



High Chelmer Chelmsford

NOVEMBER 2014

Pedestrian Flow

The Experian Footfall yearly change was down -0.20% for September. The National Benchmark year on year was down -1.6%. The monthly Centre change was up +19.2%. In terms of the entrances, the figures were: East down -1.13%, West was up +1.38% and Exchange Way was up +0.03% on the year. Central Square figures for September were up +1.69% (East down -1.41%, West down -0.35% and Exchange Way up +11.06%).

The Experian Footfall yearly change was down -1.7% for October. The National Benchmark year on year was down -1.3%. The monthly Centre change was down -20.6%. In terms of the entrances, the figures were: East down -1.4%, West was down -1.2% and Exchange Way was down -3.1% on the year. Central Square figures for October were up +0.5% (East down -0.36%, West up +0.37% and Exchange Way up +2.27%).

Car Park Figures

Chelmsford City Council has provided car park figures as follows:

High Chelmer

September 2013 40578
September 2014 44005 (+8.45%)

Meadows Surface

September 2013 40648
September 2014 44681 (+9.92%)

High Chelmer

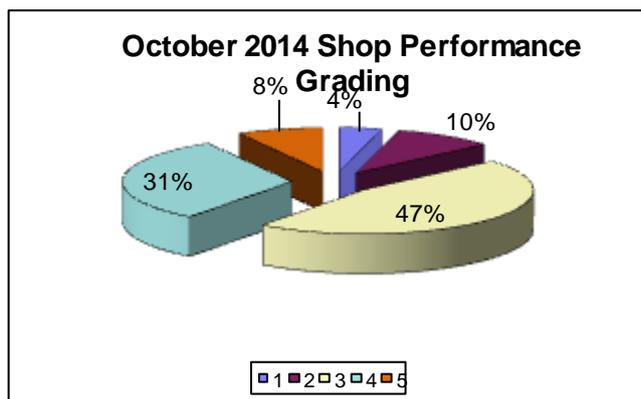
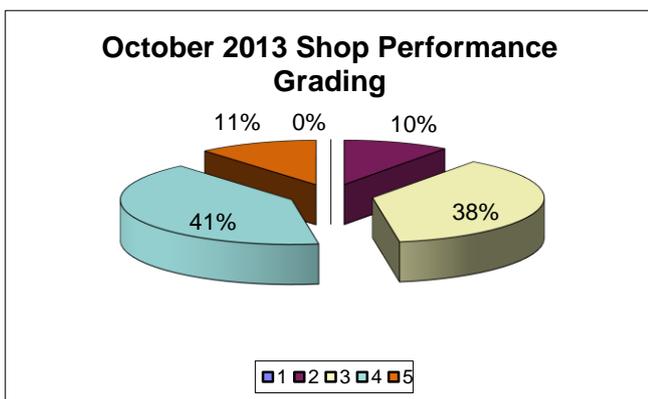
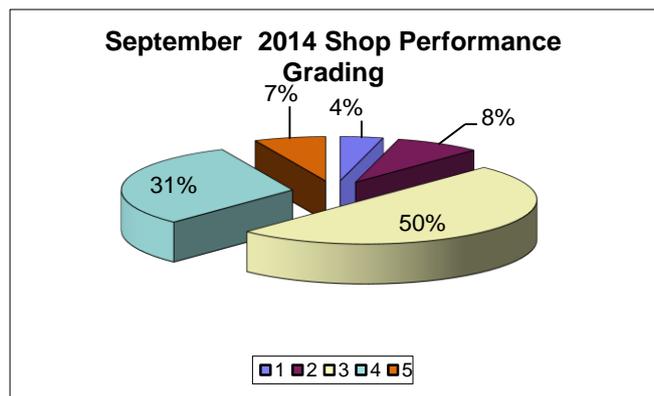
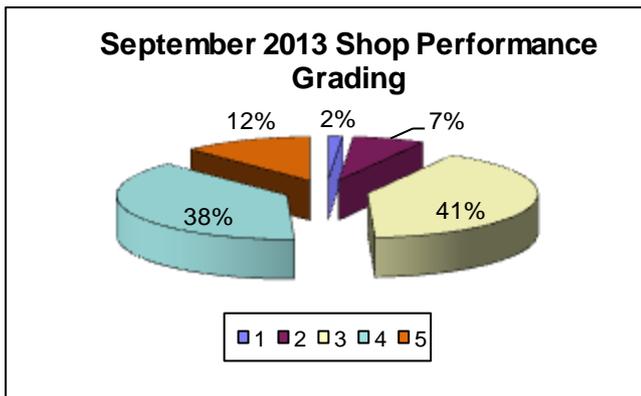
October 2013 46030
October 2014 48049 (+4.39%)

Meadows Surface

October 2013 48895
October 2014 49613 (+1.47%)

Retail Sales

The scores for September 2014 compared to September 2013 are as follows: 38% of tenants reported good or very good trading for this year compared with 50% last year, 50% of stores scored average compared to 41%, 12% scored poor and very poor compared to 14%.



The scores for October 2014 compared to October 2013 are as follows: 39% of tenants reported good or very good trading for this year compared with 52% last year, 47% of stores scored average compared to 38%, 14% scored poor and very poor compared to 10%. From this month onwards we are using strictly year on year comparison figures as requested by the Client except in cases where the retailer has not been trading for a full year.

Springboard

You may already be aware that LaSalle Investment Management have employed Springboard to carry out weekly sales and footfall analysis directly with all retailers. This will eventually supersede our traditional method of monthly formation gathering. You will be contacted in due course, however, in the meantime, if you wish to contact them please call Shona Jefferson on 01234 436060/07739 036245.

Christmas Trading Hours

Attached is a document showing opening times for Christmas for Boots, Primark and mall opening times. Experience shows us that similar to Sunday trading, late nights will only be successful if a critical number of shops and stores commit to the later opening times, paradoxically more shops would open if they knew people would come, but people will only come if more shops are open!

High Chelmer's mall opening times will be displayed on the Centre's website and promotional banners and posters within the Centre as well as our wider social media/marketing platforms. Customers will be alerted to the fact the opening times listed are for High Chelmer's mall doors only. Individual stores could close earlier, therefore customers should check with stores for opening hours to avoid disappointment.

Tenant Meetings

As you are aware from previous newsletters the tenant meetings took place on two dates in October, we are very disappointed to report that, even though your response to our survey for tenant meetings was very positive, the turn-out was extremely negative in that only one store manager turned up at one of the sessions. Nevertheless we will attempt to organise future meetings after Christmas where we hope for a better turn out.

Centre News

East Mall

Work has finally completed on splitting the old La Senza unit. Ernest Jones relocated there from West Mall and The Perfume Shop took up the neighbouring unit. They both have fresh contemporary shop-fits and both opened at the beginning of November.

West Mall Extension Work

We have now successfully relocated several shops and stores out of the south side of West mall in order to start the first phase of the West Mall infill scheme. This involves ground floor extensions to the former units 12-20 covering parts of the service yard. The extensions will facilitate an increase in retail floor space and also provide new customer toilets for the shopping centre. The façade facing Bellmead will be two storeys in height creating a false frontage at the first floor. New staircases are proposed along with some amendments to those existing in the service yard.

Restaurant Quarter

Similarly, we are at an advanced stage of agreeing relocations with several of the units in this area and work is expected to commence at the beginning of next year.

Gates

We will soon be starting work on this important additional security feature to the Centre's service yards. It is planned that Bravo yard gates will be installed as part of the West Mall extension project and the Delta service yard gate will be installed as part of the restaurant quarter works. Meanwhile, behind the scenes we have carried out trials with our CCTV and access control consultant, Centre Security Innovations (CSI) on replacement digital cameras and we are currently in the process of completing the installation of the Mirasys security management system.

Ad pod update

The ad-pods for High Chelmer have been installed and are in operation in East and West malls, we are currently awaiting the installation of the ad-pod in Exchange Way. Universal Outdoor are responsible for information updates and maintenance. In addition to way finding there is also a voucher point enabling advertisers to display vouchers on the touch-screen that will print to paper when selected. If you are interested in advertising on the adpods contact Simon Smethurst on 0161 3006954 or 07889 1238858.

WiFi

BT WiFi has now been installed and is in operation. The network is high quality, free and easy to use for all and should be a draw for all of our shoppers on the move.

Roof Repairs and Maintenance

In recent months we have been carrying out a PPM programme on several roof areas. We have recently successfully completed a major repair project in Exchange Way with our roofing specialists Glazing Refurbishment Limited. We will now be embarking upon several other areas.

Tenant Fire Risk Assessments

The Centre's fire risk inspections of both common areas as well as tenant premises were carried out by Capita's Fire Risk Consultants at the beginning of October. Reports have been received and distributed to all tenants. The Customer Service team is in the process of carrying out the six-monthly tenant premises inspections and we have noticed a vast improvement overall.

Camera World Wins

WHAT Digital Camera Photographer has awarded Camera World a Gold Retailer Good Service Award – congratulations!

Queenie's Coffee Shop has recently opened in Cornhill opposite the retail market and **Linens Direct** have relocated to the former Internationale unit in West mall.

Promotional Activities / Marketing Events

Augmented Fashion Show - JLL organised a cutting edge fashion event (25th September – 12th October) with pre-recorded fashion shows available for shoppers to view via their smartphones, tablets or on social media. Shoppers held up their phones to certain images to gain access to the exclusive content. There was also a 'virtual dressing room' giving the opportunity to try on favourite merchandise from the show which was available to buy from within the shops and stores in the Centre. The event ran for three weeks and all entrants were automatically entered into a draw to win a £1,000 shopping spree at High Chelmer.

The Student Lock In - evening was held on (14th October, 6.00pm – 9.00pm) and was even more successful than last year's event with numerous offers, promotions and competitions took place. For one night only students were invited to the Centre to take part in exclusive offers.

Chinese Cultural Event - we held a celebration of Chinese Culture (18th – 20th October) along with Essex County Council. This event was directly after the student lock-in. The event celebrated the relationship between Jiangsu Province and Essex and took the form of a cultural bazaar, involving the sale of very high quality crafts from Jiangsu as well as craft demonstrations. By holding this event here, Jiangsu Provincial Government and Essex County Council intended to build a relationship where Jiangsu can directly present its unique cultural products to the people of Essex. The unique culture of Jiangsu was shared and enjoyed by a wider audience with such items as ceramics from Zisha Potters, Cloud Brocade Textiles, Paper Lanterns, Crystal sculptures and jewellery, gold foil, fine art and calligraphy and lacquered furniture and gifts.

Essex County Council is celebrating 25 years of a partnership with the Chinese province of Jiangsu which has so far resulted in an economic boost of more than £10 million to the province. The partnership started with cultural and education links between Essex and Jiangsu, but now the main focus is economic. Essex International, Essex County Council's international trade and development team, works with Essex business to help them export their products to China and Chinese businesses that want to invest in Essex.

Chelmsford Remembers - High Chelmer supported this event (1st August – 11th November), helping to preserve the memories and heritage of the people who lived through the First World War by bringing memorabilia to the Ideas Hub (1-4 Market Square) for inclusion in an interactive art display. Copies and photos were taken of artefacts if participants preferred not to leave the originals. We also have a replica of a 'Dead Man's Penny' suspended from the Centre's atrium ceiling. The penny was awarded to 1,355,000 families of service personnel killed during the First World War. High Chelmer also attended the Essex at War event on the 14th September at Hylands House to promote the upcoming remembrance activities taking place in the Centre. We have just received word that the Royal British Legion were delighted to have collected in High Chelmer, during the Poppy Appeal, a total of £1,131.54.

From the 29th October to 11th November we sponsored a replica trench that was built in Central Square. A selection of artefacts from local people were used to build a display, allowing visitors to find out how the war affected those from Chelmsford.

Chelmsford Ideas Festival – Chelmsford Ideas Festival ran from 20th October to 2nd November and was a Changing Chelmsford initiative sponsored by High Chelmer, Chelmsford City Council, Essex Chronicle and Anglia Ruskin University. CREATE a creative and cultural festival for all ages included such activities as Food and Nature, Chelmsford Remembers, Wellbeing, Cultural Treats, Technology Now, Making Things, Creative Kids, History Alive and Creating Change.

Chelmsford Parks Marathon - Steve Thomas, Customer Service Manager, High Chelmer supported the J's Hospice Marathon process from the initial stages of planning throughout the entire process. J's are on track to raise an amazing £80,000 from the Marathon to support the work of The J's Hospice and this will provide much needed care and support for young adults throughout Essex. The J's aim is to help young adults who have life limiting or life threatening conditions live their short life to the full and the money raised from the Marathon will provide respite care, palliative and end of life care for 6 weeks for 93 young adults and their families.

RAFA Thank You – received from the Royal Air Forces annual Wings Appeal collection of which one of their collections was held in High Chelmer. Almost £8,000 was raised during August and September to go towards the much needed welfare work of the association.

Local Property News

Essex County Council is again calling for expressions of interest from local companies and organisations to take on the responsibility "for all or part of" Shire Hall. The freehold of the 17th century building will be retained by Essex County Council, with use of the County Room kept for hire. But the rest of the building will be open for commercial use. The authority says it expects to continue marketing the grade II listed building until the end of the year. Repairs to the exterior of the building have been completed and the scaffolding removed to reveal this iconic building in its full splendour particularly the three classical stone sculptures representing the three characteristics of a criminal court system i.e. justice, wisdom and mercy.

The Chelmsford Branch of Jamie's Trattoria, opened in the former Barclays Bank building at the top of the High Street near the Shire Hall on Monday 20th October. A further planning application for 2 High Street Chelmsford has been submitted for the change of use of the upper floors from a bank (class A2) to residential (class C3) with internal subdivision to form 5 flats with independent ground floor access. Also removal of rear escape stair and alterations to rear fenestration and minor works to rear elevation.

The first phase of new homes at City Park West built by Genesis is now being strongly marketed. The collection of eighteen 1 & 2 bedroom shared ownership apartments are of a high quality specification located opposite Chelmsford station and adjacent to Central Park.

Developers want to double the number of homes planned for the former Dukes nightclub site. Permission to build 55 flats was given in May, but now developers want 93 homes and a modest increase in commercial floor space and parking provision. If approved there will be 29 one-bedroomed and 64 two-bedroomed flats.

Evoke Nightclub won Excellent Customer Service Large Business as the Business Awards Mid Essex 2014. With an average age of 18-25 Evoke has taken customer feedback and extending their client base by focusing on different age ranges including over 30s nights and events.

The American fast food restaurant Taco Bell will open in Chelmsford. The Tex Mex chain has been given permission by the city council to trade at 213 Moulsham Street transforming it from a retail unit into a restaurant. The unit used to be occupied by the Futon Company before it moved to its new home opposite the Co-operative food store in Moulsham Street on the other side of Parkway in February last year.

The county council has published a new cycle network map for Chelmsford. It follows £487,000 in funding spent on 14 schemes over the last three years in the city, including improved cycle access to Chelmer Retail Park and at the Odeon subway. A major boost has been provided by the Cyclepoint facilities at Chelmsford train station provide by Greater Anglia. In order for you to view the new cycle maps visit <http://www.chelmsfod.gov.uk/cycling>.

A new bakery opened on the 20th October in the Meadows Shopping Centre Muffin Break, which originates from Australia, is also home to a café. It's the UK's 55nd branch.

The former Phone4U store in the High Street has been reopened by Vodafone as one of the 139 stores saved by the mobile giant. The new shop has saved 10 jobs in the city and forms part of Vodafone's £100 million nationwide expansion and £1 billion investment in 2014. Vodafone continues to trade for its other exiting High Street store also.

The 3ft People Festival sponsored by High Chelmer took the best festival event award in the recent Essex tourism and Hospitality awards.

Icandy relocated from High Chelmer's West Mall infill scheme site to the Meadows on the 10th October. Shortly afterwards a further gift/card store opened in the Meadows called Card Market.

No 1 Can Bridge Way is being fitted out by Puglia Ltd as a deli and coffee shop. The company has also applied for a drinks license. No 6 Can Bridge Way is being shop fitted for Number Six fashion outlet opened on November 20th.

The former Tottenham Hotspur shop in the High Street owned by Aquila has been temporarily let as Christmas Land and the former Stead and Simpson unit also owned by Aquila has been turned into Frost a unique pop-up grotto experience for the seasonal period.

Work has started on units 1D & 1E beside Brantano at Riverside Retail Park to redevelop the former garden centre to provide a new A1 retail unit and A1/A3 café restaurant unit and external seating area.

Centre Management