



High Chelmer Chelmsford

SEPTEMBER 2014

Pedestrian Flow

The Experian Footfall yearly change was up 2.8% for July. The National Benchmark year on year was down -0.2%. The monthly Centre change was down -19.1%. In terms of the entrances, the figures were: East up +1.27%, West was up +1.48% and Exchange Way was up +7.7% on the year. Central Square figures for July were up +2.66% (East down -1.05%, West up +1.23% and Exchange Way up +12.94%).

The Experian Footfall yearly change was up 3.53% for August. The National Benchmark year on year was down -0.5%. The monthly Centre change was up +3.1%. In terms of the entrances, the figures were: East up +1.21%, West was up +4.34% and Exchange Way was up +8.34% on the year. Central Square figures for August were up +4.38% (East up +1.27%, West up +2.17% and Exchange Way up +14.19%).

Car Park Figures

Chelmsford City Council has provided the following data:

High Chelmer

July 2013 42335
July 2014 46350 (+9.5%)

Meadows Surface

July 2013 35356
July 2014 48723 (+37.8%)

High Chelmer

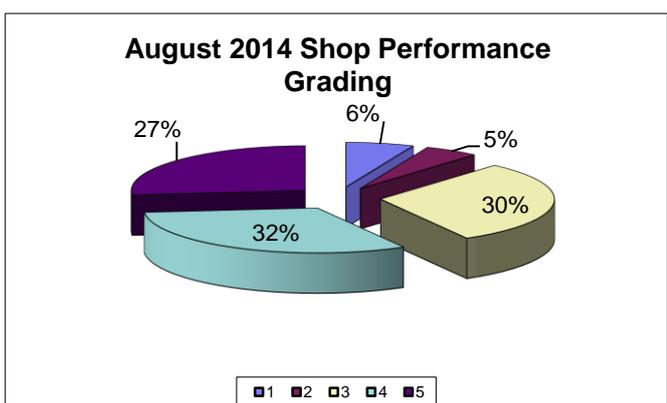
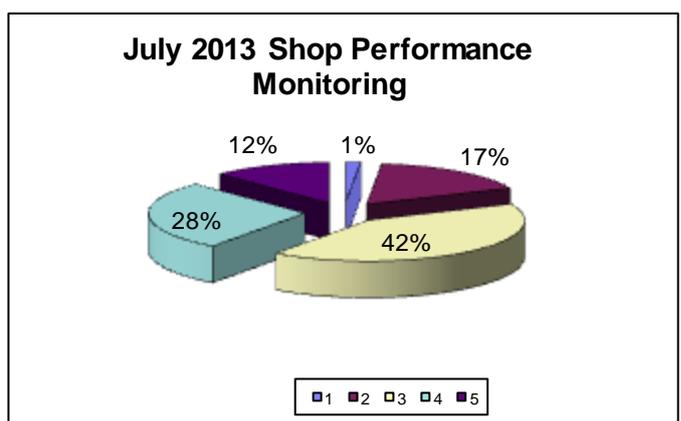
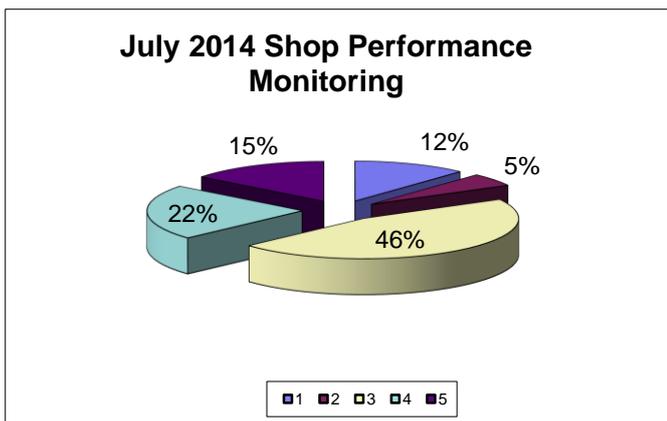
August 2013 39654
August 2014 43356 (+9.34%)

Meadows Surface

August 2013 34146
August 2014 50991 (+49.33%)

Retail Sales

The scores for July 2014 compared to July 2013 are as follows: 37% of tenants reported good or very good trading compared to 40%, 46% of stores scored average compared to 42%, 17% scored poor and very poor compared to 18%.



The scores for August 2014 compared to August 2013 are as follows: 59% of tenants reported good or very good trading for this year with 60% last year, 30% of stores scored average compared to 39%, 11% scored poor and very poor compared to 1%. 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.

Christmas Trading Hours

Attached is a document showing opening times for Christmas for Boots and Primark and we now wish to have your feedback on your proposed opening and closing times for the coming season. We are particularly interested in your views on Boxing Day and New Year's Day hours. 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!

Once we have gathered your feedback we will publish the final High Chelmer's mall opening times and they 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 previously advised meetings with shop and store managers will be taking place on a regular basis. Please note the following dates and times (which have been selected in line with the majority of managers' wishes from the results of a survey carried out). Please do contact centre management in respect of any points that you wish to be included in the agenda:

DATE	TIME	VENUE
Monday 20th October	14.00	Threadneedle House 4th floor
Wednesday 22nd October	10.00	Threadneedle House 4th floor

Following the meetings, action points and notes will be distributed to **all** tenants and stored on the centre's website tenant portal.

Centre News

West Mall Extension

Work has started on splitting the former La Senza unit into two separate units. Ernest Jones will be moving from West Mall into the left hand unit and the right hand unit is under offer to another retailer. Meanwhile we are finalising the relocations of other retailers on the south side of West Mall so that the first phase of the expansion works can start very shortly.

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 later this 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.

Primark Rear Entrance/Bell Meadow

We have recently liaised with Chelmsford City Council urban planners with regard to some initiatives to "reconnect" green areas such as Bell Meadow with High Chelmer and New London Road. Proposals include moving the existing pavement build-out along Bellmead so that it is opposite the Primark store rear entrance laying a pedestrian-friendly surface across the road as a crossing point, create a six metre opening in the fence as a natural gateway between two existing trees and install cycle awareness signs and litter bins

at the new park entrance. They are also planning to remove the existing child play area in Bell Meadow and relocate it in Sky Blue Pasture (on the other side of the river), creating a new footbridge across the river in line with the new park entrance from Primark. The existing cycle way in Bellmead is largely staying as it is with the minor change in its alignment at both the New London Road and Market Square end. Improvements to the park entrance in these areas will also be made and a landscape amphitheatre, strategically located enabling entertainment performances to take place at certain times of the year. Finally, work will also take place to improve and brighten the parkway under the bridge between Bell Meadow and Central Park.

Pedestrianised High Street Improvements

We have recently made a positive contribution to the consultation on the Half Moon Square redevelopment and continue to lobby the local authority for improvements to the High Chelmer side of New London Road.

Air pod update

The ad-pods for High Chelmer will be white rather than the standard black more appropriate with the Centre's décor. We are currently awaiting an installation date.

WiFi

BT WiFi installation is currently in progress which will comprise the provision of free WiFi coverage to all malls within the centre. The network will be high quality, free and easy to use for all and should be a draw for all of our shoppers on the move. We will keep you up-dated once the system goes live.

Roof Repairs and Maintenance

Throughout the summer months we have been carrying a PPM programme on several roof areas and on Monday 15th September we embarked upon a major repair project in Exchange Way with our roofing specialists Glazing Refurbishment Limited. Hence the installation of high level safety boarding and netting.

Windsor Half Marathon – 28th September

Carley Beck our Deputy Centre Manager will be taking part in her first half marathon we all wish her luck.

Cycle for Life 100km Bike Ride

Natalie Rodrigues, one of our centre administrators, cycled for High Chelmer on 14th September in support of Farleigh Hospice – and raised over £600 in the process! Watch out for more cycle rides in the future as she has pledged, along with her team-mate, to raise a total of £4k in three years finishing with the London to Paris in 2016. I am sure we all wish her luck in this commitment and will support her when the time comes!

JLL Marketing

High Chelmer is supporting Chelmsford Remembers (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 can be taken of artefacts if participants would prefer not to leave the originals.

JLL are organising 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 merely need to hold up their phones to certain images to gain access to the exclusive content. There will also be a 'virtual dressing room' giving the opportunity to try on favourite merchandise from the show which will be available to buy from within the shops and store in the Centre. The event will run for three weeks and all entrants will automatically be entered into a draw to win a £1,000 shopping spree at High Chelmer.

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

Contact Sarah Rawlings at JLL Marketing for further information on the above events (sarah.rawlings@eu.jll.com / 07710 965731).

Chinese Cultural Event

We have agreed to host a celebration of Chinese Culture (17th – 19th October) along with Essex County Council. This event will be set up directly after the student lock-in. The event celebrates the relationship between Jiangsu Province and Essex and will take 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 intend to build a relationship where Jiangsu can directly present its unique cultural products to the people of Essex. In doing so, they also hope that the unique culture of Jiangsu can be shared and enjoyed by a wider audience.

City Diversions

High Chelmer is once again supporting Chelmsford City Council's City Diversions Festival, an eclectic feast of family fun involving many internationally renowned street performers, artists and troops. Featured over two Saturdays, the first is this Saturday the 20th September, Saltcoats Park, South Woodham Ferrers and the following Saturday 27th at Chelmsford City Centre and Anglia Ruskin University. See accompanying leaflet.

Local Property News

Heritage Open Day took place at Hylands Park on Sunday 14th September. The event revealed what life was like during the First World War for the people of Essex. Essex at War 1914-18 and featured a recruitment stand for Kitchen's Army, re-enactments of 'Tommy' army life from the 10th Essex Regiment and period music from the Essex Yeomanry Band. This event was in collaboration between Essex County Council's Essex Record Office and Chelmsford City Council's Hyland House. There were also talks from expert speakers, craft activities and a tea and cake stand raising money for the charity Help the Heroes. High Chelmer's marketing company, JLL Marketing were present at the event, promoting the Centre's participation in the Chelmsford Remember Project, organised with the RSA/Civic Society (see High Chelmer's website for more details).

The Chelmsford Christmas Campaign Booklet is a local shopping initiative being developed by the City Centre Marketing Manager whereby retailers can contribute a discount/loyalty voucher(s). For more information contact Michael Wray, the City Centre Marketing Manager on 01245 606811.

Chelmsford Parks 2014 Marathon Sunday 19th October - Chelmsford City is hosting its very first marathon in 2014! The J's Hospice is launching the Marathon, which offers runners some of the flattest and most beautiful scenery in the UK in which to challenge themselves. With a route that takes runners through five of Chelmsford's most beautiful parklands; Central Park - where the Marathon begins - through Admirals Park, Tower Gardens, Bellmead Park and the award-winning grounds of Hylands Park, via the picturesque village of Writtle; the route showcases some of the best of Essex countryside. The route is two circular laps of 13.1 miles to make a full Marathon. The routes start and finish in beautiful Central Park in Chelmsford. The registration fee covers the administration and refreshment costs only. All sponsorship raised will benefit The J's Hospice; an Essex-based charity providing hospice and respite care for young adults with life limiting conditions in the comfort of their own home. For further details contact The J's Hospice on tel: 01245 475474. High Chelmer's RunActive store is an affiliated partner of the marathon along with several other local businesses.

Taco Bell, famous for its Mexican and Texan cuisine such as quesadillas, burritos and nachos, has applied to Chelmsford Council to install signs at 219 Moulsham Street, the site of the former Futon Company. The store would become only the fourth in the UK, two of which are already in Essex Basildon and Lakeside. If permission is granted the store will go next to Cafe Rouge and Pizza Express.

Work on renovating the Army and Navy Roundabout continues throughout September. The work programme is related to the left-turn slip lane and westbound Parkway and is due to run until April next year. The work will take place overnight to cause minimum disruption. The works will create a wider footway and a cycle path along with a two stage signalled toucan crossing to increase pedestrian and road user safety and introduce another lane along Parkway between the roundabout and the Odeon roundabout. A pedestrian crossing will be relocated further west and away from the roundabout exit, and the left turn slip lane from A1060 Parkway to A138 Chelmer Road will be extended to ease congestion.

Chelmsford's first frozen yoghurt and coffee house opened right next door to Shire Hall called Yog Culture.

Live Dosa has moved from Chelmsford Market to opposite the bus station. The Indian restaurant opened in July serving such dishes as Appam, Puttu, Idiyappam and Idly etc instead of the usual chicken tikka masala.

Chelmsford Museum is featuring a new local history exhibition exploring the development of Chelmsford's High Street – its sights, sounds and smell between 19th July and 2nd November at Oakland's Park, Moulsham Street. Visitors will be able to take a trip through time to explore the history of the city. There is particular reference to the development of High Chelmer in the 60's and 70's.

Chelmsford supported a lights out event to mark the hour Britain entered the First World War, 100 years ago. Lights Out was an invitation for every community member, every building and every business in the UK to turn off their lights between 10pm and 11pm on Monday 4th August, leaving on a solitary light or candle for a shared moment of thought.

Townfield Street car park, adjacent to Chelmsford railway station has closed with work due to be completed in October. Work being carried out includes the installation of new fittings, applying protective coatings to the decks, wall, ceilings and columns, new bay markings and the internal redecoration of all staircase towers. All external woodwork will be treated. Alternative parking is available at car parks in Rectory Lane, Coval Lane, Glebe Road and Fairfield Road.

Poundland in Chelmsford High Street was temporarily closed due to a burst water pipe which led to a partially collapsed suspended ceiling.

Unemployment in Chelmsford had fallen from 1959 to 1353 people an overall 30.9 per cent drop. There has been a 33.3 per cent drop in the people out of work for more than 12 months, from 486 people to 156. There was a drop of 36.2 per cent decrease among those aged 18 to 24, from 525 people to 335 in the past year.

A decision on whether to make pubs, bars and clubs that stay open after 1am pay for policing was set to be recommended. Chelmsford City Council's licensing and regulatory committee was due to decide if the council should implement the late-night levy, which would bring in a potential income of £77,762 annually across the district. If brought in the scheme could be used to put cash towards CCTV coverage, taxi marshals and out-of-hours service where people can complain about noisy parties.

Refurbishment works worth £1.15 million could be in store for the city council's main offices. Chelmsford City Council's cabinet will decide whether to put the money into various projects for Civic Hall "to improve the efficiency of the Civic Centre site as a way of increasing income from external lettings. The work would consist of revamp work to the Marconi and Crompton rooms, with the Christy Room being converted into three separate conference rooms. The rooms would have the capacity for 4000 people, with £121,000 to be spent on audio visual systems. If agreed the work estimated would cost £52,000 in fees alone and would start in October.

The two day Dukes Polo event held at Hylands House drew crowds of more than 6,000 from all over Essex and further afield to enjoy the sport of polo. There was also an air acrobatic display of Spitfire-style kit planes, an inflatable village, circus skills workshop and face painting and even a big screen for people to watch the World Cup third place playoff and final.

The City's retail community celebrated Independents Day on the 4th July to support the small independent retail community. Moulsham Street was closed for the day allowing the street to conduct a festival of entertainment, Punch and Judy shows, story trails and a balloon release finale with the Mayor.

The Tour De France came to Essex on 7th July. Spectators cheered on the competitors, and cycling enthusiasts from as far and wide as Canada and Costa Rica watched one of the world's biggest sports events from perches in from Chignal Road and Roxwell Road –with huge screens showing the action in nearby Admirals Park. Riders travelled from Cambridge down to London via Chelmsford, before heading towards Epping.

E-cigs personal vapour shop opened in Moulsham Street.

Planning applications received by Chelmsford City Council include, 16A Duke Street change of use of first and second floor offices to one residential flat and 45-46 Moulsham Street change of use from A1 shop to Betting Office A2. Also The Bar Kings Head Walk to be transformed into Faces Bar and Kitchen. 24 Baddow Road change of use from Office into restaurant on ground floor with self-contained living accommodation above.

The Marconi Evolution housing/commercial development has now been launched following recent completion of the first phase with a collection of one, two and three bedroom apartments and three and four bedroom family homes with prices starting from £189,995 within easy walking distance from the City Centre.

The Sunday Times recently highlighted the Chelmsford area as one of the top spots in the South East for Londoners wanting to move out, while still being in easy community distance of the capital. Even since Roman times, the key to the city's prosperity has lain in its central position astride the principal lines of communication between, London, Colchester and East Anglia. Today, both road and rail links with London are first class, with fast and frequent train services to Liverpool Street taking a little as 35 minutes. The city offers superb schools, excellent shopping, entertainment and restaurants, comprehensive sporting facilities – plus a comprehensive range of properties from city-centre studios apartments to lovely period houses in outlying villages.

A minor flooding incident occurred at High Chelmer when storm drains in Market Road backed up however the Centre remained open as no stores were affected.

Flash floods hit Essex for the second time in the space of a month as the tail end of a tropical storm hit the county. But Hurricane Bertha had less impact on Essex compared to the rare supercell storm that caused havoc in July. The conditions made it difficult at Chelmsford Army and Navy roundabout, with water running over the pavement on the adjoining Van Diemens Road. Bertha, which was downgraded to a tropical storm before it hit the UK coast, did cause significant disruption elsewhere in UK.

The long awaited arrival of Waitrose in Chelmsford is fast becoming reality and Royal Mail has now relocated to Montrose Road, while construction of the supermarket is likely to begin in autumn and be completed for opening next year.

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 in the province. The partnership started with cultural and educational 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 businesses to help them export their product to China and Chinese businesses that want to invest in Essex.

The Aldi Store in Springfield Road has undergone expansion to meet increased demand and improve the store. A further 15 jobs have been created by the revamp. The store first opened in 1995. It closed for five days while finishing touches were put to the build. The side extension sees the store increase in size by around 30 per cent, from 960 square metres to 1254. To celebrate the opening golden envelopes containing tickets for numerous prizes, including a 7ins tablet PC, smartphones and luxury bags of Aldi shopping goods handed out to the first 100 in the queue.

A luxury boutique cinema could take pride of place in Chelmsford's most iconic building, The Shire Hall, if a consortium plans to transform it into a community hub. The proposal also includes a café and bookshop, food court, food bank, members' lounge, function hall and events venue and office space. It is felt the project will help complement planned improvements to the area which include the opening of Jamie Oliver's Trattoria in the old Barclays building, the arrival of Waitrose, John Lewis and High Chelmer food quarter and the pedestrianisation of Tindal Square.

Centre Management