



**The leading shopping
& leisure destination
In Worcestershire**



FATFACE
UNITED KINGDOM

MOUNTAIN WAREHOUSE

Barbour

BLUE DIAMOND

ProCook

cardfactory

Coffee#1

CC
CREW CLOTHING COMPANY



About The Valley

The Valley is a thriving outdoor shopping destination in the heart of England set in 125 acres of Worcestershire countryside, just off the A46 between Warwick and Tewkesbury.

It attracts a frequent, high-spending, loyal shopper from a local and regional catchment including high-population cities and towns such as Birmingham, Worcester, Cheltenham and Stratford-upon-Avon. It also acts as a gateway destination to the Cotswold's from the Midlands and North capturing valuable tourist trade.

Established in 1999 and anchored by a 40,000 sq ft Blue Diamond Garden Centre and a strong evolving mix of international, national and independent brands. High footfall complimentary leisure attractions include an adventure playground, narrow-gauge steam railway, a mile of the beautiful River Avon, walking and outdoor activities providing a shared experience for all the family.

36%

of visitors are
affluent achievers

11

visits per annum
on average

1.7m

Resident population is
1.7m spread across the
South Midlands and
the Cotswolds

1.4m

visitors per year

570

free car parking
spaces

22

shops

7.4m

traffic movements
annually at the site
entrance junction

27%

of visitors
are comfortable
communities

22m

Visitor spend in 2024



Location, location, location

The Valley is located just off the A46 between Warwick and Tewkesbury. At the junction at the entrance to The Valley, there are 7.4 million traffic movements annually.

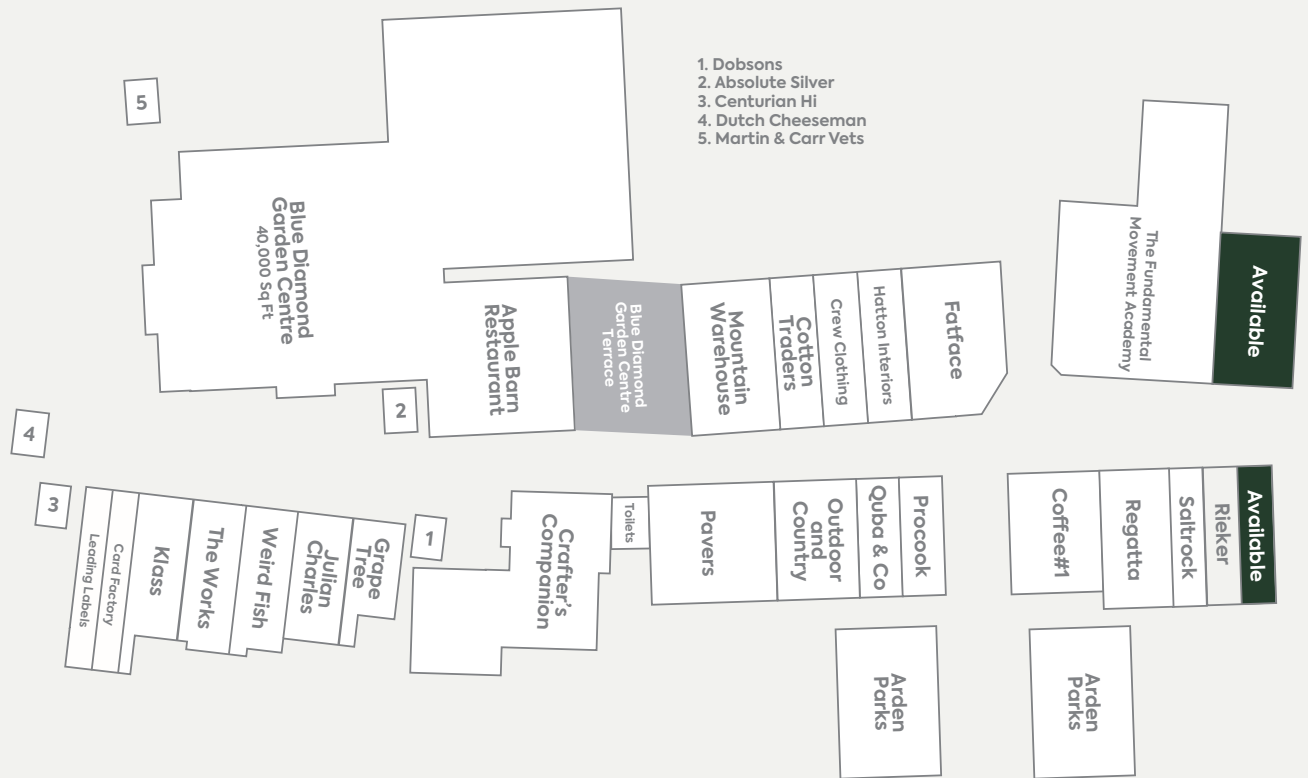
Accessibility

The Valley is easily accessible by bus, train, car and coach.

- All day free parking with 570 spaces.
- Local bus service stops at The Valley every hour.
- 30-minute walk from Evesham train station or alternatively a 10-minute ride on the local bus service.

Drive times

- 30-minute drive-time population: **387,000**
- 60-minute drive-time population: **3,900,000**
- 90-minute drive-time population: **9,400,000**



1. Dobsons
2. Absolute Silver
3. Centurian Hi
4. Dutch Cheeseman
5. Martin & Carr Vets



Car journey times to the valley





The crowd

1.4 million people visit The Valley every year with low retail industry seasonal variants, demonstrating the strength of the offer and all year - round trading consistency.

On average, visitors shop at The Valley 11 times per year demonstrating a loyal customer base. 36% of visitors are affluent achievers which is 55% above national average, resulting in a high customer spend.





Things to do

The Valley continues to enhance and expand its outdoor activities, establishing itself as a leading destination for family outings in the region.

Featuring an array of attractions including Adventure Golf, Aerial Adventure, Steam Railway, and a Country Park, along with the recent introduction of a complimentary Splash Pad in 2024, The Valley provides diverse activities that have attracted new visitors, extended dwell time, and importantly contributed to increased spending within our cafés and shops.

The Lost Valley is an 18-hole Aztec-themed adventure golf course and a High Rope Aerial Adventure Course featuring a range of obstacles, such as cargo nets, and various wobbly bridges culminating in an exhilarating 70-metre zip-wire descent.

Under new ownership, Valley Railway Adventure welcomes over 45,000 passengers each year on their light railway, which takes passengers around the country park and overlooks some of the best views the Vale of Evesham has to offer.

The Valley is home to over 100 acres of country park and nature reserve, which attracts walkers seeking a blend of woodland, wild flower meadows, and river setting.





hello@thevalleyshopping.co.uk

01386 298026