

Princes Quay Shopping Centre



MEDIA SHEET

30G Princes Dock Street, Hull HU1 2PQ.

Princes Quay is a shopping centre in the heart of Kingston upon Hull, East Riding of Yorkshire, England. The City has a population of 260,700.

Princes Quay is one of the most exciting and scenic shopping centres in the country. Built on stilts over the Princes Dock and having panoramic view of the marina it combines a fantastic shopping and eating experience which attracts over 5 million visitors a year.

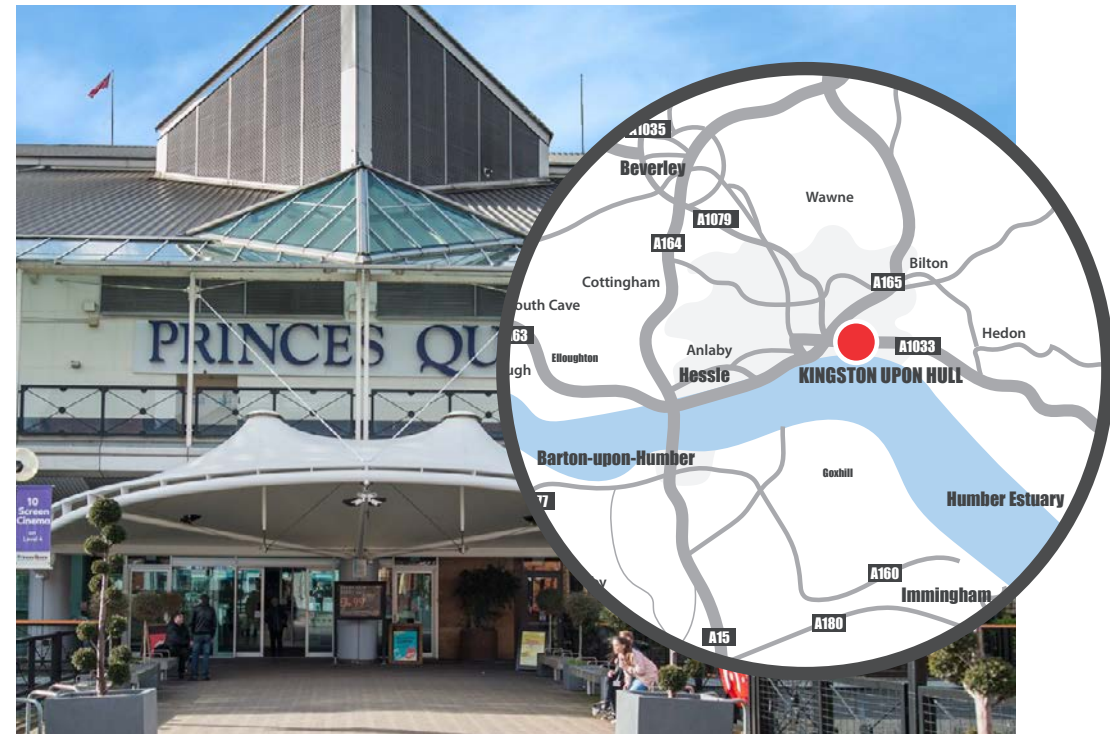
Featuring 3 floors each offering something different:

Quayside Level; leisure and food & drink.

High Street Level; Primark, Beaverbrookes, River Island, Toytown.

Outlet Level; Next Outlet, Ben Sherman, Trespass, Beauty Outlet,

Princes Quay is only a couple of minutes drive from the A63. It is well signposted and easy to find even if you have never visited before. The multi-storey Car Park has space for over 900 cars.



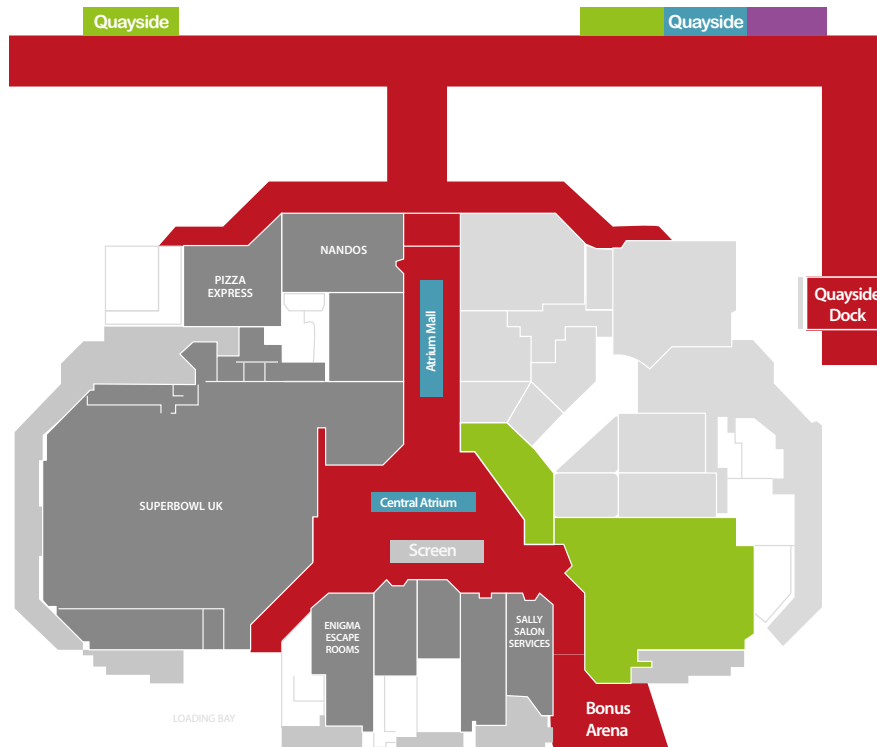
To book a promotional space at Princes Quay Shopping Centre please get in touch.
Call Access Point on **01704 544999**, email **princesquay@apuk.net** or visit **www.apuk.net**

Quayside Level

Quayside level provides internal and external locations for a wide variety of activities: focusing on leisure and food this level provides direct access to Princes Dock Street and Bonus Arena. The internal spaces offer vehicle access and 13amp power.

The large digital screen showcases a range of content and is operational daily from 8am until 8pm. It's a great opportunity to advertise your store and offers in a prominent location. You can advertise on the screen FREE of charge.

Image specifications are: Big screen landscape : 1920px x 1080px Big screen portrait : 1080px x 1920px Video content for the digital screen needs to be MP4, AVI or MKV format. Video content needs to be sent via we transfer or dropbox.



Quayside:

The quayside on Princes Dock Street offers space for catering and family based activities along the full length of the quay. Locations don't have power and a residential curfew is in place in some spaces so daytime and early evening activity preferred.

Quayside Dock:

Access to the water from the dock provides a great location for water based promotions, activities or events. From inflatable assault courses and canoeing lessons through to a multi-user, astro-turfed pontoon for sports sessions. Surrounded by water this offers a unique location.

Atrium:

Overlooked from all levels this space offers power, visibility and a focal destination for your brand event. Live streaming to the screen and a superb sound system opportunities enable you to deliver a brand takeover which reaches across the whole centre.

Atrium Mall:

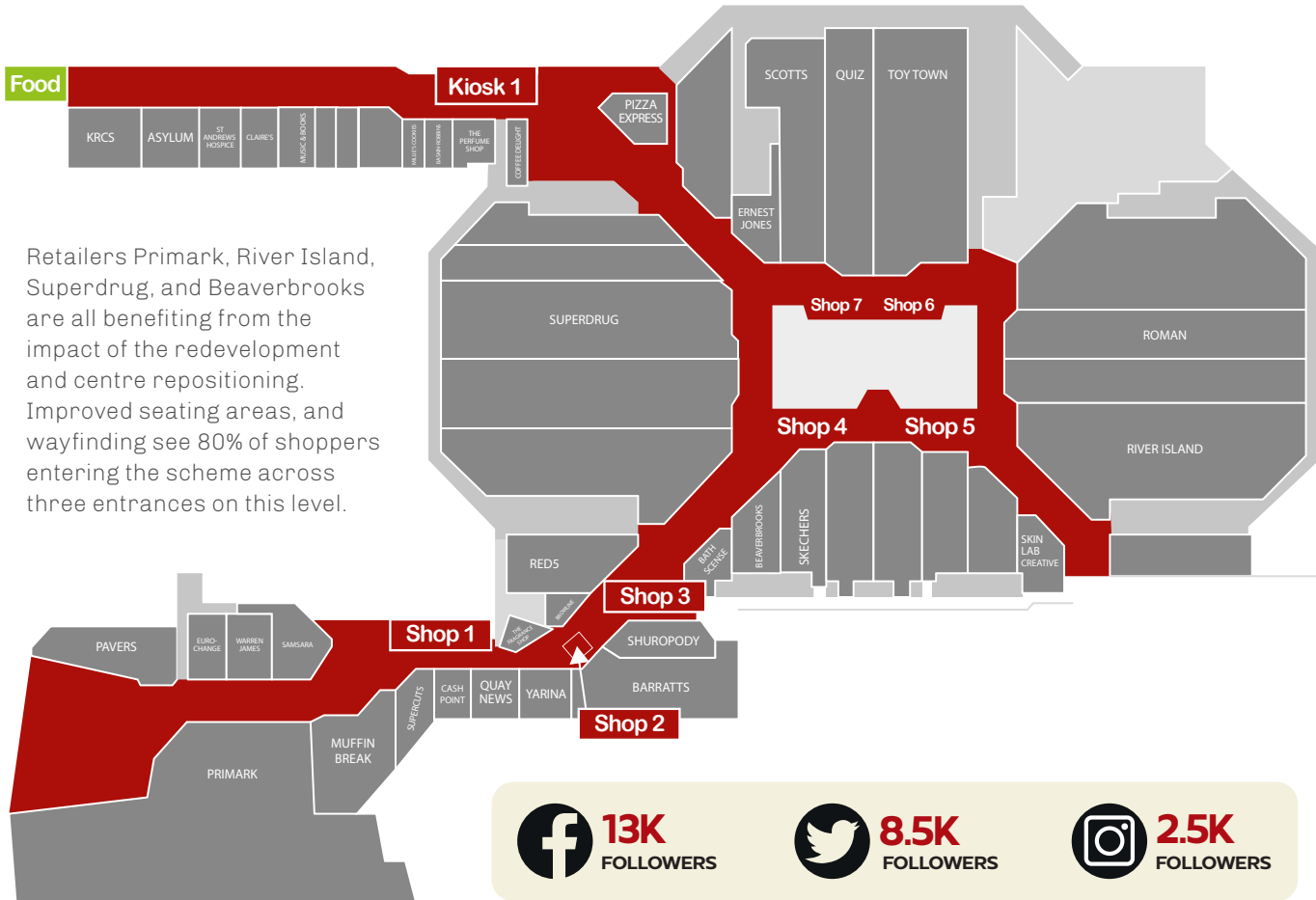
Leading out to Quayside the wide mall provides promotional and trading locations to support a main event or deliver your message to those guests that visit Princes Quay in the evening for the cinema or a meal.

Bonus Arenas:

A fantastic space for events or experiential marketing with room for support from mobile food traders. BA1 being opposite to the pedestrian entrance on the other side of the road. BA2 being between the bollards and centre post at the entrance to Princes Quay. BA3 being within the undercover entrance to Princes Quay.

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High Street Level



Retailers Primark, River Island, Superdrug, and Beaverbrooks are all benefiting from the impact of the redevelopment and centre repositioning. Improved seating areas, and wayfinding see 80% of shoppers entering the scheme across three entrances on this level.

Food:

A single external location at the entrance to Princes Quay from Carr Lane/Whitefriargate provides an operator with shelter, access to water and marketing support. Ideal for street food or street trading anyone occupying this space would need to hold the Hull Street Trading Licence.

Kiosk 1:

Occupied by Photo Me.

Shop 1:

Occupied by Mobilise.

Shop 2:

Mid Mall (2m x 3m) this location requires a full 360 degree display – perfect for a small trading stand or a brand promotion.

Shop 3:

Mid Mall (2m x 3m with power) another location which requires a 360 degree display – can be used for seasonal trading and brand promotions alike.

Shop Locations (Shops 4-7):

The balcony offers multiple locations for small pop-up promoters who want high visibility from a key location. No power is available in these spaces.



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