Queensgate

PETERBOROUGH

A CENTRE TRANSFORMED

TRANSFORMATIONAL ANCHORS

QUEENSGATE IS NOW HOME TO 93,000 SQ FT OF REGIONAL FLAGSHIPS FOR FLANNELS, FRASERS, AND SPORTS DIRECT.

10% SALES GROWTH

(ROLLING 12-MONTHLY, AS OF FEBRUARY 2026)

150,000

SQ FT OF DEALS IN THE LAST YEAR

The trio of landmark Frasers flagships adds to a line-up of anchor stores at Queensgate that elevates the destination above anything else in the region. Alongside H&M, Primark, Boots, and an Odeon Luxe with IMAX, the combined space for Flannels, Frasers, and Sports Direct ensures the centre has real pull within its catchment.

FLANNELS
FRASERS
TK MAXX
SPORTS DIRECT
Boots
JD
H&M
PRIMARK

A TRANSFORMED TENANT MIX

BEYOND A REGIONALLY LEADING COLLECTION OF ANCHOR BRANDS, QUEENSGATE HAS TRANSFORMED ITS BROADER TENANT MIX, INTRODUCING A MORE ASPIRATIONAL OFFER ALIGNED WITH ITS CATCHMENT.

RITUALS...
Lovisa
SØSTRENE GRENE
MINISO
BLACK SHEEP COFFEE
TACO BELL
GOLDSMITHS
SEOUL PLAZA
hmv

TRANSFORMING DAYS OUT

With limited space remaining, time is running out to be part of the success story.

ODEON LUXE

PUTT & PLAY from Hollywood Bowl

Umami WORLD KITCHEN

THE £60M LEISURE EXTENSION HAS BROUGHT A NEW DYNAMIC TO DAYS OUT IN PETERBOROUGH.

Anchored by the eight-screen Odeon Luxe, which is the only IMAX cinema in the city, the leisure extension also includes Putt & Play from Hollywood Bowl, and a 7,000 sq ft Umami World Kitchen, a buffet concept from the Cosmo Restaurant Group. Queensgate is the city's leisure and activities offer, encouraging more family-friendly visits, appealing to multi-purpose trips, and longer days out.

THE HMV SHOP
EST. 2021

T·K·MAXX

TAP &
TANDOOR
INDIAN GASTRO PUB

OUD

BREITLING
Superdry Store.

PRIMARK

LUXE
H&M
LE MORE LUXURY
ODEON
LUXE

CONSUMER-LED TRANSFORMATION

QUEENSGATE DOMINATES AN EXTENSIVE REGIONAL CATCHMENT THAT IS HOME TO SIGNIFICANT PROPORTIONS OF HIGH-SPENDING AFFLUENT CONSUMERS. ACCORDING TO DATA FROM CACI, IN TERMS OF ACORN PROFILE, QUEENSGATE'S CATCHMENT IS COMPARABLE TO EXETER, CAMBRIDGE, OXFORD AND BATH. IT ALSO SHARES SIMILAR LEVELS OF SPEND POTENTIAL WITH THOSE CITIES.

£308M
TOTAL CATCHMENT COMPARISON GOODS SPEND POTENTIAL (WEIGHTED).

71%
CORE CATCHMENT MARKET SHARE.

£119M
TOTAL CATCHMENT CATERING & LEISURE SPEND.

36%
TOTAL CATCHMENT MARKET SHARE.

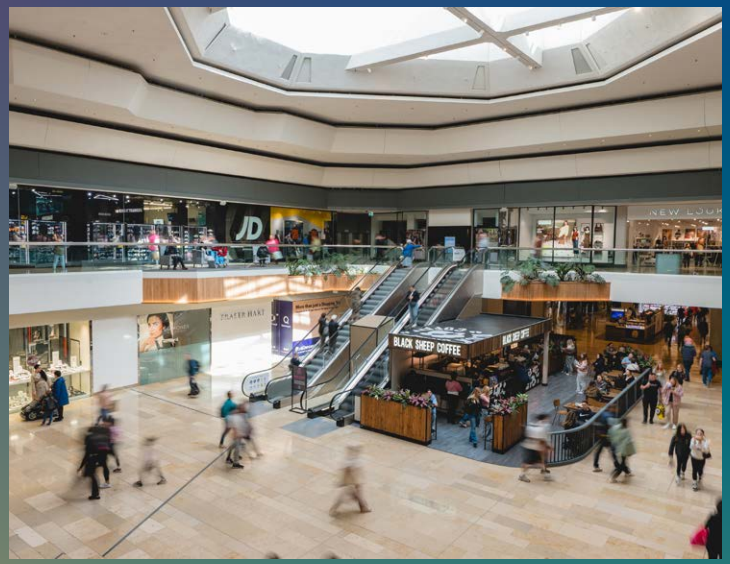
LEISURE USERS SPEND 52% MORE ON RETAIL AND CATERING OVER THE COURSE OF A YEAR AT A SHOPPING LOCATION THAN A NON-LEISURE USER AND TRAVEL 8% FURTHER TO VISIT THEIR LOCATION.

QUEENSGATE ACORN PROFILE

17%
AFFLUENT ACHIEVERS

6%
RISING PROSPERITY

31%
COMFORTABLE COMMUNITIES



COMPARABLE TO:

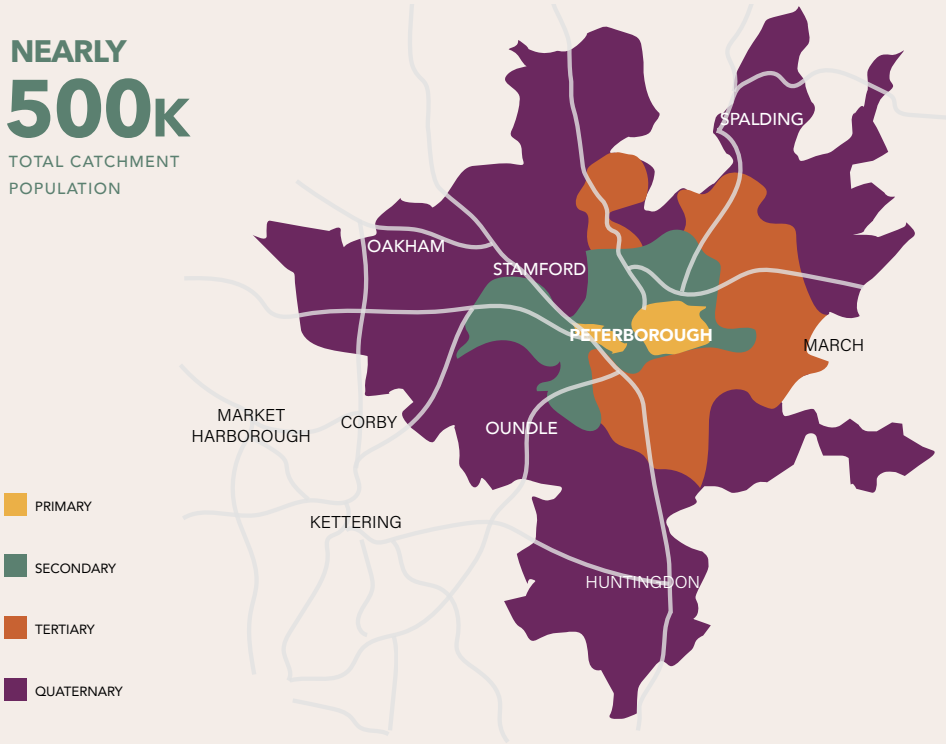
EXETER

CAMBRIDGE

OXFORD

BATH

NEARLY
500K
TOTAL CATCHMENT POPULATION



TRANSFORMING THE CITY

QUEENSGATE IS THE CITY CENTRE OFFER, AND MUCH LIKE THE DESTINATION, PETERBOROUGH HAS BEEN TRANSFORMED THROUGH INVESTMENT.

£2BN

INVESTED IN PETERBOROUGH OVER THE LAST THREE YEARS IN INFRASTRUCTURE, CONNECTIVITY AND SKILLS.

ACCESSIBLE

PETERBOROUGH HAS EXCELLENT ROAD LINKS CONNECTING THE CITY, AND QUEENSGATE, TO THE WHOLE CATCHMENT QUICKLY AND EASILY.

TOP 50

PETERBOROUGH RANKS 47TH OUT OF 6,166 RETAIL DESTINATIONS IN THE UK.

40 MINS

FROM TEMPSFORD, TARGETED TO DELIVER 40,000 NEW HOMES

48 MINS

JOURNEY TIME TO LONDON'S KING CROSS & DIRECT TRAINS TO GATWICK.

1 OF 4

OF THE UK'S FUTURE CITY DEMONSTRATORS AND HOME TO THE COUNTRY'S LARGEST CLUSTER OF ENVIRONMENTAL BUSINESSES.

14%

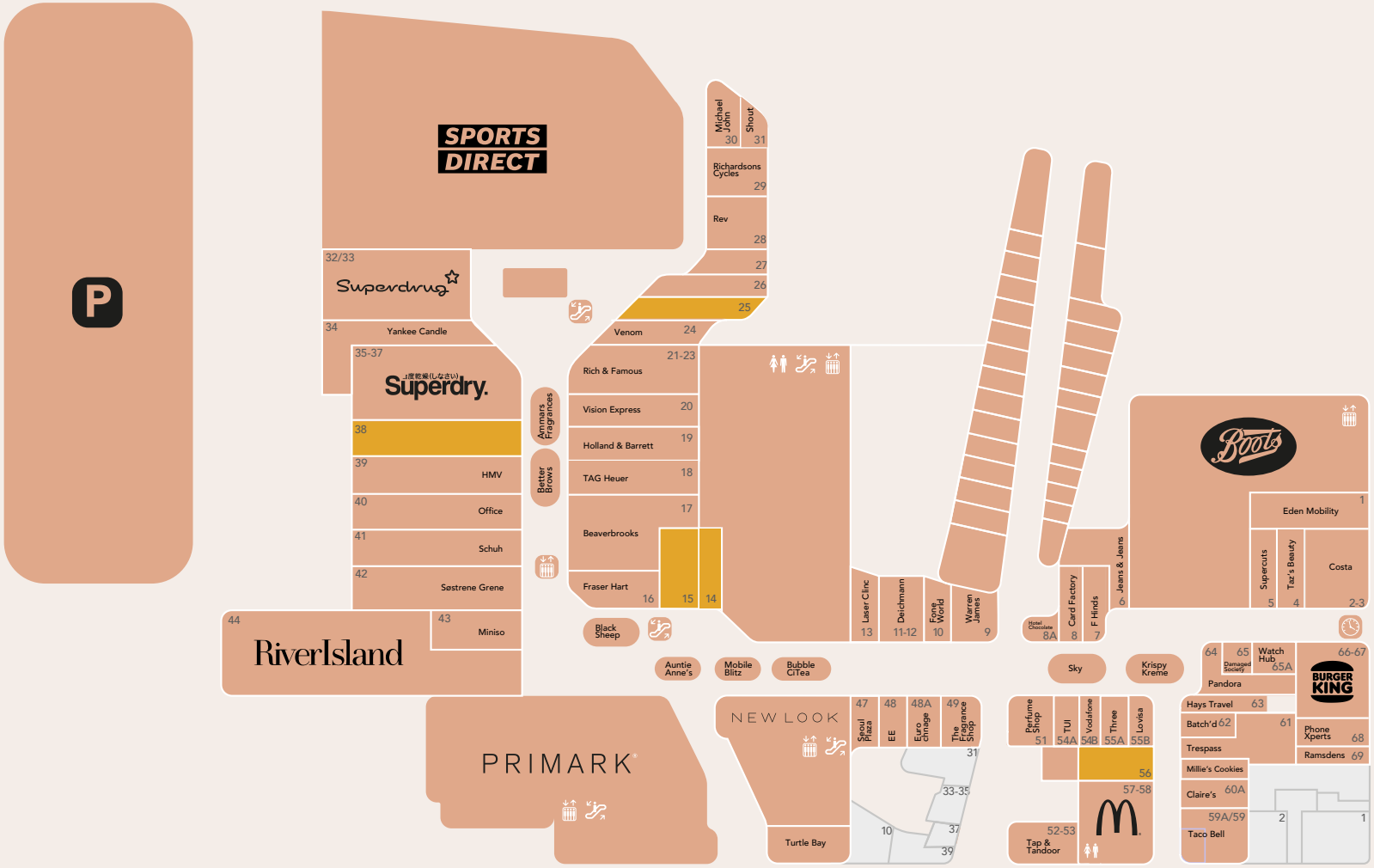
NEW BUSINESS GROWTH, PUTTING PETERBOROUGH IN THE TOP 5% OF ALL UK LOCAL AUTHORITIES

17.5%

POPULATION GROWTH ONE OF THE FASTEST IN THE UK OVER THE LAST TEN YEARS.

*SOURCE: CACI

TRANSFORMED SPACE



GROUND FLOOR

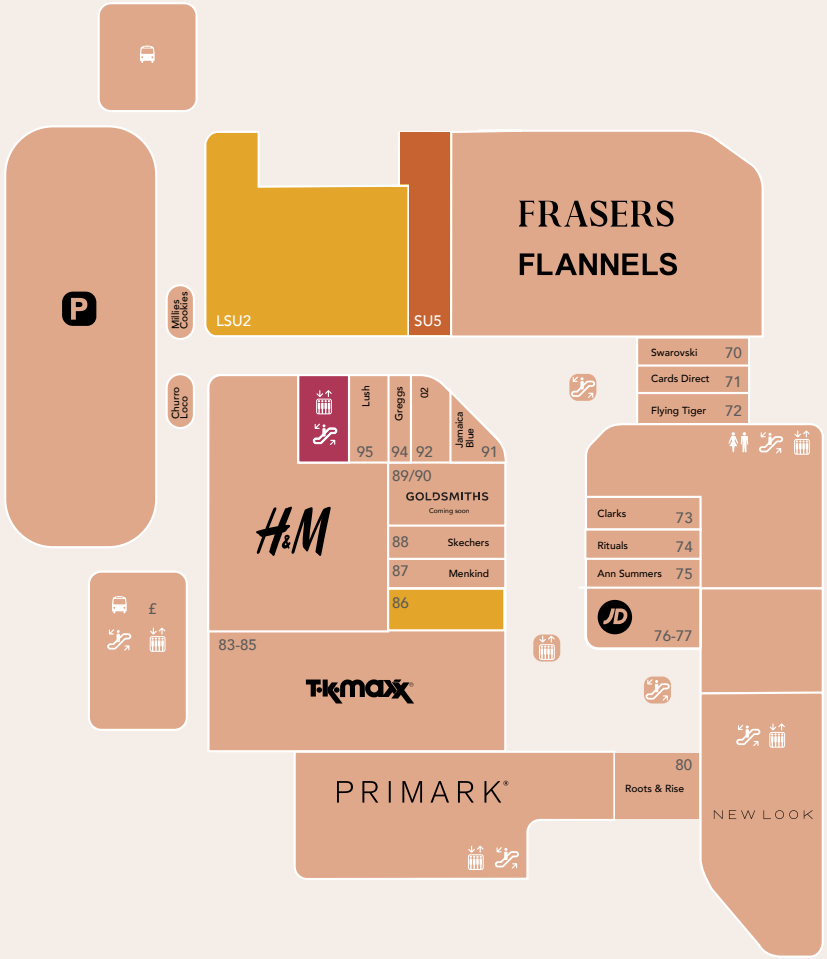
KEY:

UNDER OFFER

RETAIL/F&B/LEISURE OPPORTUNITY

RETAIL/LEISURE ENTRANCE

TRANSFORMED SPACE



FIRST FLOOR

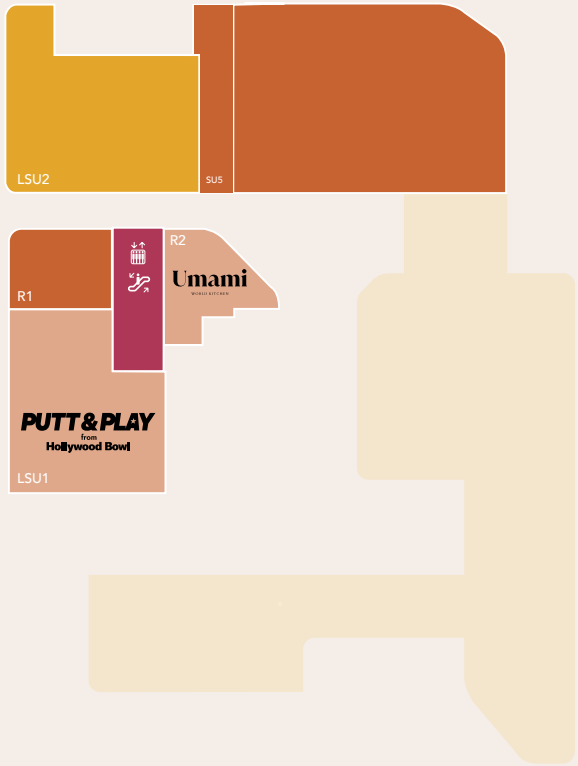
KEY:

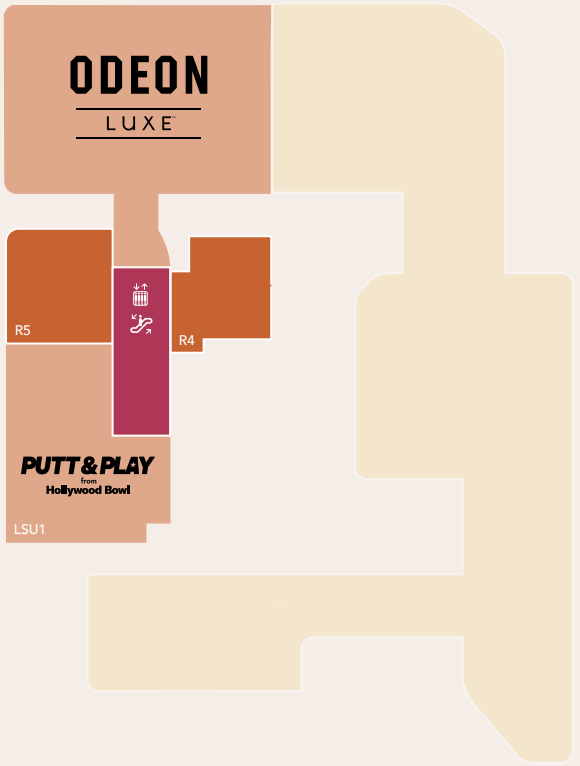
UNDER OFFER

RETAIL/F&B/LEISURE OPPORTUNITY

RETAIL/LEISURE ENTRANCE

TRANSFORMED SPACE





SECOND FLOOR

KEY:

UNDER OFFER

RETAIL/F&B/LEISURE OPPORTUNITY

RETAIL/LEISURE ENTRANCE

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QUEENSGATE-SHOPPING.CO.UK QUEENSGATE_PB QUEENSGATE PETERBOROUGH

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