

RETAILERS' ASSOCIATION MEETING**Tuesday 8th November 16**Present

David Jackson	(DJ) Chair The Lanes	Marnie Bell	(MB) Katie Loxton & Joma Jewellery
Holly Woodhead	(HW) Marketing Manager	Joseph Delaney	(JD) Swarovski
Helena Jonsson	(HJ) Secretary/Minutes	Lucie Irwin	(LI) Schuh
Jaime Adams	(JA) Peter Jackson	Simon Grant	(SG) Virgin Media
Scott Alston	(SAI) Primark	Emma Walker	(EW) The Perfume Shop
Rev K Teasdale	(KT) City Centre Chaplaincy	Fizza Khan	(FK) Jack & Jones
Heather Taylor	(HT) H&M	Steve Lambert	(SL) Muffin Break
Shaun Armstrong	(SAr) MenKind	Yvonne Lamb	(YL) Greggs
Vicky Cumming	(VC) Pandora	Lesley Brown	(LB) VIP

1. Apologies for Absence

Apologies for absence received from: Clarks, Eden Valley Hospice, Roman, Smiggle and Timpson. Other stores did not reply.

2. Trading Review

- **Overview**

The shopping centre had a very significant store opening in October, plus a few other store openings, including Disney. Footfall for October 768,700 +17.5% on last year, national figure -2.3%. Around an extra 115,000 customers during October, with the vast majority likely going to the Primark store.

Stats for Primark opening week were +54% on opening day (Thursday 6 October), +25% on the Friday, +36% on the Saturday, +71% on the Sunday and +25% overall for the half week. Second week was +20%, third week was +13%, w/c 24 October was +13% and w/c 31 October was +17%.

Overall trade has been mixed due to continuing unseasonal weather. September and October were both warm and dry leading to fewer purchases of coats, gloves, boots and scarfs. Womenswear in particular has suffered. Nationally Debenhams, Next, JLP and M&S have all reported struggling on womenswear. However there have been success stories elsewhere in the shopping centre.

DJ commented we have gone from 0 to 3 toy shops almost overnight, together with the increases in footfall due to Primark's arrival and are therefore looking forward to a good Christmas.

- **Trading Hours**

Majority of retailers have reported back with their Christmas hours and once all have responded a copy of all hours will be sent out to stores. First late night on 17 November isn't being totally supported, however a majority are opening. Almost everyone doing until 9pm from the second late night onwards.

During December, Primark, Debenhams and M&S are open until 7pm every week night (excluding late night Thursdays). Debenhams also doing a lot of 10pm closes on the Thursday late nights. Please note that in the last week before Christmas M&S are opening until 8pm.

In December we are coming up to the first year anniversary of the flood caused by storm Desmond – weekend of the 5th/6th. We are expecting to trade really well in the first 2 weeks of December when compared to the dip we saw during the floods last year with trade only really showing an improvement when Eden Bridge reopened on In the final 2 weeks of December last year, many retailers achieved high figures so this year should hopefully balance. DJ noted that this year we do have several new retailers who were not present last year, and also more gift type retailers which should bring additional footfall this year.

Black Friday- a number of retailers will be extending hours with more to follow as HO's advise on offers.

Boxing Day- we have a full line up of stores opening starting with Next at 6am and Debenhams, New Look and Game at 8am.

New Year's Day- only 2 retailers down to be open; Poundland and Game.

- **Store reports**

Majority of stores had a fantastic October since the opening of Primark, seeing big increases in footfall which are continuing. New stores are doing well and beating initial targets.

Reverend Teasdale- noticed a big difference in the city centre overall, especially in footfall. Tourist places have really benefitted from the recent good weather and opening of Primark. Only negative is there significantly less people around St Cuthbert's, likely due to the opening of the new M&S foodhall at Kingstown.

DJ commented that the new M&S foodhall has done phenomenally well. M&S have also announced they will be closing 60 clothing stores and looking to open a further 200 food stores, as they are currently stronger on food.

3. Marketing

Christmas adverts- Christmas TV shot has now been shot and is currently being edited. It was shot inside the shopping centre. Aiming to air from 19 November to 22 December with slots in X-Factor and I'm A Celeb on ITV. The radio ad will launch on 14 November on CFM and West Sound, which covers the Dumfries area.

Christmas Publication- we're doing our Christmas gift guide in partnership with Carlisle Living, which will be sent out to 24,000 postcodes across Cumbria and Dumfries. Looking to reduce the number of publications delivered to the centre in order to up the number sent out to West Cumbria and Dumfries.

Santa- Santa will be coming to the Lanes to launch late night shopping on 17 November. We are also creating a Santa's Grotto on the ground floor of the ex-JJB unit which will be open on 3, 10 and 17 December. Entry is free, but we will be raising money from it for Jigsaw. Craft sessions will also be running along inside the Grotto so children can make a gift for their parents each week.

Late Night Launch- as well as Santa, we will have a magician and entertainment from a local theatre group. Advertising on the radio will start this w/c 7 November, really pushing Santa coming to the Lanes.

Printed Advertising- we are ramping up our printed ads and will be featuring in Carlisle Living in October, November and December. We also have adverts appearing in Cumbria Life, D&G Life and Living North.

Fashion Show- our Winter Wonderland fashion show takes place on Saturday 12 November in Centre Square at 11.30am. There will be live music and chances for customers to win prizes during the event.

4. City Events

Christmas Lights Switch On- city centre lights will be switched on at 5pm on Sunday 20 November.

Coca Cola Truck- the Coca Cola is returning to Carlisle on Tuesday 22 November, however it will be going to the Asda store at Kingstown and not the city centre.

Christmas Market- this year the Christmas Market will be a Made In Cumbria market on 30 November to 4 December.

5. Lettings Update

JJB/Toys R Us/Superdrug Area- redevelopment works due to start in the new year. Update to be given at January 2017 meeting.

Jack Wills- now exchanged and will be coming in next year.

6. Any Other Business

Out of Hours Closure- shutters are now installed on Globe Lane, with glazed screens and automatic doors due to be installed in January 2017. Due to additional paperwork which needs completing we can't close off the centre yet, unless we have a run on anti-social behaviour and/or overnight sleepers. With the installation of the new shutters it is now more important to know when retailers are working between 7pm and 7am Monday-Saturday and 6.00pm and 7.00am on Sunday

Christmas Decorations- now in fourth year of current Christmas decorations and will be going out to tender for a new scheme for 2017 -2019.

Ex-Ed's Diner- administrators should be handing the unit back as it is. We are talking to food and drink retailers about trading in the unit as it until up to Christmas, though nothing is confirmed as yet and the unit may require stripping out and refitting as Ed's Diner was a burger business so there are no ovens in the unit.

Toilets- hoping to start building works towards the end of November. Initial works will take place inside the Library so there office staff can relocate to inside the Library. Once this is complete the current office space opposite the Library will be demolished and the new toilet facilities built. Building programme is 12 weeks and should be completed by February/March 2017.

Reverend Teasdale- any stores who would like a school or other local choir to sing Christmas carols instore over November/December please contact Rev Teasdale on 01228 521982.

Also, working with volunteers to provide pastoral support to store staff. Please contact on same number if you would like this for your store.

Ex-Toni & Guy- new hair salon is still due to take the unit, though there has been a hold up by their legals.

3 ETL- Shakira who ran the Ooh La La store has opened a new hair salon in this unit trading as Slaters Hair Salon.

Poppy Stall- we have given the British Legion an RMU to run their Poppy Stall again this year. They are located at the Monsoon entrance opposite Primark. Please support it!