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Mayor opens Primark in Epsom

26 March 2026



Primark has opened a major new store in Epsom's Ashley Centre, drawing large crowds on its first day and appearing to confirm earlier predictions by the Epsom and Ewell Times 13th May 2022, about the likely direction of the town's retail future.

More than 1,000 people queued within the first half hour of opening on 25 March, as the fashion retailer launched its 199th UK store. The 31,400 sq ft outlet spans two floors and offers clothing, accessories, beauty products and homeware, alongside a Click & Collect service.

The arrival of Primark follows ongoing speculation about how large retail spaces in the Ashley Centre would be repurposed in the wake of high street changes. In the Epsom and Ewell Times feature examining potential replacements for the former House of Fraser site, Primark was identified as one of the most plausible candidates to anchor the centre's future retail mix.

That prediction now appears well-founded, with the brand's scale and footfall potential matching the need for a strong "destination" retailer in the town centre. Independent research cited by the company suggests Primark attracts millions of weekly visits nationwide and can generate additional spending in surrounding shops and restaurants.

Any story about Primark is the most avidly followed story in our publication.

The new store has also brought local employment, with more than 90 staff recruited, including a number returning to work after career breaks and some entering employment for the first time.

Store manager Ewa Klepczuk said the team was "excited to finally open our doors" in Epsom and thanked the community for its early support, while the owners of the Ashley Centre described the opening as a "significant moment" that would boost footfall and strengthen the centre's position.

For Epsom's retail landscape, the development may mark more than just a new shop opening. It signals a shift towards high-volume, value-led brands as the backbone of town centre recovery—an outcome the Epsom and Ewell Times had already flagged as the most likely path forward.

Sam Jones – Reporter



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