

The Mall at Cribbs Causeway in Bristol announces new stores as footfall and sales recover

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The Mall at Cribbs Causeway has announced the latest in a series of new tenants to open outlets at the shopping centre in Bristol ahead of what it called the “most significant trading period in memory”.

The retail hub, which is jointly owned by Intu, M&G Real Estate and JT Baylis, has officially announced that kitchen and dining ware brand ProCook has joined bike manufacturer Ribble Cycles in signing a deal to occupy space at the scheme in recent weeks.

ProCook, which is headquartered in Gloucester, is set to open its seventh store this year in the 2,800 sq ft unit formerly occupied by card shop chain Clintons.

It follows the recent announcement that Preston-based Ribble has chosen The Mall to open its [Bristol showroom](#), as it undergoes a planned rollout of new stores across the country.



Ribble Cycles' new Bristol showroom in Cribbs Causeway.
(Image: Ribble Cycles)

The brand, which has supplied cycles for professional riders such as previous Tour de France winner Geraint Thomas, has taken 1,500 sq ft by the entrance to John Lewis on The Mall's lower level.

The new deals follow beauty clinic firm Therapie and media giant Sky opening showrooms at Cribbs and the announcement earlier this year that luxury department store Harrods will also be opening a branch of its H beauty brand showrooms.

The Harrods and ProCook outlets are currently being fitted out, with both anticipated to open in the next few weeks.

The Mall's owners said that it has seen strong sales and footfall since the reopening of retail following the easing national lockdown restrictions, with shoppers returning in their "millions".

Scott Linard, portfolio director at M&G Real Estate, said the recent spate of deals for space at the shopping centre indicated continued occupier confidence.

Mr Linard said: “Shoppers have been back to The Mall in their millions since reopening as the joy of seeing and feeling garments off screen and the pleasure of a day out with friends and loved ones rekindles the nation’s hunger for real life retail.

“Conversations with our occupier partners underline that key trading hubs in targeted regional locations provide an unmatched showcase for their brand offer.

“Welcoming Ribble Cycles to its first South West showroom and ProCook to one of a first tranche of shopping centre stores will only add to the centre’s appeal as we approach what will be the most significant trading period in memory leading up to Christmas 2021.”

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Andy Kerr, retail director at ProCook added: “We strongly believe in the continued benefit of in-store physical retail as part of our multi-channel offer and Cribbs Causeway is the perfect proposition as we continue our expansion into destination shopping centres this year.

“We are delighted to be bringing ProCook to The Mall and are looking forward to welcoming customers.”



Therapie Clinic in The Mall at Cribbs Causeway.

(Image: Will Corder)

The Mall at Cribbs Causeway is home to 153 shops and restaurants. Employing over 6,000 people from within a 20-mile radius.

The pandemic proved a tough period for the high street with [hundreds of big-name brands collapsing into administration.](#)

Earlier this year, shopping centre owner Hammerson, whose portfolio includes Bristol's Cabot Circus and Birmingham's Bullring revealed it had [collected less than half the rent due](#) from occupiers in the second quarter despite reporting ["encouraging" rise in footfall](#) following the end of lockdown.

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