



# DARLINGTON RETAIL POSITIONING

MAM Darlington Ltd | December 2022

**DARLINGTON  
MARKETS**





Present Offerings





# Retail Positioning

**To create a relevant retailing environment within Darlington**

**The retailing element of Darlington Market and its quality is contracting, as the older generation trader base is servicing a diminishing customer base.**







## Objective

**To re-position the retail offer within Darlington Market to attract a younger and wider demographic.**

**New retail offers could include:**

Eco-Shop - refill containers with food stuffs, cleaning products etc.

Deli/Grocer- a wider European offering  
Bottle Shop

USA Sweet Shop

Makers such as shoes, luggage etc.

Service Industries - hairdressers, cosmetics, nail bar etc.

This list is certainly not exhaustive.



## Objective

The new retail businesses to be further supported with a dedicated pack and despatch room to support their online businesses, after all, their turnover may be as much as 80% online sales.



# Tangible Change

**The current 10 empty units to be removed and replaced with new contemporary outlets designed to attract a new generation of trader.**

The units will be finished to a certain level and then incoming traders will have the ability to choose their own finishes and operating style.



# Operating Methodology

Incoming traders will be offered leases as per the standard Darlington Market agreements and they will be able to choose from either fixed rents or turnover rents.







# THANK YOU

MAM Darlington Ltd | June 2022

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