

COSMOPOLITAN CANTERBURY

PROMOTIONAL OPPORTUNITIES AT WHITEFRIARS



Canterbury is one of the world's most iconic and cosmopolitan historic cities and home to no less than three World Heritage sites. The city attracts over six million visitors from across the UK and continental Europe every year. Whatever the reason for their visit, the vast majority take the opportunity to pass through the city's award-winning Whitefriars shopping district, its prime retail pitch.

At its heart is Whitefriars Square, our principal promotional space, which enjoys an average monthly footfall alone in excess of one million people. Other, more intimate spaces are also available, including the Marlowe Arcade and Clocktower and Longmarket Squares. Our impressive statistics have already helped many high profile local and national brands to successfully promote their products and services at Whitefriars. And now we invite you to do the same.

WHITEFRIARS DEMOGRAPHICS

- Primary catchment of 269,000
- Effective shopping population of 214,000
- £520m available spending in core categories in the current primary catchment
- Per capita spend 11% above national average
- Catchment very strongly biased towards 15-24 and 65+ age groups
- Car ownership well ahead of the UK national average
- 1,000,000+ average monthly footfall in Whitefriars
- Average dwell time in the city is 115 minutes, half of which is spent in Whitefriars
- 51 times per annum visit frequency
- ABC1s account for over 70% of shoppers
- Average customer satisfaction score of 87%

PROMOTIONAL SPACES



A WHITEFRIARS SQUARE

Suitable for car displays, modular stands, trailers and roadshows. Surrounding shops include Next, Boots and Goldsmiths.

DIMENSIONS 12m x 12m
POWER 415 volt 63 amp
3 phase plus 240 volt
16 amp

RATES

MIDWEEK DAY £250
MIDWEEK 5 DAYS £750
WEEKEND DAY £300
WEEKEND 2 DAYS £400
WEEK £1250



B MARLOWE ARCADE

Suitable for small displays, modular/pop-up stands, barrows and RMUs. Surrounding shops include Karen Millen and Apple.

DIMENSIONS 1m x 3m
POWER 240 volt 16amp

RATES

MIDWEEK DAY £100
MIDWEEK 5 DAYS £300
WEEKEND DAY £125
WEEKEND 2 DAYS £200
WEEK £500



C ROSE SQUARE

Suitable for small displays, modular/pop-up stands, barrows and RMUs. Surrounding shops include Bhs, Swarovski and Animal.

DIMENSIONS 2m x 5m
POWER 240 volt 16 amp

RATES

MIDWEEK DAY £50
MIDWEEK 5 DAYS £250
WEEKEND DAY £100
WEEKEND 2 DAYS £200
WEEK £400



D CLOCKTOWER SQUARE

Suitable for small displays, modular/pop-up stands, barrows and catering. Surrounding shops include Game Station and JJB Sports.

DIMENSIONS 3m x 5m
POWER 240 volt plus
110 volt 16 amp

RATES

MIDWEEK DAY £100
MIDWEEK 5 DAYS £300
WEEKEND DAY £125
WEEKEND 2 DAYS £200
WEEK £500



E WHITEFRIARS STREET

Suitable for small displays, modular/pop-up stands, barrows and RMUs. Surrounding shops include Fenwick and Topshop.

DIMENSIONS 2m x 5m
POWER 240 volt 16 amp

RATES

MIDWEEK DAY £100
MIDWEEK 5 DAYS £300
WEEKEND DAY £125
WEEKEND 2 DAYS £200
WEEK £500

LOCATION FILMING & PHOTOGRAPHY



FILMING & PHOTOGRAPHY
Whitefriars occupies a central location in the heart of the historic heart of Canterbury. It is home to many of the UK's leading high street brands including Marks and Spencer, Next, Topshop, Gap, River Island, Zara, Fenwick, Karen Millen, Coast and Stormfront (Apple).

The open centre is divided into seven principal areas around four squares: Whitefriars, Rose, Longmarket and Clocktower. Many locations offer excellent views of the world-renowned Cathedral, including unrivalled views from the top deck of the multi-storey car park and residential areas above the stores. The Marlowe

Arcade offers a covered shopping facility with the emphasis on occasionwear and aspirational shopping brands. All shopping streets connect seamlessly with the rest of the city centre. Whitefriars welcomes commercial film crews and stills photographers by prior arrangement. Further information is available on request.

TYPE	PER HOUR	HALF-DAY	FULL DAY
STILLS PHOTOGRAPHY	£100	£550	£1,100
During trading hours	£150	£850	£1,750
LOCATION FILMING	£200	£1,100	£2,400
During trading hours	£250	£1,350	£2,750

All fees are for crew sizes less than 10 (crew size = crew, cast and supporting artists)

CONFERENCE FACILITIES



CONFERENCE ROOM HIRE

The Conference Room in the Whitefriars Management Suite is available for hire to retail tenants and other local groups for meeting or training purposes.

The Management Suite is located above Boots on the first level of the multi-storey car park. Measuring 10m x 5m, the fully air-conditioned room

can seat up to 20 people comfortably in boardroom or theatre style.

The Whitefriars Conference Room incorporates state-of-the-art audio-visual facilities, including a 50-inch plasma screen and an XGA video projector. Both are linked to a Windows PC pre-loaded with Microsoft Office: PowerPoint, Word and Excel. There is

also a flip chart, telephone conferencing facility and ample power points.

Tea/coffee-making facilities and chilled water are available in the room. All facilities, including toilets, are fully wheelchair accessible.

Catering facilities are available on request at extra cost.

TYPE

PER HOUR

ROOM HIRE

£25, including full use of facilities, AV hire and refreshments

All costs quoted are exclusive of VAT @ 17.5%

For further information and to make a booking, please contact:

SUZANNE THORNTON
WHITEFRIARS MANAGEMENT SUITE
14 GRAVEL WALK, CANTERBURY
KENT CT1 2TF

TEL: 01227 826760
FAX: 01227 459155
EMAIL: SUZANNE.THORNTON@WHITEFRIARS.EU

WHITEFRIARS ACTIVITY APPLICATION FORM



Promoter/Agency:

Contact name:

Correspondence/invoice address:

Telephone:

Email:

Client/brand:

Description of promotion/event (sampling, customer advice, demonstration, entertainment, etc (use of PA system will require approval)

Type of stand (pop-up, modular, large structure, etc – we require a visual for approval)

Space requirement (dimensions in metres):

Preferred date(s):

Preferred location (see rate card for available sites):

How many promotional staff do you anticipate on site?:

Do you require power? (please outline your requirements):

Do you require parking in our service yard? (please specify if this is required for the duration of the event or just to install/de-rig):

Please detail any other requirements:

We will require evidence of public liability insurance (£10 million minimum), a risk assessment and method statement.

Please send completed application forms to:

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