



The Shires
It's all about you

///dishes.poems.starts

The Shires, Trowbridge,
Wiltshire, BA14 8AT

Local Occupiers Include

bodycare

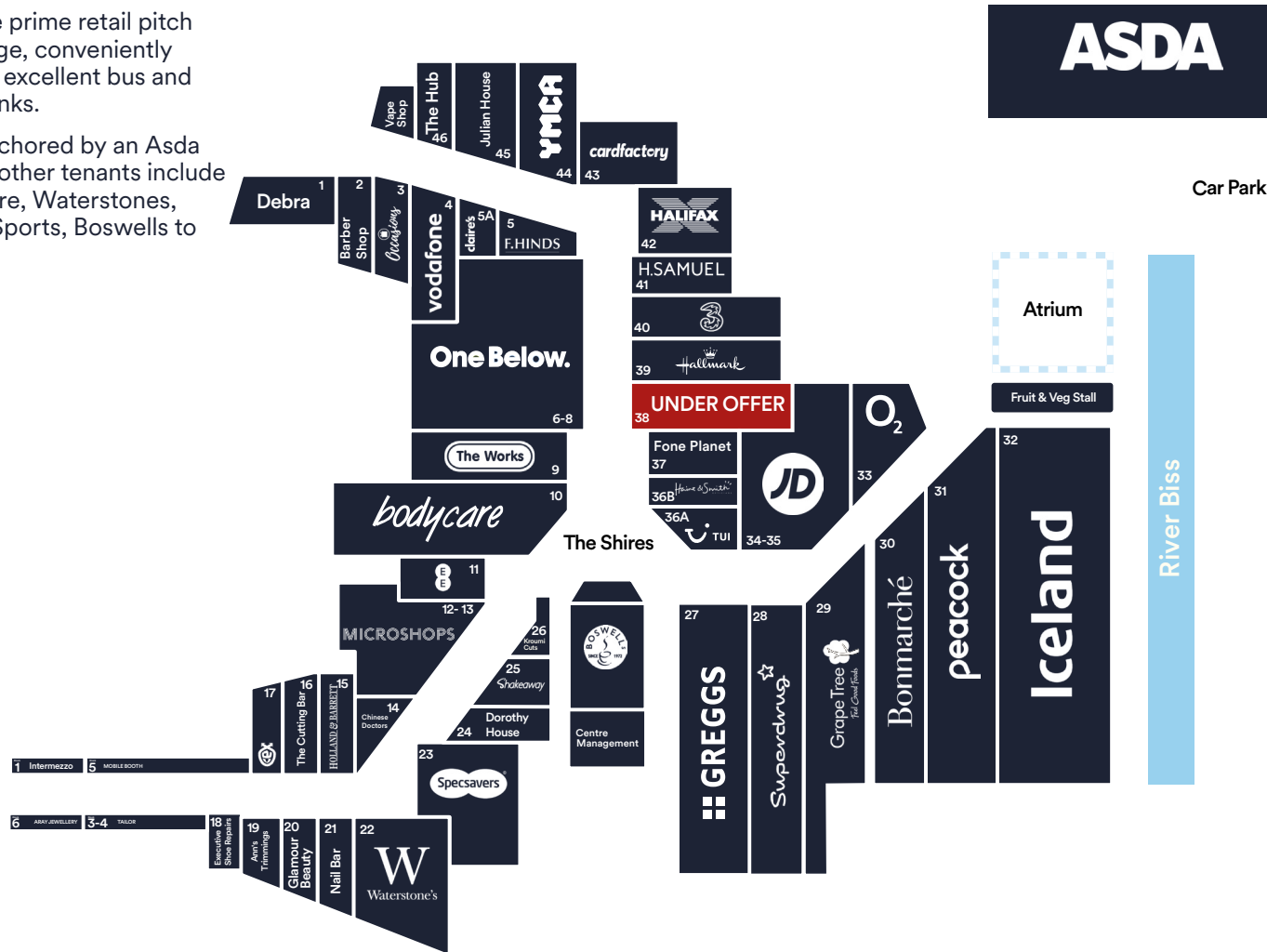
Iceland

Waterstones



The Shires is the prime retail pitch within Trowbridge, conveniently located close to excellent bus and train transport links.

The centre is anchored by an Asda Superstore and other tenants include Iceland, Bodycare, Waterstones, Superdrug, JD Sports, Boswells to name a few.



123,286 sq.ft

Total development



5m+

Annual footfall



£1.3bn

Annual spend potential on non-grocery items



54

Retail units on site



1,000

Free Parking Spaces
1st hour free





Trowbridge

Catchment type

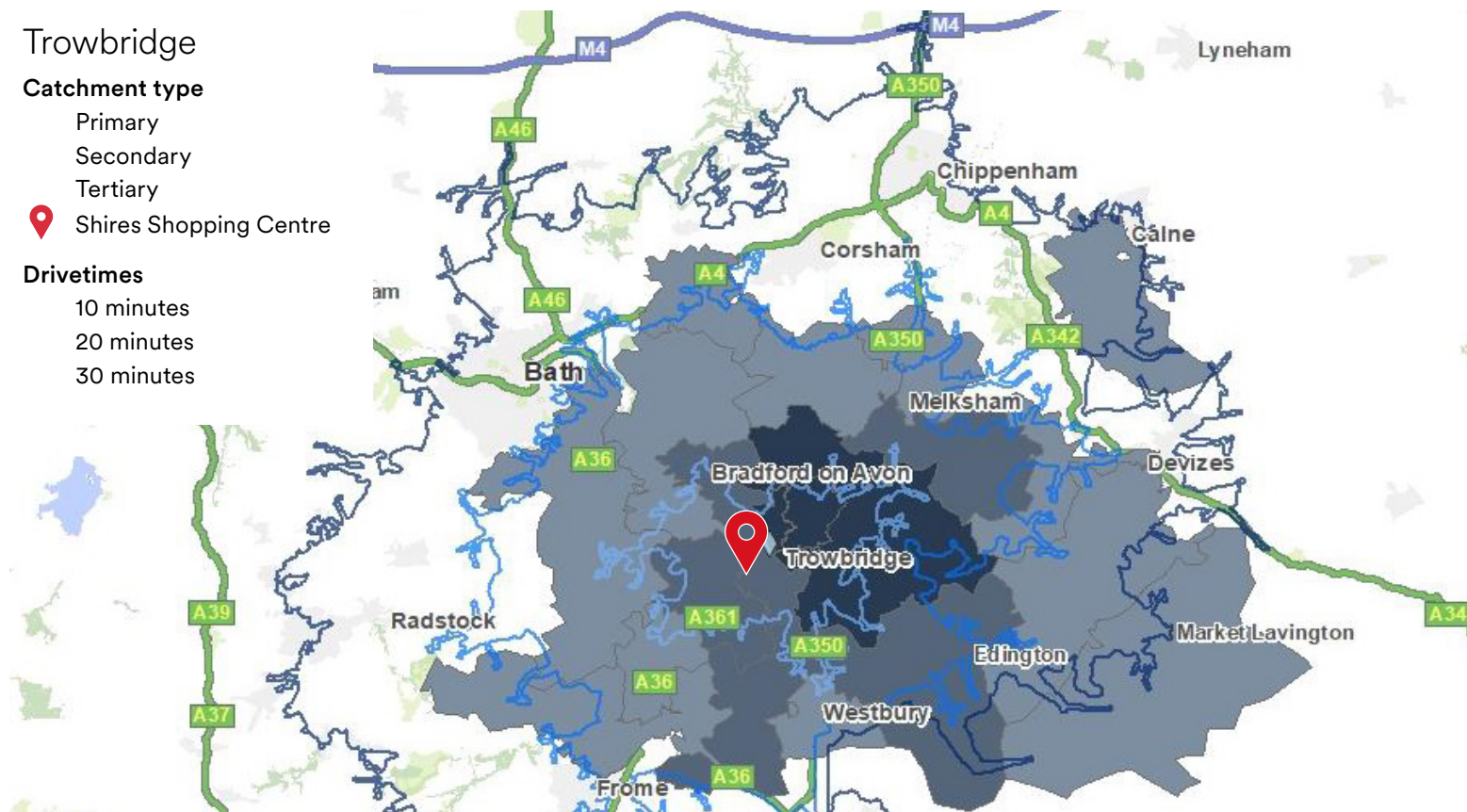
- Primary
- Secondary
- Tertiary



Shires Shopping Centre

Drivetimes

- 10 minutes
- 20 minutes
- 30 minutes



Catchment

Trowbridge's 30 minute drive time contains a population of **428,000** residents, with **59,000** within a 10 minute drive time. The age of the population is largely in line with the UK and South West average, but has a slightly higher proportion of 16 – 24 year olds.

Drive Time:

| Minutes | Population |
|---------|------------|
| 10 mins | 58,601 |
| 20 mins | 152,234 |
| 30 mins | 427,694 |

Demographics

Trowbridge's residents have an annual spend potential of **£1.3bn** on non-grocery items, with the equivalent shopper spend totalling £517m.

Aspiring Homemakers account for **16%** of residents in Trowbridge's catchment. This group consists of younger family households in full time employment who require a more experiential retail, food & beverage and leisure offer, but still at a mid-range price point.

Buses servicing the town centre:

| Service | Route |
|---------|---|
| 234 | Frome – Chippenham and out laying villages |
| 264 | Salisbury |
| 265 | Bradford on Avon, Bath and laying villages |
| 265 | Westbury, Warminster and laying villages |
| 236 | Paxcroft Mead, Hilpertown, Staverton, Hilpertown, Steeple Ashton, Upper Studley, Melksham |
| 260 | Lower Studley |
| 263 | Wiltshire Collage & Collage Estate |
| 264/265 | North Bradley, Longfield Estate, Greenlane & Lark Down |

Demographics:

| Age band | 30 mins drive time (%) | UK average (%) | South West average (%) |
|----------|------------------------|----------------|------------------------|
| 0-15 | 18 | 19 | 18 |
| 16-24 | 12 | 11 | 10 |
| 25-44 | 24 | 26 | 23 |
| 45-64 | 26 | 26 | 27 |
| 65+ | 20 | 19 | 22 |

Innox Mills

A vibrant mixed-use quarter is taking shape. Around 300 new homes will offer diverse living options. Quality public spaces will encourage social interaction, providing inviting gathering spots. Furthermore, the development aims to enhance Trowbridge's connectivity, improving access to essential services and employment centers. This ambitious project promises to revitalize the area, offering a sense of belonging and a fresh chapter in Trowbridge's history.

Location

Trowbridge is the county town of Wiltshire, England, on the River Biss in the west of the county. It is near the border with Somerset and lies 8 miles southeast of Bath, 31 miles southwest of Swindon and 20 miles southeast of Bristol. Trowbridge is a good base for visitors touring the Cotswolds and the Wiltshire Downs.

The Shires Shopping Centre is an approx 15-minute walk from Trowbridge train station.

The nearest bus is directly in front of Castle Place, there are also an eight car taxi rank in Market Street and a three car taxi rank in Castle Street.

| By Car | Distance | Travel Time |
|---------|-----------|-------------|
| Bath | 8 miles | 24 mins |
| Bristol | 20 miles | 40 mins |
| Cardiff | 62 miles | 1hr 35 mins |
| London | 112 miles | 2hr 22 mins |



SERVICES



Sat Nav Users

Enter **BA14 8XR** for the nearest point to the car park



Ample Free Parking

1st Hour Free



Toilet Facilities



LCP.

part of M^{Core}

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