

Fosse Park Leicester

THE UK'S NO.1 RANKED
SHOPPING PARK

ELONEXTM

14
NEW D6
SCREENS

A NEW
GENERATION
OF RETAIL
PARKS



Connect with 11.5 million visitors every year

Fosse Park is the number one, ranked shopping park in the UK and it's set to be the largest too, with the addition of a new and an informal 'dawn 'til dusk' dining and shopping experience, which will drive footfall and extend visitor dwell time.

For nearly 30 years, Fosse Park has been the heart and soul of Leicestershire, and as a well-established and much-loved shopping destination it's popularity is set to soar even further after a multi-million pound extension and opening of a brand new food and beverage offering, 'Food Central'.

Fosse Park is a dominant and successful retail and leisure destination, which should be top of the agenda for brands focussed on demanding the attention of high footfall consumers.

14 X D6 DIGITAL SCREENS



Fosse Park Leicester

NEW
GENERATION
OF RETAIL
PARKS



Number of Digital 6 Sheet Screens

x14

Outlets: 43 **Size:** 585,335 sq ft
Food Central: 17 New F&B Outlets
Fosse Park West: Multi-million Pound Extension - 12 New Retailers

Annual Footfall: 11.5 Million

Age Demographic: 52% 25-54yrs

Gender: 75% Women

Average Dwell Time: 86 minutes
(Joint highest in the UK)

Annual Visits: Up To 27 Per Year

Average Spend: £79

(27% high than UK average)

Main Customer Types:

Executive Wealth, Steady

Neighbourhoods & Mature Money



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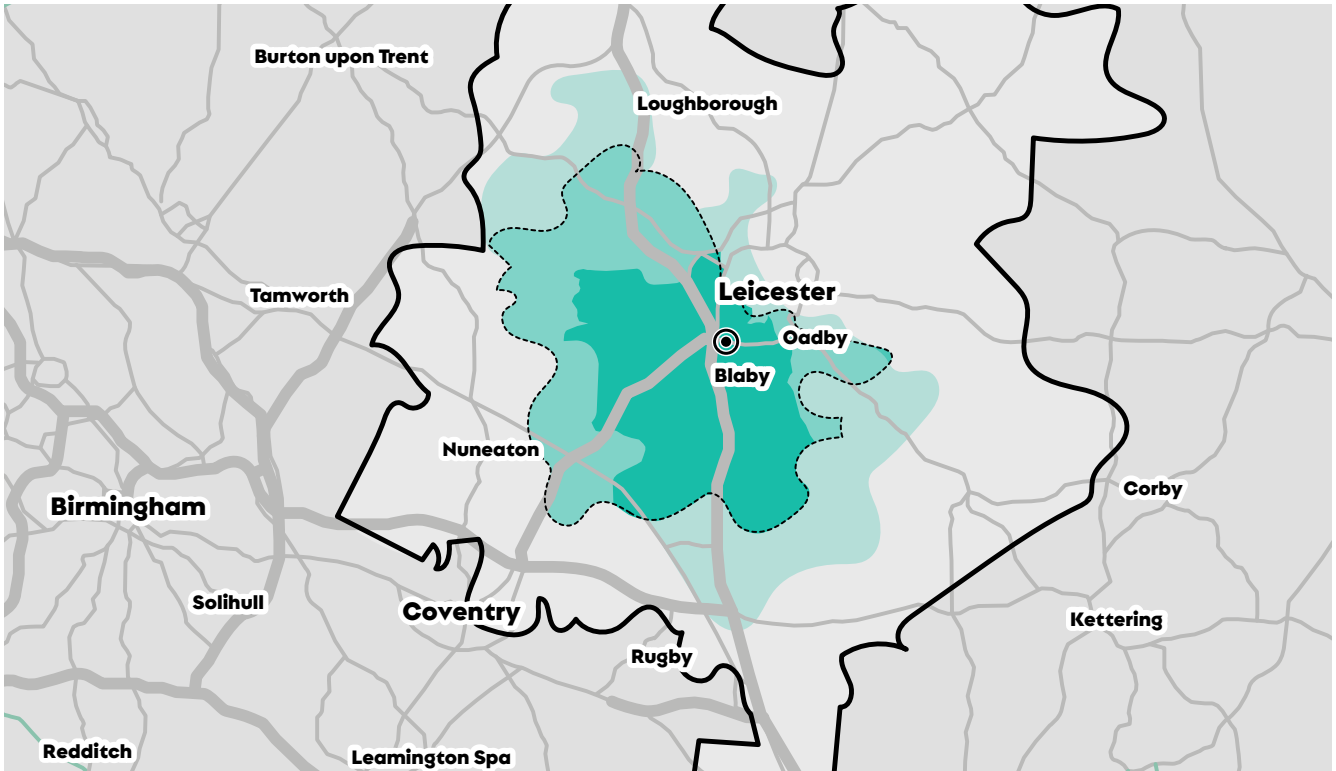
Argos

ASDA

FOOTASYLUM

All roads lead to Fosse Park

FOSSE PARK AVENUE, LEICESTER, LE19 1HY



Fosse Park is positioned 4.5 miles south-west of Leicester city centre and accessed by the A536 and A5460 which is the principal arterial link road between the city centre and the M1 motorway.

Junction 21 of the M1 is half a mile to the west, providing easy north-south access, and also represents the northern end of the M69 motorway, providing access to the West Midlands.

OPENING TIMES

Monday	09:00 – 20:00
Tuesday	09:00 – 20:00
Wednesday	09:00 – 21:00
Thursday	09:00 – 21:00
Friday	09:00 – 21:00
Saturday	09:00 – 20:00
Sunday	11:00 – 17:00
Bank Holiday Hours	10:00 – 18:00

The Largest Out-of-Town Shopping Park in the UK



14 x D6 Screens

Target high volume footfall at the UK's number One ranked shopping park on 14 stand out Digital 6 Sheet advertising screens.

Each D6 location is double-sided and strategically positioned to reach and demand the attention of lucrative consumers as they shop, eat and enjoy.











Fosse Park Layout





Screen specifications

-  **SCREEN SIZE:** Digital 6 sheet, 9:16 ratio
-  **DIMENSIONS:** 1080 x 1920 pixels
-  **FILE FORMAT:** JPEG / PNG / MP4
-  **DURATION:** 10 seconds
-  **DISPLAY TYPE:** Digital, full animation, 25FPS
-  **FILE COMPRESSION FORMAT:** .zip

ELONEXTM

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**fosse.
park**