

# Stevenage Town Centre

## MEDIA SHEET

### Stevenage Town Centre, SG1 1PF.

Stevenage is a large vibrant New Town in Hertfordshire, located in the east of England with a population of 89,000 and an ABC1 demographic making up 32%.

With an approximate footfall of 15 million annually, Stevenage Town Centre serves a key shopping catchment area for over 130,000 people, and is the UK's first fully pedestrianised shopping area. Home to popular brands like Pandora, Next, and Primark, alongside independent retailers, eateries, and coffee shops, the town centre also features Westgate Shopping Centre, with over 30 well-known high-street stores, and a bustling Indoor Market.

Event Island, situated in the heart of Stevenage Town Centre plays host to a wide range of performances and events throughout the year boosting the town centre footfall.

Key tenants include, Tesco, Primark, Poundland, Pandora, New Look, Boots, Sports Direct, Next, and HMV.



To book a promotional space at Stevenage Town Centre call  
Access Point on **01704 544999**, email **Stevenagetc@apuk.net** or visit **www.apuk.net**

# Site Descriptions



**SITE 1**  
Fountain/Clock Tower Promotion Area  
16A Power Available.



**SITE 2**  
Queensway/Costa Promotion Area.  
16A Power Available.



**SITE 3**  
Queensway/New Look Promotion Area.  
16A Power Available.



**EVENT ISLAND**  
Event Island plays host to a wide range of performances and events. Please call for all booking enquiries.

**15 MILLION ANNUAL FOOTFALL**



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