



JOIN IRELAND'S

premier

DESTINATION

B

BLANCHARDSTOWN
Centre



The largest concentration of retail space in Ireland



16.5 million annual footfall



Global brand profile



5,500 parking spaces



Largest transport hub in Ireland



IRELAND'S
BIGGEST SCHEME
WITH EVEN BIGGER
ambitions

INVESTMENT

€17m

placemaking investment

55,000

sq ft of retail space added

WHAT'S BEEN happening?

As part of a €17 million placemaking investment we've lifted the Blanchardstown customer experience to a whole new level. We've also re-set the tenant mix to cater for our growing, affluent outer catchment.

- 55,000 sq ft of retail space added
- Improved interiors
- New entrances
- Upgraded facilities
- Enhanced lighting
- Better accessibility
- New lifts, escalators and bridge-links
- Complete re-branding

With over 16.5 million annual shoppers already taking a fresh look at Blanchardstown, forward-thinking brands are doing the same.



Upgraded Facilities



New Entrances



Improved Interiors



New Lifts, Escalators and Bridge-links



New Tenants



Enhanced Accessibility

A VIBRANT TOWN CENTRE WITH A *big* PERSONALITY.

Ireland's leading mixed use destination.

An award-winning shopping mall surrounded by three expansive retail parks.

A diverse brand mix spanning high street favourites to premium international brands.

"In comparison to the UK,
Blanchardstown has a similar
market size to Bluewater
and Meadowhall."

Market Opinion (CACI)

Major neighbouring occupiers:

- Westend Retail Park
- 188-bed Crowne Plaza
- Fingal County Council
- Liberty Insurance
- eBay
- Ben Dunne Gym

Key catchment
profiles:



26%
Young
families



18%
Urban
singles



17%
Wealthy
achievers



draíocht

Leisure Plex

F&B Hub

Proposed Dining Extension

WESTEND
blanchardstown



Retail Park 2

Retail Park 1



Spanning over 85 acres, Blanchardstown is the largest town centre shopping environment in the country beyond Dublin City Centre.



AN UNRIVALLED location

A retail destination with unrivalled pulling-power.

Dublin is a North/South city with defined catchments either side of the River Liffey.

Blanchardstown is ideally placed on the M50 ring-road and the N3 motorway and home to the city's third-largest urban area with Ireland's fastest-growing population.

Easily accessible from the North, South and City Centre. It's home to multiple multi-national HQ's and popular family attractions.



DUBLIN'S LARGEST RETAIL DESTINATION

	DATE	SQ FT
Blanchardstown	1996	1,710,107
Dundrum	2007	1,506,060
Liffey Valley	1998	765,677
The Square	1990	577,500
Swords Pavilions	2001	490,000
Jervis Centre	1996	387,500
St. Stephen's Green	1988	320,000
Ilac Centre	1981	290,625
Total		6,047,469

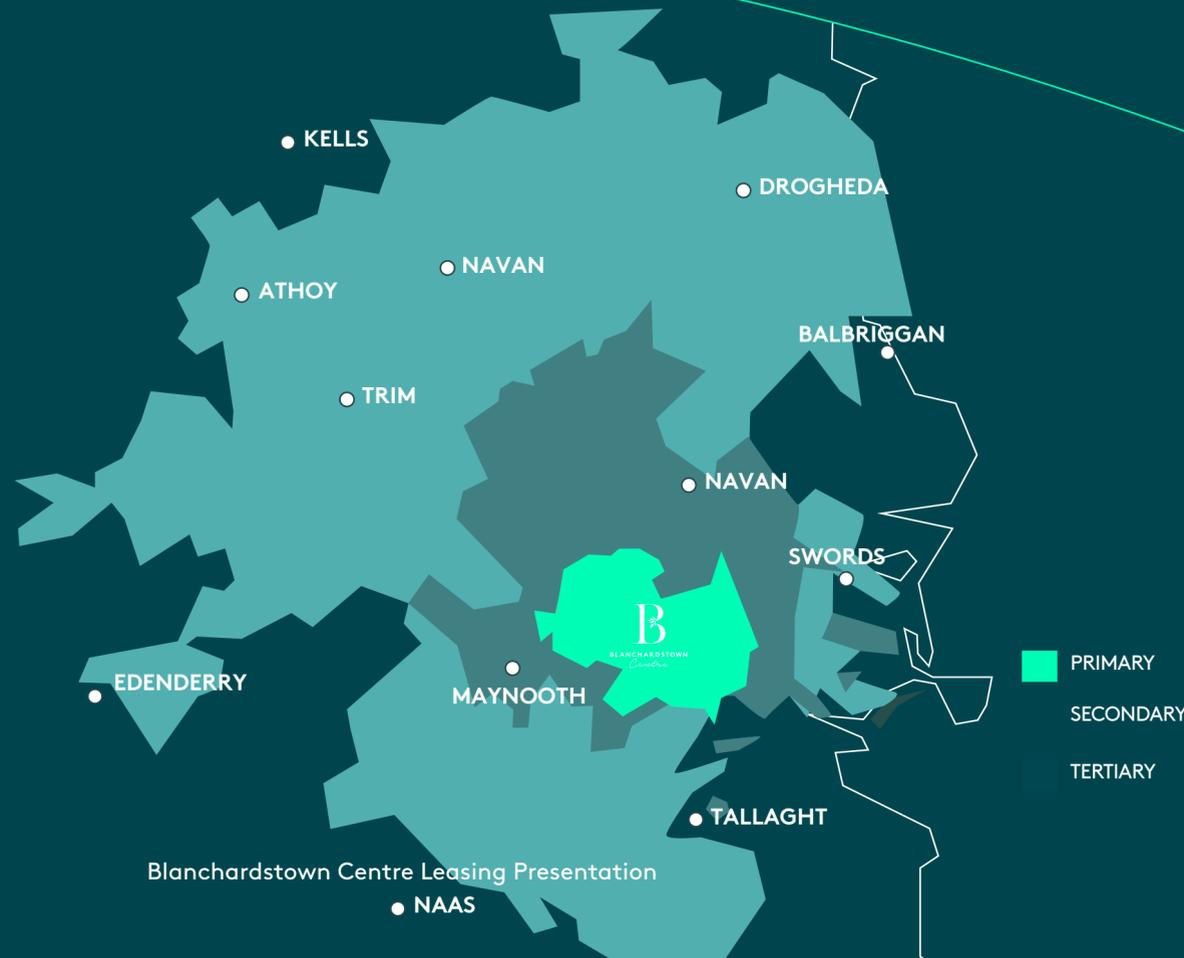
8 miles
From Dublin City Centre

15 mins
Drive from Dublin Airport

20
Bus routes to the City Centre and surrounding areas

LET'S TALK *numbers*

At the heart of the city's fastest growing district.



Blanchardstown Centre Leasing Presentation
● NAAS



Since the 1990's the area has expanded dramatically attracting a new generation of young professional homemakers. The expansion continues, with further residential development under way.

587,000

Resident population in the core catchment area

€711m

Spend potential (Compares with some of the UK's best performing centres)

+16%

Increase in primary catchment area population due by 2031 (vs 10% national average)

34%

Of catchment are high spending 25-44 year olds

16.5m

Annual footfall

39%

Shoppers within the 3 most affluent Acorn groups

32%

Share within the catchment (Strongest of any purpose built retail destination in Ireland)

"Affluent local catchment provides significant scope for aspirational premium led retailers"

Market Opinion (CACI)

OUR SHOPPERS

SPEND *all day*

Blanchardstown customers make more frequent visits, stay longer and spend more than in other locations.

€109

Average non-grocery spend per party
(+74% vs Benchmark)

101 mins

Dwell time
(+13% vs benchmark)

+82

Net promotor score
(+35 vs benchmark)

2.1

Average party size



54

Visits per year
(+51% vs benchmark)

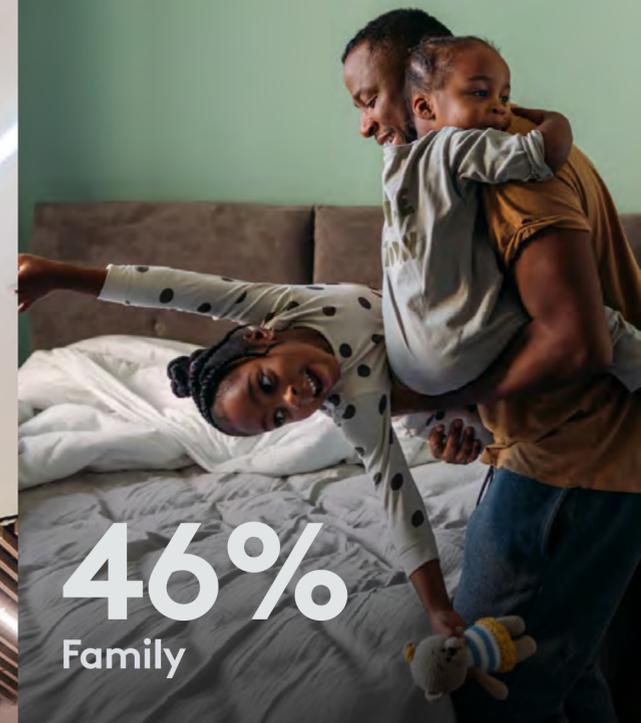


61%

Female shoppers

39%

Male shoppers



46%

Family



31%

Post family



23%

Pre-family

OUR RETAILERS



JOIN OUR *line-up*

We're home to the widest range of brands in Dublin, from value-led to premium; local to international.

+180

Retailers

2

Retail parks

CORE SHOPPING CENTRE

PRIMARK

M&S
EST. 1884

DUNNES

ZARA

RIVER ISLAND

Bershka

BT2

MANGO

DIESEL



schuh

LIFE
STYLE
SPORTS

H&M

HOLLISTER
CALIFORNIA

Superdry.
極度乾燥(しなさい)

GYM +
COFFEE



PANDORA

Smiggle®

RETAIL PARKS

SMYTHS

T.K. MAXX

Harvey
Norman

dfs

Woodie's

halfords

Currys PC World

mamas
& papas



POCO

POP UP?
Pop in!

We know how to make an impact on today's shoppers with diverse, new-to-market concepts.

Check out these brands we've worked with...

OUR RETAILERS
LEISURE & RESTAURANTS

MORE THAN *just retail*

The entertainment draw includes a leisure-plex, refurbished 9-screen cinema, I-sense theatre, arts centre, gym and two libraries.

All this in addition to bowling, Quasar and a Zoo Playland play area.



ODEON draíocht

BENDUNNE
GYMS



QUASAR

Zoo
Playland

9

Screen
cinema

25

Cafés and
restaurants

&

Hotel, gym,
art centre
and libraries



OUR EXPANSION OF BLANCHARDSTOWN ISN'T OVER *yet.*

We have full planning permission secured for a significant extension of the Blue Mall, providing c. 37,500 sq ft of new dining opportunities.

The extension is situated by the Odeon Cineplex and includes outdoor dining terraces for al fresco dining, strengthening our well-established restaurant quarter.

+37%
Catering spend potential vs Ireland average

€419.4m
Total catchment catering spend potential

37,500
sq ft Dining Extension

9
New food & beverage units

2
Floors



BE PART OF *it.*

Join us as we complete our journey



BLANCHARDSTOWN
Centre

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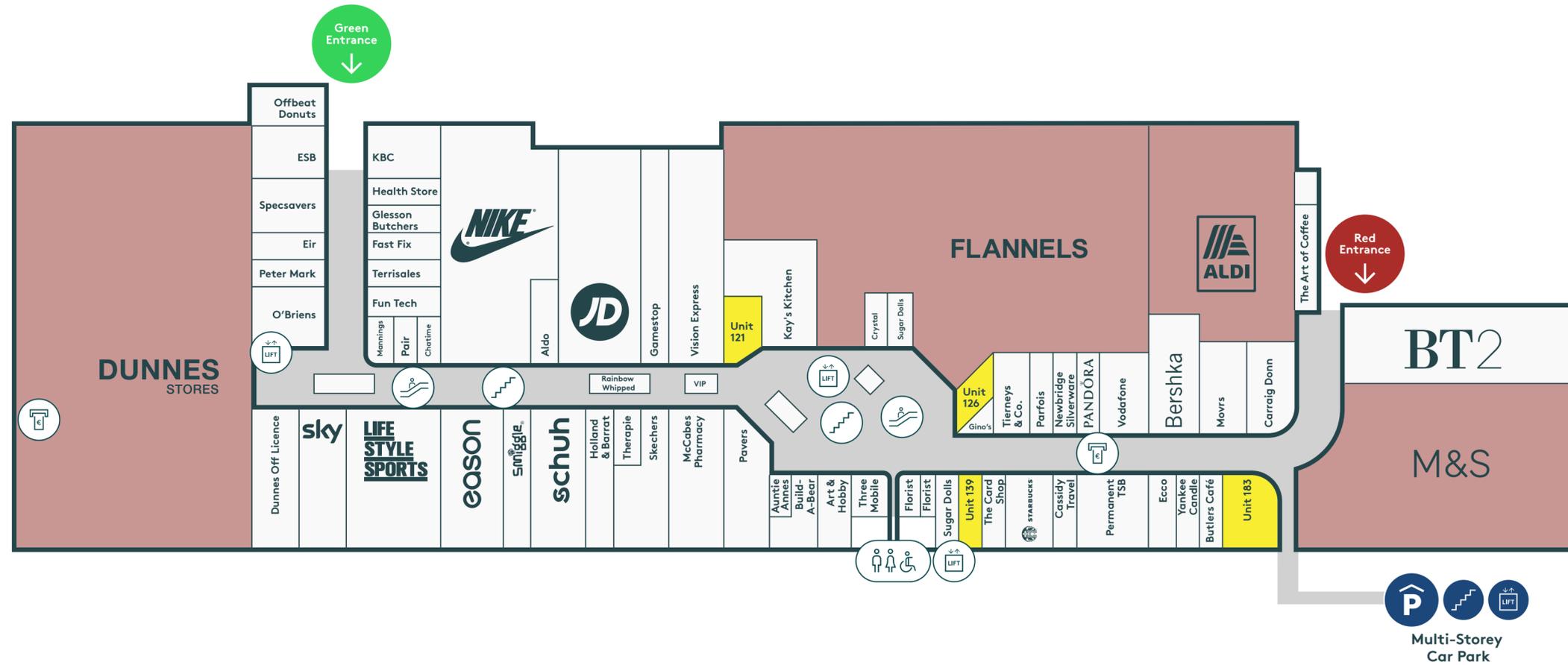
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www.blanchardstowncentre.ie

LEVEL ONE

- Existing unit
- Anchor stores
- Available to let

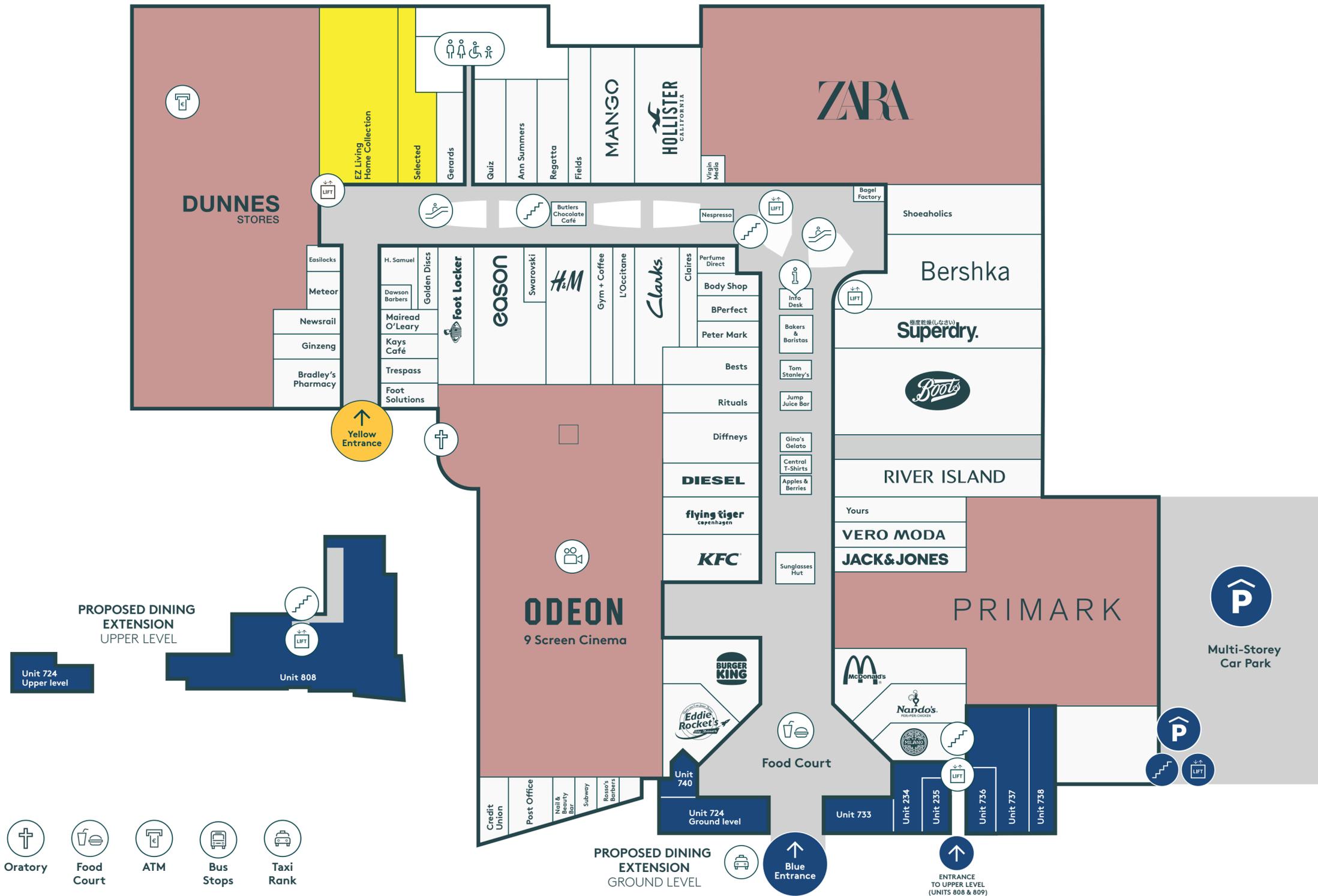


KEY

- 
Toilets
- 
Information Desk
- 
Lifts
- 
Escalator
- 
Stairs
- 
Cinema
- 
Oratory
- 
Food Court
- 
ATM
- 
Bus Stops
- 
Taxi Rank

LEVEL TWO

- Existing unit
- Anchor stores
- Available to let
- Unit in planning / F&B extension



KEY

- 
Toilets
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Stairs
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Cinema
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