

Liberty Promenade in Mitchells Plain bucks bleak retail trading trend

While the South African Property Owners Association (SAPOA) *Retail Trends Report* recorded a turnover growth of -4% for the first quarter of 2017, Liberty Promenade in Mitchells Plain has remained resilient producing positive trading density growth year-on-year. The shopping centre's turnover grew by 11% in the year to May 2017 compared to the same period in 2016 and it has reported an improvement in the spend per head.



"Liberty Promenade is a gem," says Belinda Clur, retail strategist and MD of Clur Research International, which evaluates shopping centres. "According to the latest Clur research, the centre outperforms within its class, both in terms of overall trading density and growth levels."

The 73,400m² mall, with its more than 170 stores, sees a footcount of more than one million shoppers each month. Plans for the centre include re-sizing and repositioning certain stores and introducing new local and international offerings suitable for its customers. Liberty Promenade is owned by Liberty Two Degrees and Liberty Group Limited.

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