

# think...

# Kenilworth



## 23%

increase in footfall 2007-10 in the town, Kenilworth is bucking the trend and is continuing to be a viable town centre economy.

Kenilworth is set apart from other areas with its historic charm and commercial vitality going hand in hand.

**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*

**WARWICKSHIRE**  
**INVESTMENT PARTNERSHIP**

# think...

l n v e s t m e n t



## 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 2010

- ★ 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, Axiom, 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 sq ft store as part of £31m redevelopment plans for Talisman – the town's main shopping centre totalling 70,000 sq ft.
- Stoneleigh Park is an internationally renowned exhibition facility – home to the Royal Show for many years and set to host The Great Exhibition 2012, celebrating all that is British. The Park is developing its facilities for a broader audience whilst still retaining its agricultural and farming heritage.

## REGENERATION

Plans to reopen Kenilworth railway station are well advanced and this will provide commuter links to Birmingham, Coventry, Leamington Spa & London.

## RETAIL & LEISURE

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



**WARWICKSHIRE**  
**INVESTMENT PARTNERSHIP**

# think...



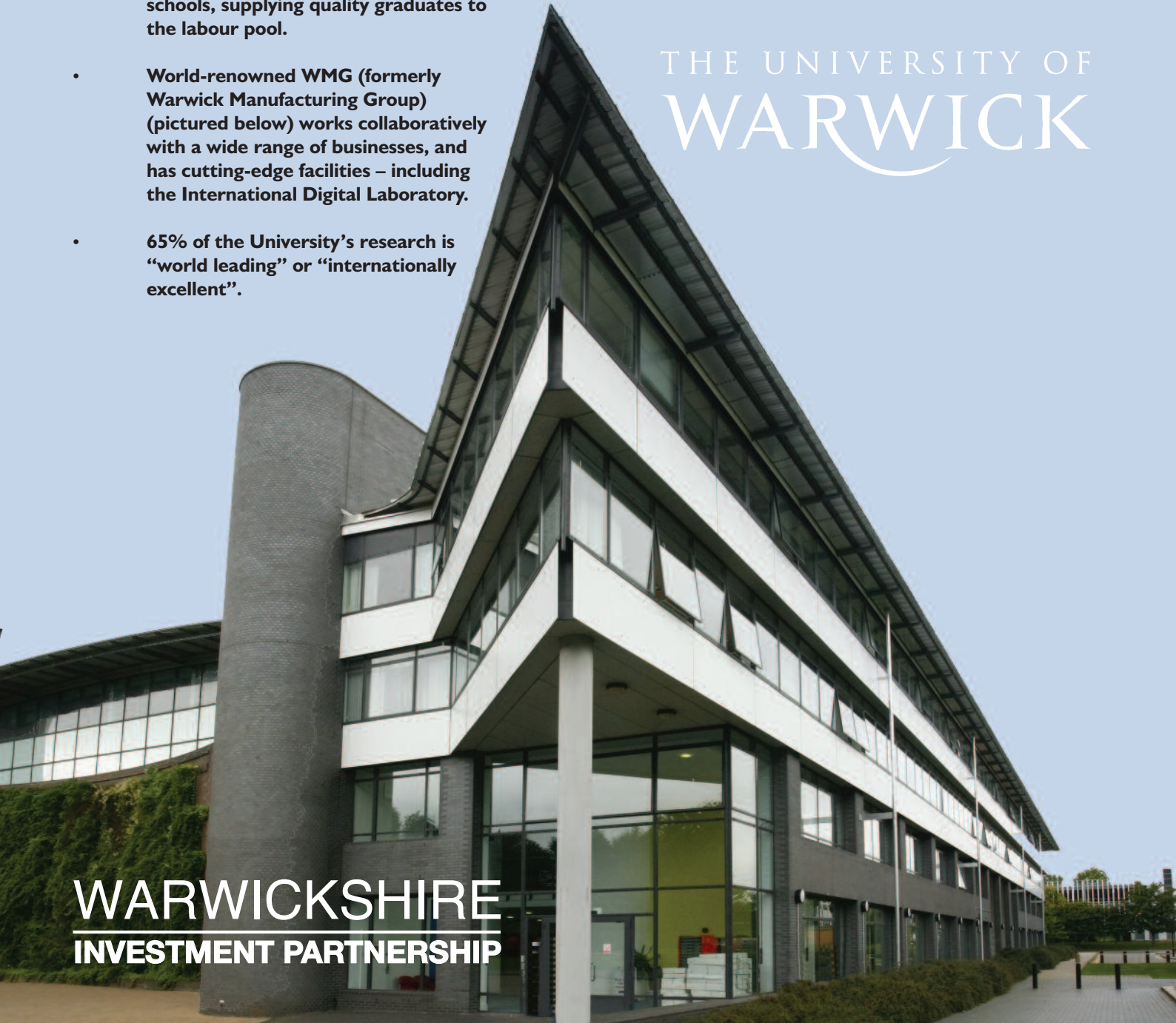
## Academic Excellence

**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) (pictured below) works collaboratively with a wide range of businesses, and has cutting-edge facilities – including the International Digital Laboratory.
- 65% of the University's research is "world leading" or "internationally excellent".

THE UNIVERSITY OF  
WARWICK

**WARWICKSHIRE**  
**INVESTMENT PARTNERSHIP**



# think...



## B u s i n e s s   S u c c e s s

“When we realised that we needed to relocate our business to a more prominent location and bigger premises, to expand on our product ranges and to house our growing online business, Kenilworth was the natural choice. It is a historic and unique town with an array of independent traders, which really sets the town apart. There is a great mix of tourism and trade here with the castle, parks, shops, quality restaurants and hotels.”

**Karen Heap,**  
**The Little Clothes Horse.**



“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**

“Kenilworth has proved a great choice of location for The Almanack which has struck a particular chord with local business people looking for a good place to work, meet and network. The fact that we are busy every day hosting the local business community is a clear sign Kenilworth enterprise is thriving.”

**Jordan Marr, General Manager, The Almanack**

“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**

**WARWICKSHIRE**  
**INVESTMENT PARTNERSHIP**

**Want to know more?**  
Web: [www.warwickshire.gov.uk/wips](http://www.warwickshire.gov.uk/wips)  
Telephone 01926 412140