

**THE
WHERE
AND
WHY
GUIDE TO
MIDTOWN
RETAIL**

**NEW FAREBROTHER RESEARCH AVAILABLE NOW
LONDON'S MIDTOWN RETAIL MARKET REDEFINED**

250,000 workers

52,000 residents

63,500+ students

13.6 million visitors to top attractions

Significant spend leakage



A MARKET REDEFINED

Midtown has changed over recent years. The Midtown retail offer has failed to keep up with a new consumer profile. Our Report combines primary and secondary research to provide a fresh picture of Midtown's retail marketplace.

The Report is a call to action to retailers and developers, to respond to meet Midtown's retail needs.

An online Survey was undertaken in early 2009 to capture workers' views of the choice on offer in the six shopping streets in Midtown: Chancery Lane, Fleet Street, High Holborn, Kingsway, Ludgate Hill and Strand, their spending habits, as well as their ideas as to how the retail offer could be improved.

Midtown belongs to neither City or West End markets. Indeed, its office market is currently outperforming both. Occupiers now include:

- Grey London
- Goldman Sachs
- Warner Bros
- Agent Provocateur
- ITN.

Retailers need to understand what and where Midtown is on the map. Retailers should be selecting their developer in Midtown and working with them from the pre-planning stage in order to achieve the optimum unit and the best terms for each party. Base and turnover rents should be considered.

Jonathan Quelch, Head of Retail, Farebrother

WHAT THE REPORT CONTAINS

Results from a new Survey focused on six, underused Midtown shopping streets:

- Chancery Lane
- Fleet Street
- High Holborn
- Kingsway
- Ludgate Hill
- Strand

detailing respondents' weekly or monthly spending patterns on seven categories of goods or services:

- Sit down lunch
- Drinks after work
- Dinner in the evening
- Clothes and shoes
- Comparison goods
- Beauty treatments
- Gym and fitness.

The Report also contains survey respondents':

- Perceptions of the retail choice on each of those streets
- Views on how retail in the area could be improved
- Brands names most wanted in Midtown.

The Report also collates, for the first time, statistical analysis of Midtown's:

- Demographic changes and growth
- Workforce growth
- Student population growth
- Increases in Tube / rail station use
- Growth in visitors to local attractions.



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