

think...

Kenilworth



Improvement through investment

'If it's good, we want to make it better.

If it needs improving, then we will improve it'

Sally Carrick, Chair, Kenilworth Town Centre Partnership



Footfall in Kenilworth rose 47% between 2007 and 2012 (PRMS). Kenilworth is set apart from other areas with its historic charm and commercial vitality going hand in hand.

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Investment



MARKET PROFILE

- ★ 375,000 residents with an annual goods expenditure of £2.5 billion live within 10 miles of Kenilworth.
- ★ Income is 23% above national average.
- ★ 76% more ABs than national average in core catchment.
- ★ Vacancy rate in the town is 3%*, which is well below the national average.
*September 2012
- ★ Kenilworth has the highest average household income level in the district at £47,600 compared to Warwick town at £44,700 and Leamington Spa at £38,600.
Source: IncomeX data, Axciom, 2009

DEVELOPMENT OPPORTUNITIES

- To the north of the town lies Abbey End which has already seen a major regeneration development that includes the Almanack bar/restaurant, part of Peach Pubs. Further development is planned in Abbey End South to include a major retail offer.
- In 2008 Waitrose opened a 45,000 sqft store as part of £31m redevelopment plans for Talisman – the town's main shopping centre totalling 70,000 sqft.
- Property experts LaSalle Investment Management have a 150 year lease at Stoneleigh Park and have ambitious plans to invest between £20 million and £50 million developing Stoneleigh Park over the next 10 years. Already home to the national headquarters of the NFU, the Agricultural and Horticultural Development Board and many equestrian bodies, its central location, long history and active research programme are a powerful draw for any business interacting with the agricultural and equine sectors. Stoneleigh Park has the potential to be the hub and showcase for farming's future.

TRANSPORT

Reopening Kenilworth Station is a key part of Phase 2 of the Nucleo rail infrastructure plan which will see commuter links transformed to Leamington and Coventry, and beyond to Birmingham and London.

RETAIL & LEISURE

The many local award-winning restaurants and brasseries provide high-quality food within an exceptional setting.



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Opportunity



THE UNIVERSITY OF WARWICK

ACADEMIC EXCELLENCE

The University of Warwick, located on the border of Kenilworth and Coventry is consistently ranked among the Top Ten UK universities and has a growing international profile, underpinned by its Vision 2015 strategy. The proximity of Kenilworth to the University has meant substantial benefits are felt by the town including:

- Around 800 of the University's graduates live in Kenilworth and more than 10,000 in the surrounding area of Coventry and Warwickshire.
- Warwick Business School is one of the largest in Europe, and is in the top 1% of global business schools, supplying quality graduates to the labour pool.
- World-renowned WMG (formerly Warwick Manufacturing Group) works collaboratively with a wide range of businesses, and has cutting-edge facilities - including the International Digital Laboratory. A new £5 million centre for engineers and innovators in SMEs (small and medium sized enterprises) to access the latest technologies, opened in 2012.
- 65% of the University's research is "world leading" or "internationally excellent".



TALISMAN SQUARE

Talisman is the shopping heart of Kenilworth with well-known high street names like Waitrose, Boots and Costa Coffee, through to smaller individual outlets each supplying a range of goods or services.

The first phase of a major development and refurbishment was completed in 2009 giving Kenilworth the first Waitrose in Warwickshire and revitalised the town's shopping facilities.

The second phase will include three large units to attract new high street names into Kenilworth.



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Business Success



"Kenilworth has proved to be a great location for our first Holiday Inn. Being placed in the centre of town has enabled us to focus on the community making us a key part of the business and leisure industry in the Warwickshire area. Our guests return regularly for our friendly atmosphere, vibrant Starbucks, personalised events and excellent accommodation facilities."

David Myskow,
General Manager, Holiday Inn Kenilworth

"Kenilworth was a natural choice for Waitrose in Warwickshire. Kenilworth and its catchment fits our demographic perfectly and it's always exciting for us to be part of the renaissance of a town. Most of our shops are in town centres and we have a proven track record in enhancing the economic vitality of established shopping centres."

Nigel Keen,
Director of Development for Waitrose

Sweet As

"When we were looking to expand our business to a second shop we already had our sights set on Kenilworth. The improvements that have occurred in the last few years: Waitrose, the Almanack as well as the refurbishment of the Holiday Inn, indicated to us that Kenilworth is a town which wants to attract visitors and support local business. We are in a strong position and are looking forward to our customer levels to continuing to increase, as they have been steadily doing since we opened our doors in July 2011. We look forward to seeing you soon #supportlocalbusiness"

Lucy Swindells & Jenny Hudson,
Sweet As

"Midland Assured Estates Ltd has invested in and developed commercial property in Kenilworth and its surrounding areas for many years now, and in 2008 we took the decision to open our first restaurant, Petit Gourmand, and chose Kenilworth as the place for it. With our business partners we then set about creating our own concept of mid to high end modern English food with a French twist. Kenilworth responded very positively to our new concept and the restaurant went from strength to strength, and the awards we have won are testament to this."

Paul Davis,
Petit Gourmand

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Want to know more?
Web: www.warwickshire.gov.uk/wips
Telephone 01926 412140