



**LAST TWO
RETAIL UNITS
AVAILABLE**

**13-15
UNDER OFFER
TO GLOBAL F+B
OPERATOR**

VILLIERSST

LONDON

villiersstreet.co.uk

Welcome to Villiers Street

IN THE MOMENT, ON THE GO

Villiers Street is evolving, adapting, and changing to meet the needs of its ever-busier consumer. Situated next to London's famous Gordon's Wine Bar, the collection of 10 retail units makes up the core of the wider Villiers Street offering and is focused on becoming the grab 'n' go destination.

Located between Embankment Tube and Charing Cross Station, Villiers Street boasts one of the highest footfalls in London with a local workforce of over 5,000 employees – largely from the top five most affluent acorn categories.

Villiers Street has begun working with its existing tenants through a number of initiatives to further improve the overall consumer experience.

VILLIERS STREET IS HOME TO OVER 5,000 LOCAL EMPLOYEES



THUNDERBIRD FRIED CHICKEN JOINS VILLIERS STREET

After success at Dinerama, Thunderbird Fried Chicken has come to Villiers Street, leaving only two units remaining to complete this exciting F&B destination.



*Source: Villiers Street Delivery and Servicing Study - Northbank Business Improvement District Toolkit approach document June 2017

With a daily footfall of 86,000 and over 20 million yearly visitors to Embankment Tube and Charing Cross Station, Villiers Street is one of London's busiest streets with untapped consumer spend potential.

KEY GATEWAY TO THE WEST END FROM WATERLOO, EMBANKMENT AND CHARING CROSS STATIONS



86,000
DAILY FOOTFALL

CHARING CROSS
29,559,646
ENTRIES &
EXITS
2016/2017

*Source: Villiers Street Delivery and Servicing Study - Northbank
Business Improvement District Toolkit approach document June 2017

Our Audience

A DAY IN THE LIFE

Villiers Street sees one of its busiest periods during the early morning rush as city workers make the final step of their commute from the tube or train to their offices. Coffees, breakfasts, and post-workout shakes are all sought in abundance.

The lunchtime rush not only includes the many local office workers but also benefits from the influx of tourists staying at any one of the numerous local hotels. In the summer months most will grab their lunch and head to the park to enjoy it on the grass overlooking the Thames.

Home to Gordon's Wine Bar and other household names such as All Bar One, Villiers Street offers a hive of post-work and late-evening activity. Whether meeting friends for a drink or grabbing dinner after a gym session at Best's Bootcamp, Villiers Street offers it all.



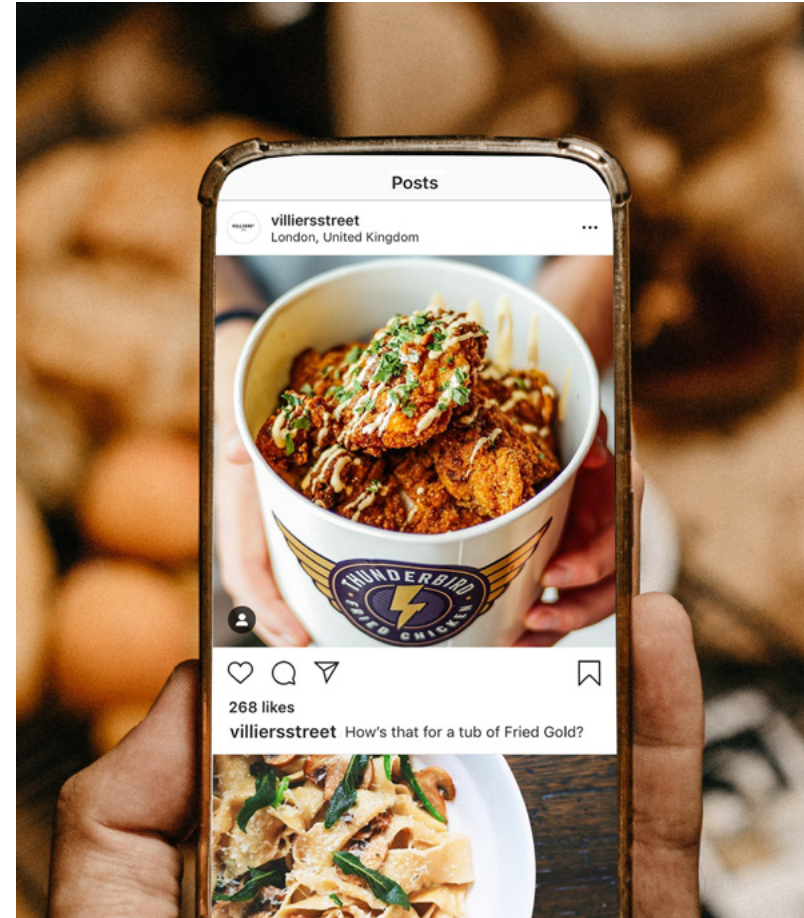
37% OF VISITORS FROM THE 5 MOST AFFLUENT ACORN CATEGORIES

Social Media & Website

STAY UPDATED

As part of the landlord's longterm investment, Villiers Street now has a dedicated marketing and PR team to further support tenants' engagement with their existing local customer base and tourists.

This includes the recent launch of a devoted website and social media strategy to promote tenant offers, menu launches, news and events.



NEWLY LAUNCHED WEBSITE UNIFIES VILLIERS STREET OFFERINGS



Activations

SUPPORTING OUR TENANTS

The landlord understands the importance of supporting their tenants. The activation programme is designed to boost activity and engage consumers with the Villiers Street brand and tenant offers. This includes organising an events team to support new menu launches and promotional offers through giveaways and sampling days.

Seasonal marketing campaigns, food blogs, and 'Meet the Street' campaigns are created to get to know the personalities and chef specialities on Villiers Street, ultimately strengthening relationships between tenants and the public.



Jose, Herman Ze German Store Manager

“ I LOVE WORKING ON VILLIERS STREET.
SO MANY DIFFERENT PEOPLE WALK
THROUGH OUR DOORS!



Location

IN GOOD COMPANY

Surrounded by a host of theatres, restaurants and iconic landmarks, Villiers Street is part of the fabric of London's bustling tourist trade.

Other notable local landmarks include Somerset House, Kings College, The Savoy, and Trafalgar Square.



OVER 19 MILLION VISITORS TO LONDON EVERY YEAR





PALACE
THEATRE



ROYAL
OPERA HOUSE



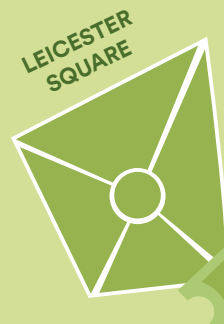
ALDWYCH
THEATRE



COVENT GARDEN



SOMERSET HOUSE



LEICESTER
SQUARE



ENGLISH
NATIONAL
OPERA



ADELPHI
THEATRE



SAVOY HOTEL



NATIONAL GALLERY



TRAFALGER
SQUARE



CHARING
CROSS



VILLIERS ST

LONDON

EMBANKMENT



WATERLOO BRIDGE



NATIONAL THEATRE



ROYAL FESTIVAL HALL



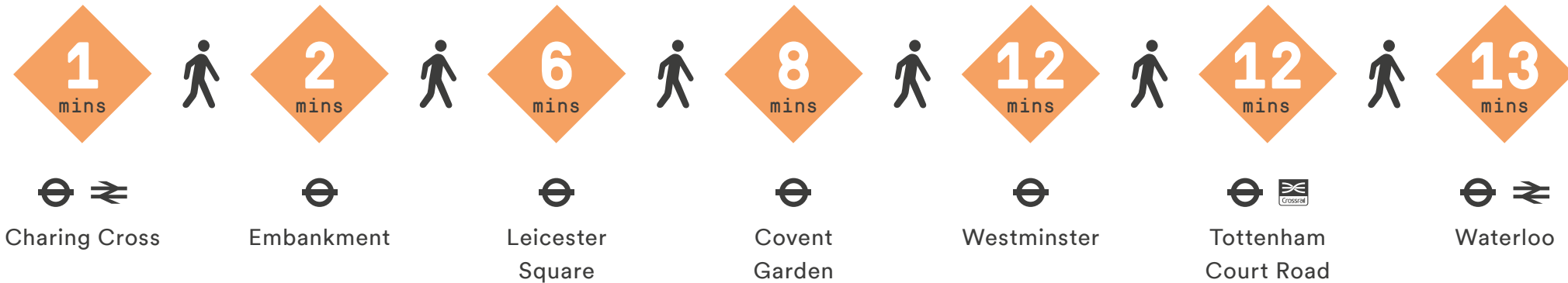
LONDON EYE

ST. JAMES
PARK

WHITEHALL
GARDEN

Walking Distance

Nestled in the heart of the Northbank, Villiers Street remains one of the best commuter F&B destinations in London. With Leicester Square, Covent Garden, and the West End within walking distance, Villiers Street thrives year round.



*<http://content.tfl.gov.uk/station-footfall-figures-2017.pdf>



nashbond

Matt Peters

mpeters@nashbond.co.uk
020 7290 4564

Emma Strang

estrang@nashbond.co.uk
020 7290 4582



Matt Paulson-Ellis

matt.paulson-ellis@levyrealestate.co.uk
020 7747 0151

Tors Hayward

tors.hayward@levyrealestate.co.uk
020 7747 0154

villiersstreet.co.uk