merrion centre™

Main Mall Promotional & Pop Up Space

The Merrion Centre offers brands direct access to one of Leeds city centre's largest and most diverse audiences, combining almost 9 million annual visitors with a unique blend of students, office workers, city residents, arena visitors and value-driven shoppers.

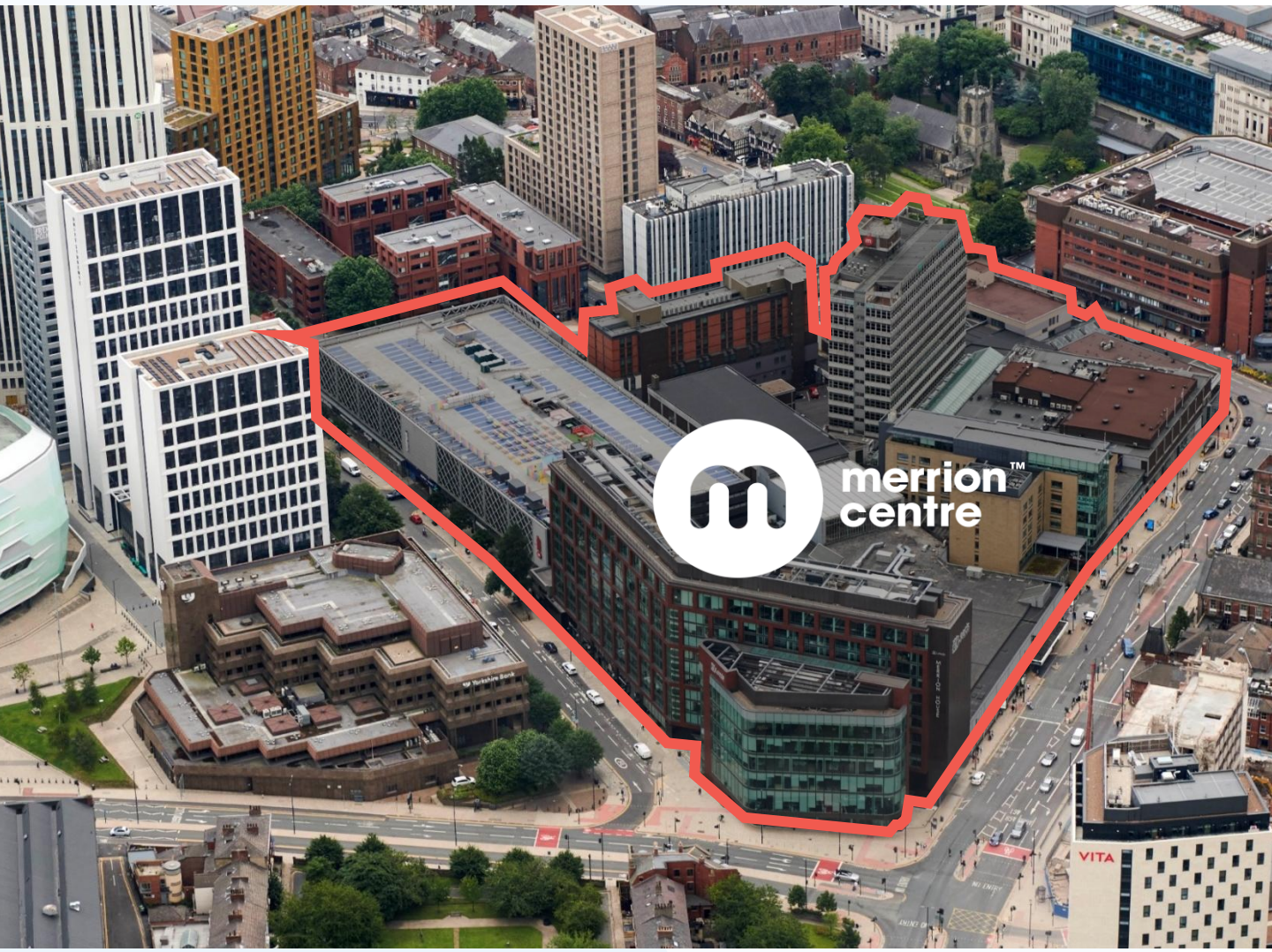


OCTOBER 2026

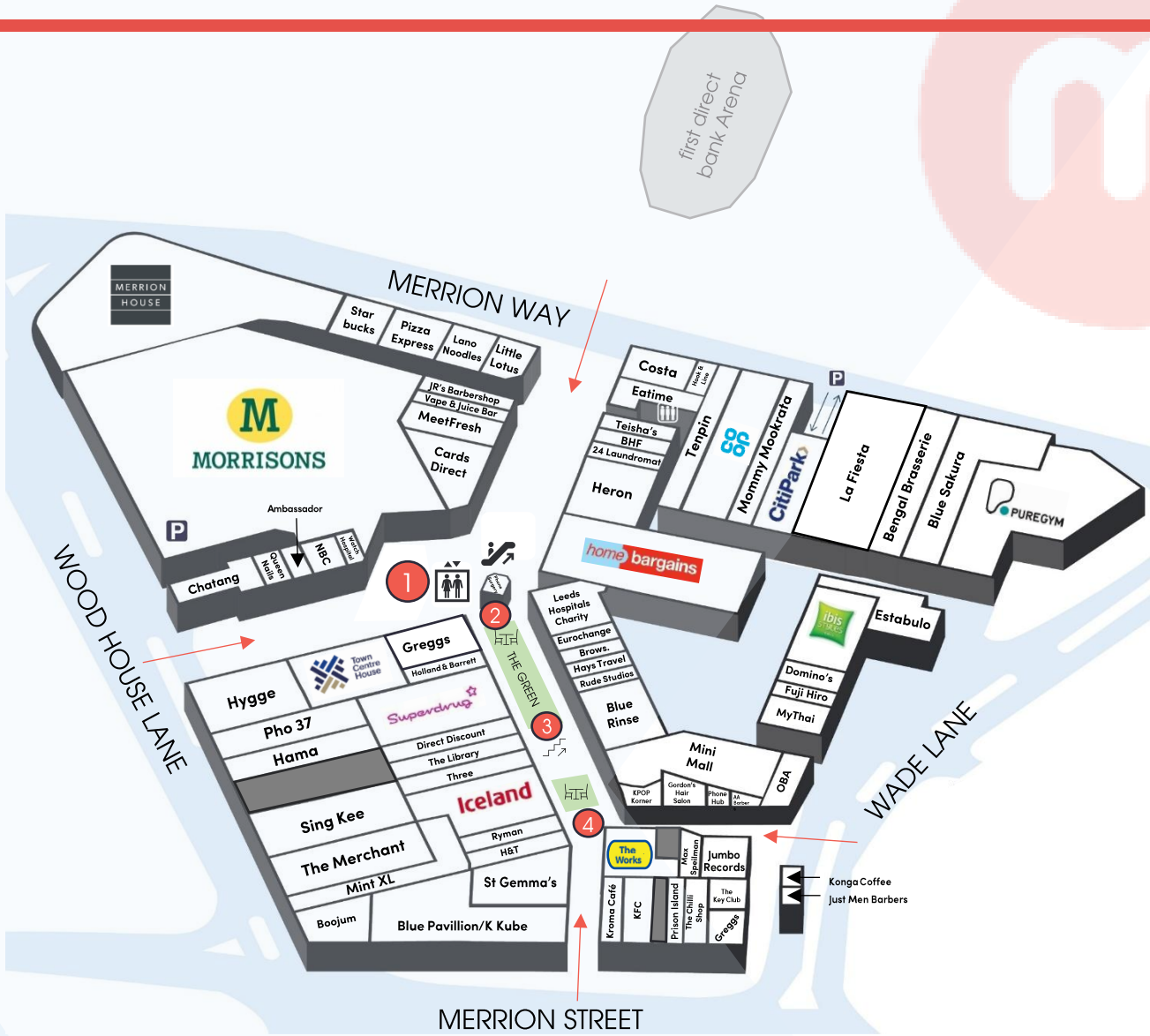
merrioncentre.co.uk

The Merrion Centre
At A Glance

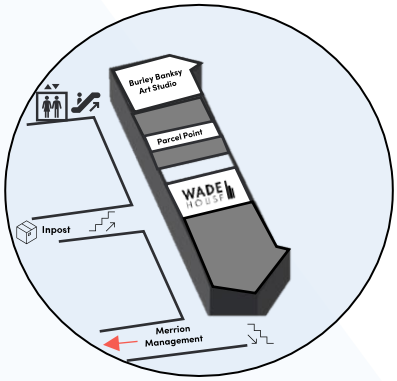
- **1,000,000+ sq ft** of **leisure, retail & office space** in the heart of **Leeds Arena Quarter**
- **Flagship** internal anchor tenants include **Morrisons, Home Bargains** & **Superdrug**
- **Merrion House** home **Leeds City Council** employees and head office
- On-site **134 bedroomed** Ibis Styles Hotel
- **1000 Space** CitiPark with EV chargers
- Welcomed almost **9m internal visitors in 2025**
- Directly opposite the **13.5k** capacity **first direct arena**
- A variety of **students** living **right on your doorstep!**



Main Mall Promotional & Pop Up Spaces



Promotional Space Locations	Size (up to)
1 Central Square	6m x 8m
2 Top Green Main Mall	6m x 3m
3 Mid Green Main Mall	2m x 3.5m
4 Merrion St Entrance Ramp	4m x 2m



UPPER BALCONY LEVEL

1. Central Square



Located outside Morrisons and Home Bargains, Central Square is the Merrion Centre's largest promotional space, offering a setting for high-impact brand activity.

The space benefits from excellent visibility and strong footfall, providing opportunities to engage with shoppers.

Its open-plan layout accommodates brand activations, product launches, interactive displays and installations, with vehicle access from Merrion Way for automotive showcases.

Combining scale, flexibility and a central location, Central Square offers businesses a platform to showcase products, build brand awareness and deliver customer experiences within Merrion.

- **Prime location**
- **Exceptional visibility**
- **Strong Footfall**
- **Flexible open-plan space**
- **Vehicle access from Merrion Way**
- **Power Available**

Nearby stores include:

MORRISONS · home bargains · Cards direct · Heron Foods

SPACE AVAILABLE
up to 6m x 8m

2. Top Green (main mall)







Located in the Main Mall, the Top Green offers two promotional spaces, one within The Green's seating area and the other adjacent, offering flexibility.

Both spaces benefit from visibility, consistent footfall and extended dwell time, creating a setting to engage with shoppers.

They are front-facing and have access to power, supporting brand activations, product sampling, demonstrations, interactive displays and experiential marketing.

Combining a location with an atmosphere, the Top Green provides an opportunity for businesses to showcase products, raise brand awareness and create customer experiences within the Merrion Centre.

- **Prime location**
- **Exceptional visibility**
- **Strong Footfall**
- **Flexible open-plan space**
- **Vehicle access from Merrion Way**
- **Power Available**

Nearby stores include:

MORRISONS · GREGGS · leeds hospitals charity · Holland&Barrett

SPACE AVAILABLE
up to 6m x 3m

3. Mid Green (main mall)







Located along the Main Mall, the Mid Green offers a versatile promotional space between a retail kiosk and The Green's garden and seating area.

Benefiting from footfall and extended customer dwell time, the space provides opportunities to engage with shoppers in a relaxed environment.

Ideally suited to brand activations, product sampling, demonstrations and awareness campaigns, the Mid Green allows businesses to showcase their products and services to customers. Existing seating remains unless otherwise agreed.

Combining visibility with a location, the Mid Green offers an attractive setting for brand experiences.

- **Prime location**
- **Exceptional visibility**
- **Strong Footfall**
- **Flexible open-plan space**
- **Vehicle access from Merrion Way**
- **Power Available**

Nearby stores include:

Superdrug · GREGGS · leeds hospitals charity · Holland&Barrett

SPACE AVAILABLE
up to 2m x 3.5m

4. Entrance Ramp







Located at the top of the ramp from Merrion Street, this prominent promotional space offers excellent visibility at one of the Merrion Centre's busiest entrances and exits.

Positioned at a key internal crossroads connecting Merrion Street and Wade Lane, the space benefits from consistent footfall and exposure to shoppers entering and moving through the Centre.

Its prominent position makes it ideal for brand activations, product sampling, demonstrations and promotional campaigns, creating opportunities to capture customer attention.

Combining a high-profile location with strong footfall, the space provides an attractive setting for businesses to showcase products and build brand awareness.

- **Prime location**
- **Exceptional visibility**
- **Strong Footfall**
- **Flexible open-plan space**
- **Vehicle access from Merrion Way**
- **Power Available**

Nearby stores include:

Iceland · St. Gemma's Hospice · Ryman · The Works

SPACE AVAILABLE
up to 4m x 2m

Main Mall Promotional & Pop Up Ratecard

Applicable Charges

Location	Size (up to)	Daily Rate	Weekly Rate	Weekend Rate (Fri-Sun)
1. Central Square	6m x 8m	Ł350	Ł2,205	Ł1,100
2. Top Green Main Mall	6m x 3m	Ł300	Ł1,890	Ł945
3. Mid Green Main Mall	2m x 3.5m	Ł250	Ł1,575	Ł800
4. Merrion Street Entrance Ramp	4m x 2m	Ł300	Ł1,890	Ł945

Suitable for:

- Sampling
- Brand awareness
- Charity activations
- Student campaigns
- Leafleting
- Product demonstrations

Included:

- Standard power supply
- Wi-Fi access
- Security support
- Listing on centre channels (subject to approval)



Main Mall Promotional & Pop Up Terms & Conditions

Application & Approval
All requests must be submitted in advance. A **minimum of 5 working days** is required for processing. Approval is at the discretion of centre management.

Fees & Charges
All fees are subject to VAT. Charges will depend on the scale, duration, and impact of the activity. Additional costs may apply.

Use of Space
Each request will be individually assessed based on space required. Activity must not obstruct access or disrupt operations. Agreed space must be adhered to. Additional charges may apply.

Tenant Impact
Any **loss of income or disruption to tenants** will be assessed and may result in additional fees.

Insurance & Safety
Valid public liability insurance and, where required, risk assessments must be provided. All activity must comply with health and safety requirements.

General Conditions
The centre may restrict timings, stop unsafe or non-compliant activity, and charge for damage, cleaning, or cancellations.

Minimum requirements:

- £10m public liability insurance
- RAMS documentation
- PAT certification
- Branded presentation standards
- No aggressive selling

- **Restrictions:**
- No conflict with anchor tenants
- No counterfeit goods
- No charity collections/sign ups
- Food operators subject to environmental health approval





Enquiries

For enquiries contact:

Hollie Cooper
Assistant Asset Manager
DDI: 0113 222 1210
E: hollie.cooper@tcs-plc.co.uk

Leila Fell
Apprentice Asset Manager
DDI: 0113 222 1216
E: leila.fell@tcs-plc.co.uk

James Broughton
Head of Marketing & Communications
E: james.broughton@tcs-plc.co.uk
T: 0113 222 1205
M: 07736 841 847