



High Chelmer Chelmsford

JULY 2013

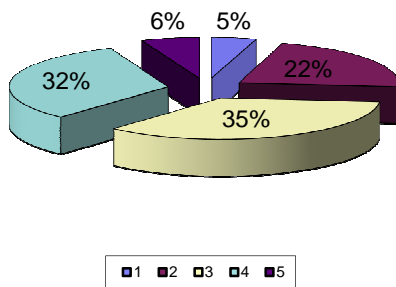
Pedestrian Flow Figures

The Experian Footfall yearly change was + 6.96% up for June (+7.4% In May). The National Benchmark year on year was -4.4% (-3.4% in May). The monthly Centre change was +27.7% (May was -1.6% on April). In terms of the entrances, the figures were: East door +8.89%, West was +4.98% and Exchange Way was +4.96% on the year. Central Square figures for June were +7.69% (East +14.18%, West +1.27% and Exchange Way +5.08%).

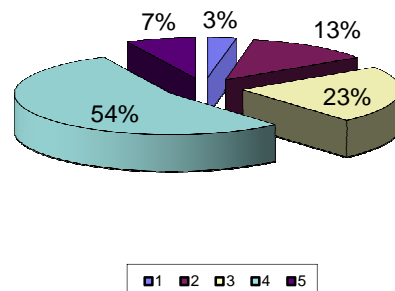
Retail Sales

61% of tenants reported good to very good trading in April compared to 38% last year. Poor or very poor figures this year were 16% this year compared to 27% for last year. However in May was not so buoyant with 35% reported good to very good compared to last May reporting 39%, furthermore last May poor to very poor was only 15% but this year in this category was 21%. In June we appeared to match last year and this year on good/very good trading at 44% and the poor/very poor category at 16%.

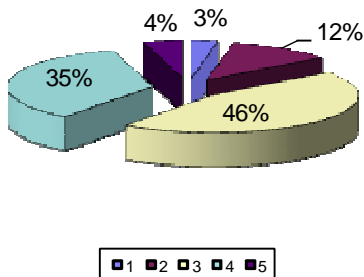
April 2012 Shop Performance Grading



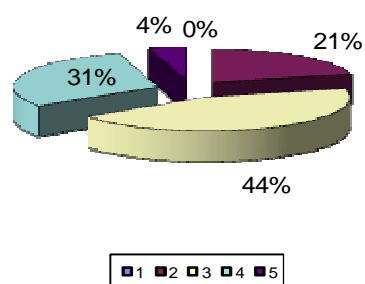
April 2013 Shop Performance Grading



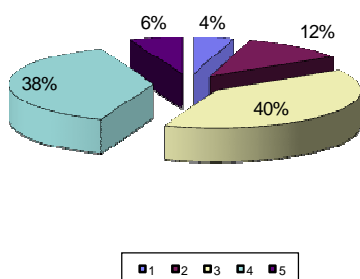
May 2012 Shop Performance Monitoring



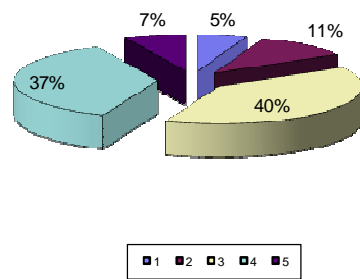
May 2013 Shop Performance Monitoring



June 2012 Shop Performance Monitoring



June 2013 Shop Performance Monitoring



Marketing

We continued to assist Evoke nightclub with banners promoting live bands and performances, including The Blockheads (27th June) and more recently Geno Washington in Central Square. Evoke was also used as a venue for a wedding fair and boxing exhibitions.

We also produced banners for Hub 1's forthcoming event – Our Big Gig to be held on 13th July. We assisted Chelmsford City Council Cultural Events team with floor vinyls and banners and posters, as well as mall screen activity for The 3 Foot People Festival (1st – 4th July) and The Fling (6th July).

Game made use of a vacant unit in Exchange Way to promote new gaming formats.

We are also displaying a banner for Farleigh Hospice.

John Caine, winner of the Twilight Spectacle competition, run in conjunction with Chelmsford City Council, received £100 worth of gift vouchers from High Chelmer.

On 3rd and 4th July in association with Bang & Olufsen we created a Wimbledon viewing area for the finals weekend. Bang & Olufsen provided a large screen with an impressive audio system to promote their products and Starbucks offered the viewers strawberry and cream frappuccino samples. As for the tennis itself.....the rest is history!



We hosted an extremely popular event on Saturday 29th June for Armed Forces Day, involving seven armed forces organisation: Royal Navy Association, Royal Marines Association, Fleet Air Arm Association, RASC/RCT Association, Parachute Regimental Association, Royal Air Forces Association, Royal British Legion. The event included memorabilia, pictures, photographs, medals and charity information for each of the organisations, as well as two jeeps in Central Square and an armoured half-track in Market Square. Members of The Royal British Legion Territorial Army marched from Westcliffe on Sea to High Chelmer where they were greeted by pipers and were accompanied by the Mayor at the Centre.

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, especially 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.

The 3 Foot People Festival which was held on the 1st, 2nd, 3rd and 4th July was once more extremely popular. The High Chelmer marquee offered little ones an arts and crafts theme with painting and playdo on offer. A camper van photo booth also featured so mums and tots would always remember the day.



The Fling Festival took place in Central Park on 6th July and was once again a huge success. We supported the Fling by offering a leopard-print photo booth whereby festival-goers could come along dress up in crazy hats and more and have some digital prints taken. This was busy all evening. We have enclosed the voucher booklet which was given to all attending our marquee to help stimulate retail sales for those participating.



The Moshi Monster Bus is coming to town on 17th and 18th August and will be parked in Market square. There will be a character meet and greet area downstairs and a retail area upstairs where children can exit the bus via a slide by the tills or via the stairs. There will also upstairs be 2 DS Consoles with an opportunity to try the new Moshling Theme Park Game.

There are three initiatives that we are supporting with the local authority:

- Keep Safe Scheme - which is for people with learning disabilities. 'Safe havens' have been identified so if anyone with learning disabilities finds themselves in trouble, for example they might have lost their money, phone or have been a victim of crime then they can go to one of the safe havens and find a member of staff there who will be able to help them and if necessary they can make a phone call to their carer. Confirmed safe havens include High Chelmer (a Help Point will be positioned to the rear of Starbucks by the exit door into the yard), the library, Riverside Ice & Leisure, Odeon cinema, Chelmsford Volunteer Centre, Tesco in Springfield Road and more. If your shop would like to be a part of the Keep Safe Scheme then please call Rachel Kearn on 01245 606341.
- Litter 'Keep it Clean!' campaign – Chelmsford City Council are getting tough on fining people found littering which includes casual discarding of cigarette butts and local enforcement officers will be issuing on the spot £75 fines. Did you know that £850 million is spent per year clearing litter from Britain's streets (this could pay for 33,200 nurses!)? Every piece of litter damages the environment and increases fear of crime and anti-social behaviour.
- Pigeon feeding – alongside the litter campaign the local authority will be getting tough on the feeding of pigeons around the town. A similar fining procedure will be put in place. They are potential transmitters of major diseases and large numbers can cause odour and noise pollution. Pigeon fouling can stain and corrode buildings, damage valuable vegetation and create a slip hazard.

On the subject of **litter** – we have received several complaints from some tenants that other tenants are using their bins. Tenants are responsible for their own malodorous waste and these bins can be lockable on non-delivery days.

Centre News

High Chelmer West

Unit 17/18 – Community Pop up Arts and Crafts Shop will be vacating the units as on 29th July Eye Candy will take possession

Unit 19/20 – opened earlier in the month as Magenta a fashion retail outlet

Unit 21/23 – currently under offer to another sports retailer.

Unit 33 – Thorntons relocation across the mall to make way for the new development.

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

Exchange Way

Unit 9-11 – is currently under offer to CEX

Unit 21 – Run Active opened for business on 6th June

Unit 23 – As Good As Gold – opened for business on 25th May

For a limited time until only Wednesday 17th July see the Essex Schools Showcase for the Arts throughout the malls and at the old JJB unit, not only displaying the wonderful art from our local young people of Chelmsford but as you know we have been showcasing the local musical talent also. Make the most of it until the deadline. Enclosed is the programme of the Essex Summer of Art.

Local Property News

Demolition continues on the Aquila site of the former Barclays and NatWest Banks.

The Genesis (on the former ARU site) and Bellway Housing (on the former Marconi site) projects continue.

The former Select cinema in New Writtle Street has been demolished and five houses will be built on the site.

Work continues on the refurbishment of Elizabeth House on the corner of Baddow Road/Parkway, creating 13,000 sq ft of refurbished office space.

Gay Pride parade and musical festival took place in Central Park on 22nd/23rd June. A celebration of diversity and equality saw thousands from lesbian, gay, bisexual and transgender community gather for a weekend of fun. The City's Central Park was transformed for Essex pride's flagship event of the year on Saturday and Sunday which celebrated everything about LGBT life. Charlie Gemma and Bobby from TOWIE popped into Pride to do a bit of filming.

Hundreds of people from the Essex business community swapped their suits for running trainers at the 15th annual Race4Business. The 5km charity race through Chelmsford City Centre on Thursday 20th June organised by law firm Birketts, paved way for hundreds of serious runners, but also scores of pranksters dressed as superheroes, giant dogs and cavewomen. Carley represented High Chelmer participating in this successful charity fund raising event.

Graffiti alleged to have been scribbled on the glass of a now closed-down Spurs shop has been removed. In reference to Tottenham Hotspur's Premier league performance last season, a suspected Arsenal fan last week wrote, "If you came 4th, you would have stayed open!"

Chicago's Nightclub in the City has been rescued from administration after being taken over by Chicago Leisure safeguarding 29 jobs.

A new £600,000 cycle point has been installed at the City's station by train operator Greater Anglia creating an extra 1,000 spaces for bicycles to be parked and stored during the day. The facility will be monitored by security guards and the CCTV system alongside cycling retail, hire and maintenance facilities.

Brightly coloured giraffes have descended across Essex to mark Colchester zoos 50th birthday. The 30 sculptures have all been sponsored by local businesses, which chose designs from more the 100 artists submissions. Giraff-oovy Baby painted by artist, Valerie Osment and sponsored by entertainment specialist Clarke Infinity is on Chelmsford High Street. Afterwards, the giraffes will move to London for a farewell tour before being auctioned for the zoo's charity Action for the Wild.

£1.6 million project to tackle congestion at the City's Army and Navy roundabout/flyover has been criticised insufficient. Work is expected to begin in September creating a third lane along a 200m stretch of parkway westbound to Lymouth Avenue. Critics claim that this is not enough a that a two way flyover to replace the one way system built as a temporary measure 25 years ago should be the priority. Work is expected to take 3 months to complete.

Moores Jewellery in The Meadows closed at the beginning of June as did Naked Flame.

A temporary Zagger fashion store in Baddow Road closed, as they relocated back into their recently refurbished 17th century unit further up the street.

Inspire fashion in the High Street closed on Friday 12th July.

The former Kentucky Fried Chicken outlet in Moulsham Street that closed last month is being shopfitted as a Perfect Fried Chicken outlet and an Asian mini-mart has recently opened in Moulsham Street.

Four retailers have recently announced that 2,000 may be at risk as they head for administration, Internacionale, ModelZone and Ark have each filed notice to appoint administrators, whilst, Dwell, the furniture retailer, has confirmed administrators.

Centre Management