

Westquay, Southampton

Where Southampton happens



Westquay, located in the heart of Southampton, is the south coast's premier shopping, casual dining and leisure destination. Drawing in customers from a wide catchment and housing landmark brands such as John Lewis, Marks and Spencer, Apple and Next, alongside over 70 other well-known retail favourites attracting an annual footfall of 19 million.



Following the launch of Westquay South, the new leisure and dining extension in 2016, the scheme now boasts 50 cafés, bars and restaurants from Wagamama, Nando's and Pizza Express to L'Osteria, Red Dog Saloon and Wahacca as well as a Showcase Cinema de Lux and Hollywood Bowl.



Westquay is easily accessible, with rail, bus, taxi and ferry links located within walking distance of the centre, in addition to 4,000 secure car parking spaces spread over two car parks. Westquay also benefits from access to 2 million cruise passengers demographic that passes through or stops off at Southampton each year.

Catchment area



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Spaces to engage

Site	Description	Daily (Mon-Fri)	Weekly (Mon-Sun)	Weekend (Sat-Sun)
WQS - 1 5m x 5m	External space in the new Westquay South on Level 2. Main entrance to the leisure scheme for maximum footfall and visibility.	£850	£3,500	£1,250
WQS - 2 3m x 3m	External space in a the new Westquay South on Level 1. Surrounded by Bill's, Waterstones and The Diner.	£850	£3,500	£1,250
WQS - 3 25m x 9m	External space in the new Westquay South Esplanade. Adjacent to Franco Manca and Cabana, with visibility from all external restaurants.	£1,250	£5,000	£1,750
WQS - 4 18m x 12m	External space in the new Westquay South Esplanade with adjacent visibility from All Bar One and Thaikhun.	£1,250	£5,000	£1,750
WQS - 5 3m x 3m	External space in the new Westquay South Esplanade with adjacent visibility from All Bar One and Thaikhun.	£850	£3,500	£1,250
WQS - 6 3m x 3m	Internal space in the new Westquay South. Adjacent to Five Guys, Nandos and the Showcase Cinema De Lux.	£850	£3,500	£1,250
WQN - Above Bar A 5m x 3m. Power Available.	Fast-paced mall connecting the main mall with the city centre precinct. Perfect for sampling or customer acquisition promotions. Located on Level 3.	£850	£3,500	£1,250
WQN - Above Bar B 4m x 3m. No Power Available.	Fast-paced mall connecting the main mall with the city centre precinct. Perfect for sampling or customer acquisition promotions. Located on Level 3.	£850	£3,750	£1,250
WQN - Above Bar C 3m x 3m. No Power Available.	Fast-paced mall connecting the main mall with the city centre precinct and located on Upper Shopping.	£850	£3,750	£1,250
WQN - Focal Space 1 7m x 7m. 13 amp and 63 amp phase 3.	Unique purpose built area located on Level 2 Shopping near Marks and Spencer. Surrounding retailers include Oasis, Pandora and Carluccio's.	£1,250	£6,250	£3,850
WQN - Focal Space 2 5m x 3m. 13 amp and 63 amp phase 3.	Unique purpose built area located on Level 2 near scenic lifts. Within close proximity of Hotel Chocolat, Karen Millen and Coast.	£1,000	£5,000	£3,850

All rates are exclusive of VAT. Rates are subject to seasonal increase in Nov/Dec.

Bespoke options

- Sponsorship and long term brand partnerships
- Prominent internal promotional sites
- Large external event sites
- Mall retailing and kiosks opportunities
- Car park promotions and advertising opportunities
- Digital, banners, posters and floor media
- Pop up shops and temporary retail
- Seasonal commercial events

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Media engagement - Third Party

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
Digital 6 Sheet	23 Digital Advertising screens in prime walkway locations. Available in 5%, 10% and 15% Shares of Airtime over the display period. Portrait size is W1080 x H1920 pixels. Quick Time and MOV files accepted. This opportunity is provided by a 3rd party - JCDecaux and we are happy to make an introduction for you.	P.O.A	N/A	N/A
Innovation Stations	Engaging interactive D6 advertising screens designed bespoke for your campaign. Case studies include screens that spray perfume, allow AR interaction or are fully themed. This opportunity is provided by a 3rd party - JCDecaux and we are happy to make an introduction for you.	P.O.A	N/A	N/A
Lift Exterior Vinyl	Multiple lift banks available. With a main lift shaft running through the centre and behind the focal space, taking visitors up to the other 3 levels including the food court and car park. Price is for bank of 3, same level. This opportunity is provided by a 3rd party - Limited Space Ltd and we are happy to make an introduction for you.	£1,950	£5,850	Included
Lift Interior Vinyl	Creative opportunity to use the lift exterior and interior as a blank canvas. A capsule environment to completely surround the visitor, enabling them to experience your brand. Memorable and tailored to your brand. This opportunity is provided by a 3rd party - Limited Space Ltd and we are happy to make an introduction for you.	P.O.A	P.O.A	Included
M-Vision® Screens	A large format LED digital screen above the Experiential area. Available via JCDecaux in 5%, 10% and 15% shares of Airtime over the display period. Portrait size is W720 x H1280. QuickTime and MOV files accepted. This opportunity is provided by a 3rd party - JCDecaux and we are happy to make an introduction for you.	P.O.A	N/A	N/A

Media engagement - Direct

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
Escalator Vinyls	Westquays escalators are situated in two locations within the centre. Transporting people between levels. We have 3 sets of escalators.	£2,000	£7,200	P.O.A
Hanging Banner Option	There are 3 central banner hanging opportunities. Located above the focal space and particularly visible to visitors walking in from the high street. The banners are portrait and 6 meters x 2 meters. This opportunity is sold direct by Westquay.	£1,000	£5,100	£650
Hoarding Opportunities	Hoarding opportunities to vinyl shop fronts is possible. Size and dimensions vary according to the timing of the enquiry and are subject to availability. This opportunity is sold direct via the Westquay team.	P.O.A	P.O.A	P.O.A

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Talk to us

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Car Park Opportunity

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
Car Park Barrier Arms	Westquay multi-story car park hosts 2,400 spaces. Advertising opportunity to brand the 12 sets of barrier arms with the multi-story car park.	£2,500	£7,500	Included
Car Park Individual Banner	Westquay multi-story car park hosts 2,400 spaces. Located near the main shopping access points to Westquay. These banners are static stands. Size 3 Meters (H) x 1.5 Meters (W). This opportunity is sold direct via the Westquay team.	£1,000	£5,100	Included
Car Park Lift	Westquay multi-story car park hosts 2,400 spaces. The main car park level comprises of 7 lifts near the main footbridge to the centre. In banks of 3 or 4. This opportunity is sold direct via the Westquay team.	£650	£1,950	Included
New Bridge Link	Westquay has two footbridges taking visitors from the multi-story car park to the centre. Available for branding. This opportunity is sold direct via the Westquay team.	P.O.A	P.O.A	P.O.A

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