environment for top national retailers to come to the town.

Kingsgate is at the heart of this historic city's main pedestrianised shopping street - which further enhances the retail offer in the town with the presence of stores such as Primark and Next - and well positioned to benefit from excellent transport links - the city is well served with train and bus stations and excellent road links.





- 0 **New £5million bus station** on Queen Anne Street, right alongside Kingsgate.
- 0 **Close proximity to the M90** – the **principal arterial route to the north** for both commercial and tourist traffic – linking Dunfermline with Edinburgh, Perth, Dundee, Aberdeen, Inverness and the Highlands and Islands.
- 0 **420,000 people** live within **30 minutes** drivetime.
- 0 **High concentration of families** and **affluent individuals** – ‘Wealthy Executives’ are the third largest group, accounting for **11%** of the local population **compared with UK average of 8%***.
- 0 Catchment is biased towards the AB and C1 categories – **over 60%** have access to one or more cars (**compared to Scottish average of 43%**).
- 0 The new extension is expected to **improve Dunfermline’s Scottish ranking** based on comparison good expenditure from **17th to 11th*** – a higher ranking than Inverness, Ayr, Stirling, Perth and Kircaldy.
- 0 New Kingsgate is on course to **increase Dunfermline’s market share** from **57% to 74%**, with leakage to surrounding catchments reducing from 12.5% to 4.5% (Edinburgh) and from 4.4% to 2.9% (Livingston)*.

*Sources: Fife Council Town centre Footfall Report, CACI, NSLSP, CES.



DOROTHY PERKINS

Arcadia is delighted with the outstanding performance of their existing store in Kingsgate, which has proven to the retailer they can really achieve the sales by upsizing to a larger format store. Dorothy Perkins and Burton are relocating from from their 4,600 sq ft unit in the existing Kingsgate centre to a 9,000 sq ft, two level store – opening early 2009.

Waterstones

“We are absolutely delighted by trading levels! The welcoming atmosphere has helped us exceed our expectations”.

Colin McGinty, Manager: WATERSTONES



THE BODY SHOP

“The extension brings a variety of high street names to Dunfermline, giving us great confidence for the future”.

Gillian Dolt, Manageress: THE BODY SHOP



DEBENHAMS

70,000 sq ft, two-level, Debenhams anchor store – the largest in Fife.

The extended centre has given Kingsgate and Dunfermline the critical mass to serve the entire Fife region. Debenhams report they are extremely pleased to be the major anchor unit in the new extension, and business is way above their expectations.

“We are delighted with the store’s performance; The Centre pulls shoppers from the whole of Fife.”

Robert Hadfield, Acquisitions Manager: DEBENHAMS

FORTH BRIDGE

EDINBURGH



DEBENHAMS

PRIMARK

MARKS & SPENCER

HIGH STREET

KINGSGATE EXTENSION

KINGSGATE

NEW BUS STATION

Kingsgate

THE HEIGHT OF SHOPPING



www.shopkingsgate.com

Kingsgate is a shopping centre development from Crosslands Properties