



THE MERCURY SHOPPING CENTRE

ROMFORD, RM1 3EE



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The Mercury Shopping Centre within the heart of Romford is an enclosed scheme comprising 188,000 sq ft of shopping and leisure facilities over four levels. It is arranged around a central atrium with escalators, lifts and staircases providing vertical circulation. The scheme opened in 1990 and was subsequently expanded in 2006.

The centre has 40 retail units and a 950 space car park anchored by Asda, Wilko's, Peacocks, Poundland & Cards Direct. The scheme also provides a strong leisure and catering offer including Mecca Bingo, a Premier Cinema, Stages Performance Academy, McDonalds and Subway.

Romford is the fourth largest retail centre in London and one of the top 15 retail centres in the south-east of England. Romford is well connected to the national road network in close proximity to the A12 and A13 providing direct access to Central London, the M25 and the M11.

Rail services to London Liverpool Street are frequent with a fastest journey time of 17 minutes. The arrival of Crossrail in late 2021 will further shorten journey times to Central London. Romford is also well served by public buses with in excess of 30 routes providing access to Havering, Redbridge, Barking & Dagenham and the rest of Essex.



CAR PARKING SPACES

990



FOOTFALL

9.70 million



TOTAL FLOOR AREA
188,000 sq ft



AVERAGE DWELL TIME

65 mins



AVERAGE TOTAL SPEND (£)

45.94





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NUMBER OF TENANTS

54



% CUSTOMERS TRAVEL
< 20 MINS

64%



% CUSTOMERS VISIT
ONCE A WEEK

63%



TRAVEL METHOD

**47% travel by
car**



PURCHASE RATE %

96%



AVERAGE RETAIL
SPEND (£)

32.26



AVERAGE GROCERY
SPEND (£)

30.11



AVERAGE CATERING
SPEND (£)

11.18



TIME IN CENTRE
**31% spent
more than 1
hour**

% CUSTOMERS TRAVEL
< 10 MINS

26%





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UNIT AVAILABILITY

UNIT	GROUND	TOTAL	RENT	RV*	ARP**	ASC***
Unit 8a	1,389	1,389	P.O.A	£58,500	£31,122	£13,981
Unit 9	3,001	3,001	P.O.A	£65,500	£34,846	£30,033
Unit 6	2,326	2,326	P.O.A	£83,500	£44,422	£23,097
Unit 7	2,686	2,686	P.O.A	£83,500	£44,422	£26,648
Unit 7a	2,641	2,641	P.O.A	£84,000	£44,688	£26,275
Unit 15	2,718	2,718	P.O.A	£86,500	£46,018	£27,660
Unit 34a	3,061	3,061	P.O.A	£69,000	£36,708	£28,248
Unit 29	1,388	1,388	P.O.A	£35,000	£17,465	£13,903
Unit 34a - Supplemental Lease	323	323	P.O.A	-	-	£3,169

*RATEABLE VALUE

**ANNUAL RATES PAYABLE

***ANNUAL SERVICE CHARGE



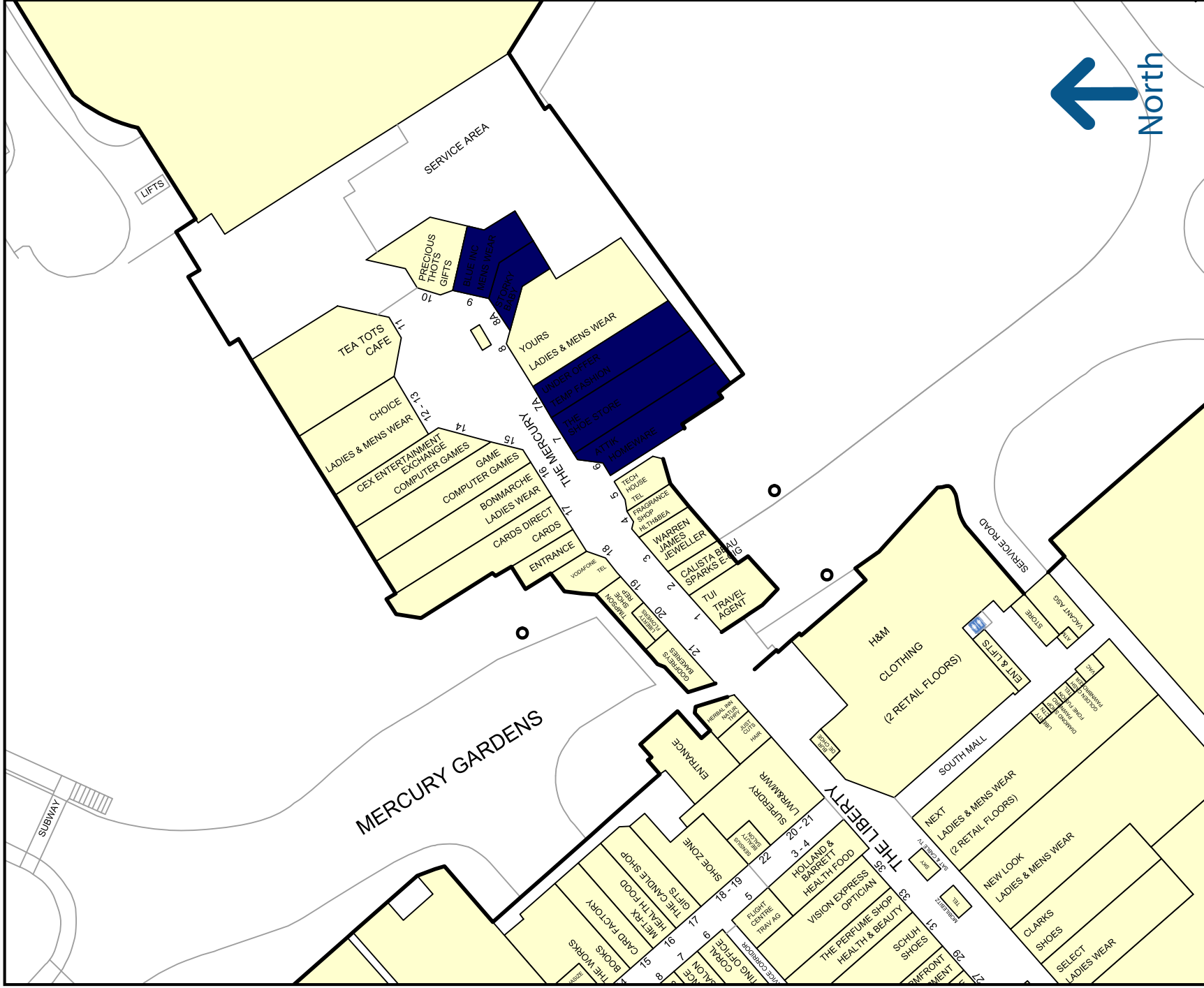
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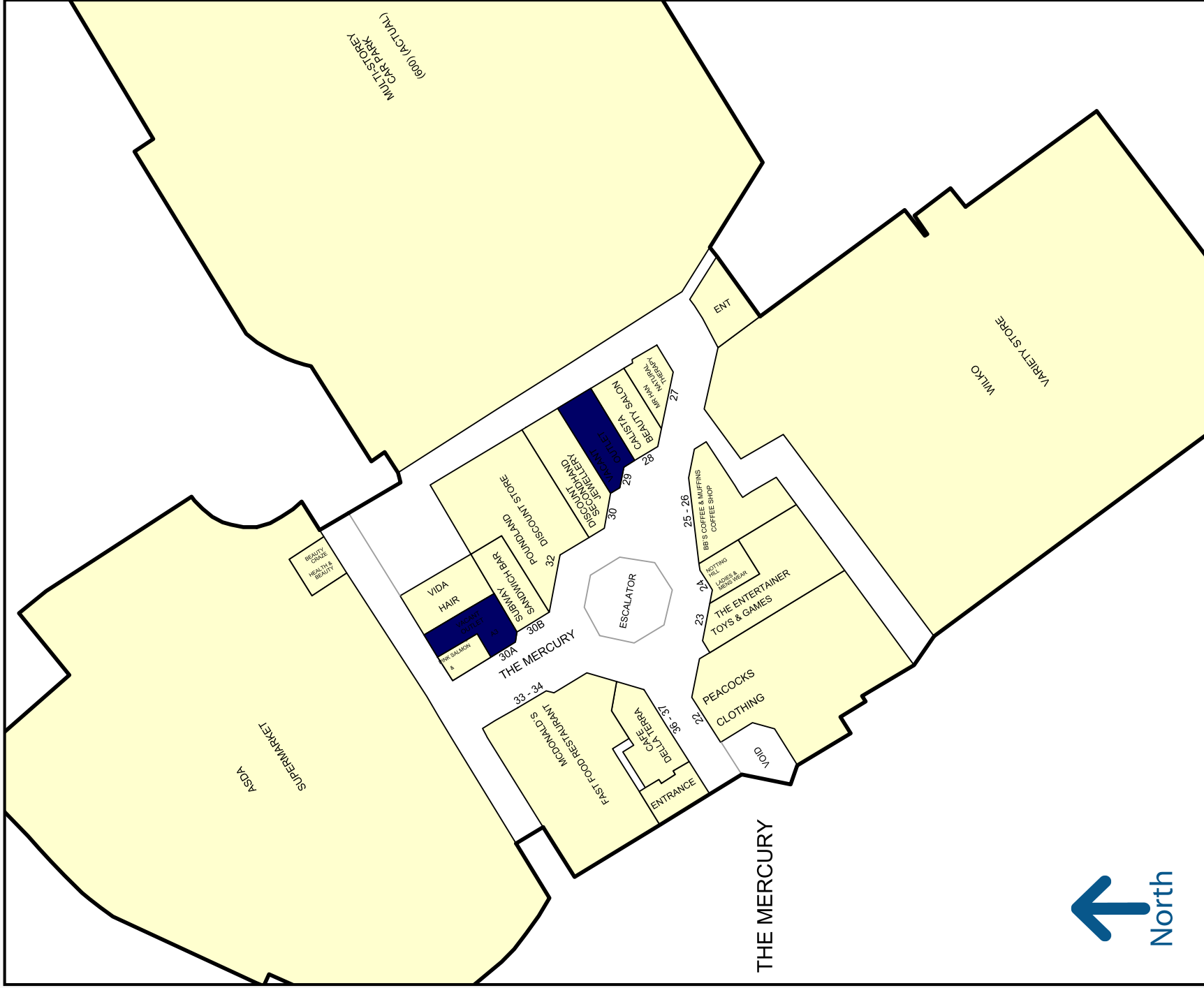


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North



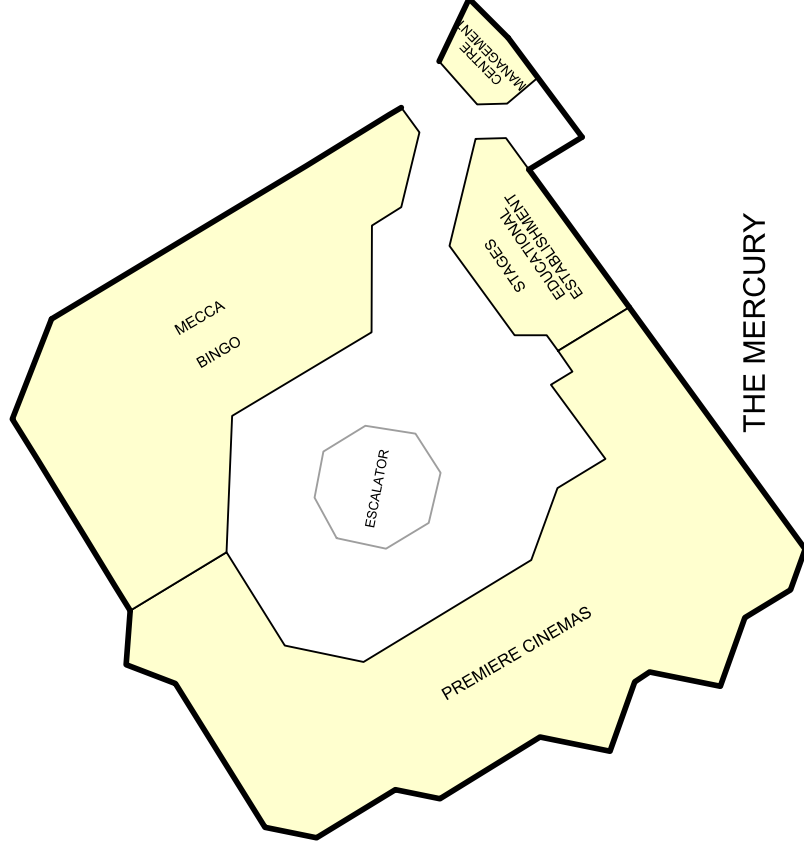
50 metres

Experian Goad Plan Created: 07/04/2020
Created By: Jamieson Mills Ltd

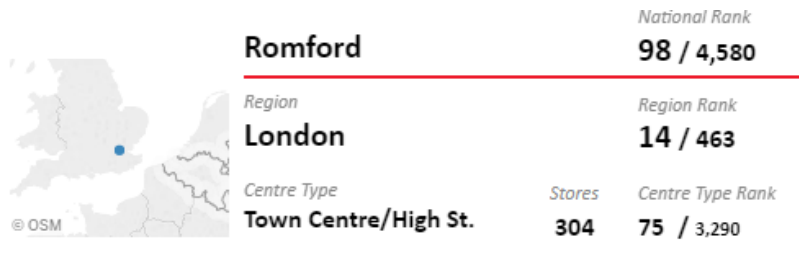


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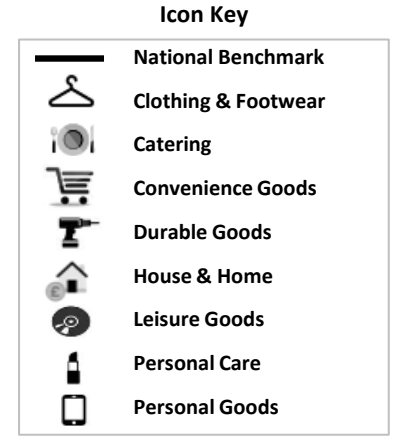
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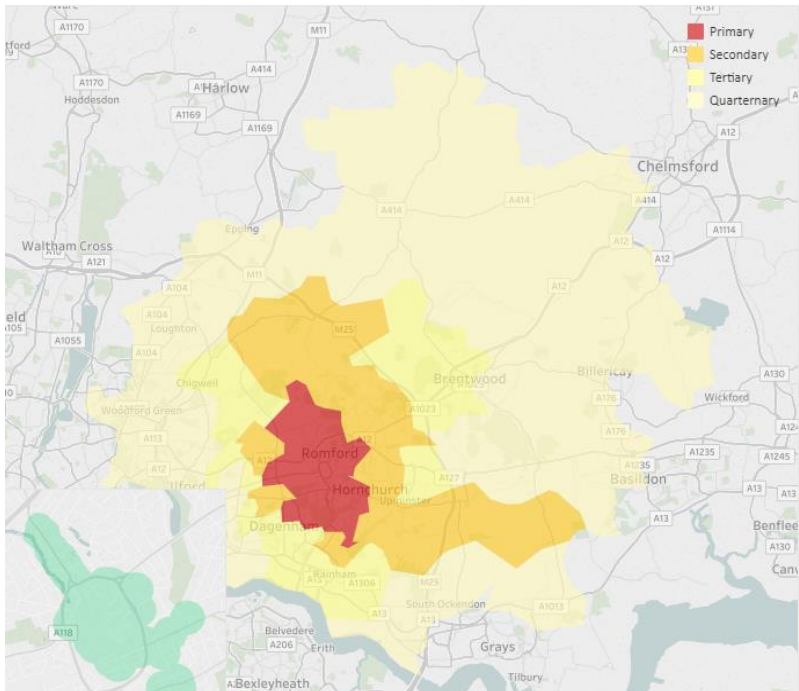
CENTRE CATCHMENT DETAILS



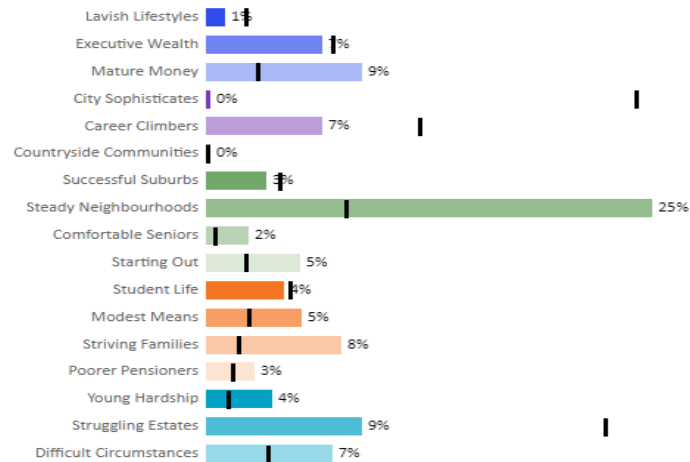
Ranking Comparison		
Rank	Centre Name	Spend Potential
12	City of London - Fenchurch Str..	£353m
13	London - Islington	£350m
14	Romford	£269m
15	London - Kensington	£266m
16	London - Victoria	£263m
17	Harrow	£257m
18	City of London - Cheapside	£255m
19	City of London - Broadgate	£255m



Retail Catchment



Acorn Profile



Catchment	Population
Primary	150,932
Secondary	146,741

Retail Mix

