



CRIBBS CAUSEWAY BRISTOL

— PROJECT SUMMARY —

Developed in a joint venture with PRUPIM and local developer J. T. Baylis, The Mall comprises trading on two levels anchored at one end by John Lewis and the other by Marks & Spencer.

130 unit shops are provided with a variety of structural grids to respond to different retailing formats and an evenly distributed 7,000 free car spaces provide access to both trading levels.

As well as efficient car access to The Mall, the importance of good, reliable public transport links were recognised with the provision of a new bus station of 15 bus stops and a 50-bay coach park.

As Project and Development Managers, PRUPIM also incorporated an impressive 1,200-seat central food court which is an integral part of The Mall. In total, The Mall can cater for over 2,200 customers at any one time in its 16 restaurants and cafés.

To complement and add to the destination appeal, PRUPIM has developed The Venue at Cribbs Causeway, a 13,470 sq m state of the art leisure centre, incorporating a 12 screen Warner Village cinema, a family entertainment centre, a health and fitness centre as well as a wide range of restaurants.

PRUPIM's innovative leasing policy was designed to deliver optimum sustainable long-term investment performance, by securing the necessary flexibility to adapt to future tenant mix demands.

The initial tenant mix was fixed after in-depth and pioneering research. From these studies, a strategy was devised to create a fashion-based, family-orientated shopping environment with research information as the driving force behind the retail positioning of The Mall and the selection of specific retailers.

When The Mall opened for trading, all retail units were fully let.

— PROJECT HIGHLIGHTS —

- **Multi award-winning shopping centre at the heart of the South West**
- **Located alongside J17 of the M5, within a few miles of Bristol City Centre**
- **An innovative leasing policy and research-driven approach to tenant mix and marketing**
- **Designed to the highest international standards, The Mall achieved 100% pre-let status upon opening**

PROJECT FACTS

USE/TYPE

Out of town regional shopping centre

CONTRACT VALUE

£120 million (1998)

SIZE

725,000 square feet

FUNDING SOURCE

Prudential and J T Baylis

START DATE

October 1995

COMPLETION DATE

March 1998

LOCATION



The Mall at Cribbs Causeway
Bristol
BS34 5DG



CRIBBS CAUSEWAY BRISTOL

KEY CONSULTANTS

ARCHITECTS	Building Design Partnership
STRUCTURAL ENGINEERS	Ove Arup & Partners
M & E ENGINEERS	Hoare Lea and Partners
QUANTITY SURVEYORS	Gardiner & Theobald
MAIN CONTRACTOR	Bovis Construction Ltd.
LETTING AGENTS	Hartnell Taylor Cook, Osmond Tricks, Lunson Mitchenall

KEY STAKEHOLDERS

- **J. T. Baylis and Co Ltd.**
JOINT DEVELOPER
- **Local Council and Chambers of Trade**
COMMUNITY RELATIONS

KEY TENANTS

John Lewis
 MARKS & SPENCER
 WH SMITH


 NEXT
 RIVER ISLAND

AWARDS

 BCSC Purple Apple Merit, Best Single Event, Fashion Show 2007	 BCSC Certificate of Merit, Sales Promotion Mall Gift Cheques 2004	 BCSC Established Centre Award 2005
 ICSC Certificate of Merit, Joy of Shopping Campaign 2003	 ICSC Certificate of Merit, Innovative Design & Construction of a new centre 1998	 BCSC New Centre Award 1998

INTEGRATED PRUPIM SERVICES EMPLOYED

- Fund Management
- Market Research
- ✓ Leasing
- Asset Management
- Sustainability
- ✓ Development Management
- ✓ Project Management
- ✓ Marketing
- ✓ Property Management
- ✓ Funding