

# concession

## NEWS

### UPDATE

## AN EXCELLENT FINISH TO 2012 FOR CONCESSION OPENINGS IN GARDEN CENTRES



**As Christmas sales start to increase and garden centres look to make up for a tough Spring and Autumn, concession openings have remained strong in the final quarter of the year.**

Complementary retailers have continued to open stores within garden centres as a result of the favourable, leisure shopping experience which draws customers to garden centres as a preference to alternative shopping destinations.

Following the recent announcement that Shuropody (Footcare) have secured funding to invest into increasing their garden centre portfolio, they have successfully opened in The Garden Centre Group's sites at Bridgemere Garden World, Heighley Gate, Gosforth, Stockton, Osterley, Thatcham, Royston, Ramsgate and Thornbury in addition to installations at Dobbies and Notcutts.

Roman Originals the ladies fashion retailer has continued to concentrate on garden centre openings, securing new stores with at Harlestone Heath Garden Centre and Blooms Garden Centre Gloucester.

Cotton Traders have opened new locations at Sanders Garden World, Stratford-upon-Avon Garden Centre and Holland Arms Garden Centre.

Klass clothing, who are new to the garden centre market, have also enjoyed new openings at Thornbury Garden Centre and Poppleton York Garden Centre.

Camping and outdoor clothing specialists Mountain Warehouse have opened within standalone units at Woodbridge Garden Centre and Blooms Garden Centre Rugby and as a result of the difficult weather patterns in 2012, the new stores have reportedly performed extremely well.

Cotswold Outdoor, the premium camping range retailer started their fit out of Hayes Garden World in December providing a perfect fit for the local and tourist customer base that frequent the Garden Centre in the Lake District.

In addition 'Virgin Experience Days' have installed their 'Unmanned Display Units' into over 120 garden centres nationwide and are reporting a phenomenal sales performance in the

run up to Christmas. It has been hailed as one of the best roll outs they have completed to date.

These complementary retailers enhance the garden centre offer and provide alternative reasons for consumers to visit. As a result they are becoming increasingly popular with garden centre owners who are looking to spread their visitor number across all seasons and relieve their reliance on own bought product sales.

Cross marketing and promotions have worked very well throughout 2012. The majority of retailers that have opened this year have access to (local) loyalty schemes and customer data bases which mean customers are alerted to new openings, generating immediate interest and footfall for the host sites.

**Keith McIntyre First Franchise MD** said *“We are pleased that retailers are still looking to continue to invest into the sector. It has been a difficult year for garden centre sales but we have maintained a good level of openings throughout the year. Many of these openings have taken place in the last quarter which will help garden centres attract customers before Christmas and into the New Year.”*

**For more information** contact Richard at First Franchise or 01737 735041  
[richard.lewis@firstfranchise.com](mailto:richard.lewis@firstfranchise.com)

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Head Office: Castle Court, 41 London Road, Reigate, Surrey RH2 9RJ.

Telephone: 01737 735041 | Email: [info@firstfranchise.com](mailto:info@firstfranchise.com) | [www.firstfranchise.com](http://www.firstfranchise.com) | [www.promotionalspace.com](http://www.promotionalspace.com)

