

Welcome to the July issue of Jackson Square's quarterly tenant newsletter, to help you keep up to date with Jackson Square's latest news, events, upcoming activity and ways in which your store can get involved.

Quarterly Results

Quarterly results will be shared with you to keep you updated to our growth YoY on various platforms:

Facebook

Total YTD: 4,745 fans
+214 new likes!

Twitter

Total YTD: 1,820 followers

Website

7,998 visits
15,562 page views

Footfall

April:
-2.7% YoY
National Benchmark
-0.8% YoY

May:

-4.1% YoY
National Benchmark
+0.8% YoY

June:

+0.3% YoY
National Benchmark
-0.8% YoY

The Gruffalo

On Saturday 24th June, The Gruffalo came to Jackson Square to the delight of children. Between 11am and 4pm, the popular character greeted people with hugs and high fives, whilst posing for many photos. Alongside the activity there were interactive storytelling sessions at regular intervals throughout the day, whilst children could design their very own headband and choose to be the Fox, the Owl, Mouse, Snake or Gruffalo himself. Over 192 children created their own headband with a number attending the event in their finest Gruffalo t-shirts.

Participant feedback

"The event theme was super, my children love the Gruffalo"

"The educational touch of the storytelling was great!"

"I got a picture with the Gruffalo!"



Too Cool for School

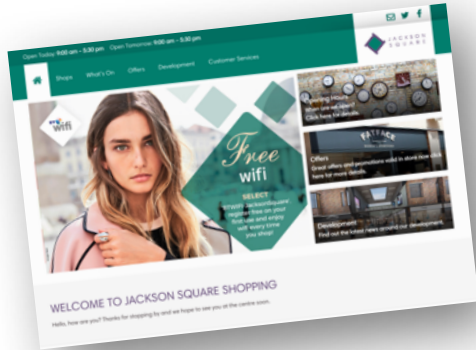


On Saturday 26th August, Jackson Square will be hosting a Too Cool for School event from 11am to 4pm.

Children will be invited to design their own notepad, pencil case, bookmark and more ahead of the new school year. On top of this there will be a number of fun quizzes and games offering children the chance to take home a prize.

Too Cool for School is the perfect setting to promote any back to school ranges you may have in store.

Brand new Website



Jackson Square launched a brand new website towards the end of June. With over 73.4% of visits to our website traffic coming from a mobile or tablet we have redesigned the website with this in mind. To help promote the new website a competition is currently running for one lucky winner to win a Series 2 white Apple iWatch. We kindly ask all retailers to check their store listing pages and notify us of any changes, or amends you may wish.

Display Cabinets

Jackson Square has two display cabinets in the mall in key locations to help create awareness for tenants. These are available to all tenants to use and benefit from. There is one small cabinet which can be used to help promote smaller products and a large cabinet for mannequins where fashion retailers can showcase their range.

If you would like to use the cabinets please get in touch with the marketing team. The cabinets are available on a one month basis for tenants who have booked in with the marketing team. Bookings operate on a first come, first served basis. Get in touch today if you are interested in showcasing your products.

Marketing Support

Jackson Square's Marketing team is here to help support your store. Remember to send through any offers, events, new product launches, job vacancies or news stories so that they can be added to the website and social media channels. PR support is also available if you have anything exciting happening in store, such as charity fundraising events or big product launches.

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