



Press release

Title Sky opens largest shop to date at Trinity Leeds
From Land Securities Group PLC (“Landsec”)
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Trinity, the Landsec retail and leisure destination in the heart of Leeds, has announced the opening of a new permanent shop for **Sky**, Europe’s leading media and entertainment company.

The new shop forms part of Sky’s strategy to move into bricks and mortar retail, to deliver an enhanced customer experience and showcase the wider Sky offer. Bringing Sky’s innovative pay TV, mobile, and broadband products under one roof, the Trinity unit is separated into designated themed areas, including a ‘Customer Hub’ and ‘Access All Areas’ stage for interactive experiences.

Comprising 3,040 sq ft in total, the shop is Sky’s largest to date and the first in the region. It provides an unrivalled space for customers to speak with Sky’s expert advisors and test out the brand’s latest innovations. Located close to Trinity’s Commercial Street entrance, it will continue to operate in-line with the latest Covid-19 government guidelines.

Commenting on the signing, James Hutchinson, Portfolio Manager at Landsec, said: “In an omnichannel world of retail, Sky’s new retail strategy highlights the benefits of physical retail spaces which focus on a redefined customer experience. It is testament to Trinity’s draw, as the prime retail destination in the heart of Leeds, that Sky have chosen the centre to open not only their biggest shop to date, but also the first within Yorkshire.”

Matthew Price, Retail Director, Sky UK, commented: “Sky has a long and positive history with Leeds. With our major technology hub just around the corner at Leeds Dock, it made sense to open our largest Sky shop yet in the heart of the city. Throw in the city’s growing and diverse population, and it was a no-brainer to build our retail presence here. The space at Trinity is the best place to showcase everything Sky can do, and we are delighted to have opened this experiential shop to new and existing customers.”

This news follows the announcement that sports and lifestyle giant Decathlon has taken 35,000 sq ft at Trinity Leeds, transforming the former BHS and enhancing the fitness-focused offer at the destination.

Trinity Leeds brings together over 120 local, national, and international brands under one roof. Through its varied lineup of retail, dining, and leisure, Trinity truly brings the Heart of Leeds to Life, working as a



focal point within the city. Its prime retail offer is complemented by Trinity Kitchen – the leading street food hub that helps incubate small businesses while rotating its operators, to keep fresh options for the city’s residents and workers.

JLL and Time Retail Partners acted for Landsec at Trinity Leeds. Colliers represented Sky.

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About Landsec

At Landsec, we strive to connect communities, realise potential and deliver sustainable places.

As one of the largest real estate companies in Europe, our £11.8 billion portfolio spans 24 million sq ft (as at 30 September 2020) of well-connected retail, leisure, workspace and residential hubs. From the iconic Piccadilly Lights in the West End and the regeneration of London’s Victoria, to the creation of retail destinations at Westgate Oxford and Trinity Leeds, we own and manage some of the most successful and memorable real estate in the UK.

We aim to lead our industry in critical long-term issues – from diversity and community employment, to carbon reduction and climate resilience. We deliver value for our shareholders, great experiences for our customers and positive change for our communities.

Find out more at landsec.com

About Sky

Sky is Europe’s leading media and entertainment company and is proud to be part of the Comcast group. Across six countries, we connect our 24 million customers to the best entertainment, sports, news, arts and to our own award-winning original content.

Our technology, including the market leading Sky Q, connects people to everything they love – with entertainment from Sky TV, Netflix, Disney+, Amazon Prime Video and BBC iPlayer and apps like Spotify, YouTube, BBC Sounds, Highbrow, Fiit, and more, in one place, easy. Our streaming service, NOW TV, brings viewers all the enjoyment of Sky with the flexibility of a contract-free service.



Building on the success of Sky Originals like Chernobyl, Bulletproof and Brassic, we are doubling our investment in original content by 2024 through Sky Studios. Sky News provides impartial and trustworthy journalism for free, while Sky Arts, the UK's only dedicated free-to-air arts channel, makes the arts accessible for everyone. Our new TV and movie studio, Sky Studios Elstree, is expected to create over 2,000 new jobs and generate an additional £3 billion of production investment in the UK over the first five years alone.

We believe that we can be a force for good in the communities in which we operate. We're committed to being Europe's first net zero carbon entertainment company by 2030 and we're proud to be a Principal Partner and Media Partner of COP26. We take pride in our approach to diversity and inclusion: we've been recognised by The Times and Stonewall for our commitment to diversity and we've set ambitious 2025 targets to continue to increase diversity and representation. We're also committed to investing £30million across our markets over the next three years to improve our approach to diversity and inclusion, and to tackle racial injustice.