

News

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Heavenly Desserts to bring sweet treats to Time Square

The ultimate luxury dessert experience, Heavenly Desserts, has become the latest operator to officially sign up at Time Square, the mixed-use destination in the heart of Warrington town centre.

The £142m development has been delivered by Warrington & Co on behalf of Warrington Borough Council, with innovative, urban regenerator, Muse Developments the scheme's development manager.

Securing a 1,500 sq ft double-fronted unit on the corner of Dolmans Lane and Bridge Street, Heavenly Desserts, will bring its unique brand of luxury desserts to Warrington for its 30th site, with the very finest delectable sweet treats that will give Warringtonians an exciting dining experience.

Leon Guyett, Development Director at Muse Developments, added: "The signing of Heavenly Desserts highlights that despite these unprecedented times, there's still confidence in the market for innovative mixed-use schemes delivered through strong partnerships with a shared vision that offer well-designed buildings, which all comes together to create a destination.

"There's excitement building here at Time Square. Working collaboratively with partners, we've been able to bring a new vibrancy and purpose to the beating heart of Warrington. We've got a thriving new market, The Botanist and the Cineworld cinema, Gravity to open towards the end of the year and two further units under offer too. We truly believe that collectively we've created a special scheme that will be a shining example of what town centre repurposing really is that will benefit the town for years to come."

Mohammed Imran, Director at Heavenly Desserts, said: "We're delighted to be opening our 30th site at Time Square, right in the heart of Warrington town centre and bring our unique variety of desserts to the community. The vision of what is here at Time Square is exactly what we're looking for and we can't wait to open and serve the town."

Warrington Borough Council Leader, Cllr Russ Bowden, said: "Time Square's reputation as a premier leisure and dining destination continues to grow, and signing up Heavenly Desserts is the latest boost for the venue.

"Despite the current challenges facing high streets across the country, big brands continue to be enticed by Time Square's growing, thriving offer. It's great news for Warrington, and gives us every reason to feel confident and excited about the future success of the scheme."

According to a report by CACI, Time Square will increase Warrington's catering market potential by 14% to £68.5 million moving Warrington up three places to make it a top ten dining destination in the North West.

Situated in the centre of Warrington with excellent accessibility via the local road network, Time Square meets the area's high demand for a fresh retail, leisure and entertainment destination. Alongside the cinema, bars and restaurants, Time Square is home to Warrington Borough Council's new 103,000 sq ft office and a 1,160-space carpark.