

Clifton Down Shopping Centre



media sheet



Location & About

Clifton Down Shopping Centre

Whiteladies Road, Clifton, BS8 2NN.

Located less than two miles north of Bristol City Centre, Clifton Down is easily accessible by both rail and road. This established community Shopping Centre offers over 83,000 sq ft of retail space, including 20 retail units.

Anchored by Sainsbury's, Boots, WHSmith's and Starbucks, Clifton Down Shopping Centre is situated on Whiteladies Road offering a mixture of office space, retail and food operators.

The Shopping Centre also benefits from a 360 space multi-storey car park, offering two hours free parking to customers when they spend over £20 in Sainsbury's.

Clifton Down has a higher than average level of disposable income within its core catchment, and 75% of the demographic is ABC1's spending £200m per year. The area consists of high-density housing with a blend of premium family and student accommodation.

Population of Bristol: 454,000 (2017)

Survey results completed last year (2018); Clifton Down Shoppers are reasonably upmarket and a mix of young professionals and students.

Almost half (47%) are aged under 30, don't have children and are an even mix of male and female. 33% of shoppers are students – giving a higher than normal profile of student shoppers.





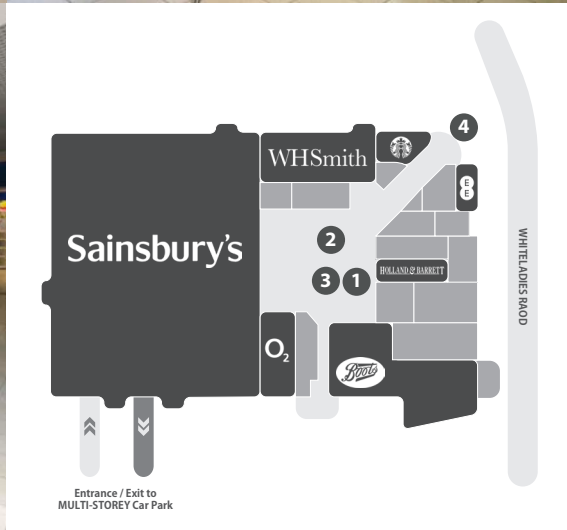
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Site Descriptions

Site 1:

Central Circle: 4m x 4m with power.
Internal and centrally located this space is surrounded by entrances into Sainsbury's, Boots and O2. This location captures the high volume footfall to/from the car park and Amazon Lockers. Perfect for all types of national and local brand campaigns, including vehicles, as well as multiple smaller traders or experiential led data acquisition activities.

Site 2:

Mall Walkway: 2m x 4m with power.
A prime trading location overlooked by the car park traveller and leading to/from Sainsbury's, this location would be perfect for a kiosk based service.

Site 3:

Pillar: 4m x 4m with pillar in the centre with power.
A wrap around promotion, kiosk or trade stand would benefit from being located in this highly visible location.

Site 4:

External: 8m x 8m hard standing at the front entrance to the mall.
This space captures audiences along Whiteladies Road, pedestrian footfall to Clifton Down Station and customers arriving at the centre on foot. From vehicle placements to pop-up Prosecco wagons, this space is the perfect place to draw in an audience.

Car Park:

The multi-storey car park offers space for pop-up motoring related services who attend on a daily basis or the opportunity for longer term services to be based there. Waterless services are a must!

Contact Us

For more details or to book a promotional space at Clifton Down Shopping Centre please get in touch.

01704 544999

cliftdown@apuk.net

www.apuk.net



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