

Retail



“Dundee is a vibrant, friendly and exciting city and in recent years has firmly established itself as one of Scotland’s most cosmopolitan cities.

Since opening in 2000 Overgate has transformed the retail landscape in Dundee and propelled Dundee from 8th to 4th in Experian’s ranking of Scotland’s most attractive shopping destinations.

Overgate is home to more than 60 retailers and offers shoppers a diverse retail experience from well known high street brands such as Topshop, Primark, Gap and New Look to smaller independent retailers.

Tayside shoppers are most definitely fashion savvy and trend driven and our wide range of fashion centric retailers meet their demands perfectly.”

Kylie Wilson, Marketing Manager at Overgate

Retail

Overview

Dundee is a leading shopping destination and north east Scotland's key centre for retail: voted the UK's 57th retail centre (out of 1000)¹.

With a complementary mix of national chains and independent retailers, the city offers:

- 1.6million sq ft, equating to 569 retail units, within the city centre²
- Footfall figures reaching 185,000 per week³
- Total spend of £664m⁴

Catchment

Dundee has a catchment of 640,000 people within a 60-mile drivetime. There are more than 35,000 students – giving Dundee one of the highest ratios of student to resident ratios in Scotland, and with over 75 nationalities represented, the city is certainly internationally diverse.

Plus, on top of that, as Scotland's sunniest and warmest city Dundee is an ideal tourist destination, with 808,000 tourists every year: Dundee's city centre airport is offering flights to Belfast, Birmingham and London City. Edinburgh airport is only an hour away and there are regular rail services from London on the East Coast mainline.

Key Facts:

- 90% of the Scottish population live within 90 minute drive
- 330,000 residents within 30 minute catchment
- 193,000 of these people are of working age
- AB 31%; C1 and C2 40%
- Average earnings rose by over 50% from 1998 to 2008, giving residents disposable earnings to spend in retail

Retail Offer

- Murraygate/ High Street – a pedestrianised area with a range of independent and national chain stores, including firm favourites Monsoon, H&M, M&S and Zara
- Overgate – 420,000 sq ft of undercover shopping with a range of brands from Primark and New Look to French Connection and River Island.

- The Wellgate Shopping Centre – 310,000 sq ft of great-value shopping. All under one roof you will find independent and national chain retailers including Bhs, Peacocks and TJ Hughes.

Out of the city centre:

- Gallagher Retail Park – 135,000 sq ft with anchor national chains including Mothercare and TK Maxx
- Kingsway West Retail Park – 290,628 sq ft featuring big name stores such as Next Home and Tesco Extra

Networks

DD One is a proactive, partnership organisation that offers a platform for discussion and support to businesses within the city centre.

DD One brings together public and private companies to work together to make Dundee a great place to shop, live and work, taking forward key initiatives such as the International Markets, Dundee City Centre Retail Awards and Christmas campaigns, in conjunction with the city centre management team.
www.dd-one.com

www.dundeeretail.com
www.overgate.co.uk
www.wellgatedundee.co.uk



¹Experian Business Strategies 2008 ²Dundee City Council 2009

³PMRS 2008 ⁴PMRS 2008