

## INTERNATIONAL QUARTER LONDON RETAIL & CATERING



## Vision

# An exciting retail opportunity

Stratford is fast becoming the capital's most desirable place to work, live and play. International Quarter London (IQL) is a unique opportunity to secure retail space at the very heart of the city's new business district. With a loyal, affluent customer base and a wealth of inviting public space, IQL is attracting the very best of British business.

Located at the gateway to Queen Elizabeth Olympic Park, IQL is where workers, students, residents and tourists connect. 25,000 employees and business visitors will intersect with the local 12,500 student population, plus vast numbers of international and domestic tourists visiting London's new Cultural and Education district.

Throughout the day and night and into the weekend, Stratford provides world class sporting facilities, events, museums and theatres. Park visitors, fans, local families and residents will make IQL an exciting new retail and dining destination, with independent and high street retailers at the core of London's most exciting new business destination.





## A large, loyal catchment

With over 57,000 workers, students and visitors daily, IQL represents a fantastic opportunity for retail and food & beverage at the heart of the city's new business district.

**25,000**

workers at IQL



**£80.5m**

potential annual IQL worker spend

**12,500**

daytime student population



**£24m**

potential annual student spend

**5.5m**

visitors annually to QEOP



**£5.8m**

potential annual tourist spend



**3,000**

TfL staff on site from Autumn 2017



**333**

New apartments at IQL from Spring 2017



**3,800**

FCA staff on site from Spring 2018



**1,300**

Cancer Research Staff on site from Oct 2019



**800**

British Council Staff on site from Summer 2020

**A £2.4bn**

development spanning 22 acres



**4 million**

sq ft of new offices



**15,000**

sq ft of retail at IQL, phase 1+2



**202**

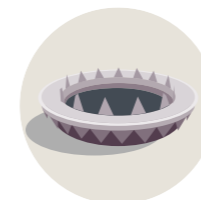
trains per hour from zone 2/3 location



**25mins**

to the city by bike via Cycle Superhighway 2

Adjacent East Bank, a new culture, education and sporting district for London



London Stadium



V&A East



Sadler's Wells

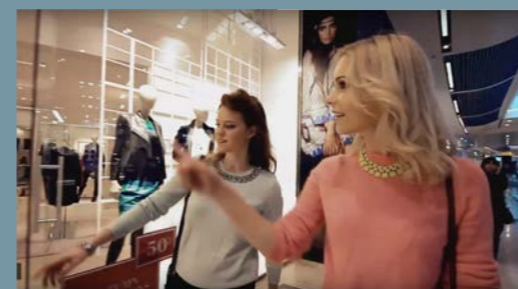
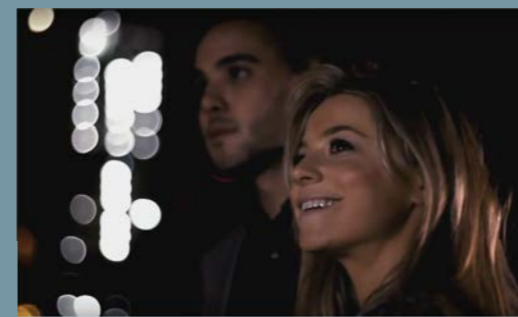


London College of Fashion

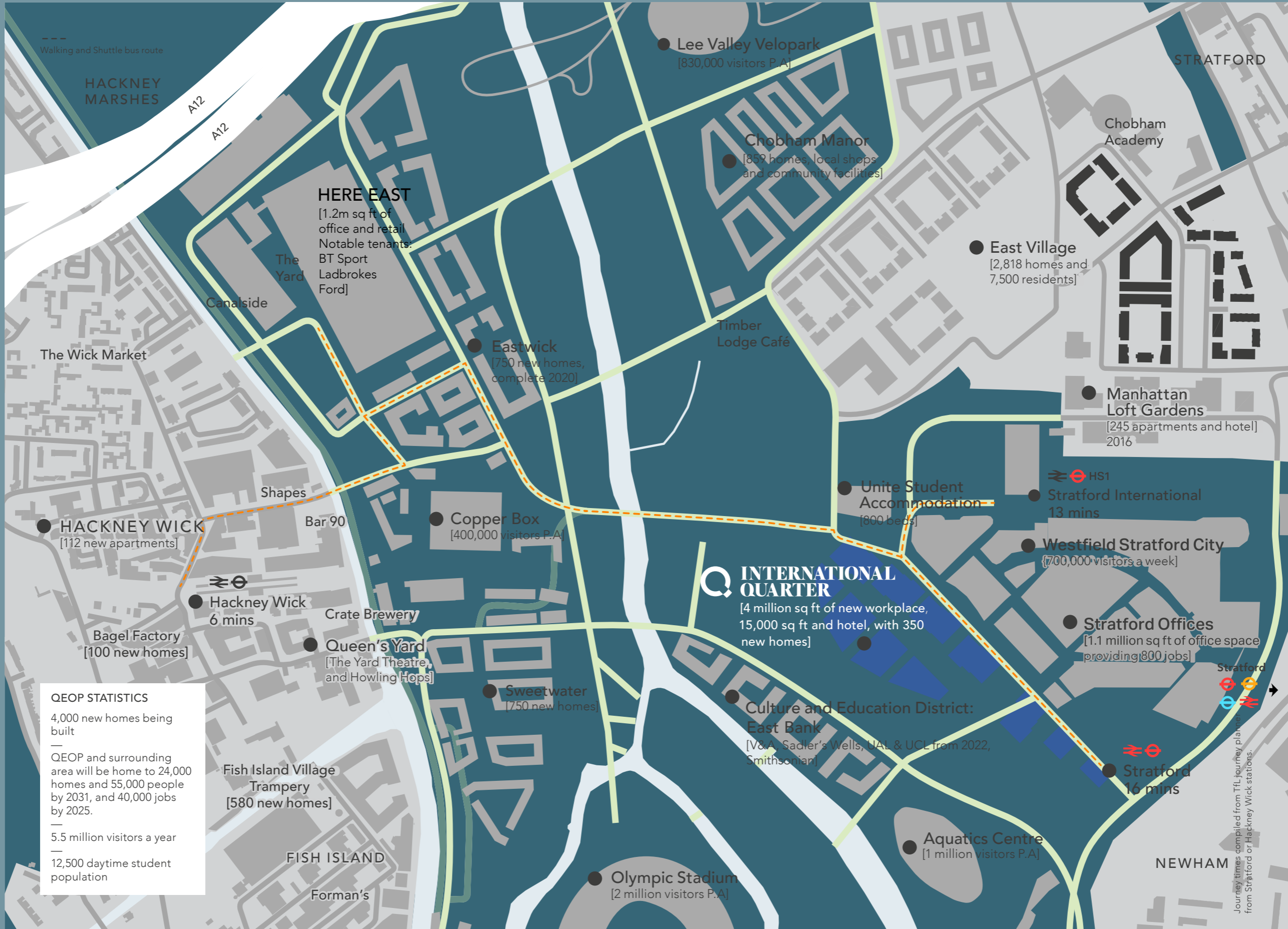


UCL East









**QEOP STATISTICS**

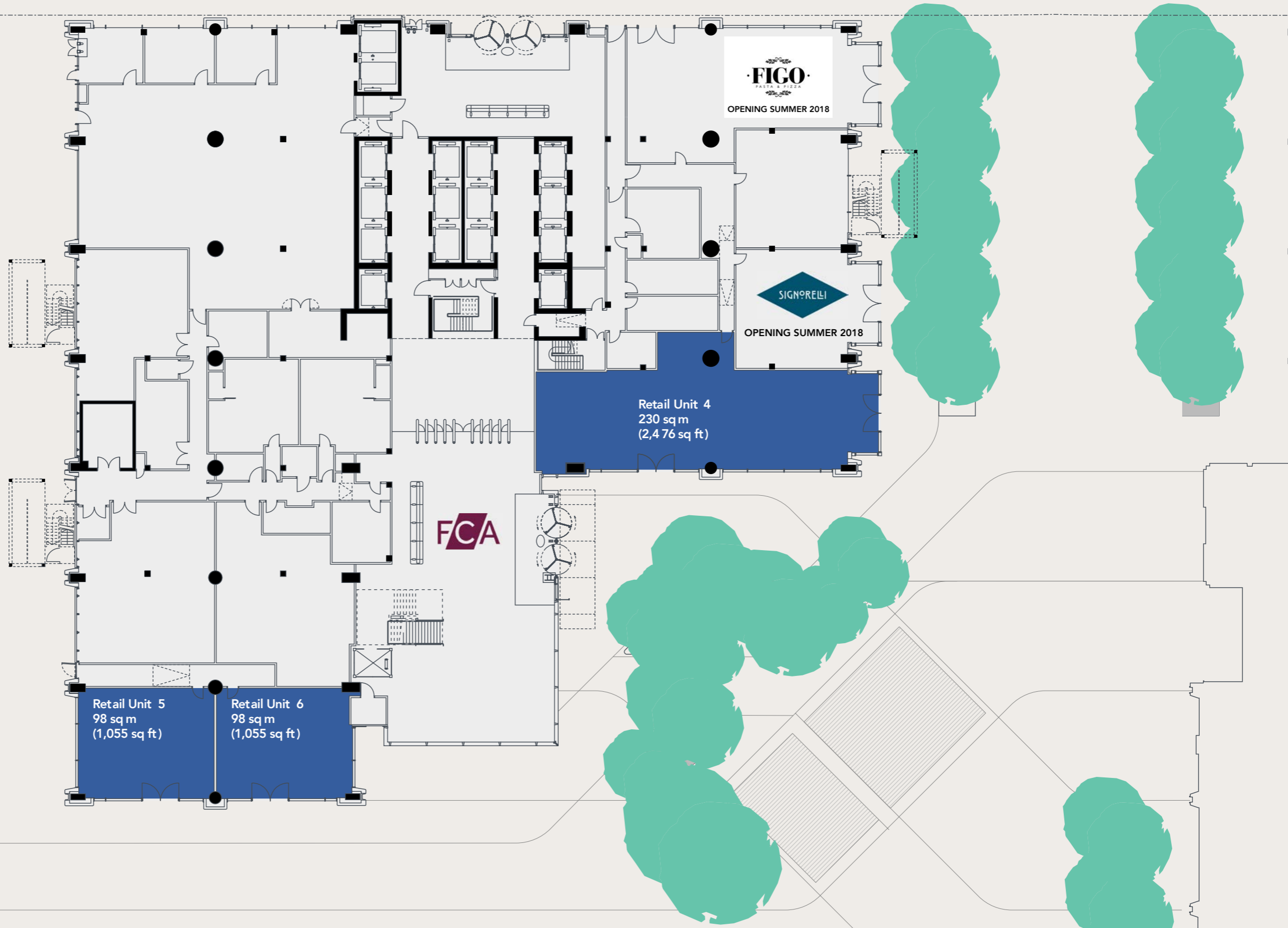
- 4,000 new homes being built
- QEOP and surrounding area will be home to 24,000 homes and 55,000 people by 2031, and 40,000 jobs by 2025.
- 5.5 million visitors a year
- 12,500 daytime student population

Journey times compiled from TfL journey planner from Stratford or Hackney Wick stations.



# Phase 2 floorplan

S4



Please note: Indicative areas



Unit 6

Unit 5

Unit 4





View looking north with S9 in the foreground and S4 and S2 behind

S9 (2019)

S2

S4 (2021)

UNIT 5





# A new business district for London

To be East Bank Cultural District

Cancer Research +  
British Council

FCA

TFL

Aquatic Centre





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