







The Shires
It's all about you

///dishes.poems.starts

The Shires, Trowbridge
Wiltshire, BA14 8AT

Local Occupiers Include

GREGGS Iceland
Waterstones JD ASDA

The Shires
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Site Plan

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

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Catchment and Demographics

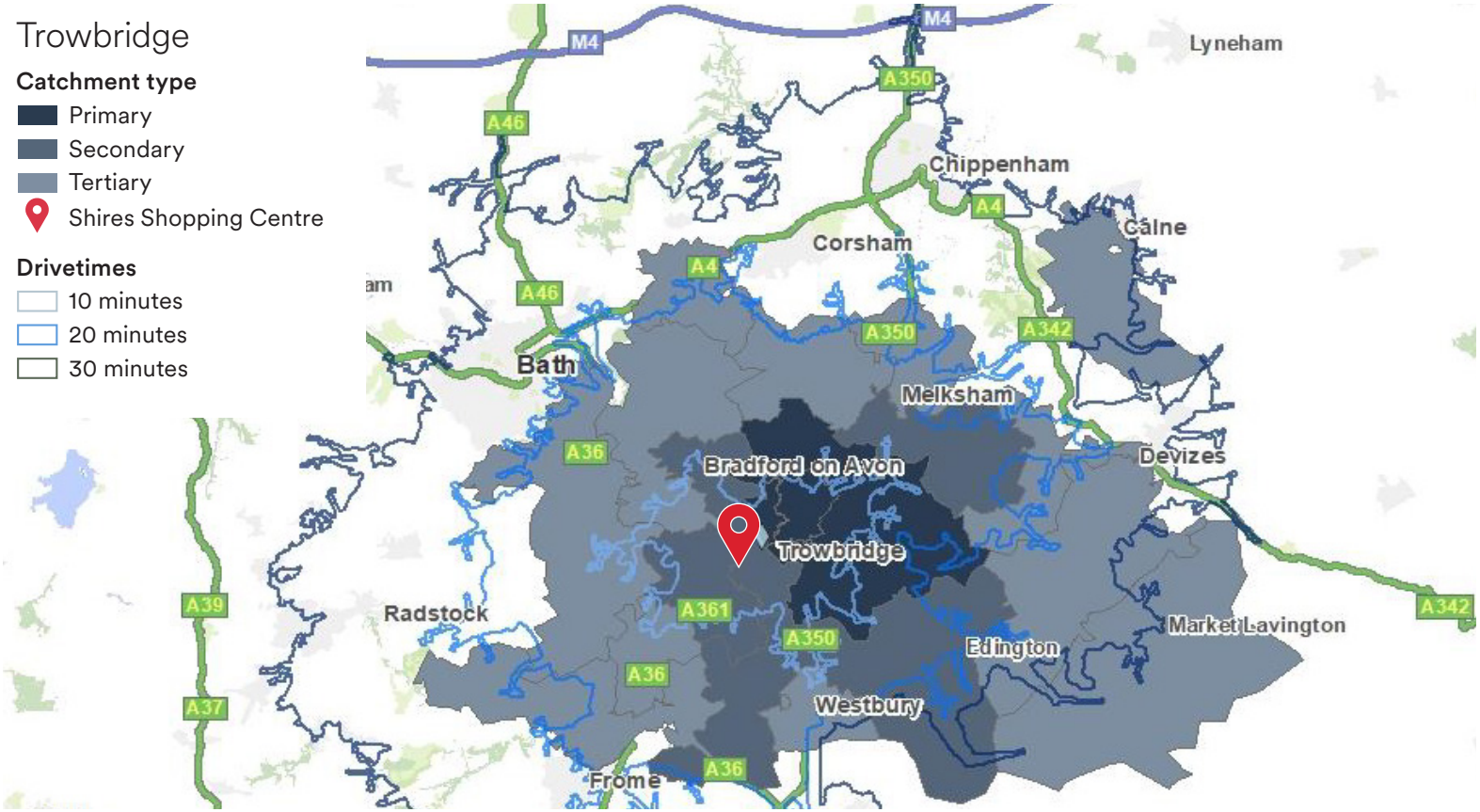
Trowbridge

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, Hilperton, Staverton, Hilperton, 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 mies	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 Facilites





SHEET ANCHOR EVOLVE

part of M Core



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