



JACKSON
SQUARE

Tenant Newsletter

November 2017

Welcome to the November 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: 5,073 fans
+328 new likes!

Twitter

Total YTD: 1,811 followers

Website

29,226 visits
62,985 page views

Footfall

August:
-6.3% YoY
National Benchmark
-0.9% YoY

September:

-0.7% YoY
National Benchmark
-0.9% YoY

October:

-2.7% YoY
National Benchmark
-2.7% YoY

H&M Opening

This month we have welcomed H&M to the Jackson Square family. We are delighted to have them as a member of the Shopping Centre. For those of you who missed the fabulous opening, our Facebook Live post is still available on our Facebook page. So far the post has achieved an organic reach of **16,109** people, **10,461** views and **782** reactions. Our best performing social post this year!

The queue snaked through the Centre back up towards Sainsbury's with over 500 people!

Make sure you pop in store to say hello to Alexandra and her team!



The Stock Exchange



The Stock Exchange is coming to Jackson Square, but it's not about the Trading Bell, it's all about the Jingle Bells! Children are invited from 11 'til 4 on Saturday the 25th November to decorate their very own Christmas stocking to hang on the fireplace on Christmas Eve.

What's more, we will have a 5ft stocking for customers to donate presents to to Grove Cottage.





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Reindeer Games Interactive Hoarding

Earlier this month we installed an interactive game on part of the old Muffin Break unit. Our Reindeer Games has so far had over **2,192** plays of which **856** people have won a voucher/discount to one of your stores.

Thank you to those stores who have kindly donated offers and prizes.

If you would like to take part, don't forget that you have full control over the offer, terms and conditions and quantity which we load into the game.

Players who play the game need to reach a certain score in order to win, once they have the game will dispense a voucher or prize from one of your stores. The objective is to drive footfall and additional sales to your stores.

If you would like to get involved please get in touch with the marketing team.



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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