



High Chelmer Chelmsford

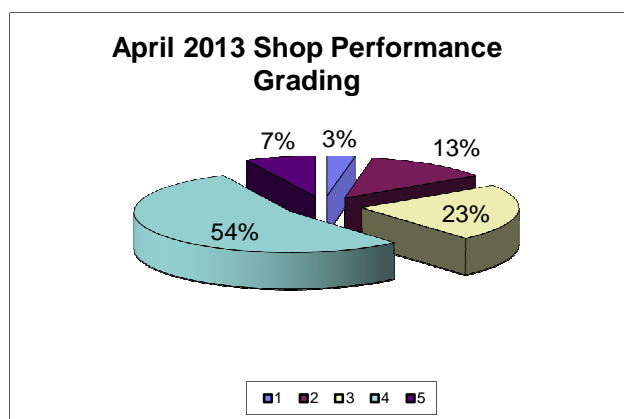
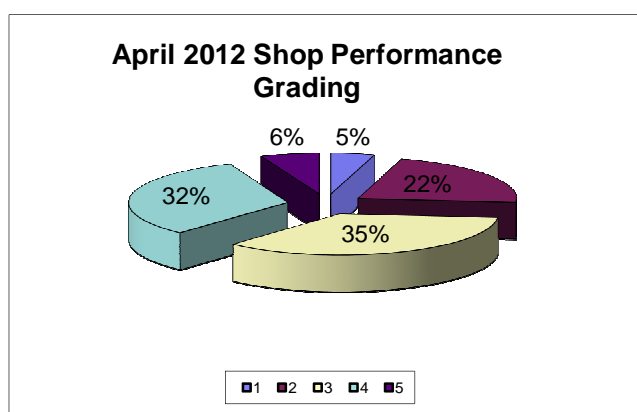
MAY 2013

Pedestrian Flow Figures

The Experian Footfall yearly change was +10.13% up for April, which once again compares favourably to the national year on year benchmark of -4.4%. The month on month figure is -18.3%, the national benchmark month on month figures was -21.0%. In term of the entrances, the figures were: East door +12.03%, West was +10.33% and Exchange Way was +5.07% on the year. Central Square figures for April were +8.37% (East +15.34%, West +4.4% and Exchange Way +1.29%). 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

61% of tenants reported good to very good trading in April compared to 38% last year. 23% of the stores scored average for the month of April compared to 23% for April last year. Poor or very poor figures this year were 16% this year compared to 27% last year.



Marketing

JLL Marketing has recently distributed a tenants' newsletter detailing the Centre's marketing initiatives and we would recommend that all tenants make use of the website as fully as possible providing updates for your own web page, especiall7y the tenant portal which gives you access to a whole host of property information. Please contact Chris Coleman Brown at JLL Marketing on 0203 147 1026.

High Chelmer is also sponsors of the Chelmsford City Centre Events listed below. See attached leaflets for further details.

City diversions Festival Twilight Spectacle Chelmsford – Saturday 25th May.

3 Foot People Festival being held on the 1st, 2nd, 3rd and 4th July.

The Fling Festival is taking place on Saturday 6th July.

Bank Holidays

Just a reminder that Monday 27th May is a bank holiday and the Centre will be opening Sunday hours as usual.

Centre News

High Chelmer East

Unit 8 – River Island – unit make-over currently being discussed.

High Chelmer West

Unit 12 – Trendz (ladies fashion) opened last week.

Unit 17/18 – currently being occupied by Community Pop up Arts and Crafts Shop

Unit 19/20 – opened earlier this week as another fashion retail outlet

Unit 21/23 –Rotary Club have recently completed a stint of promoting their overseas charity work. The unit will be used to host Bobby Girl's Vintage Fair 25-27 May, selling vintage, retro and handmade goods with over 30 stalls.

Unit 34 – currently being shopfitted for tReds a designer brands footwear store.

Unit 1-4 Market Square – Ideas Hub 1 has now re-opened with a full programme of activities and workshops.

Exchange Way

Unit 21 – currently being shopfitted for Run Active (sportswear and sports footwear).

Unit 23 – As Good As Gold (jewellers) opening imminently.

Local Property News - Carley Beck, the Centre's Deputy Manager, joined more than 100 business people at the inaugural Chelmsford City Networking event, organised by the Essex Chambers of Commerce at Boreham House in order to share and swap their collective business expertise.

Construction work started in April on Anglia Ruskin's new business centre, The Medical Business Innovation Centre (MedBIC) hopes to attract 78 new businesses to Chelmsford, creating 120 jobs.

The Community Investment Company (CIC) entitled Changing Chelmsford continues to keep the Shire Hall in the public eye. The Shire Hall has stood for 222 years as the focal point at the top of the High Street but faces an uncertain future, following the departure of the Magistrates Courts last year to new premises. Changing Chelmsford and the Chelmsford Civic Society continue to press for community involvement in decisions over the future of the building.

Chelmsford's Flood Defence project in Margaretting and the Wid Valley has started and will continue for approximately six months.

Bellway Homes has been given planning permission by Chelmsford City Council to construct 437 homes, mixed between flats and terraced houses on the former Marconi factory site, off New Street. Also included in the plans are office buildings, retail units, green areas and cycle links to the City Centre.

A ceremony was held in early March to mark beginning of the £100m redevelopment of the former Anglian Ruskin University City Centre campus by Genesis. The project will provide a mixture of approximately 500 affordable and private homes and is expected to be completed by 2015. The works also include the renovation of the historic Anne Knight and Frederick Chancellor buildings.

Minx Fashion ceased trading and moved out of the Meadows Shopping Centre and Moores Jewellers also in the Meadows has gone into administration, with a closing down sale. A Home of Gadgets Shop has opened in a unit on the corner of Baddow Road with a 1 hour photo to canvass service coming some. The KFC in Moulsham Street has closed upon expiry of the lease on March quarter and the unit has been boarded up.

Inspire Fashion has opened in the High Street, near Debenhams.

Work Place Learning - www.exemplas.com - The Work Place Learning programme is a Government-funded initiative delivered by Exemplas, with the aim of providing free training up to value of £1,500 per person, to support lesser-skilled individuals improve their career options within your business.

The training is available free-of-charge for businesses who wish to up-skill both new and long-serving employees, to a standard that will ensure they add maximum value to your business, enhance their skills and make them feel valued as an employee.

To find out more about whether your employees are eligible for the Work Place Learning offer from Exemplas call 0845 6009130 or e-mail: skillsdevelopment@exemplas.com.

Birketts' Race 4 Business is on Thursday 20th June raising funds for SNAP (Special Needs and Parents) a charity that provides vital support in Essex. It will be a 3.5 mile run around Chelmsford parks for more information www.birketts.co.uk/raceforbusiness

High Chelmer will be participating in this year's **Dragon Boat Race** on Sunday 16th June, all funds raised will go to The J's Hospice.

Centre Management