



High Chelmer Chelmsford

MARCH 2014

Pedestrian Flow

The Experian Footfall yearly change was up 4.48% for January. The National Benchmark year on year was up 3.4%. The monthly centre change down -41.5%. In terms of the entrances, the figures were: East down -1.39%, West was up +6.58% and Exchange Way was up + 9.67% on the year. Central Square figures for January were up +6.33% (East up + 4.03%, West down + 3.83% and Exchange Way was up +14.25%).

The Experian Footfall yearly change was up 1.38% for February. The National Benchmark year on year was up 1.4%. The monthly centre change up 0.9%. In terms of the entrances, the figures were: East down -1.26%, West was up +2.69% and Exchange Way was up + 6.20% on the year. Central Square figures for February were up +2.24% (East down -0.39%, West up + 0.45% and Exchange Way was up+ 9.73%).

Chelmsford City Council has now provided car park figures as follows:

High Chelmer

January 2013 33457
January 2014 43325 (+29.49%)

February 2013 32435
February 2014 39722 (+22.47%)

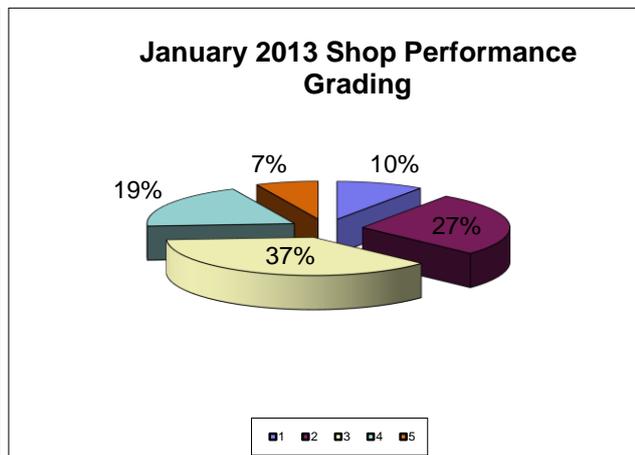
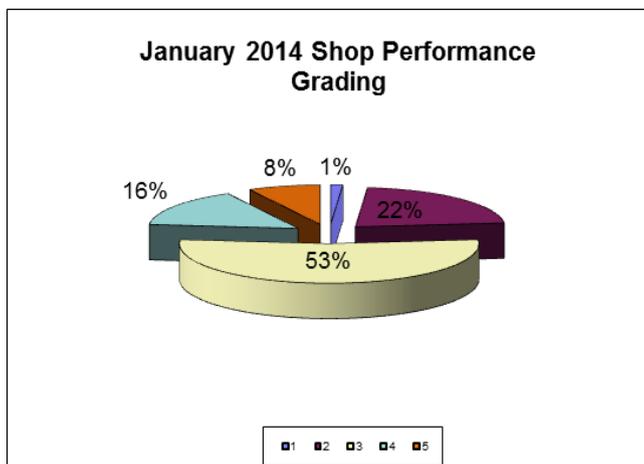
Meadows Surface

January 2013 29012
January 2014 47841 (+64.9%)

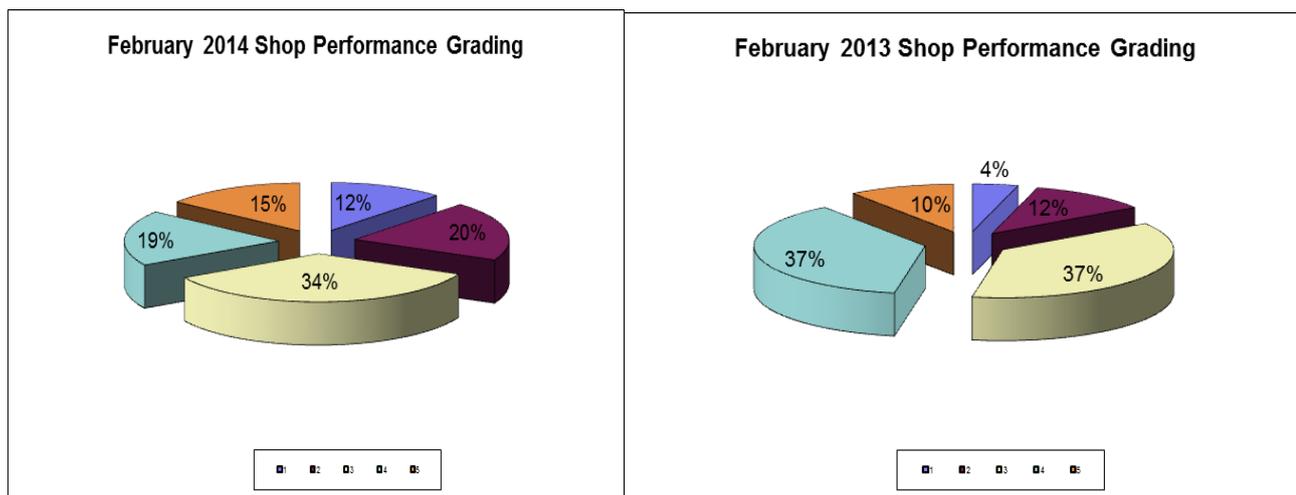
February 2013 27466
February 2014 43478 (+58.30%)

Retail Sales

For January, 24% of tenants reported good or very good trading compared to 26% for January 2013. 53% of stores scored average, compared to 37% for last January. Only 23% scored poor to very poor compared to 37% for January 2013.



For February, 44% of tenants reported good or very good trading compared to 47% for February 2013. 34% of stores scored average, compared to 37% for last February. 32% scored poor to very poor compared to 16% for February 2013. This trend also appears to be reflected in national retail sales feedback.



Centre News

Easter Trading Hours

A reminder about Easter hours - Friday, 18th April (Good Friday) - Normal trading hours, Sunday, 20th April (Easter Sunday) - Centre closed & Monday, 21st April (Bank Holiday) - Sunday opening hours.

Bank Holidays - 5th May, 26th May and 25th August – Sunday opening hours

Approval has been given for major extension to the west section of High Chelmer. The move will add several thousand square feet of retail space along with new toilet facilities and a two-storey façade looking out on Bellmead. In addition we have submitted a planning application for a Restaurant Quarter involving units 1- 5 & 22-24 Exchange Way which involves: a change of use from A1 to A3 and alterations to frontages to said units; roof alterations and single storey rear extensions; alterations to shopping centre entrance and re-landscaping and design of public space to Exchange Way including outdoor seating areas.

We carried out extensive market research last year and a considerable amount of people expressed an interest in toilet facilities for the centre as well as more and diverse dining experiences in High Chelmer and the City Centre, so it could be said that we are simply providing what our customer have asked for. The importance of Food and Beverage as part of a Centre’s tenant mix has become prevalent in recent years. There is a huge interest in dining out and people trying different cuisines. This is our contribution together with other in the City to aspire to make Chelmsford the ‘foodie’ capital of Essex.

Preliminary works will soon be starting on what will eventually be the replacement of the old and dilapidated gates and barriers with new more robust automatic vehicular/pedestrian access gates comprising a digital CCTV intercom control system. This work is necessary to improve the centre’s back door security and counter terrorism resilience.

We are also embarking on another project to provide free WiFi throughout the centre to further increase dwell time and customer experience visiting our shops, cafes and restaurants.

February proved to be one of the wettest winters since records began in 1910. This, together with high winds, exposed weak points in the Centre’s roof infrastructure causing more Mall leaks than usual. The weather has now improved, thanks to the onset of Spring and meetings are taking place with our roofing specialists to ultimately remedy this issue.

High Chelmer played host to an Enterprise in Education Programme on Wednesday 5th February which was a BTEC programme for Great Baddow High School, where Mick and Carley gave presentations to an audience of

teachers and GCSE students followed by a Centre tour, where they were also given a presentation by Topshop on career opportunities in retail.

Vision Express Corporate Eye-care for High Chelmer tenants

Vision Select is a flexible benefits package that provides substantial eye care savings to employees within the centre and members of their family through discounted online vouchers as follows: free eye test, including digital retinal photography, upon purchase of complete glasses over £50, 2 for 1 designer glasses (designer glasses) or save £30 on complete glasses, save £70 when joining our contact lens direct debit scheme (Complete Contact Care) - terms and conditions apply, 10% off non-prescription sunglasses, Triple Nectar Points and additional vouchers for family. Staff in the centre would just need to take their name badge into the shop to claim the discounts.

Herbs in High Chelmer

Nine types of herb can now be picked for your pleasure in High Chelmer, thanks to three sustainable food lovers. Thyme, sage, parsley, lavender, chives, marjoram, rosemary, oregano and curry were planted in the Centre. The idea was that Sophie Blythe Project Manager for Edible Essex which promotes public food growth and Lib Dem city councillor Linda Mascot and Mark Springett. The herbs each come with a sign explaining what they are, how they can be used and their taste and scent. There is also a sign from passers-by to “Smell it, Touch it, Pick it, Use it.”

RAFA

The Chelmsford Branch of the Royal Air Forces Association recently held a fund raising activity in a pop up unit in West Mall. The event took place from 27th January to 2nd February 2014. They managed to raise a total of £1,297 during the course of the week which will go to the Royal Air Forces Association Charity “Wings Appeal”. RAFA, The Royal Air Forces Association (or RAF Association), is a membership organisation and registered charity that provides welfare support to the RAF Family. Receiving no government contributions, their work is completely funded by the generosity of their members and through vital donations from their supporters in the general public and from businesses.

Marketing/Events

Issue 4 of the Centre’s marketing newsletter was produced and JLL Marketing representatives and was distributed on-site at the end of January.

High Chelmer Pantomime Week

It was a busy week for High Chelmer as we welcomed our friends at The Panto Bus Ltd for a week of Free February Fun Day activities to Central Square from Thursday 20th to Saturday 22nd February 2014. Children and parents alike were treated to live Panto performances – from the cast of the Dick Whittington, face painting, balloon making and competitions, each day from 10am – 4pm all FREE! One lucky shopper also won a free pantomime performance for their children’s school.



These activities proved to be extremely popular with parents and young children but it soon became apparent with feedback from several shops and stores that the event became a victim of its own success. Whilst footfall was well up Thurs +10.5%, Fri +13.4% and Sat +8.8% the overall raucous and noisy activities proved to ultimately be a distraction to sales and selling for several stores in the area. Therefore if we were to repeat a similar event in the future we would certainly consider doing so elsewhere in the Centre and in a different way.

We hosted a Cinderella-like event on Saturday 22nd March entitled 'If the Shoe Fits', where shoppers had the opportunity to win a pair of shoes. Participants were asked their shoe size, they then picked a shoe box and if the shoes were the correct size for them, they won the shoes. There was also an opportunity to enter a competition to win a pair of Jimmy Choo Shoes. The event proved to be very popular with shoppers and the Centre's retailers – many of whom had provided the shoes for the competition.



Later this year we will be supporting the England team in the World Cup. We will be displaying a giant High Chelmer football together with flags of the participating nations in the atrium above Centre Square throughout the tournament and after the World Cup final these will be taken down and in their place we will be displaying a giant version of the 'Deadman's Penny' in order to support the Chelmsford Civic Society to commemorate the First World War centenary. Chelmsford Civic Society has received £10,000 from the Heritage Lottery Fund (HLF) for their Chelmsford Remembers project. Awarded through the HLF's First World War: then and now programme, the project will focus on the impact of the Great War on life and work in the City of Chelmsford. Other projects on this theme are planned for later in the year.

City Centre Management – St. George's/Easter event – Saturday 19th April 2014

CCM are looking for 6 retailers to take part in an Easter Hunt. It would involve displaying one of the letters which make up the word EASTER in your shop window which ultimately would lead them to a prize once the leaflet which they write the letters on is handed in. They are also looking for any chocolate or voucher style prizes. Please let Candice Robinson/Mike Wray know if you want to get involved on 01245 606811.

Town Twinning / Work Experience

We have been approached by the Town Twinning Association to see if any of High Chelmer's retailers may be able to offer a German student work experience within their store (28th July – 8th August). The young lady in question is from Backnang (one of the town's with which Chelmsford is twinned) although she is fluent in English she wishes to improve her knowledge of the everyday spoken language. If you think you may be able to offer a temporary position, please speak to a member of Centre Management.

Local Property News

Time sensitive work to rip up and replace all of Chelmsford High Street's obsolete and ugly paving stones will start later this year. The £7million facelift will see the High Street revamped for the first time since it was pedestrianised in 1991. Work costing about £1 million for Half Moon Square opposite High Chelmer entrance, entirely subsidised by John Lewis developers Aquila will start first.

Work has started on a new £13.5 million HQ in Central Chelmsford. Insurance firm Amlin is moving from its two offices in Parkway to a new five-storey premises in Victoria Road. The building will cover 65,000 sq ft and replace three disused office blocks –The Courtyard, Caxton House and St Mary's House.

Engineering work started as part of a project to alleviate congestion at a traffic hotspot in Central Chelmsford. Essex County Council's £1.6 million project underway to add a lane at the Army and Navy roundabout,

Parkway, towards the Odeon roundabout. During off-peak hours, one lane in parkway, leading from the roundabout to the city centre, will be closed while maintenance is carried out. The scheduled completion date for the project is March next year. Last May £1.1 million funding was given by the Government to the scheme. As well as this project, another plan costing £2 million, funded by the county council and the Government, to lengthen the slip road linking Parkway and Chelmer Road, is also due.

Morrisons has arrived in the High Street creating 20 jobs. Its M Local convenience shop opened in the former city centre Burger King. It is open daily from 7am to 11pm offering groceries, a salad bar and hot food and drink. Also an application has been received for Cater House 49-50 High Street (above Morrisons) for a change of use and conversion of floors 2-8 from B1 offices to 31 residential apartments.

Last May, Britvic announced it would be ending its 150 year association with the city by closing its site in Widford in a bid to save £30 million by 2016. About 230 people are set to lose their jobs at the factory, which bottles products like Tango, J2O and Robinson's Fruit shoot. Production ceased in March this year.

Chelmsford City Council has given the go ahead to turn the old Dukes nightclub into apartments and shops. The multi-million pound project, set to materialise two years after the venue closed, will contain, 14 one bedroom flats, 30 two bedroom flats, 10 three bedroom flats, one four bedroom flat, five shops, 24 car parking spaces and courtyard space.

Aldi will be extending the size of its store in the summer. They are increasing the shop floor space by 30 per cent along with upping the car park size by ten per cent.

The local planning authority has received an application for 1 Tindal Square for change of use of ground floor from estate agents (A2) to internet café (A3). Change of use from first floor from tuition centre to beauty therapies and consulting rooms.

Schroder UK Property Fund has bought the city's Meadows Retail Park for £19.7 million. The Springfield Road centre includes Argos, Yate's bar, Mothercare, Blacks, Maplin and a 273 capacity car park. John Lewis is set to open a £15 million store in nearby Bond Street next year. Meanwhile, Meadows Shopping Centre saw the closure of Mr Shoes on the 27th February bringing the total number of vacant units in the main mall to 8 (with one being temporarily let to a Beauty Plus Brow bar) and 2 vacant units currently in Can Bridge Way. Meanwhile the Meadows has submitted a planning application to reconfigure the façade of the High Street entrance including the units on either side. Reconfiguration of the façade of the Backnang entrance and Meadow Walk entrance is to include light strips on all three entrances.

Registration is now open for the city's first marathon. The J's Hospice now has 2,000 places available for the event on October 19 this year, which follows months of behind the scenes discussions and planning with the Local Authority, the Police and other services. This event is the brainchild of former police officer, now Community Support Officer, Al Barley and High Chelmer Customer Service Manager, Steve Thomas. Several potential sponsors have expressed an interest including Run Active in High Chelmer's Exchange Way Mall.

Almost a year ago Chelmsford City Council painted double yellow lines along Broomfield Road to prevent parking, which hit trade and angered customers, businesses claimed. However the scheme has now be reversed by reinstating a number of the original car parking spaces to the obvious delight of the retailers in the area.

Darkside Comic that opened in October has now moved out of Viaduct Road into a larger store a few door away. The new home features more shop space and an upstairs.

A new nightclub is set to open in the city Centre. Ctzn bar revealed that they will be coming to Springfield Road, in premises previously occupied by Purple Lounge, which closed in December. Meanwhile the Candy club controversially closed down after the industrial alcohol/ Smirnoff Vodka scandal has re-opened under new Management and is now called Miya.

The 3 –Foot People Festival will return for its ninth year from the 24th – 26th June and it is the largest outdoor festival for 5 year-olds and under. The Fling Festival is reappearing in Chelmsford city this summer on Saturday 28th June 2014. Chelmsford City's Cultural Events team is presenting an intimate assortment of curious amusements and community celebration for those aged 18 to 80+. The move to Hylands Park for both events

allows for more variety of stages and performances, more visitors, easier management, greater safety and free parking.

A mini housing estate will be built in the city centre on the site of a former transport depot. The development in Coval Lane will include 35 new homes, including four and three bed houses plus one and two-bed flats.

£3.2 million work goes on at rail station. Plans for the station include a new ticket hall, toilets, retail units and improved customer information systems.

Coo Jewellery has opened a short-term let beside Thomas Cook Travel, under the derelict Nat West Bank in the High Street.

The new Dunkin' Donuts in Moulsham Street was opened on Valentine's Day by former Liverpool and Ipswich Town midfielder John Wark. The first 100 people in the queue received a Dunkin' Donuts goody bag. The Chelmsford restaurant is the first Dunkin' Donuts branch outside London, and will be run by franchisee Court Group.

The emergency funding to tackle the flooding crisis in Essex was released as experts claim the county has reached its "saturation point" after weeks of relentless rainfall. The cash injection of £1 million from Essex County Council will provide relief to the worst hit spots.

The Britvic factory in Chelmsford closed in March. The Westway factory, which has welcomed visitors to the city for more than half a century with its looming clock face has finally closed its doors following the decision first announced in May last year. The announcement placed more than 200 jobs at risk, although the company says that more than 90 of those employees will be relocating to alternative sites. Talks are underway to preserve the Britvic clock tower.

City Centre traders and shoppers have been divided over a blanket High Street ban on advertising boards. A board prohibition has come into effect this month in the core pedestrianized area of the city and the scheme will be expanded in due course in a conservative effort to eradicate urban street clutter. Furthermore an application for control of street trading by Chelmsford City Council who intends to pass a resolution that all street within the district of Chelmsford City Council (except for those within the council parks and High Chelmer) shall be designed as consent streets. Please find attached a document produced by Chelmsford City Council – Alternatives to A-Board in Chelmsford City Council, which is a guide to advertisement consent.

Chelmsford is officially the new-business hotspot in Essex. Last year more than 1,000 businesses were set up in the city, making it a destination of choice for entrepreneurs in the county. The latest figures, released by Start Up Britain, a campaign organisation which seeks to inspire enterprise, showed 5,689 businesses were started in places with a Chelmsford postcode in 2013.

Swastikas carved into County Hall have been branded as "offensive" by the media. The symbol, adopted by the Nazi party from the 1920s appears repeatedly above the Market Road entrance into Essex County Council's Chelmsford building, which was constructed between 1928 and 1939. The symbol was used for thousands of years as a Hindu symbol of good fortune before it was adopted by Hitler and the Third Reich.

In addition please find enclosed more development in the City Centre with the Update from the City Centre Management team.

STOP PRESS STOP PRESS STOP PRESS STOP PRESS STOP PRESS STOP PRESS STOP PRESS

We are delighted to announce that High Chelmer's Ideas Hub application for a BCSC Purple Apple Marketing Award has been shortlisted. The winners will be announced on May 8th – wish us luck!

Centre Management