

## **RETAILERS' ASSOCIATION MEETING**

**Tuesday 12<sup>th</sup> July 16**

### Present

Holly Woodhead (HW) Chair Marketing Manager	Kate Apperley (KA) EVH Bookshop
Helena Jonsson (HJ) Secretary/Minutes	Fizza Khan (FK) Jack Jones
Anthony Marques (AM) Ed's Easy Diner	Joseph Delaney (JD) Swarovski

### **1. Apologies for Absence**

Apologies for absence received from: David Jackson, Bodycare, Clarks, Ernest Jones, Game, Millets, Next, Peter Jackson, Roman, Ryman, Schuh, Sky, Timpson, VIP and Revd Keith Teasdale. Other stores did not reply.

### **2. Trading Review**

#### • **Overview**

Footfall for June was just under 797,000 and -5.4% on last year. However, when the BHS entrance figures are taken out footfall is level on last year and footfall through the Monsoon entrance is +11% on last year.

#### • **Store reports**

Overall June has been a good month for retailers with summer sales going well. New autumn/winter lines beginning to come in.

### **3. Marketing**

Website- now live and features new home page layout with rolling news on the top and news feeds along the bottom and 2 new sections.

Lanes Loyalty section for customers to sign up to for exclusive offers and events. HW has already uploaded retailer offers including Ed's Easy Diner 'Buy one get one free lunch baskets'.

Retailer section which gives all retailers access into the website to create an area (HW will approve) in order to upload offers – must be pdf documents. These offers will be emailed automatically to the Loyalty members – currently 5,000 customers. HW will visit each retailer to show/explain how to do this.

Monthly trend and stylist blog are also new features for the website showing our top picks from the shops. Any retailer who would like to feature on the Stylist Blog should contact HW.

Summer TV Advert- this has been split into 2 adverts this year. The first ran for 2 weeks on Sky to promote sale time at The Lanes. It will then be converted into a tourism advert and will run for 4 weeks on ITV.

Summer Activities- The BFG is due to be released this summer and is predicted to be a big film throughout the holidays so we are holding 'A BFG Summer at The Lanes' and Vue Cinemas have donated prizes. We are targeting young families by offering free weekly activities on Mondays, Wednesdays and Fridays all with a Roald Dahl theme as well as a BFG trail around the shopping centre. Activities will run from 25<sup>th</sup> July to 31<sup>st</sup> August. Any retailers interested in taking part or happy to display posters should contact HW.

Olympics- Janet Murray is looking to organise an Olympics themed showcase in Centre Square. Any retailers interested in taking part should contact Janet for more information.

### **4. Lettings Update**

Nothing confirmed at present although there are many discussions in advanced stages.

Old Greggs unit (8 Globe Lane)- in advanced stages with a stationery company called Smiggle.

Ex Ooh La La unit (3 Grapes Lane)- in advanced stages with fashion company Urban Style UK.

3 East Tower Lane- new coffee/espresso bar called M.B's will be opening very soon.

Old Pandora unit (20 Globe Lane)- in advance stages will a local company with stores already in Cockerthorpe and Penrith. This will be a concept store selling jewellery, bags and scarves.

Ex Toni & Guy unit (93 Lowther Street)- in advance stages with a hairdresser from Dumfries. They are doing a lot of marketing to promote their opening and are aiming to coincide with Primark's opening.

Primark- still on track to open in October, though we haven't been given a definite date yet. Primark security are expecting 300 queuing on opening day. Primark normally open mid-week for in order to limit the crowds.

Ex Clarks (9 Grapes Lanes)- interest but nothing is confirmed as yet.

#### **5. Any Other Business**

The new signage should be completed by mid-July.

The final lift installation should be completed by the end of this week before the refurbishment of the escalator starts next week.

There is no new movement on the new customer toilets.

Jack Wills are still very keen to return to Carlisle, but still requires negotiating a move for Next Kids.

Student Night will be on Thursday 29<sup>th</sup> September 6-9pm and will feature a silent disco hosted by a CFM DJ. The disco will be able to play adverts, such as an extra discount during a set time period to drive students to stores.

The next meeting date for the Retailers' Association is **Tuesday 13<sup>th</sup> September**.

#### Post meeting addition

Carlisle College are able to provide pre-employment training for stores looking to recruit new staff. Please see the leaflet for contact details should you wish more information.