



High Chelmer Chelmsford

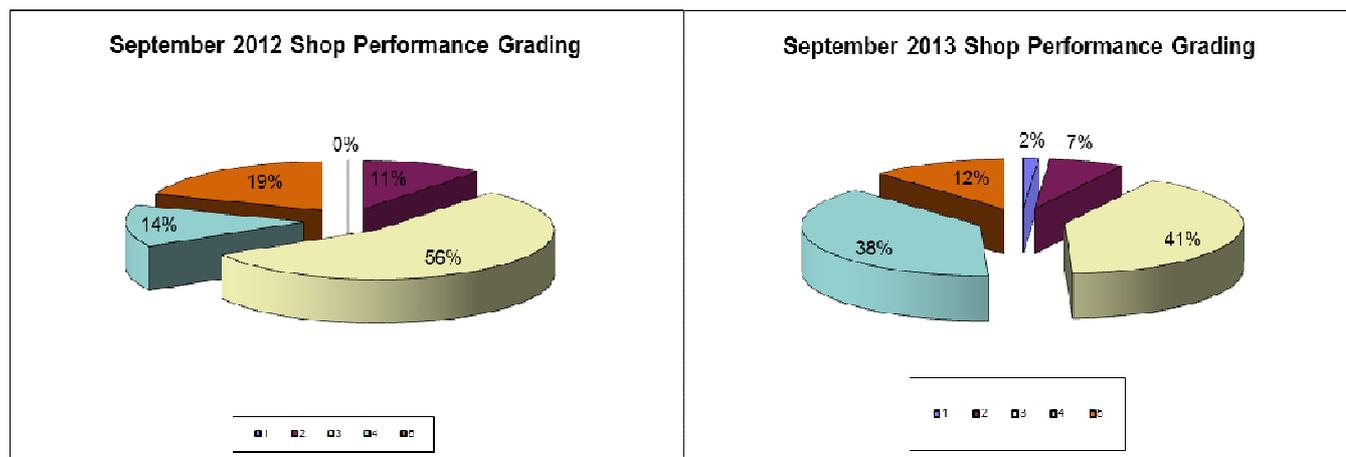
OCTOBER 2013

Pedestrian Flow Figures

The Experian Footfall yearly change was -9.1% for September. The National Benchmark year on year was -3.3%. The monthly Centre change was +23.7% (September was counted as a five week month as opposed to August which was counted as 4 weeks). In terms of the entrances, the figures were: East door -12.31%, West was -8.64% and Exchange Way was -0.2% on the year. Central Square figures for September were -5.46% (East -6.5%, West -7.48% and Exchange Way -0.15%). We have well and truly hit the wall as we celebrate the first anniversary of the opening of the Primark store which last year generated extremely high footfall figures for the first two months of trading, however, we are confident that the footfall trend will normalise as we approach the run-up to Christmas.

Retail Sales

September was a very pleasing month, 50% of tenants reported good or very good trading, compared to 33% for September 2012. 41% of the stores scored average, compared to the 56% for last September. Only 9% scored poor to very poor this year compared to 11% for last September.



Centre News

High Chelmer East

Unit 41/42 Superdry now shopfitting, with an anticipated opening date of 31st October.

High Chelmer West

Unit 12 – Samantha’s opened on 7th September.

Unit 15 – Christmas Times - opening imminently – short-term Christmas let.

Unit 17/18 –I Candy opened on 10th August.

Unit 21/23 – DW Sports opened on 27th September.

Unit 26 – Hair & Beauty Hut opened on 4th October.

Unit 29b – New Look have carried out a re-fit to the store.

Exchange Way

Unit 9-11 – CeX opened on 11th October.

Unit 13 –STA Travel opened on 9th October.

Unit 25-27 - Co-op Supermarket – has undergone an internal rearrangement.

Market Road

Evoke Nightclub – new owners - The Luminar Group.

Unit 1 – currently under offer.

Unit 3 – the Community Shop have opened a pop-up vintage store.

Unit 7 – the Community Shop have opened a pop-up arts store.

Threadneedle House – BEP Group, (an education business partnership offering inclusion and vocational programmes to young people across London and Essex) have taken a short-term let on the 5th floor of Threadneedle House. We have assisted Avia with viewings on other floors by several charitable organisations.

Cornhill

Units 7 and 8 – currently under offer.

Marketing/Events

High Chelmer is sponsoring Imagine In-Print 30th October – 2nd November, in Chelmsford Library. The event is a creative project aimed at 8-14 years, encouraging them to write their own stories which will be showcased in an art installation to be suspended in High Chelmer's Central Square from 4th – 15th November. Work will also be displayed on boards in West Mall from 4th November – 6th December. There will also be a storey-telling event in Central Square on Sunday 10th November where the children will have an opportunity to read their work aloud.

Chelmsford Ideas Festival 2013 is taking place from Saturday 26th October to Sunday 3rd November. This is a week of creative and cultural activities for all ages. The festival is growing and this year there will be more than 65 separate events for all ages, including a day focused on Local Food and another on Wellbeing. For further details see the enclosed brochure and www.changingchelmsford.org/IF2013.

High Chelmer Student Lock-In - took place on Tuesday 15th October 2013 between 6.00pm – 9.00pm, with many of the retailers offering exclusive discounts, samples and goody bags. A number of the stores offered free entertainment and Evoke entertained the crowds in the malls. The event was a huge success and generated a social media frenzy for the Centre. A number of store managers reported unprecedented sales for the evening.



The Joy City Festival - Chelmsford celebrated Black History Month in style with an event which provided a chance for all to sample, enjoy and learn about some of what black history and culture has to offer. The Joy City Festival took place at Bell Meadow Park on 5th October 2013 and was supported by Chelmsford City Council. Black History Month is an international celebration of African and Caribbean history, culture and heritage and is celebrated in Britain every October.

To celebrate Autumn/Winter being live in our stores, High Chelmer hosted a weekend dedicated to all things fashion on Saturday 21st and Sunday 22nd September 2013. There were roaming flash mob fashion shows featuring the hottest models who were wearing the latest designs from our stores and you could relax in our personal shopping lounge in Central Square featuring fashion & accessories. We also had a free pop-up beauty bar for make-up and cosmetic brands who offered make-over and sampling sessions over the weekend. Shoppers also had the chance to win a £500 personal shopping spree with London stylist Lucy Garrett!

High Chelmer were pleased to play host to the RAFA's 'Wings Appeal' Charity Collection throughout Battle of Britain Week (9th to the 20th September 2013). The RAFA had a marvellous response from the Chelmsford public and people who travelled from further afield in to see their stall. Themed as a 70th Anniversary of Bomber Command's 'Dam Buster' Lancasters Raid in 1943, it was quite the focal point. Fittingly the small 1936 model Standard "Flying Nine" was displayed at High Chelmer, formerly used during the 1940's on Bomber Command's 'Three Group' Station at Mildenhall as an RAF Staff Car. Their collection at High Chelmer raised £1,486 during the week, which, added to other amounts made throughout the year means that they have achieved their £10,000 annual target!

Local Property News

After decades of legal wrangling work is finally underway on the Beaulieu Park development, which is understood to be the biggest home scheme in the history of the City, also including a doctor's surgery/medical centre, 150 bed hotel, two primary schools, a secondary school, 220 acres of parkland and a 620,000 sq ft business park and (eventually) a railway station.

Work has started at the former Curry's unit on Chelmer Retail Park on behalf of Next which will open in November. Earlier in the year Curry's conjoined with PC World elsewhere on the site.

New tea rooms have opened in the formerly derelict pavilion next to the lake in Central Park, aptly named Cake at the Lake.

Whilst the development by Essex County Cricket Club is taking place the car park operated by Chelmsford City Council at New Writtle Street will be closed on 30th September to allow safe access by the contractors, however, once the works are complete, the new development will include a multi-storey car park with the provision of 175 parking spaces for the public.

There is a planning application in for the former Currys High Street store for the replacement of shopfront at ground and first floor, including rendering to upper storey rear elevation. There is also an application for the Halifax in the High Street for a non-illuminated fascia sign with brandmark, projecting sign and three ATM headers and internal marketing unit.

Jasper Anthony Hair Saloon on the corner of Baddow Road has closed down and relocated to Danbury.

Co-op Quadrant department store announced that Jones the Bootmakers are replacing the Alex Shilton shoe concession in early September.

Essex County Council announced that from 1st September street lights would be turned off between midnight and 5.00 a.m. throughout the county in a bid to cut council spending although some town centres, major road junctions and lighting installed at accident black-spots will be exempt from the black out. This policy is proving to be extremely controversial, generating mini-media column inches of debate.

Anti-Terrorist Poster

Further to our recent correspondence in respect of suspicious letters containing white powder, please see attached leaflet from Essex Police. Please could all stores display this leaflet in their staff room area.

Fire Risk Assessments

Following the recent fire risk assessments carried out by the Capita Symonds Fire Safety Consultants for all stores, please note that the full reports are likely to be received during the course of the next two weeks. Please comply with all issues raised as soon as possible. If you have any queries please do contact either the Customer Services Team (01245 352726) or Centre Management (01245 260755).

High Chelmer Website

JLL Marketing has reported that we have hit 5,000 likes on Facebook! Also social media engagement with the High Chelmer profiles has been very strong in recent weeks.

Centre Management

MALL OPENING/CLOSING TIMES FOR CHRISTMAS 2013 / NEW YEAR 2014

| Date | Primark Hours | Boots Hours | Mall Opening/closing Times |
|--------------|----------------------|--------------------|-----------------------------------|
| Thurs 7 Nov | 09.00-19.00 | 08.30-19.00 | 07.00 - 19.00 |
| Thurs 14 Nov | 09.00-19.00 | 08.30 - 21.00 | 07.00 - 19.00 |
| Thurs 21 Nov | 09.00-19.00 | 08.30 - 21.00 | 07.00 - 19.00 |
| Thurs 28 Nov | 09.00-21.00 | 08.30 - 22.00* | 07.00 - 21.00 |
| Sat 30 Nov | 08.00- 19.00 | 08.30 - 18.00 | 07.00 - 19.00 |
| Thurs 5 Dec | 09.00-21.00 | 08.30 - 22.00* | 07.00 - 21.00 |
| Sat 7 Dec | 08.00-19.00 | 08.30-18.00 | 07.00 - 19.00 |
| Sun 8 Dec | 10.30-16.30 | 10.30-16.30 | 09.45 - 17.00 |
| Mon 9 Dec | 09.00-19.00 | 08.30 - 19.00 | 07.00 - 19.00 |
| Tues 10 Dec | 09.00-19.00 | 08.30 - 19.00 | 07.00 - 19.00 |
| Weds 11 Dec | 09.00-19.00 | 08.30 - 19.00 | 07.00 - 19.00 |
| Thurs 12 Dec | 09.00-21.00 | 08.30 - 22.00* | 07.00 - 21.00 |
| Fri 13 Dec | 09.00-19.00 | 08.30 - 19.00 | 07.00 - 19.00 |
| Sat 14 Dec | 08.00-19.00 | 08.30 - 19.00 | 07.00 - 19.00 |
| Sun 15 Dec | 10.30-16.30 | 10.30-16.30 | 09.45 - 17.00 |
| Mon 16 Dec | 09.00-20.00 | 08.00 - 20.00 | 07.00 - 20.00 |
| Tues 17 Dec | 09.00-20.00 | 08.00 - 20.00 | 07.00 - 20.00 |
| Wed 18 Dec | 09.00-20.00 | 08.00 - 20.00 | 07.00 - 20.00 |
| Thurs 19 Dec | 09.00-21.00 | 08.00 - 22.00* | 07.00 - 21.00 |
| Fri 20 Dec | 09.00-20.00 | 08.00 - 20.00 | 07.00 - 20.00 |
| Sat 21 Dec | 08.00-20.00 | 08.00 - 20.00 | 07.00 - 20.00 |
| Sun 22 Dec | 10.30-16.30 | 10.30 - 16.30 | 09.45 - 17.00 |
| Mon 23 Dec | 09.00-20.00 | 08.00 - 19.00 | 07.00 - 20.00 |
| Tues 24 Dec | 09.00-18.00 | 08.00 - 18.00 | 07.00 - 18.00 |
| Wed 25 Dec | Closed | Closed | Closed |
| Thurs 26 Dec | 10.00-18.00 | 08.00 - 19.00 | 07.00 - 19.00 |
| Fri 27 Dec | 09.00-19.00 | 08.30 - 19.00 | 07.00 - 19.00 |
| Sat 28 Dec | 09.00-19.00 | 08.30 - 19.00 | 07.00 - 19.00 |
| Sun 29 Dec | 10.30-16.30 | 10.30 - 16.30 | 09.45 - 17.00 |
| Mon 30 Dec | 09.00-18.30 | 08.30 - 18.00 | 07.00 - 18.30 |
| Tues 31 Dec | 09.00-18.00 | 08.30 - 18.00 | 07.00 - 18.00 |
| Wed 1 Jan | 10.00-18.00 | 10.30 - 16.30 | 09.45 - 17.00 |

Having consulted you with regard to the proposed extended opening times for Christmas and taking your feedback into consideration, we have now finalised mall opening and closing times. We would remphasis that 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 seasonal promotional literature. Customers will be alerted to the fact the opening times listed are for High Chelmer's mall only. Individual stores could close earlier and therefore to check with stores for opening hours to avoid disappointment. * Boots will trade for the additional hour from the store front external doors.

