



INTU VICTORIA CENTRE INVESTS £1M TO TRANSFORM CLOCKTOWER DINING

Nottingham's Intu Victoria Centre has announced plans to invest £1m to transform its dining experience for shoppers.

The work, which is due to be completed in November, will change the look and feel of the Clocktower dining area, creating a more natural, social space for shoppers to either grab food on the go or stop for a leisurely lunch or dinner.

"This is an exciting time for Clocktower dining," commented Nigel Wheatley, general manager at Intu Victoria Centre.

"We always listen to our customers and are committed to providing new experiences that make their day out with us extra special. It's clear that shoppers want more choice when it comes to both food options and budgets, and they also want to relax in a space that feels different to the main mall.

"With centre occupancy at an impressive 99%, we're now able to make this investment and create a compelling space that offers our customers even more. Expect a big change in both tone and ambience, lots more natural elements and a mix of food kiosks for a quick bite to eat, alongside sit-down dining experiences perfect for family outings. We can't wait to share the designs!"

As part of the transformation, the centre will welcome six new international food brands and local favourites, offering more choice for customers in terms of flexible dining options and price points.

Joining the recently opened pretzel specialist Auntie Anne's is Triple Two Coffee, which launched earlier this week seeing Intu Victoria Centre become home to the brand's first store in the Midlands. Another first for the centre will be the inaugural UK opening for topped French fries specialist, Mr Frites, in October.

They will all welcome shoppers, alongside more recognisable high street names, including Muffin Break in September, as well as McDonald's and noodle bar Chopstix, both of which are due to open in October.

Local success story, Clean Cut Kitchen, has also chosen intu Victoria Centre to continue building on the phenomenal impact of its initial healthy eating café on Derby Road, by opening its second city site in October.

Plans have also been unveiled for the centre's first permanent entertainment offering in the form of virtual reality experience meetspaceVR. In another UK first, teams of up to eight will be able to step into a virtual reality and take on one of the epic challenges – including battling zombies, androids and drones.

Alan Pearson of FHP Property Consultants commented:-

“We are delighted to have secured an eclectic collection of catering brands for the launch of the Clocktower Dining Quarter which is set to open this October. The £1m investment into the transformation of the first floor of the scheme will add to the vitality of the destination. This is an exciting project and I am sure the shoppers of intu Victoria Centre will enjoy sampling the international flavours on offer.”

“With the changes to Clocktower dining, the arrival of meetspaceVR and, of course, our exciting mix of shops, intu Victoria Centre is now a real leisure destination,” added Nigel.

“We know that customers want more compelling experiences to share with family and friends and this new offering does just that. It is designed to attract people from further afield, allowing them to spend more time with us when they visit.”

For more information about any of the upcoming launches, visit www.intu.co.uk/victoriacentre

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