



High Chelmer Chelmsford

MARCH 2013

Pedestrian Flow Figures

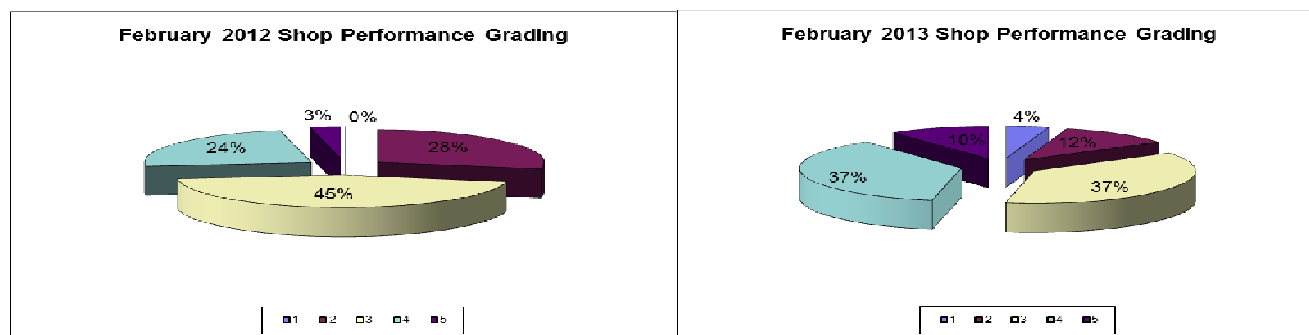
The Experian Footfall yearly change was +12.46% up for February, which once again compares favourably to the national year on year benchmark of -2.4%. The month on month figure is +4%, the national benchmark month on month figures was +7.6%. In term of the entrances, the figures were: East door +13.4%, West was +11.7% and Exchange Way was +11.1% on the year. Central Square figures for February were +10.3% (East +14.2%, West +6.6% and Exchange Way +8.1%). Chelmsford City Council are still experiencing difficulty in collating the High Chelmer multi storey car park figures however once they have resolved the matter they will feed us all the data that we require.

Retail Sales

For the month of February many of the stores have been able to report very positively on trading.

In East Mall the majority of stores reported good to very good trading with only one reporting a poor performance.

In West Mall trading struggled more – with more average and below average trading. In Exchange Way, was much more mixed some having an excellent month while others had a more challenging time. All of the stores with the exception of two in New London Road, Market Road and Cornhill have reported good or average trading. 84% of the stores scored average or above for the month of February compared to 72% for February last year. 47% of stores scored good or very good compared to 27% last February.



Marketing

On Saturday 23rd March from 11am – 4pm, High Chelmer provided shoppers the opportunity to get involved in Easter craft workshops complete with a chocolate gift tag icing station in exchange for a charitable donation supporting Broomfield Hospital. In addition a “Draw a Dream Egg” competition offered children the chance to win a giant egg courtesy of Thorntons. The winning drawing has been selected from all entries by the Centre Management Team and the winner has been invited to come into the centre to collect their prize from Thorntons and the Management Team. As part of the weekend GAME Store ran a successful FIFA13 football competition event in 9-11 Exchange Way.

A reminder about Easter hours - Friday, 29th March (Good Friday) - Normal trading hours, Sunday, 31st March (Easter Sunday) - Centre closed & Monday, 1st April (Bank Holiday) - Sunday opening hours

Centre News

High Chelmer East - Unit 40 – Body Shop – The new refit had a grand re-opening with a ribbon cutting ceremony and green carpet on Saturday 16th February.

High Chelmer West - Unit 17/18 – short-term fashion trader AnnA – has now left. Community Pop-Up Arts & Craft shop continues to be extremely well received and supported will move over into this unit as unit 19/20 is currently under offer to another fashion retail outlet. A group of Essex based Rotary Clubs have been using the former JJB unit to celebrate World Rotary day on the 23rd February. They continue occupation since the 15th February promoting their community services and Rotary International Aid Missions. Unit 26 – Invention gave notice keys were handed back

on the 1st March. Unit 33 – Menkind – left on 7 February, this unit is currently under offer. Neighbouring unit 34 is also under offer and strip-out works are due to start imminently.

Exchange Way - Unit 21 – Hub 2 moved to 9-11 Exchange Way for the time being whilst unit 21 is being stripped out for Runactive who will commence shop-fitting shortly.

1-4 Market Square – is being temporarily used as Ideas Hub 1 but uninhabitable at this time of year due to lack of basic facilities but likely to be re-activated in the Spring if still vacant.

The Customer Service team will shortly be distributing **Crime Reduction Guidance Booklet for Shops and Businesses**.

Local Property News

Chelmsford City Council is all set to erect 20 direction finder maps around the City Centre in order to help visitors find their way. They have embarked on a public consultation period for people to comment on design proposals and possible locations. High Chelmer hosted a display in Central Square.

Blockbuster in Springfield Road, Chelmsford are regrettably among the stores to shut down in the second wave of administrators Deloitte closures.

One of Chelmsford's oldest businesses has gone into administration following a downturn in trade. Moores jewellers based in Meadows Shopping Centre was originally founded in 1835 as H Chapman but was bought by the Moore family in 1996. The store will continue to trade until a new owner is found. Minx has also closed in The Meadows. Inspire a temporary fashion outlet has opened in the High Street.

JAM the temporary pop up kids fashion shop in Moulsham Street has now closed. The Futon Company has moved from the High Street side of Moulsham Street across Parkway to the Old Moulsham Street quarter. Furthermore KFC have also closed.

A Nigerian father of three is opening Chelmsford's first African restaurant. Peter Alegeh owner of Lekki Restaurant and Bar in Railway Street hopes to impress food enthusiasts with traditional Nigerian soups and 'moinmoin' steam puddings. The restaurant opened on the 1st of March.

A succession of traffic management problems associated with the Army and Navy Flyover caused gridlock during the first week of February. Essex County Council Highways took remedial action carrying out night works to rectify faulty signal cabling.

A woman died after falling from High Chelmer multi storey car park. Police and ambulance services attended the scene but sadly she died from her injuries. There have been several incidents of this nature in the past associated with this building and I believe that Chelmsford City Council's Public Health and Protection Service Directorate are carrying out a comprehensive risk assessment and looking at best practice from other Councils in order to investigate means of mitigating future occurrences.

A new Headquarters for one of Chelmsford's biggest employers has been given the go ahead Amlin UK has been granted planning permission to demolish 3 1960's/70's office blocks, the Court Yard, Caxton and St Mary's House in Victoria Road and build a new office complex.

Another old office block in the City Centre Elizabeth House has been granted consent of refurbishment and construction of new extensions to create new entrances and A3 unit at ground floor. Also a new front elevation to increase lobby areas above ground floor and roof infill extension. There will also be new windows to the third floor front elevation and provision of refuse and bicycle storage at ground floor level.

Local artists are brightening up public spaces with their work a part of a six month long project entitled 'Out There.' Gordon Flemons is the curator and first contributor of abstract images to what is being dubbed as 'the gallery outside.' Elaine Tribley has taken the historic Philip Reinagle painting of the Shire Hall and broken it up into puzzle pieces, which have been distributed on buildings throughout the City Centre for people to find except one piece leaving it up to the public to discover the missing piece.

A new dedicated live music venue is planned in Chelmsford entitled Asylum which will open at the Railway Arches in Viaduct Road.

Centre Management