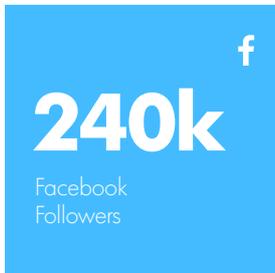
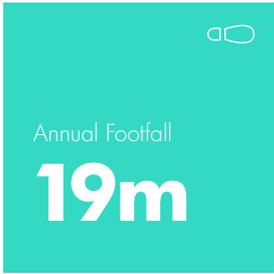


# Westquay, Southampton

Where Southampton happens



Westquay is located in the heart of Southampton, the UK's largest cruise port that delivers over 2 million passengers every year. It has an unparalleled reputation as a premier shopping, casual dining and leisure destination.

We are home to some of the top landmark brands such as John Lewis, Marks and Spencer, Apple and Next, alongside over 70 other well-known retail favourites attracting an annual footfall of over 19 million.

Westquay tenants also benefit from a large student community from two Southampton's universities, with over 34,000 students each year. To make them feel at home our Marketing Team organises annual events, students nights and other attractions welcoming them to our centre.

Following the launch of Westquay South, the new leisure and dining extension in 2016, the scheme now boasts 50 café's, bars and restaurants from Wagamama, Nando's and Pizza Express to L'Osteria, Red Dog Saloon and Bill's, as well as a Showcase Cinema de Lux and Hollywood Bowl.

Westquay is easily accessible, with rail, bus, taxi and ferry links located within walking distance of the centre, in addition to 4,000 secure car parking spaces spread over two car parks.

The Esplanade, our large outdoor event space with the backdrop of the City Walls dated back to the 10th century makes Westquay a truly unique location. By delivering outstanding events such as Wimbledon screening, Enchanted Labyrinth, International Boat Show, Festival of Light or Skate, each time we attract hundreds of thousands of visitors.

## Catchment area



## Welcome to Westquay, where Southampton happens.

Westquay attracts visitors from a large catchment area that stretches from Bournemouth in Dorset, to Salisbury in Wiltshire, covering the entire Hampshire and reaching up to Chichester in West Sussex. The total catchment population of 1.6 million provides great growth opportunities to Westquay tenants.

- Total catchment 1.6m residents
- 80% of shoppers travelled from within a 36minute DT
- Shoppers more likely to visit in large groups (avg 2.3)
- 19% of shoppers visit with children
- Car/van remains the dominant mode of transport to the centre.

# Westquay, Southampton

Where Southampton happens

## Spaces to engage

Site	Description	Daily (Mon-Fri)	Weekly (Mon-Sun)	Weekend (Sat-Sun)
<b>WQS - 1</b> 5m x 5m	External space in the new Westquay South on Level 2. Main entrance to the leisure scheme for maximum footfall and visibility.	£850	£3,500	£1,250
<b>WQS - 2</b> 3m x 3m	External space in a the new Westquay South on Level 1. Surrounded by Bill's, Waterstones and The Diner.	£850	£3,500	£1,250
<b>WQS - 3</b> 25m x 9m Power and water available.	External space in the new Westquay South Esplanade. Adjacent to Franco Manca and Cabana, with visibility from all external restaurants.	£1,250	£5,000	£1,750
<b>WQS - 4</b> 18m x 12m Power and water available.	External space in the new Westquay South Esplanade with adjacent visibility from All Bar One and Thaikhun.	£1,250	£5,000	£1,750
<b>WQS - 5</b> 3m x 3m	External space in the new Westquay South Esplanade with adjacent visibility from All Bar One and Thaikhun.	£850	£3,500	£1,250
<b>WQS - 6</b> 3m x 3m Power and water available.	Internal space in the new Westquay South. Adjacent to Five Guys, Nandos and the Showcase Cinema De Lux.	£850	£3,500	£1,250
<b>WQN - Above Bar A</b> 5m x 3m. Power available.	Fast-paced mall connecting the main mall with the city centre precinct. Perfect for sampling or customer acquisition promotions. Located on Level 3.	£850	£3,500	£1,250
<b>WQN - Above Bar B</b> 4m x 3m. Power available.	Fast-paced mall connecting the main mall with the city centre precinct. Perfect for sampling or customer acquisition promotions. Located on Level 3.	£850	£3,750	£1,250
<b>WQN - Above Bar C</b> 3m x 3m. No Power available.	Fast-paced mall connecting the main mall with the city centre precinct and located on Upper Shopping.	£850	£3,750	£1,250
<b>WQN - Above Bar D</b> 3m x 3m. Power available.	Fast-paced mall connecting the main mall with the city centre precinct and located on Upper Shopping.	£850	£3,750	£1,250
<b>WQN - Focal Space 1</b> 7m x 7m. 13 amp and 63 amp phase 3.	Unique purpose built area located on Level 2 Shopping near Marks and Spencer. Surrounding retailers include Oasis, Pandora and Carluccio's.	£1,000	£5,000	£3,850
<b>WQN - Focal Space 2</b> 5m x 3m. 13 amp and 63 amp phase 3.	Unique purpose built area located on Level 2 near scenic lifts. Within close proximity of Hotel Chocolat, Karen Millen and Coast.	£1,000	£5,000	£3,850

All rates are exclusive of VAT. Rates are subject to seasonal increase in Nov/Dec.



# Westquay, Southampton

Where Southampton happens

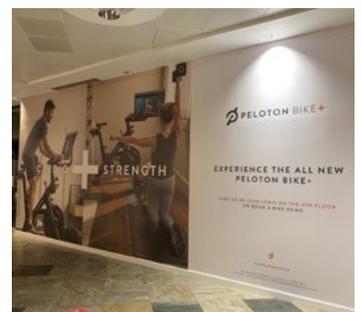
## Media engagement - Third Party

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
<b>Digital 6 Sheet</b>	23 Digital Advertising screens in prime walkway locations. Available in 5%, 10% and 15% Shares of Airtime over the display period. Portrait size is W1080 x H1920 pixels. Quick Time and MOV files accepted. This opportunity is provided by a 3rd party - JCDecaux and we are happy to make an introduction for you.	P.O.A	N/A	N/A
<b>Innovation Stations</b>	Engaging interactive D6 advertising screens designed bespoke for your campaign. Case studies include screens that spray perfume, allow AR interaction or are fully themed. This opportunity is provided by a 3rd party - JCDecaux and we are happy to make an introduction for you.	P.O.A	N/A	N/A
<b>M-Vision® Screens</b>	A large format LED digital screen above the Experiential area. Available via JCDecaux in 5%, 10% and 15% shares of Airtime over the display period. Portrait size is W720 x H1280. QuickTime and MOV files accepted. This opportunity is provided by a 3rd party - JCDecaux and we are happy to make an introduction for you.	P.O.A	N/A	N/A



## Media engagement - Direct

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
<b>Escalator Vinyls</b>	Westquays escalators are situation in two locations within the centre. Transporting people between levels. We have 3 sets of escalators.	£2,000	£7,200	P.O.A
<b>Hanging Banner Option</b>	There are 3 central banner hanging opportunities. Located above the focal space and particularly visible to visitors walking in from the high street. The banners are portrait and 6 meters x 2 meters. This opportunity is sold direct by Westquay.	£1,000	£5,100	£650
<b>Hoarding Opportunities</b>	Hoarding opportunities to vinyl shop fronts is possible. Size and dimensions vary according to the timing of the enquiry and are subject to availability. This opportunity is sold direct via the Westquay team.	P.O.A	P.O.A	P.O.A
<b>Lift Exterior Vinyl</b>	Multiple lift banks available. With a main lift shaft running though the centre and behind the focal space, taking visitors up to the other 3 levels including the food court and car park. Price is for bank of 3, same level. This opportunity is provided by a 3rd party - Limited Space Ltd and we are happy to make an introduction for you.	£1,950	£5,850	Included
<b>Lift Interior Vinyl</b>	Creative opportunity to use the lift exterior and interior as a blank canvas. A capsule environment to completely surround the visitor, enabling them to experience your brand. Memorable and tailored to your brand. This opportunity is provided by a 3rd party - Limited Space Ltd and we are happy to make an introduction for you.	P.O.A	P.O.A	Included



All rates are exclusive of VAT. Rates are subject to seasonal increase in Nov/Dec.

# Westquay, Southampton

Where Southampton happens

## Car Park Opportunity

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
<b>Car Park Barrier Arms</b>	Westquay multi-story car park hosts 2,400 spaces. Advertising opportunity to brand the 12 sets of barrier arms with the multi-story car park.	£2,500	£7,500	Included
<b>Car Park Individual Banner</b>	Westquay multi-story car park hosts 2,400 spaces. Located near the main shopping access points to Westquay. These banners are static stands. Size 3 Meters (H) x 1.5 Meters (W). This opportunity is sold direct via the Westquay team.	£1,000	£5,100	Included
<b>Car Park Lift</b>	Westquay multi-story car park hosts 2,400 spaces. The main car park level comprises of 7 lifts near the main footbridge to the centre. In banks of 3 or 4. This opportunity is sold direct via the Westquay team.	£650	£1,950	Included
<b>New Bridge Link</b>	Westquay has two footbridges taking visitors from the multi-story car park to the centre. Available for branding. This opportunity is sold direct via the Westquay team.	P.O.A	P.O.A	P.O.A

All rates are exclusive of VAT. Rates are subject to seasonal increase in Nov/Dec.

## Bespoke options

- Sponsorship and long term brand partnerships
- Prominent internal promotional sites
- Large external event sites
- Mall retailing and kiosks opportunities
- Car park promotions and advertising opportunities
- Digital, banners, posters and floor media
- Pop up shops and temporary retail
- Seasonal commercial events



Hammerson

### Talk to us

General enquiries  
Portfolio opportunities

[westquay@hammersonengage.com](mailto:westquay@hammersonengage.com)  
[enquiries@hammersonengage.com](mailto:enquiries@hammersonengage.com)

### Find us

Westquay,  
Southampton SO15 1QF  
[west-quay.co.uk](http://west-quay.co.uk)

Follow us

