
PRESS RELEASE



BATTERSEA POWER STATION WELCOMES OVER 11 MILLION VISITORS IN FIRST 12 MONTHS SINCE OPENING

- Battersea Power Station has welcomed more than 11 million visitors since the Grade II* listed building opened its doors to the public for the first time on 14th October 2022
- Since the launch, over 35 new shops, eateries and leisure experiences have opened, bringing the total number across the riverside neighbourhood to more than 120
- There have been almost 20,000 trips in the Chimney Lift, Lift 109, covering a distance twice the length of the United Kingdom, 118,000 cocktails served at Control Room B, 170,000 pancakes flipped at Where The Pancakes Are and eight million taps in and out of the Battersea Power Station Underground Station
- Over 6,000 workers are now based at Battersea Power Station with brands including Apple, SharkNinja and IWG occupying new office space within the London landmark
- Momentum continues with the completion of a 200,000 sq ft office space, 50 Electric Boulevard, and a new collection of 204 apartments, Koa at Electric Boulevard, by the end of 2023

11th October 2023



Caption: Battersea Power Station has welcomed over 11 million visitors since the London landmark opened its doors to the public on 14th October 2022

Battersea Power Station has welcomed more than **11 million visitors** and opened **over 35** new shops, eateries and leisure venues, since the Grade II* listed building opened to the public for the first time in history on 14th October 2022.

New openings at the exciting new riverside neighbourhood for London since last October include the 24,000 sq ft **Arcade Food Hall, Apple Battersea, Bounce Ping Pong, LEGO®, The Cinema in the Power Station, ME+EM, Scamp & Dude, MALIN+GOETZ, Arc'teryx, Office Shoes, M&S Foodhall, A.P.C., NOCI Pasta, Jigsaw, Penhaligon's, Under Armour** and many more.

Battersea Power Station's unique chimney lift experience, **Lift 109**, which opened in November 2022, has since ascended the building's north west chimney **nearly 20,000 times**, travelling 2000km which is twice the length of the United Kingdom. The attraction has also hosted a series of sell-out events as part of its 'Lift 109 Lates' offering including 'Sunset Sessions' and 'Full Moon Manifestation Workshops'.

Battersea Power Station has also become the first-choice destination for brands to host large-scale, immersive activations. Major events have included the **Aperol Spritz Aperidisco pop-up**, and a special sound and light show by world-renowned watch brand **Jaeger-LeCoultre** featuring a new soundtrack, specially composed for the show, by musician TØKIO MÆRS. It was also announced recently that Battersea Power Station will be **London's only official fan zone for the Paris 2024 Summer Olympics** following the success of the neighbourhood's new sports and games themed event, The Battersea Games.

Further establishing Battersea Power Station as a lively mixed-used destination, 565,000 sq ft of office space in the Power Station has been occupied by **Apple, SharkNinja** and **The Engine Room**, an innovative co-working space by IWG.

Battersea Power Station's office offering will expand further in 2023 with the completion of **50 Electric Boulevard**, a 200,000 sq ft state-of-the-art office building designed by world-renowned architects, Foster + Partners. The BREEAM Outstanding workplace has been designed with wellbeing and frictionless smart tech at its heart, including an 1,800 sq ft communal urban roof garden and a 4,000 sq ft amenity pavilion with trees and giant sky lights.

Use of public transport to the riverside neighbourhood has increased significantly since the Power Station opened to the public last October. Entries and exits to Battersea Power Station Underground Station have more than doubled year-on-year, exceeding **8 million** taps in and out over the past 12 months. Meanwhile, passenger embarkations for the Uber Boat by Thames Clippers river bus service have **increased by 70% year-on-year**, and disembarkations have **grown by 85% year-on-year**, with over **605,000** passengers in the past 12 months.

Openings still to come at Battersea Power Station in 2023 include the UK's first **tashas**, a much-loved café concept that started in South Africa, **Searcy's Champagne Bar**, following their successful pop-up inside the Power Station, and **Borough Kitchen Cook Shop & Cook School**. **Boots** will also debut its first beauty-only store at Battersea Power Station later this year.

A new collection of 204 apartments designed by Foster + Partners, **Koa at Electric Boulevard**, is also due to complete by the end of 2023, growing the community of over 2,500 residents who already live at Battersea Power Station.

Simon Murphy, CEO at Battersea Power Station Development Company (BPSDC), said:

"The opening of the Power Station and Electric Boulevard in October 2022 after a decade of careful and transformational restoration was an extraordinary achievement, and testament to the commitment of our shareholders."

"It has been amazing to witness Battersea Power Station become the vibrant and thriving riverside neighbourhood it is today, and we are proud to have reached the milestone of welcoming over 11 million visitors. We never stand still and will continue to expand what this new town centre has to offer in the coming months and years."

For more information about Battersea Power Station, please visit www.batterseapowerstation.co.uk and follow @BatterseaPwrStn to keep up to date with the latest news and events.

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About Battersea Power Station:

Following an ambitious eight-year restoration, Battersea Power Station opened to the public for the first time in history on 14th October 2022. The iconic landmark and surrounding area has been transformed into London's most exciting new mixed-use neighbourhood – a place for the local community, Londoners and visitors from further afield to shop, eat, drink, live, work and play.

Forty years after the Power Station was decommissioned, the Grade II* listed building is now home to over 100 shops, bars, restaurants, 254 apartments, offices, leisure and entertainment venues including Lift 109, a unique glass elevator experience inside the building's north west chimney, The Cinema in The Power Station and Bounce Ping Pong.

Visitors to Battersea Power Station will find a mix of premium, high street and small independent brands such as ME+EM, A.P.C, ZARA, Hackett, Jigsaw, Levi's, Aesop, Uniqlo, the Battersea Bookshop, and Curated Makers. The riverside neighbourhood also offers a variety of dining options at over 30 cafes, bars and restaurants including the newly opened 24,000 sq ft Arcade Food Hall, which hosts 13 world cuisines on its menu.

The restoration of Battersea Power Station is the centrepiece of an ambitious regeneration programme that spans across 42 acres on a 450m stretch of the River Thames. When completed, this highly anticipated and innovative project will have created more than 20,000 new jobs, over 4,000 new homes, a new NHS medical facility and 19 acres of public space.

Additionally, with its own Uber Boat by Thames Clippers river bus pier and the new Zone 1 Battersea Power Station Underground station on the Northern Line, this central London destination is now easily accessible for all to enjoy.

For more information, please visit www.batterseapowerstation.co.uk and follow @BatterseaPwrStn to keep up with the latest news and events.