

RETAILERS' ASSOCIATION MEETING **Tuesday 13th September 16**

Present

David Jackson	(DJ) Chair The Lanes	Kate Apperley	(KA) EVH Bookshop
Holly Woodhead	(HW) Marketing Manager	Joseph Delaney	(JD) Swarovski
Helena Jonsson	(HJ) Secretary/Minutes	Nick Halbert	(NH) Debenhams
Maria Beattie	(MB) Roman	Lauren Siddle	(LS) Katie Loxton & Joma Jewellery
Emma Walker	(EW) The Perfume Shop	Dale Siddle	(DS) Katie Loxton & Joma Jewellery

1. Apologies for Absence

Apologies for absence received from: Rev Keith Teasdale, Bodycare, Clarks, Ernest Jones, Library, Monsoon, Peter Jackson, Ryman, Schuh, Timpson and Warren James. Other stores did not reply.

2. Trading Review

• **Overview**

Footfall for July was 661,300 and -2.8% on last year, national comparison figure was -1.2%. However, when the BHS entrance figures are taken out footfall is in line with last year.

Footfall for August was 654,400 and -4.8% on last year, national figure was -1.4%. Expect footfall figures to rise once Primark opens.

Retail performance through July was heavily affected by weather, and the torrential storm which occurred mid-month. Average figure from store performance was -1.6% on last year and British Retail Consortium like-for-like figure for July was +1%. Strong performances from Schuh, JD, Lush, H&M, Quiz, Greggs and Monsoon. No major concerns overall, now starting to build for Christmas and several major openings.

• **Trading Hours**

Remembrance Sunday is Sunday 13th November this year, with city centre Christmas lights switch on happening the following week on **Sunday 20th November**.

Lanes Christmas decorations will go up Tuesday 1st and Wednesday 2nd November (week after half term).

DJ has spoken with Debenhams, Primark, M&S and Boots who will be holding their first late night shopping on Thursday 17th November. As such, the Lanes will also start late night shopping on Thursday 17th November. The final late night will be Thursday 22nd December, making 6 late nights this year.

Primark have confirmed their trading hours with us, which are 9-6pm Monday-Saturday and 11-5pm on Sunday (opening 10.30am for browsing). In addition they will be trading until 7pm every weekday in December. Primark will open on Thursday 6th October at 10am, and are expecting up to 800 queuing from 8-9am. Also doing a family and friends evening before this, not sure if this will be extending to stores in the Lanes. We've been advised Primark shoppers come in first thing and also after work which may change trade and shopping patterns in the shopping centre.

Letter will be going out in the next week to confirm store opening hours over the November-December period.

• **Store reports**

Good month overall, though recent weather isn't helping sale of autumn/winter lines. Some stores starting to see customers begin Christmas shopping.

3. Marketing

Student Night- annual student night will be on Thursday 29th September 6-9pm. HW has been collating store offers from those taking part. We will be at the Freshers Fair on Wednesday 28th September to promote the event to the university students.

Entertainment will be the usual music/DJs. We will also close off the centre at 5.30pm on the night using barriers to build excitement out on the street.

November Fashion Show- planning another fashion show (run by Janet Murray) for Saturday 12th November. We won't have any cars for this event, it will just be the fashion show. JM hoping to get models of different ages this time and also a stage.

Christmas- late night shopping launch event will be on **Thursday 17th November**, details to be announced nearer the time.

We will be doing our Christmas publication again in the December edition of Carlisle Living and will use photos from the November fashion show as well as gift ideas from every retailer in the centre. It will also be included in Cumbria Life this year as well.

TV and radio campaigns will run from early/mid-November through into December and will feature a new design concept. We will also be really pushing online ads following the success of our summer campaigns.

4. Lettings Update

Smiggle- now fitting out ex-Greggs unit, due to open 23rd September and will be the company's 75th UK store.

Ex Ooh La La- still talking to Urban Style UK.

ETL- new coffee shop now open and trading.

Joma Jewellery/Katie Loxton- now open and trading.

Ex Toni & Guy- posters are now up advertising for staff, and will be a new independent hair salon probably opening mid to late October.

Primark- opening 6th October.

4 Grapes Lane- formerly bag shop, now being fitted for Virgin Media, due to open on Saturday 15th October.

Toys R Us- open and trading.

Ex Clarks- Calendar Club will be taking this unit, fit out due to start end of September. They have a Halloween format for the month of October and will then change to Christmas format from November.

Jack Wills- still in talks about a permanent unit for next year. hoping they will take the same unit they had for their pop up store in Ex Miss Selfridge.

New Season's Christmas Shop- open and trading from Ex Phones 4U store on English Street.

5. Any Other Business

The next meeting date for the Retailers' Association is the Christmas meeting on **Tuesday 8th November**.