



**MINUTES OF MEETING OF JACKSON SQUARE SHOPPING CENTRE TENANTS  
MONDAY 29<sup>TH</sup> JANUARY 2018 AT 1100 HOURS IN HIC BOARDROOM MEETING ROOM**

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**PRESENT :-**

Grace Bagster (JLL)	Dawn Herbert (The Entertainer)	Alexandra Sears (H&M)
Jon Davitt (Clarks)	Dawn Larn (Muse)	Marina Smith (The Fragrance Shop)
Anita Forrest (JLL)	Valentina Mazzanti (The Body Shop)	Lynsey Thomson (Bewonder*)
Sue Helm (JLL)	Antony Mecklenburgh (Starbucks)	Leone Walker (Bewonder*)
		Kevin Walls (NEXT)

1. LT opened the meeting by thanking those who had managed to attend, welcomed some new tenants and was very pleased with the turnout.

**2. Marketing Update – Tenant’s Opportunity Packs**

LT presented the Tenant Marketing Opportunities 2018 pack, which will be distributed to Tenants with the minutes. Tenants are invited to please peruse the brochure and make the most of the marketing opportunities arranged by the marketing team. Of note are:-

- New website which was launched in the Summer of 2017
- Quarterly Retailer meetings to be held - all tenants are invited and encouraged to attend
- Tenant portal is being developed on the website as a platform for useful information for tenants, providing easy access to tenant memos, newsletters, footfall reports and other important Centre information.
- Implementation of an exciting quarterly event schedule to drive footfall and increase dwell time within the Centre
- Tenants are also invited to make the most of any advertising opportunities by using the poster frames (8 within the Centre) or display cabinets – currently the larger one is available by Wilkos – the smaller is under repair and hopefully will be available in the next few months.
- LT is working to install a bespoke, embedded lit up display cabinet located between Smiggle and the old Muffin Break unit, making use of the empty wall space. The cabinets can be booked directly with LT or LW – bookings are a full month but cannot be booked consecutively in order to give other tenants an opportunity to showcase their products.
- If tenants wish to use the poster frames eg. for a new product launch, they need to contact LT or LW. Tenants would have to provide the printed poster on A1 size at their own cost. Posters frames can be booked for no longer than three weeks.
- Contact LT or LW directly to advertise on
  - Facebook
  - Website
  - Twitter
- Corporate Social Responsibility continues to be a focus for Jackson Square and the landlord Legal & General. Jackson Square is looking into supporting a Charity of the year again for 2018, updating our Community wall which will involve work from Bishop’s Stortford College this year and updating the wall near Starbucks with Jackson Square’s information on sustainability initiatives which we have achieved in the last seven years under Legal & General’s ownership. Tenants are invited to submit any suggestions for Jackson Square’s charity of the year with a nomination of a local charity to LT asap.
- Marketing will also issue a quarterly newsletter to all Tenants complete with digital stats to show growth in the previous quarter.
- Memos will be sent reminding Tenants of upcoming events
- LT and LW visit the Centre once a month and if Tenants would like some assistance with marketing eg character visits, new product launches, please contact the marketing team to arrange a meeting when they are on site. Otherwise, the marketing team is always contactable via email and phone.
- Jackson Square will be advertised on the Bishop’s Stortford train station ticket gates on the returning side from London in an effort to remind shoppers to visit the Centre and the great brands available on their

doorstep.

- HTML database is growing and is useful. From May legislation has changed and needs to be GDPR compliant which requires that people opt in very clearly rather than opt out.
- LT & LW can assist with the PR where stores may be having a refit, product launch or have any 'good news' news stories – tenants are encouraged to get in touch if they would like some PR support. Should Tenants have any job vacancies, Marketing can advertise this on the website if Tenants provide a job description and the application process.
- Jon Davitt (JD) of Clarks suggested that when advertising the Centre, available car parks in the town need to also be advertised. JD also suggested that the maximum time allowed to park in Jackson Square should be 2-3 hours which could result in quicker turnover of people to the Centre and increase footfall. LT has ensured the website provides a link on the parking page to showcase other parking options available within the town. Retailers are encouraged to help Jackson Square apply pressure to the council. Grace Bagster (GB) to enquire on car park status in the town.

### 3. Building Works

JD asked what the plans were for the large square that PB Furniture used to occupy, adding that if the square was to be occupied, it would bring a buzz to the Centre as it was at Christmas with the various stalls that were in situ. JD also asked when the building works would cease and what were the plans for the empty units, specifically Impressions and Muffin Break? GB replied that the Landlord had purchased the former Woolworths / QD stores and was pressed to complete a major refurbishment to accommodate H&M. This has been completed. The remaining space on the high street is currently being refurbished to offer 3 units off the high street, in addition to this the former impressions unit will be refurbished. Muffin Break is currently under development to be turned into smaller kiosks. At the end of last year, the refurbishment was thrown off track by an inability to obtain materials, Christmas trade etc. After Christmas, materials are now available, works have resumed and should complete by the middle of March. Part B (newer block) is due to be upgraded with new lights by the end of February.

LT wanted to assure tenants that there was constantly a lot of work behind the scenes being done to secure and negotiate with prospective new tenants, but that information can only be supplied to retailers when everything is confirmed.

### 4. General Business Trends

Starbucks reported being up 20% on last year's footfall and sales. Fragrance Shop also reported a record, successful Christmas. Body Shop however, reported slow sales due to stock issues created by Head office. This has been addressed and rectified and the outlook is positive. NEXT reported steady trading and enquired about late night shopping around Christmas. This has been trialled in the past and proved unsuccessful. However, with the mix of new tenants, this could be revisited around June. Clarks reported poor trade and footfall - on line shopping has negatively affected their business. The Entertainer reported steady trading with no real impact being closed on Christmas Eve as this was a Sunday. H&M reported excellent trade and footfall but it will be interesting to see whether this is maintained. H&M advised that they know that on line shopping is bigger which is used to maximum benefit.

### 5. Any Other Business

JD asked about door to Potter Street not working – GB advised that contractors were working to resolve this asap.

### 6. Date of Next meeting

To be advised.