



AXIOM

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CONTENTS

Welcome	02–03
Location	04–05
Destination	06–07
Access	08–09
Design	10–11
Key Statistics	12–13
CACI	14–15
Catchment	16–17
Anchor Stores	18–19
Parking	20–21
Management	22–23
Contacts	24–25



WELCOME TO AXIOM

In an ever-changing retail world where customers expect more convenience, greater excitement and an experience that appeals to all the senses, **Axiom will provide a unique retail opportunity.**

At the axis of Yorkshire's motorway network and providing flagship showcase stores designed for the omni-channel retail age, **Axiom is THE ONLY major fully covered regional shopping centre to be developed in England in almost 20 years.**

Axiom will be Yorkshire's Regional Shopping Centre.

AT THE AXIS OF THE UK'S NORTHERN MOTORWAY NETWORK

Axiom will be centrally located within the UK, in the heart of Yorkshire.

At the axis of the UK's northern motorway network, Axiom will have direct access from junction 32 of the M62, **1 mile from its junction with the A1(M) and 8 miles from its junction with the M1**.

The M62 is one of the UK's busiest motorways with **over 90,000 cars passing Axiom daily**. Spanning coast to coast and linking Liverpool, Manchester, Leeds and Hull, it is the key east/west link across the north of England – the spine of the 'Northern Powerhouse'.

Axiom is the perfect location to showcase brands in the north of England.



1.5M SQ FT
retail and leisure destination

Axiom will be at the heart of a
1.5 million sq ft retail and leisure
destination; one of the largest
in the UK.

**Axiom will be one of the UK's most
visible retail developments with over
1km of frontage directly onto the M62.**



AXIOM

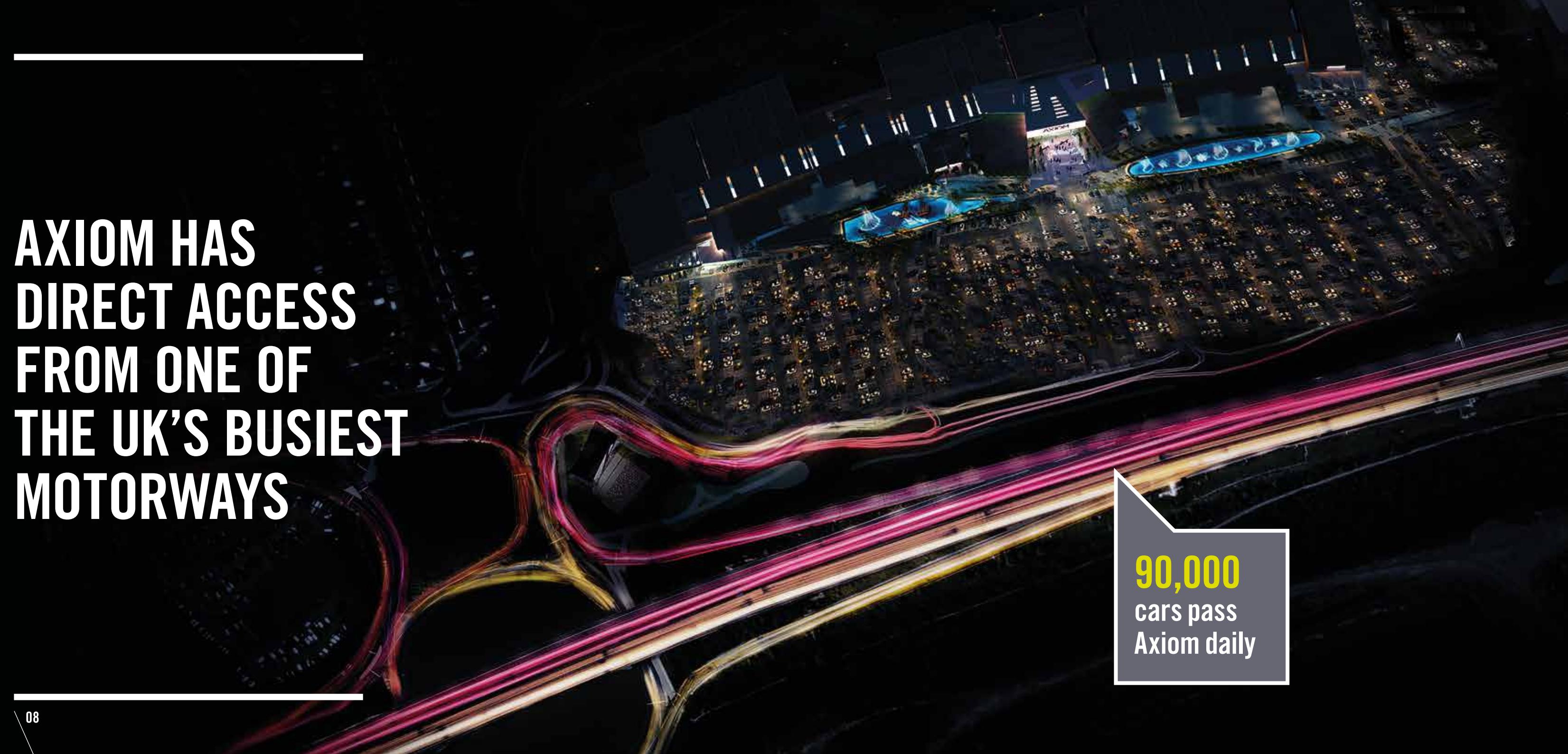


Axiom will be part of a 106 acre estate with a new Community Stadium and events venue, landscaped country parkland, cycle paths, walkways and wetlands.

To the west of Axiom is Junction 32 Outlet Shopping Village and Xscape. The outlet village houses in excess of 90 national and international brands.

Already established as Yorkshire's dominant entertainment destination, Xscape attracts over 5 million visitors annually and houses Snozone, one of only 6 indoor ski slopes in the UK. There is also a 14 screen IMAX multiplex cinema, 17 restaurants, 8 specialist sports retailers and an extensive range of other attractions, including climbing walls, ten pin bowling and a Gravity trampoline park.

AXIOM HAS DIRECT ACCESS FROM ONE OF THE UK'S BUSIEST MOTORWAYS



90,000
cars pass
Axiom daily

Junction 32 of the M62 will be remodelled to provide a direct route into Axiom, ensuring effortless access and egress for shoppers and service vehicles.

Regular local bus services will be routed through Axiom and delivery vehicles of all sizes will have **24-hour access to the site**. A dedicated service road to the rear of Axiom will lead to the retailers' primary service area, with additional out of hours service yards available for the southern terraces. All service areas will not be visible to shoppers.

The highways infrastructure and junction changes will include enhanced crossing facilities and upgraded pedestrian walkways, providing linkages to the wider area including Glasshoughton railway station, Xscape and Junction 32 Outlet Shopping Village.

THE DESIGN

Axiom will be the first out-of-town shopping centre to be built in England for 20 years.

Designed in the digital age, for the digital age, Axiom will become the benchmark for the next generation of UK shopping centres.

The covered mall will accommodate **over 75 brands** and has been designed to incorporate state-of-the-art digital technology, creating the optimum modern retail environment.

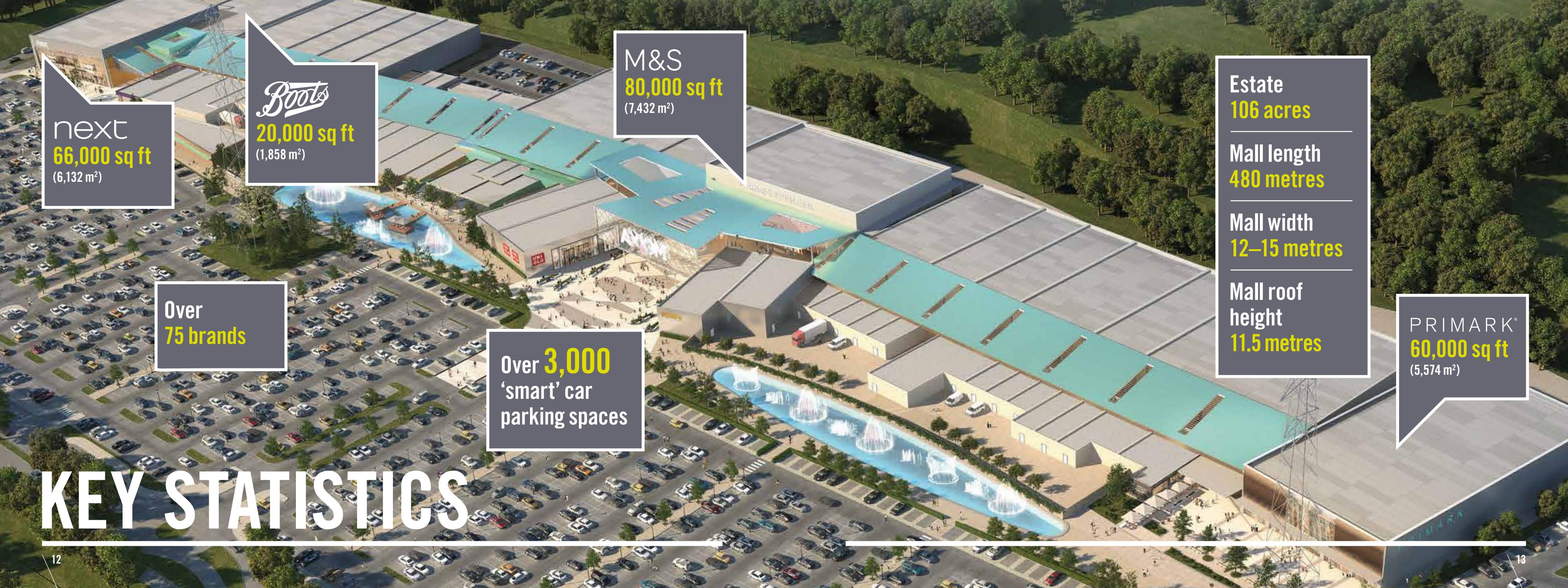
LED lighting and digital signage will be integrated into the shopping experience, as well as other retail technologies and interactive apps. This will enable brands to engage with their shoppers and followers in every way possible.

Axiom will provide the ultimate physical platform for the omni-channel age.

Axiom will have public spaces threaded throughout the estate. These areas, both covered and in the open air, will benefit from an engaging public realm able to accommodate leisure attractions for all the family, as well as promotional and seasonal displays and activities.

Axiom will be at the forefront of the 'Click & Collect' evolution, providing all the appropriate facilities and support to both retailers and shoppers.





KEY STATISTICS

CACI

THE INDUSTRY LEADER IN LOCATION PLANNING AND CONSUMER ANALYSIS.

acorn
The consumer classification

CACI has carried out an independent assessment of the Axiom catchment and the trading opportunity presented.

CACI works with both UK and international businesses to provide in-depth customer profiling, behaviour data and location strategy. CACI's research draws from robust data sets such as credit card spending statistics from one of the UK's largest banks, mobile phone usage data from EE, drive-time data from TomTom and various forms of population data.

Having conducted over 670,000 consumer surveys across 210 retail centres throughout the UK, CACI is in an unparalleled position to assess shopper behaviour in a constantly evolving omni-channel retailing landscape.

Shopper Dimensions
coverage across the UK



AN EXCEPTIONAL CATCHMENT

"Three physical stores in Leeds City Centre, Meadowhall and Axiom will cover Yorkshire's population of 6 million. Axiom is Yorkshire's missing destination." Alex McCulloch – CACI

In combination with Xscape and J32 Outlet, Axiom will create a regionally dominant retail and leisure destination which has the potential to pull from across the North and Midlands.

12th largest

market potential of Retail Footprint Centres in UK excluding towns and cities

40th largest

market potential of Retail Footprint Centres in the UK

3rd largest

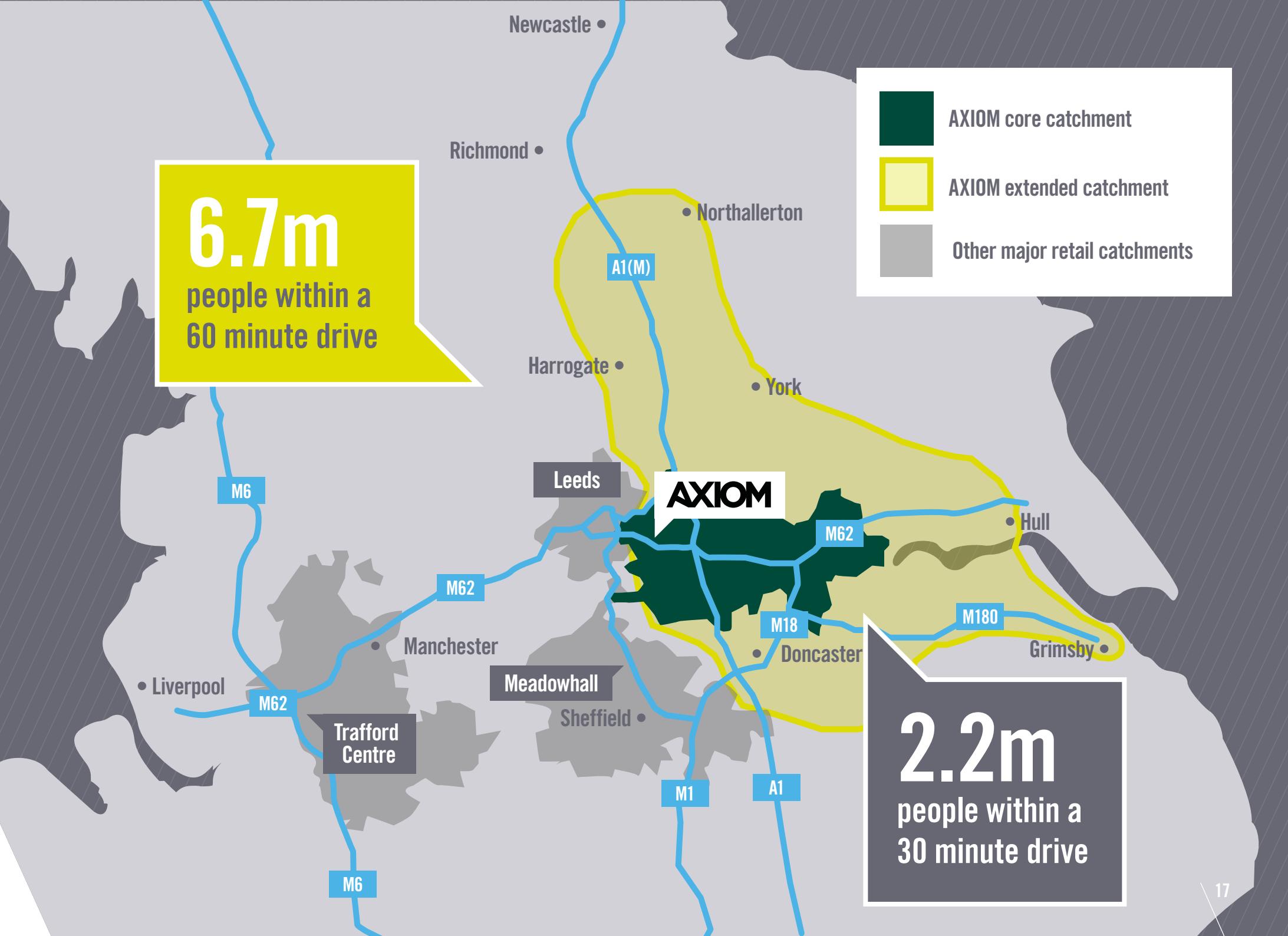
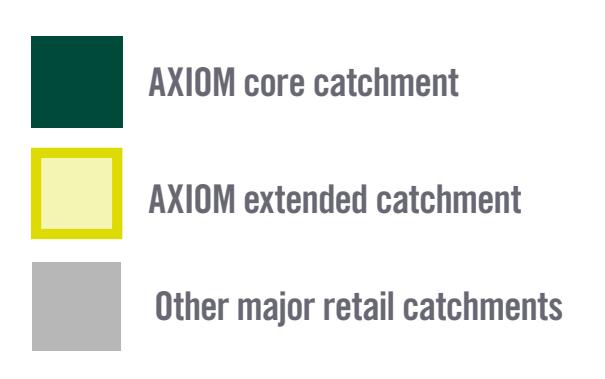
market potential of Retail Footprint Centres in Yorkshire and the Humber

CACI

£464.5m

Residential Comparison Goods Market Potential

6.7m
people within a 60 minute drive



2.2m
people within a 30 minute drive

ANCHOR STORES

The trading opportunity that Axiom presents has already been endorsed by four of Europe's most successful retailers. **M&S**, **Next**, **Primark** and **Boots** have all committed to occupy flagship stores at Axiom.

M&S

EST. 1884

Marks & Spencer will open a full range department store within Axiom. Arranged over three floors and representing a flagship regional store, M&S will occupy 80,000 sq ft (7,432 m²).



next

Next will open a Fashion and Home store within Axiom. The flagship store will be one of the largest in the Next portfolio being arranged over three floors totalling 66,000 sq ft (6,132 m²).



PRIMARK

With existing stores in Leeds, Bradford, White Rose, Wakefield and York, Primark's commitment to Axiom demonstrates the significant untapped retail catchment potential. The Primark store will be arranged over two floors totalling 60,000 sq ft (5,574 m²).



Boots

Boots will open a flagship store of 20,000 sq ft (1,858 m²). The store will be arranged on the ground floor only and will provide a full premium cosmetics offer featuring the world's leading beauty and cosmetics brands.



“Marks & Spencer has stores selling clothing and food across all of the UK’s major shopping locations. We are very excited to be bringing customers a store in Axiom as it represents the next generation regional shopping centre.”

Helen Nash, M&S Head of UK Property

CAR PARKING

Axiom will benefit from over **3,000 ‘smart’ car parking spaces**. With a ‘space to overall square footage’ ratio of circa 1:190, Axiom’s car parking benchmarks with major out-of-town shopping centres in the UK. Furthermore, to accommodate modern family car sizes, the individual spaces will exceed minimum standards making it simpler for shoppers to get in and out of their cars and load their shopping.



Axiom will benefit from over
3,000
smart parking spaces

Axiom will incorporate the most up-to-date ‘Smart Parking’ technology. The parking system, which will utilise Automatic Number Plate Recognition (ANPR) will provide:

Real-time and trend-based data so that arrivals, departures, occupancy and duration of stay can be constantly tracked and monitored.

Car park ‘zones’ with clear wayfinding and directional information allowing a driver to be quickly guided to the nearest vacant space.

Data for marketing purposes and mobile apps. This will include information on repeat visitors and allow for integration with any loyalty or membership scheme.

MANAGING THE AXIOM EXPERIENCE

A market-leading events and entertainment programme will run throughout the year utilising all elements of Axiom, maximising the enjoyment and delight for Axiom's visitors and the 'Instagram generations'.

Excellent communication is at the heart of managing Axiom. Giving customers clear and accurate information regarding their environment and the opportunities available will allow them to plan their visit and maximise their enjoyment.

Axiom's digital infrastructure will facilitate a seamless multi-channel approach to communication, reaching customers via their preferred social media platform. Directional and informational signage will be digitally enabled and centrally controlled, so that all messages and information streams are up to date, uniform and coordinated.

Communicating with retail partners is also vital to the success of Axiom. Coordination of events, promotions and advertising will be facilitated by tenant forums and the regular provision of detailed service charge and management information.

Axiom will work closely with its retailers and brand partners to provide their ideal physical platform, as well as offering comprehensive support for their omni-channel strategies.



With planning secured, anchor pre-lettings in place
and construction commencing in 2018,

AXIOM OPENS IN 2021

www.axiomyorkshire.co.uk

A DEVELOPMENT BY

HIGHGROVE
GROUP OF COMPANIES

Lateral
PROPERTY GROUP

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