

newsletter

Issue One • May 2013



High Chelmer
Chelmsford

Welcome to the first High Chelmer Marketing team newsletter. Produced on a quarterly basis, our newsletters are designed to give you all the information you need to get involved with our marketing activities, participate with our planned events and ultimately help drive your store sales performance.

Our core marketing objective is to enhance our brand identity by increasing awareness of our total offer and deliver greater sales, improved footfall and stand-out opportunities for our tenants. To achieve this we need you to participate in a two-way dialogue with us, so make sure you get in touch and keep us informed of all your exciting news, sales promotions, charity initiatives and more.

High Chelmer's New Website...

Have you seen High Chelmer's brand new website? Launched last month our new site gives all our tenants greater opportunities for content promotion and is the perfect way to promote store offers, job vacancies and special events through your very own dedicated page and our major homepage image rotator.

With 36% of our website traffic now coming via mobile devices (Google Analytics – January 01 to 31 December 2012) our new website is fully mobile enabled to give all shoppers the very best user experience – converting to an app style formation for smartphones to ensure ease of use and quick access to content.



Tenant Login...

All tenants can log on to our specially dedicated Tenant Portal on www.highchelmer.com

Having registered, you will receive your own unique login details which will give you access to weekly footfall statistics and essential operating handbooks plus the latest newsletters from High Chelmer's Centre Management and Marketing team. To register simply visit www.highchelmer.co.uk/tenants-login

Footfall...

It's been a fantastic start to 2013 with current footfall standing at +6.65% year on year (up to and including week 17 2013 v.s. the same period for 2012).

If you would like to discuss ways in which your store can get further involved with High Chelmer's Marketing activities, and make the most of this extra shopper traffic, simply contact our Marketing Team who will be happy to discuss the variety of opportunities that are available.

Social Media...

As of 24th April 2013 we have 3,055 fans on our Facebook Page and 683 followers on Twitter. Our social media pages offer you the perfect vehicle to drive awareness of your latest offers, run captivating competitions and drive footfall to your stores. If you would like to be further featured then contact High Chelmer's Marketing team today.

Research Takeaways...

In March the owners of High Chelmer undertook a major piece of quantitative and qualitative research which saw a sample of 1,000 shoppers interviewed during week 10 of 2013.

The focus of this activity was to help understand more about our core shopper market and the High Chelmer marketing team will be using the research results to guide and influence our future strategy and activity. An overview of research results will soon be added to the Tenant Portal on highchelmer.com – for now a few takeaways are as follows...

- High Chelmer's shopper profile is dominated by the most affluent ACORN profile group, Wealthy Executives, during weekdays and at weekends
- 86% of respondents live within a 20 minute drive time to High Chelmer
- 63% of respondents come at least once a week
- 76% of respondents shop about the same or more at High Chelmer than they did 2 years ago – only 18% shop less
- 42% of people said High Chelmer is their favourite shopping destination beating Westfield Stratford (14%), Lakeside (11%) and Bluewater (7.6%)
- Average shopper spend is £23.30
- 52.5% of respondents would use a High Chelmer gift card



Your Events - tell us so we can tell your shoppers...

We recently produced visuals for River Island to help drive awareness of their Student Shop-In event and Store manager Danni was delighted with the results... "We were given details by our head office of our 3 day, 20% off event and the High Chelmer marketing team produced website imagery and social media content to help drive awareness. The event proved hugely popular and we'll definitely be getting in touch next time we have something to shout about!".

High Chelmer's marketing platforms are there to be used by all our tenants so make sure you tell us of your latest news, offers and upcoming sales incentives so we can encourage shoppers to spend more with you!

Get Involved... Chelmsford's 3Foot People & Fling Festivals...

In early July High Chelmer will be taking a prime position at both the 3Foot People and Fling Festivals to help drive awareness of our shopping offer. We will be delivering a photo-themed activity to capture images of festival goers, which will be used to create a special art installation under the theme **'We are Chelmsford... Many Minds, One Heart'**.

To drive footfall and sales from festival goers we will be producing a total of 5,000 voucher booklets which will be hand distributed during the events. We have a maximum of 12 voucher spots available and are looking to feature very strong, footfall influencing offers.

If you would like to be included in our voucher booklet, or indeed participate at the events by delivering a pop-up experiential display, then get in touch as soon as possible.



Contact Us...

To get involved with any of the activities in this document, or to discuss any ideas you may have, please contact...



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