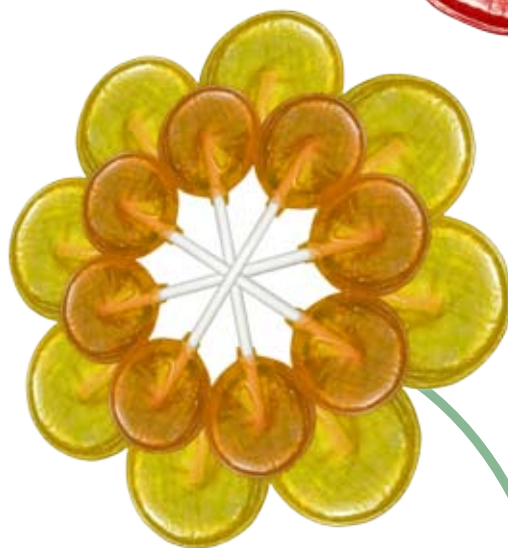
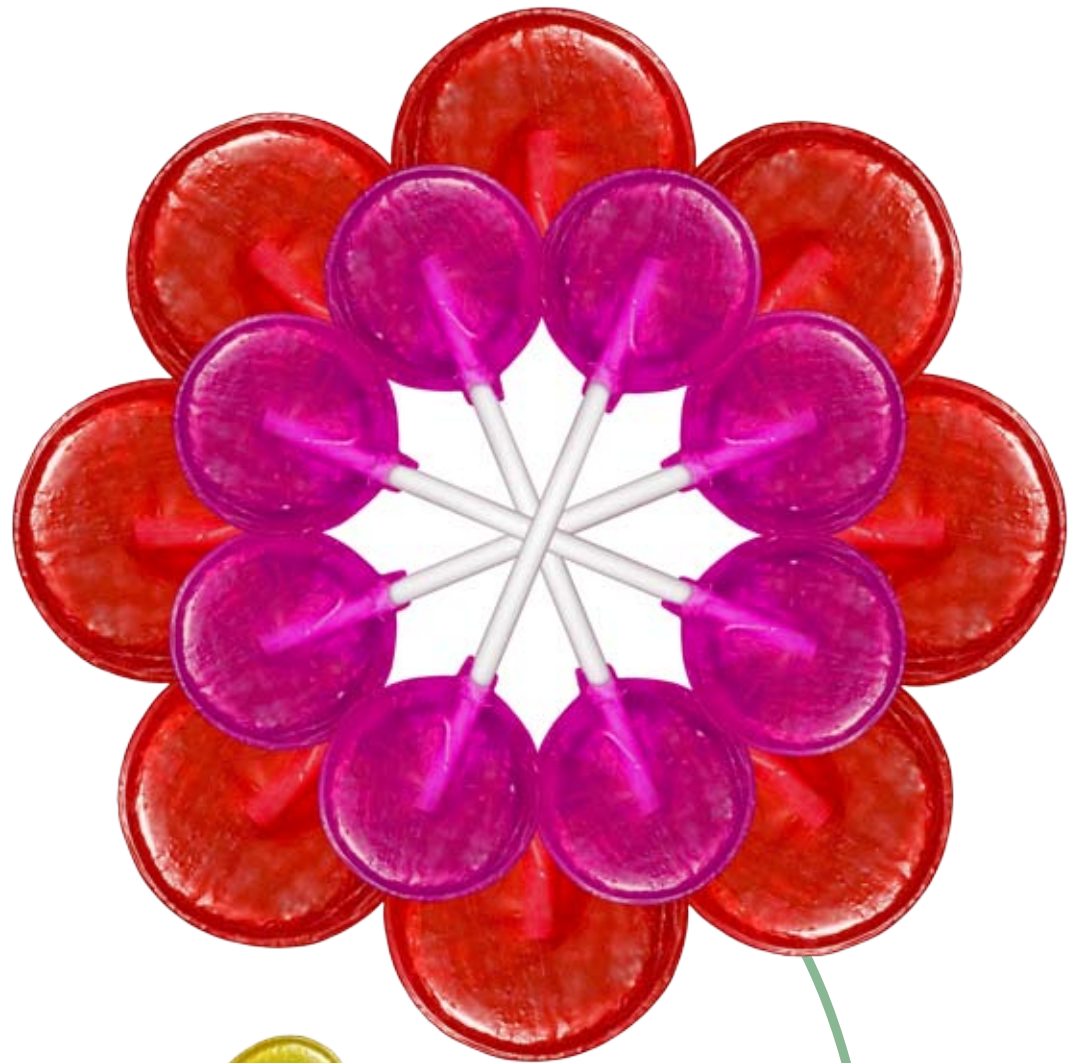


# Big opportunities for small and independent retailers



Letchworth Garden City

Growing the retail opportunity in the world's first Garden City



## Letchworth Garden City is the perfect place for local traders and boutique businesses to flourish.

### Small is beautiful

The unique and intimate town centre is a proven success for many independent retailers and the future is looking even brighter. The Street Scene investment is creating an attractive, new and vibrant environment. Small and medium size retail units, restored to their original character, offer the perfect home for specialist independents to sit alongside larger, high street names creating a broad appeal.

The retail core benefits from around 10,000 workers located close to the town centre and high levels of visit frequency with around 80% of shoppers visiting at least weekly.

Weekly footfall levels are estimated at 45,000 around the core retail pitch and the town centre is a proven location with 74% of existing retailers identifying trade as being level or up on the previous year (Spring 2008).

### Great opportunities

A strong family-orientated catchment with high levels of disposable income and high spending activity offers a captive audience for retail sectors including:

- Baby wear and accessories
- Children's wear
- Handmade toys and furniture
- Maternity fashion
- Ladies bespoke fashion names
- Organic food produce
- Local meat/dairy or confectionery stores
- Contemporary jewellery and gifts
- Home accessories
- Health and beauty
- Well-being and personal care

### Here to help

Through the charitable Letchworth Garden City Heritage Foundation, small and independent retail businesses are being actively encouraged to grow in the centre of town. In addition to the new multi-million pound Street Scene investment, the Foundation continually re-invests in the Estate, enriching the shopper experience and encouraging longer dwell times.

# £8m+

investment in  
Street Scene upgrade

# £129m

Comparison Goods spend  
by core catchment

# 10,000

town centre workers

[www.thenextsteps.co.uk](http://www.thenextsteps.co.uk)

Statistics and information supplied from the Retail Strategy Study completed in 2008 by The Retail Group.

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Letchworth Garden City Heritage Foundation is an Industrial and Provident Society with charitable status. Registered Number 28211R.  
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