

Footfall continues its impressive growth, running at 25% up on 2018 and annualising at over 1.5 million



Marketing & Asset Performance Update
July 2019

CLACTON
SHOPPING VILLAGE

M&S
OUTLET




GREGGS

COSTA
COFFEE

home bargains

- Strong anchors continue to trade successfully



- Footfall continues its impressive growth showing a **25% increase** on 2018 YTD
- Costa open and trading over budget with terms out to further enhance the F&B offer
-  **GREGGS** opened September 2018 and trading **materially over-budget**
- **3% increase** in cumulative sales per square foot since start of 2019



Recent landlord investment: 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 **310,000 people**
 - **140% increase** in total fans
 - **56% increase** in post engagement
- **Enhanced marketing support** for the centre, which includes a series of family events throughout school holidays across the year
- **New website and enablers launched**, with an integrated and clearer media and social media strategy as part of centre rebrand
- Improved retailer support – Greggs opening received highest customer engagement to-date



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.

Epic Wednesdays

Introduction of activities during school holidays aimed at local families.

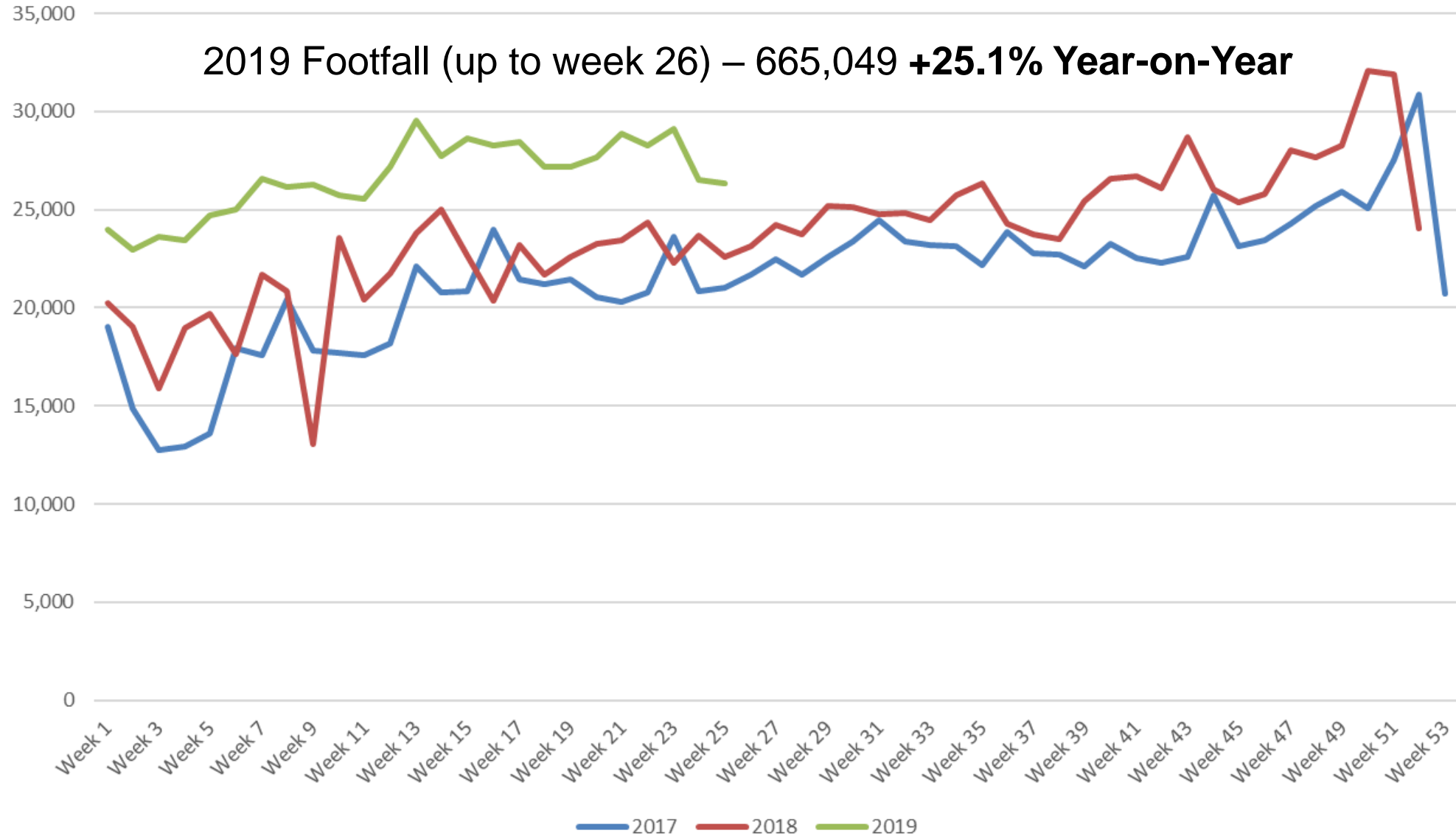


WIN

VIP TICKETS FOR CLACTON AIRSHOW
Friday 24th August 2018.

CLACTON AIRSHOW

Clacton
Factory
Outlet





QUOTING TERMS

Term	5 Years
Rent	£15 sq. ft. Or 10% of turnover, whichever is greater
Service Charge	£6 sq. ft.
Promotion Charge	£1 sq. ft.
Rates	Approximately £3.50 sq. ft.



Get In Touch

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