



# High Chelmer Chelmsford

**DECEMBER 2013**

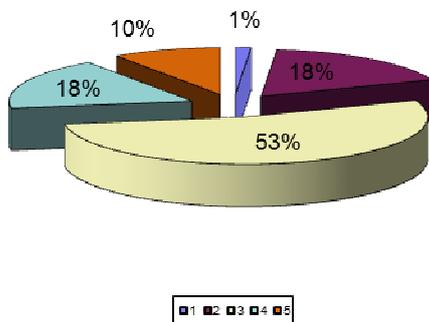
## **Pedestrian Flow Figures**

The Experian Footfall yearly change was down -3.9% for November. The National Benchmark year on year was down- 2.7%. The monthly centre change was up +8.7%. In terms of the entrances, the figures were: East down -7.69%, West was down -3.66% but Exchange Way was up+ 6.77% on the year. Central Square figures for November were down- 0.31% ( East down -1.46%, West down -5.97% but Exchange Way was up +10.59%). The footfall Experian graph is tracking just below the 2012 performance but well up on the year before.

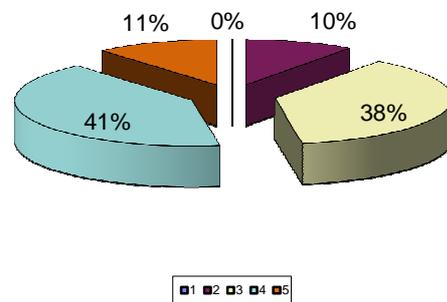
## **Retail Sales**

In October a very encouraging 52% of tenants reported good or very good trading, compared to 28% for October 2012. 38% of the stores scored average, compared to the 53% for last October. Only 10% scored poor to very poor this year compared to 19% for last October. For November 51% of tenants reported good or very good trading compared to 37% for November 2012. 46% of stores scored average, compared to 48% for last November. Only 3% scored poor to very poor this November compared to 6% for November 2012.

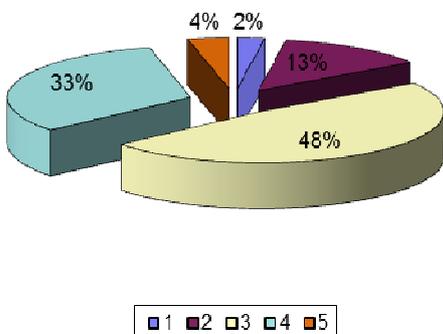
**October 2012 Shop Performance Grading**



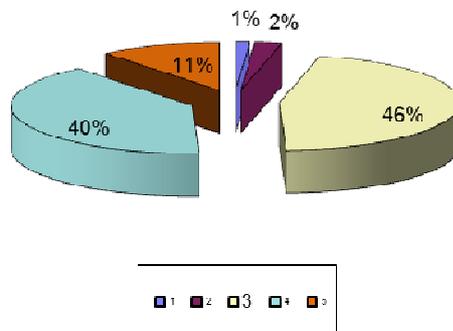
**October 2013 Shop Performance Grading**



**November 2012 Shop Performance Grading**



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## Centre News

### High Chelmer East

Unit 2b - Boots Opticians small redecoration programme of works took place during the night in early/mid November.  
Unit 3/4 - HMV X Factor winner Matt Cardle appeared in Chelmsford on the 28<sup>th</sup> October to sign copies of his latest album. The singer, 30, from Halstead came to the HMV store in the High Chelmer Shopping Centre on Monday evening where he met local fans of his.

Unit 41/42 – Superdry - Extensive shopfit completed. Soft open was on Thursday 31<sup>st</sup> October followed by hard opening on Saturday 2<sup>nd</sup> November. One cannot help but be impressed by the provenance of the materials used, slip bricks being used over 100 years old, season timbers used from old disused railway carriages and enough steel to build a battle ship.

### High Chelmer West

Unit 15 – Opened as temporary seasonal shop Christmas Time on 26<sup>th</sup> October.

Unit 21/23 – DW Sports opened Friday afternoon on the 5<sup>th</sup> October with a ribbon cutting launch on Saturday 6<sup>th</sup> October.

Unit 29b – New Look have carried out an extensive re-fit in the store to its new format over several nights closing on one day only to remerchandise.

### Exchange Way

Unit 9-11 – CeX opened on 11<sup>th</sup> October.

Unit 13 –STA Travel opened on 9<sup>th</sup> October.

Unit 25-27 - Co-op Supermarket has recently undergone an internal rearrangement of freezer cabinets and fixtures and fittings.

### Cornhill

Units 7 - currently under offer.

Unit 8 – now trading as Mr T Unlock and Repair Centre

## Marketing/Events

### Hospital Radio

Are aiming to enhance shoppers experience again this year at High Chelmer by spreading the Christmas cheer at a special roadshow. Volunteers from Broomfield Hospital's own radio station will keep customers entertained with festive tunes and Christmas competitions on Saturday 21 December. Between 10am and 4pm, gift hunters can meet the HRC team, say hello to Santa who will be dropping in with a few special gifts, and request their favourite songs to ease them through a busy day of shopping. Most importantly you can support with a fund raising donation. Hospital Radio Chelmsford holds a roadshow in the City Centre every Christmas to raise funds to continue its invaluable work in the community whilst increase the public's awareness of the station. Free to listen to, HRC broadcasts 24 hours a day, seven days a week, even during the festive period. Volunteers visit the wards on a daily basis to collect requests and chat to patients in order to help make their time in hospital a little bit brighter. The charity relies solely on donations to remain in existence.

Sam Jenkins, HRC Chairman, is looking forward to this year's Christmas roadshow. She said: "For many patients, Christmas can be an especially difficult time in hospital, away from their families and the comfort of home. Hospital Radio Chelmsford will be broadcasting them a personalised service over this period. "The High Chelmer event is always good fun and well received by the city's shoppers who are eager to join in with the festivities. The event provides us essential funds to continue our broadcast and ward visits, at this particular time these help us bring a bit of Christmas magic to those that need it most." For more information, please contact Simon Brown at [communications@hrc.org.uk](mailto:communications@hrc.org.uk)

### JLL Marketing

#### Letters to Santa Event

On Sunday 1<sup>st</sup>, 8<sup>th</sup> and 15<sup>th</sup> December, High Chelmer hosted free Christmas entertainment for shoppers each day from 11am – 4pm. The 'Letter's to Santa' activity saw over 500 visitors across the three Sundays; with families and children of all ages enjoying the interactive event. The Christmas Sundays' campaign was promoted via press advertisements in the Essex Chronicle and Chelmsford Weekly News, a Facebook advertising campaign, communication across all our digital platforms and on site collateral. The Facebook ad campaign in particular showed great engagement; with 2,848 clicks through to the High Chelmer page, 85 new likes and over 250,894 impressions.

**Shopper feedback...**

*"This is fantastic for the kids, we're so glad we came along after seeing it advertised in the paper!"*

*"We can't believe the activity is free... the entertainers and their costumes are great, I've not seen anything like this in Essex before!"*

*"Thank you for making her (child) feel so special"*

*"What a wonderful idea - thank you!"*

*"My kids have loved today, it's usually so expensive to pay for the kids to see Santa – I'm shocked it's all free! I'd like to write a letter to the centre to thank them for putting this on for us."*



**Tenant Liaison:**

A copy of the latest marketing newsletter was distributed to all tenants earlier in the month featuring results for the highly successful Autumn Winter Fashion Weekend and Student Lock-In activity. The newsletter also highlighted ways in which stores can be involved in forthcoming events and once again promoted the accessibility of the Tenant Login portal on highchelmer.com.

**Social Media:**

As of 28th November the High Chelmer Facebook page had 5236 likes (+4% MOM) whilst Twitter had 1095 followers (+5% MOM). In-centre events and community activity (i.e. fundraising) proved very popular online and there has been significant conversation around The Discovery Festival on Twitter. On Facebook, Christmas Sundays have proved very popular within the last week and we expect this to aid interaction and fan growth within December.

**Community Events****Farleigh Hospice**

Knitted Christmas tree this year in Central Square is celebrating 30 years of Farleigh Hospice caring in the community. The squares and decorations have been knitted by the ladies of the FHC Group and knitters in the community as contribution to 30 years of work! After Christmas the Groups intention is to make the squares into blankets. If you would like to purchase one of the blankets for a minimum donation of £5.00 please call Sheila Gunson on 01621 816084.

**Hand in Hand Thank High Chelmer**

For supporting them in an awareness display and charity collection on 23rd November. Hand In Hand are passionate about giving children born in poverty a hope for the future. Since the charity began in 1998 their ultimate aim continues to be for each child's life to be transformed and the cycle of poverty to be broken – in 2012 Hand In Hand supported over 2700 children. With teamwork at the heart of all they do they stand with their 12 project partners in Kenya, Tanzania, Uganda and Ecuador offering support, feedback and access to funds whilst relying on their experience, perseverance and local knowledge.

The event at High Chelmer raised £340 on the day. Christina Evans, fundraising manager said, “We were absolutely delighted to have a stand in High Chelmer promoting the work of Hand In Hand and raising awareness of what we do.” Mick McDonagh, Centre Manager said, “Showcasing local charities and their good deeds is very important to us at High Chelmer, being the heart of the very community in which we reside. We are so pleased they had such a successful day.”

**Enterprise in Education Trade Fair**

An event was held in the Centre on the 4<sup>th</sup> December by Enterprise in Education. Several groups of pupils from Beauchamps High School in Wickford (aged 13 and 14) formed their own companies and held a trade fair at High Chelmer – encouraging future entrepreneurs!

**Young Enterprise Trade Fair**

This event was held in the Centre on the 11<sup>th</sup> December and was the Essex Central Christmas Trade Fair where companies from schools throughout Essex participated in the Young Enterprise Company Programme. They had the opportunity to trade with real customers in a prestige retail environment. Each company had a Trade Stand displaying their products and organisation. The event was seen as a valuable business education opportunity, with the students gaining hands on experience in a live business situation, which will develop and benefit both themselves and their companies.

**High Chelmer Centre Management and Customer Service Team would like to wish you all a very happy Christmas and a prosperous and successful New Year.**

**Centre Management**