



Marketing & Asset Performance Update
January 2019

CLACTON
SHOPPING VILLAGE

- Install of the new signage is now complete, which is being supported by a full rebrand media campaign
- New website and enablers launched
- Enhanced marketing support for Christmas 2018

News

- Last six weeks of 2018 +8% against 2017 and 2018 total footfall +8% against 2017
- 2019 footfall to-date is +18% against 2018



Now installed; visuals showing the new identity being delivered at site level across multiple key signage locations...



- New approach to marketing campaigns and content is delivering significant gains for the destination. In the last three months;
 - Total reach across social media channels is **290,000 people, which is +51%**
 - **215% increase** in total fans
 - **52% increase** in post engagement
- Greggs opening and centre rebrand received strongest response and engagement with audience
- Win Christmas! campaign promotion designed to further drive footfall, encourage spend and assist with upselling, giving customers the chance to win a shopping spree before Christmas
- Result of enhanced Centre performance is evidenced in **cumulative sales per square foot finishing 2018 at +9% year-on-year (up to week 52)**



Clacton Shopping Village is establishing itself as one of the major stakeholders in the area.

Clacton Airshow

Enhanced support of Clacton Airshow, an event that attracts an estimated 250,000 people over two days, has been shown as part of the new strategic marketing plan.

Clacton Shopping Village's profile was raised with sponsorship of a plane, banner spaces, official programme inclusion and competition tickets that were promoted across the centre's social media channels. The competition alone generated a reach of 43,300 people.

Christmas at Clacton

Clacton Shopping Village will be sponsoring the Clacton Christmas tree and running a media and on-centre campaign that gives entrants the chance to 'Win Christmas'.

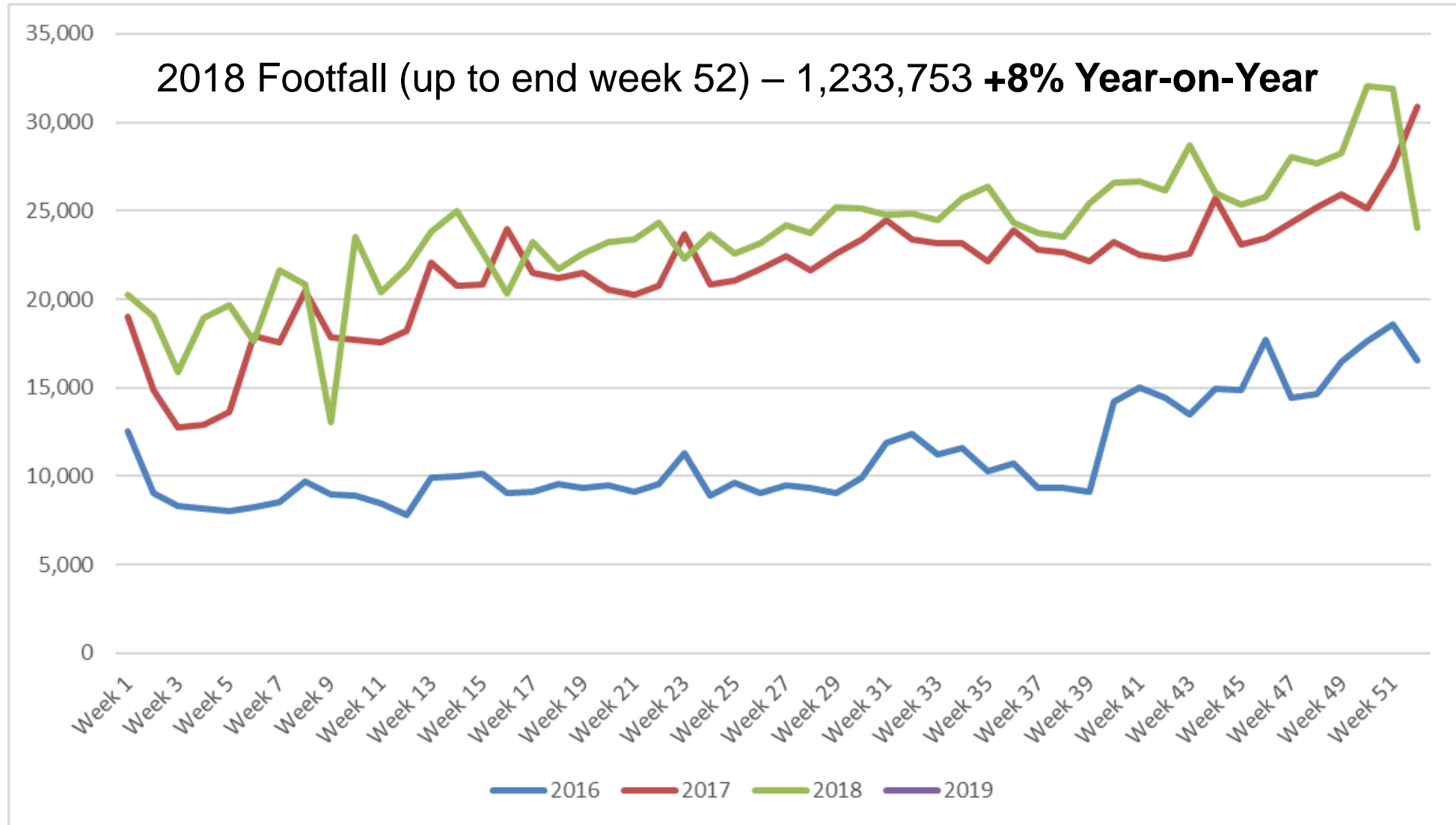


WIN

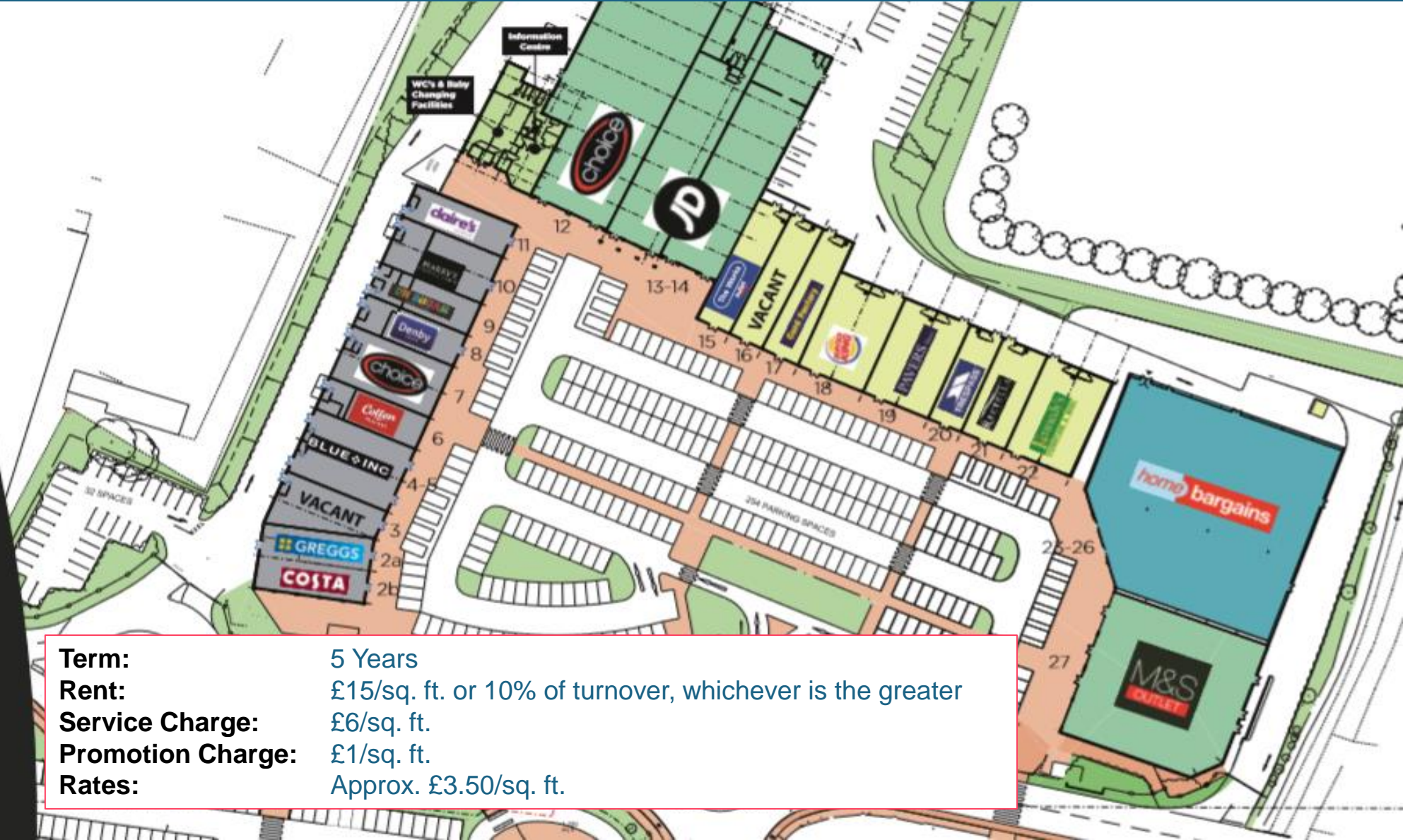
VIP TICKETS FOR CLACTON AIRSHOW
Friday 24th August 2018.

CLACTON AIRSHOW

Clacton
Factory
Outlet



Unit	Tenant
2a	Greggs
2b	Costa
3	Vacant
4-5	Blue Inc
6	Cotton Traders
7	Choice
8	Denby
9	Oh Sugar
10	Harry's coffee and cakes
11	Claire's
12	Choice
13/14	JD Sports
15	The Works
16	Vacant
17	Card Factory
18	Burger King
19	Pavers Shoes
20	Trespass
21	Rectalla
22	Kennedys Furniture
23-26	Home Bargains
27	M & S



Term: 5 Years
Rent: £15/sq. ft. or 10% of turnover, whichever is the greater
Service Charge: £6/sq. ft.
Promotion Charge: £1/sq. ft.
Rates: Approx. £3.50/sq. ft.

Get In Touch

For further information please contact Bertie Scott-Hopkins
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CHD PROPERTY

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