



# Princes Quay: Reinvented

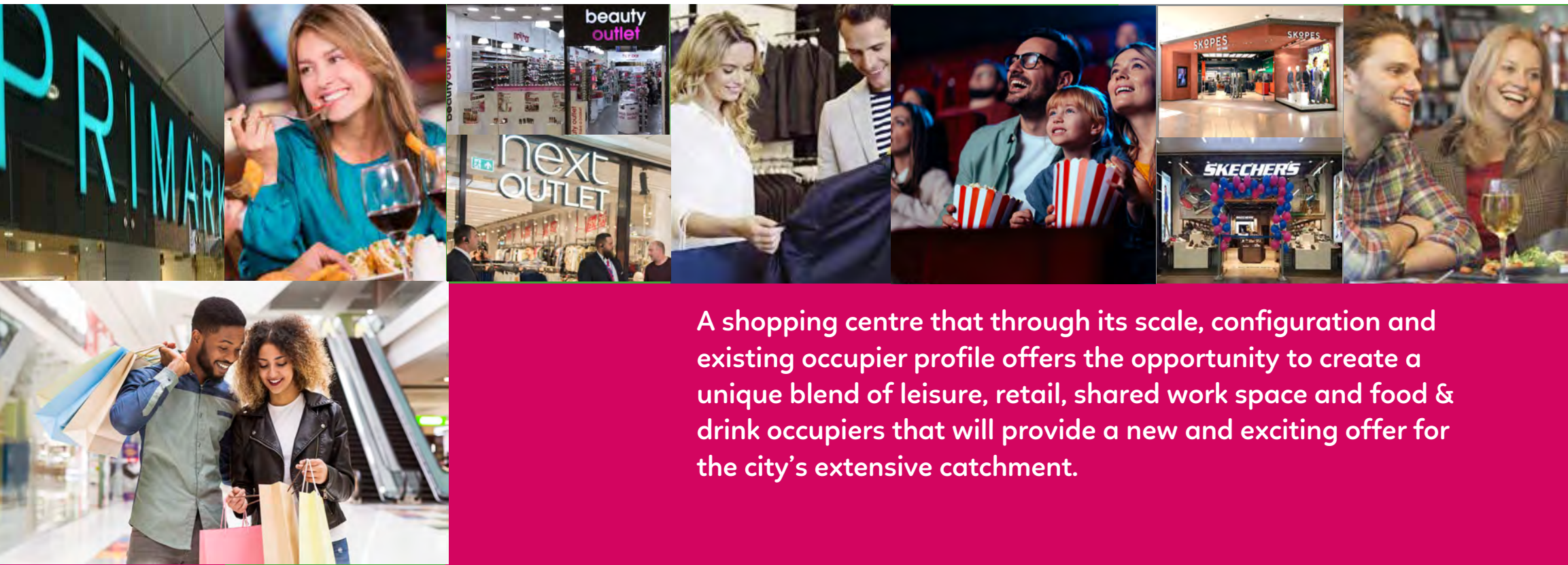
# Introduction

Welcome to an exciting project to reinvent an established and iconic shopping centre in the heart of Hull

Princes Quay is a scheme that boasts national retailers, restaurants and leisure operators

City centre location

Over 5 million footfall



A shopping centre that through its scale, configuration and existing occupier profile offers the opportunity to create a unique blend of leisure, retail, shared work space and food & drink occupiers that will provide a new and exciting offer for the city's extensive catchment.

# Infographic

Princes Quay is a well-established

**300,000** SQ FT

centre comprising

**80** units

A strong leisure and family dining offer includes:

**Nando's** **PIZZA EXPRESS**

**vue**  
(10 screens)

Tenpin Bowling At Its Best  
**SUPERBOWL UK**  
**HULL**

There is an integrated multi storey car park with



**spaces**

**74%**

of all shopping trips from its core catchment.

**850,000**

people live within 45 minutes



The total population within the Hull primary catchment area is in excess of 566,000 and it has an estimated shopping population of 340,000.

Hull's primary catchment area is expected to experience an increase to

**1,091,600**

by 2033.

# What's New

We are building on the strengths of Princes Quay to improve the food & drink, leisure and shopping appeal of the centre

We will welcome

6

new tenants by  
April 2024

A brand new bar  
and restaurant  
9,000sq ft  
will open Easter  
2024 on level 2

PQ Event Space  
will **double**  
bookings for  
2024 v 2023

Princes  
Quay



# PQ Visitors

Hull has a shortage of small to medium venues for hire within the city centre

Leisure shoppers want to visit a destination with a choice of food and drink easily accessible

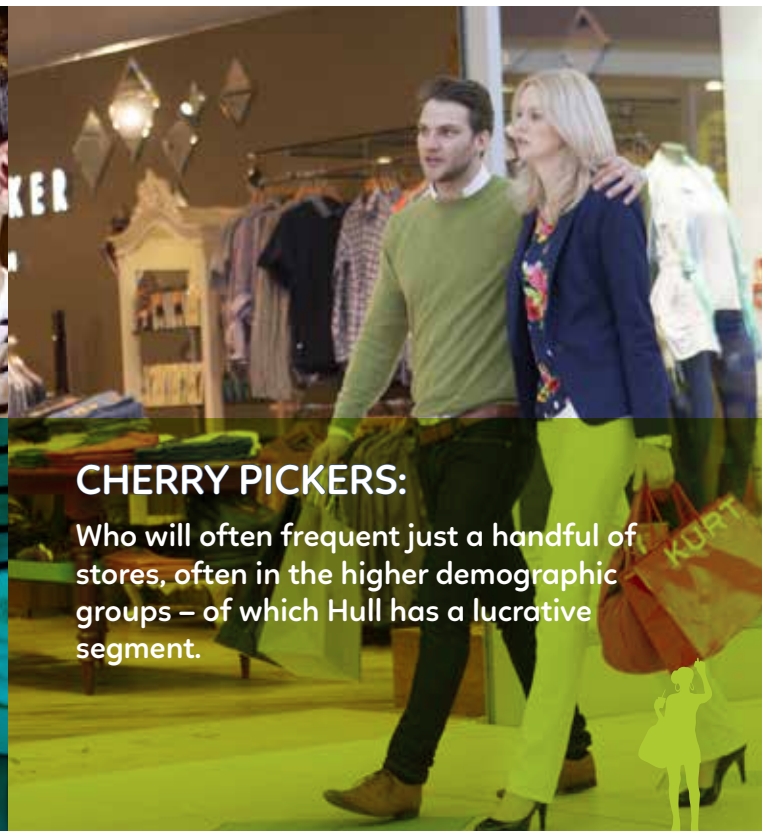
Very loyal catchment with high frequency of visits from existing shoppers

The outlet level provides an additional point of difference as a shopping destination



## LEISURE SHOPPERS:

These tend to be people wanting to combine a visit to a restaurant or cinema with their shopping trip. In addition, older and retired shoppers are more leisure orientated which bodes well for the higher than average proportion of retirees in Hull and planned extended F&B provision.



## CHERRY PICKERS:

Who will often frequent just a handful of stores, often in the higher demographic groups – of which Hull has a lucrative segment.



## YOUNGER FAMILIES AND VALUE SEEKERS:

Drawn to attractive pricing, these people make up a large proportion of Hull's retail catchment and will warmly welcome the retail stores that are looking at PQ as a new home.



# New Food

A family of four, including a man, a woman, a young girl, and a young boy, are gathered around a large menu board in a restaurant. The woman is pointing at a menu item, and the man is looking at the board with interest. The young girl is also looking at the menu. The menu board is illuminated and displays various food items and prices.

Unique  
waterside  
location

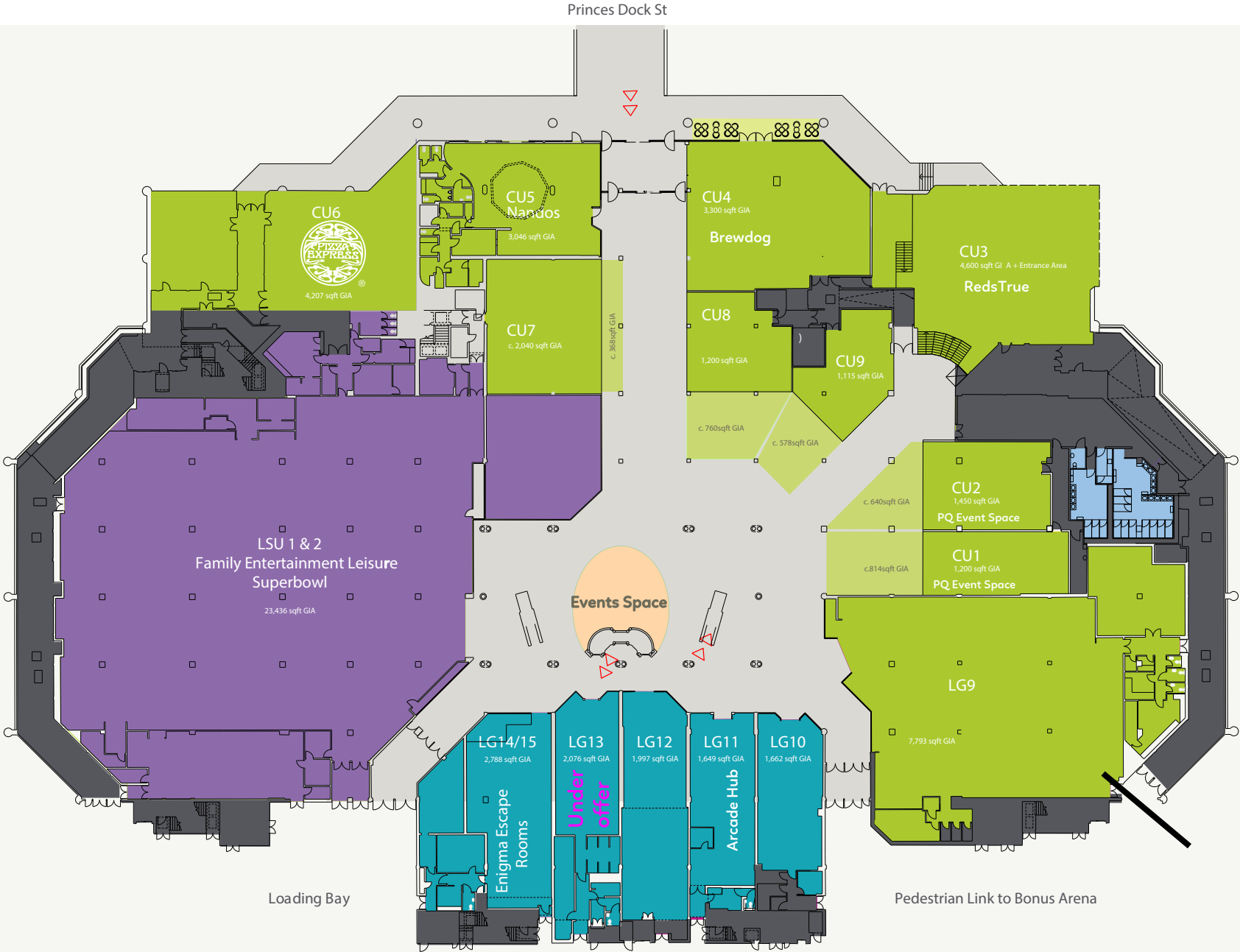
**NEW**  
catering  
units

Adding to  
Nandos, Muffin  
Break, Pizza  
Express, Coffee  
Delight, Vue,  
Superbowl &  
Enigma

Creating  
the complete  
leisure  
destination,  
day or night

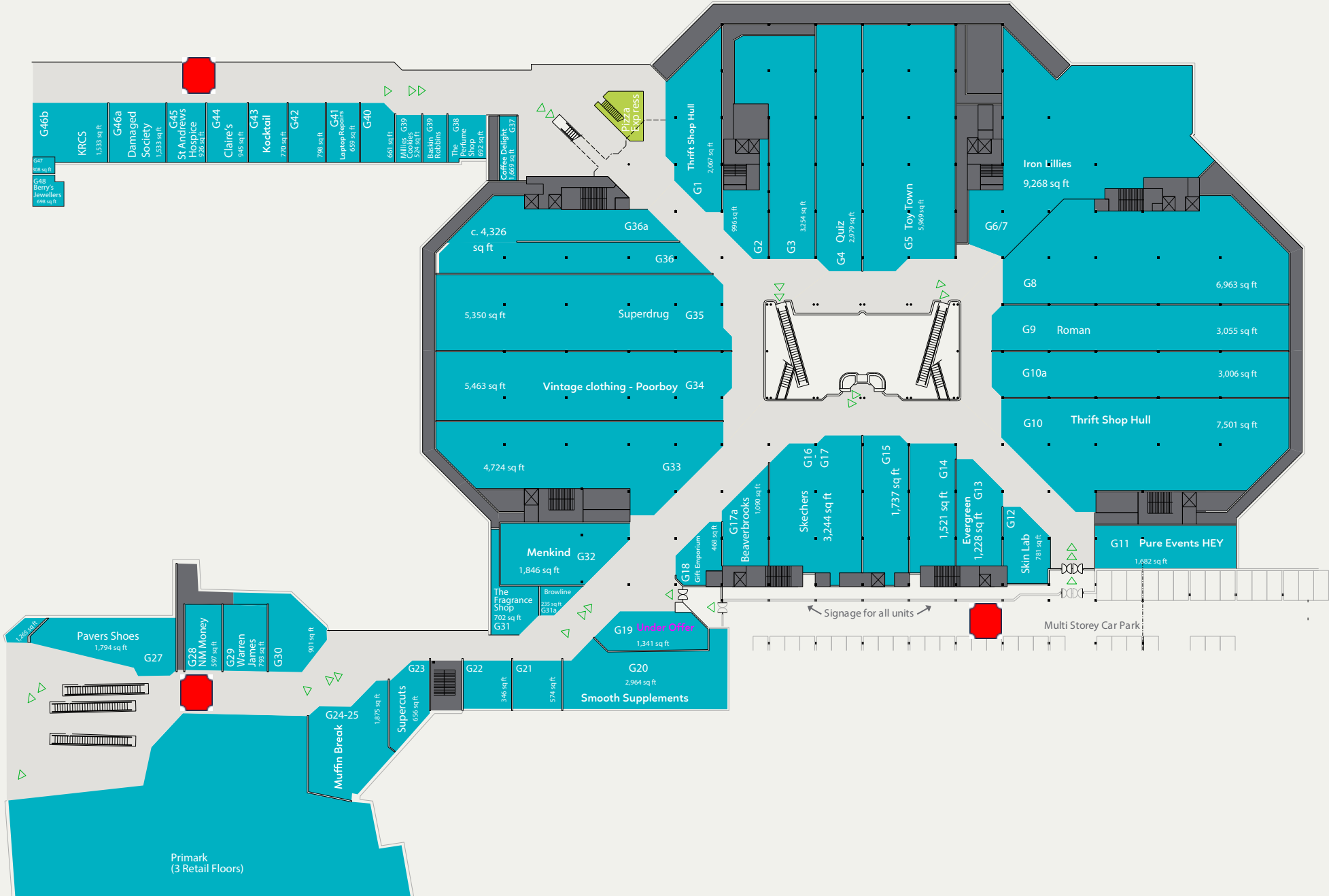
# Plans: Quayside / Level 1

F&B, Retail & Leisure



# Plans: High Street / Level 2

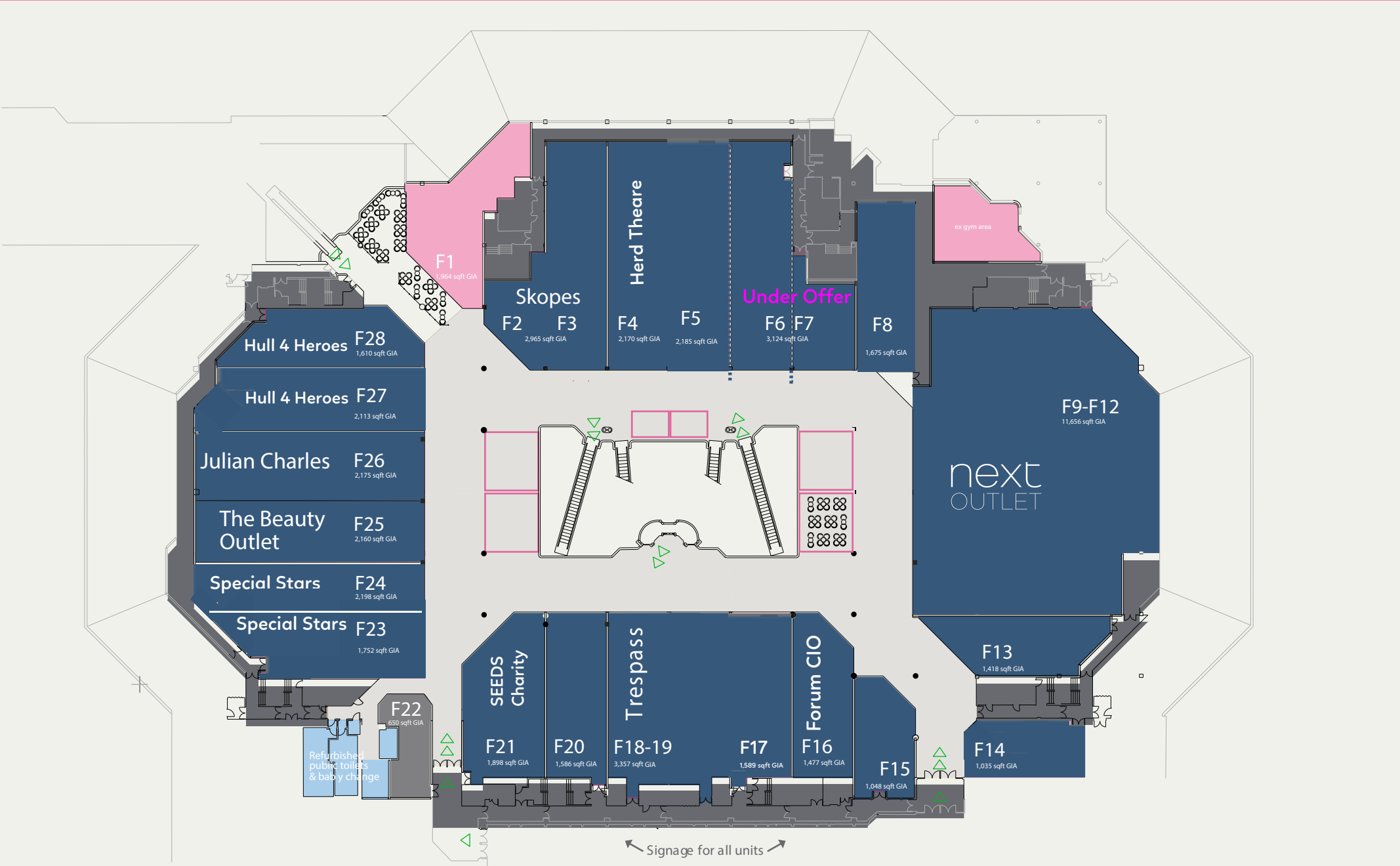
Core Retail





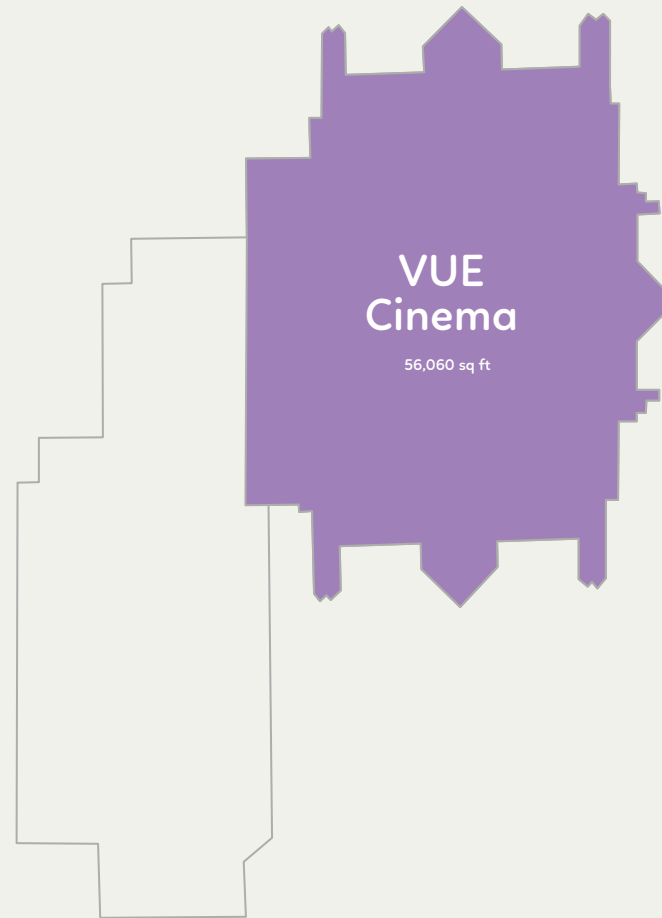
# Plans: Outlet /Level 3

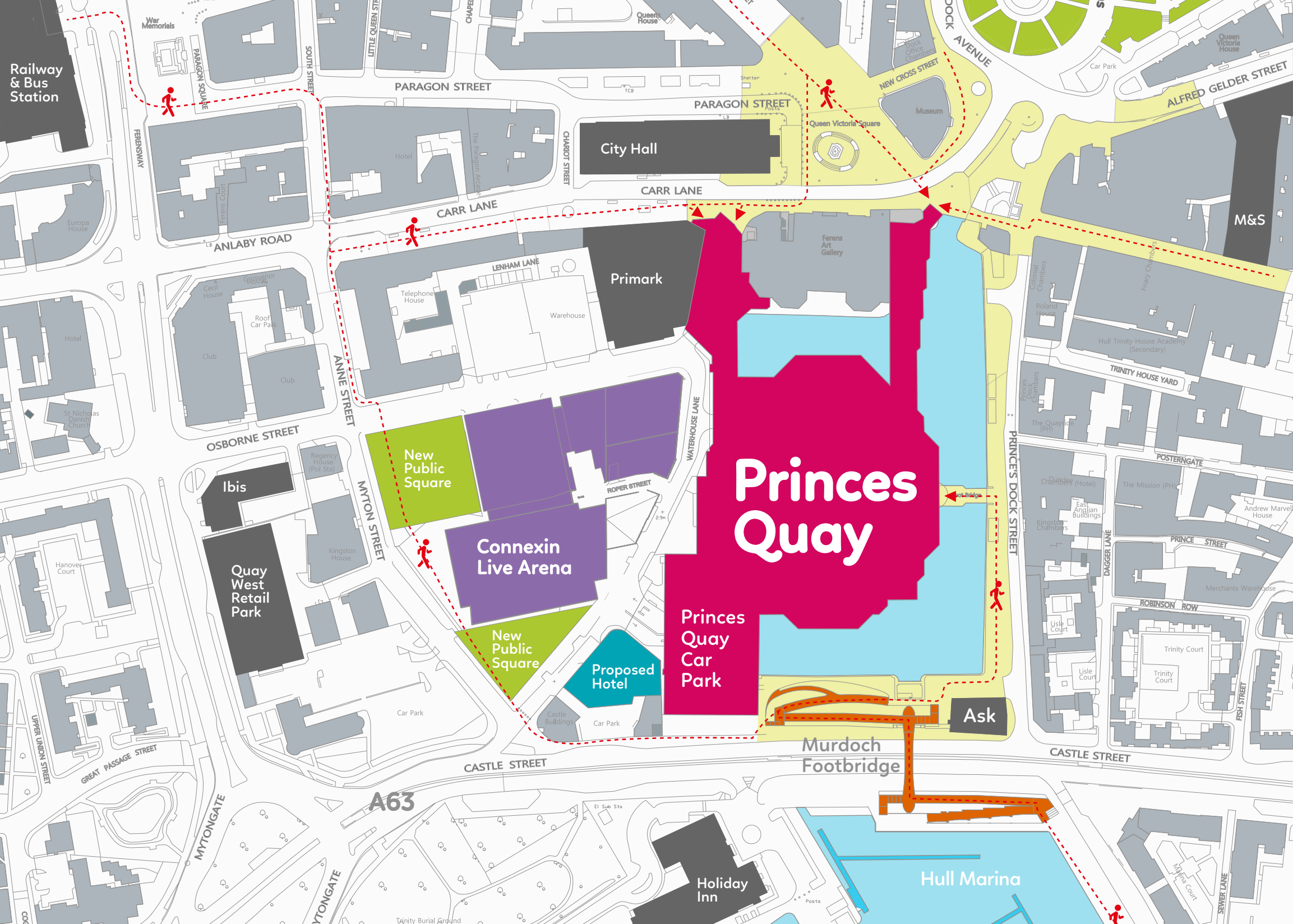
Outlet Shopping



# Plans: Level 4

Vue Cinema





# Princes Quay

City Hall

Primark

New Public Square

Connexin Live Arena

New Public Square

Proposed Hotel

Princes Quay Car Park

Murdoch Footbridge

Ask

Hull Marina

Railway & Bus Station

War Memorials

Anlaby Road

Osborne Street

Quay West Retail Park

A63

Holiday Inn

Alfred Gelder Street

M&S

Trinity House Yard

Poster Gate

Prince Street

Robinson Row

Trinity Court

Fish Street

Sewer Lane

Ferensway

Mytongate

Mytongate

Annie Street

Myton Street

South Street

Little Queen Street

Paragon Street

Carr Lane

Castle Street

Lenham Lane

Charlot Street

Roper Street

Waterhouse Lane

New Cross Street

Dock Avenue

Princes Dock Street

Dagger Lane

Sewer Lane

Paragon Square

Anlaby Road

Osborne Street

Quay West Retail Park

A63

Holiday Inn

Alfred Gelder Street

M&S

Trinity House Yard

Poster Gate

Prince Street

Robinson Row

Trinity Court

Fish Street

Sewer Lane

Ferensway

Mytongate

Mytongate

Annie Street

Myton Street

South Street

Little Queen Street

Paragon Street

Carr Lane

Castle Street

Lenham Lane

Charlot Street

Roper Street

Waterhouse Lane

New Cross Street

Dock Avenue

Princes Dock Street

Dagger Lane

Sewer Lane

Paragon Square

Anlaby Road

Osborne Street

Quay West Retail Park

A63

Holiday Inn

Alfred Gelder Street

M&S

Trinity House Yard

Poster Gate

Prince Street

Robinson Row

Trinity Court

Fish Street

Sewer Lane

# Location



## CONNEXIN LIVE ARENA:

A 3,500 seated state of the art music, entertainment and conference venue, recently selling its 500,000th ticket across all events since opening in 2018 on the land adjacent to Princes Quay. The Venue has been named as one of the most successful arenas in Europe for the second year running.



## MURDOCH FOOTBRIDGE:

An iconic new footbridge linking the City Centre, Princes Quay and the waterfront was built in 2021. The bridge provides easy access to the Fruit Market development, The Deep, and the existing and planned offices and homes in the dock area.



## IMPROVED PUBLIC REALM WORKS:

The City Council INVESTED £25m on public realm works through 2017 to enhance the streetscape, signage, street furniture and public art to significantly improve the urban streetscapes in the immediate vicinity of Princes Quay.

# Infographic



Hull is the principal commercial centre for Humberside and an important East Coast port.



Associated British Ports is planning a new terminal (Green Port Hull)

Top Ten English University ranked by the National Student Survey (NSS)



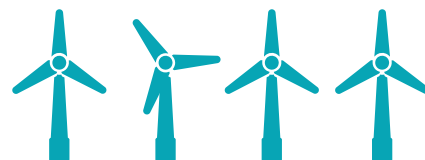
Total student population at the University of Hull is

**20,000** approx

which is more than Belfast, Liverpool & Newcastle

Hull's primary catchment area is

**c.566,000**



Siemens has chosen Hull to develop a new offshore wind turbine manufacturing facility

Hull has an estimated comparison goods market potential of

**c.£400m**

Employers include BP, Nippon Gohsei, Reckitt Benckiser, Inland Revenue, University of Hull, BAE Systems, and Siemens.



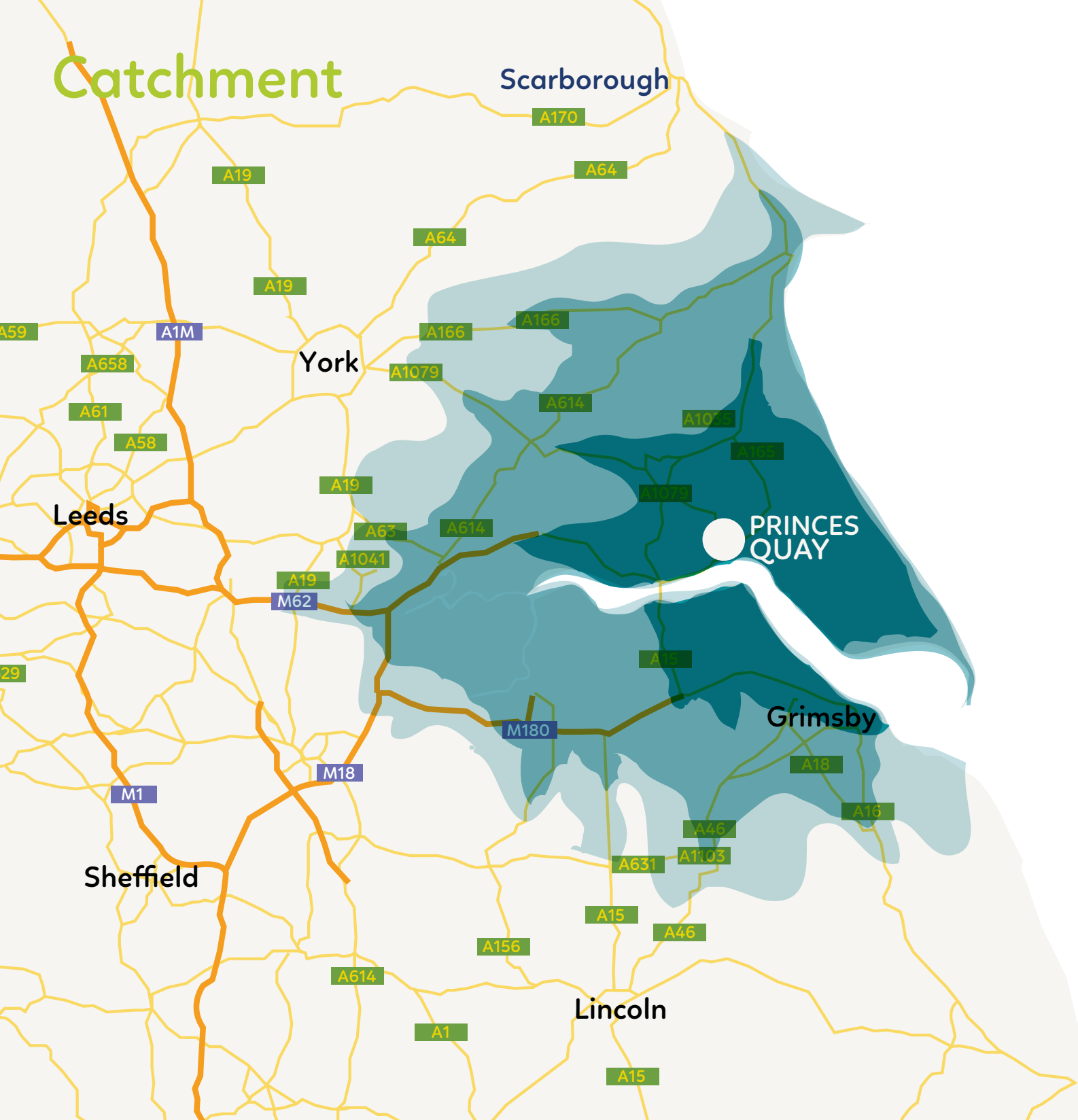
Hull was **2017** City of Culture

giving a boost to the economy of

**£60m**

**£25m**

enhancement to the public realm, new concert venue, and development of the Fruit Market area.



**30 Minutes**

**45 Minutes**

**60 Minutes**

% of Footfall from Drivetimes

**71%** from 0-20 minutes

**20%** from 21-40 minutes

**9%** from over 41 minutes

Population distance from Princes Quay

**12 miles 452,675**

**20 miles 817,000**

**40 miles 1,986,000**