

concession

NEWS

UPDATE

FF-GARDEN CENTRE SERVICES – LETTING YOUR CONCESSION SPACE



In this week's edition of Concession News we look at how garden centres are able to let their available space with First Franchise Ltd.

Garden Centre owners have always seen Concessions as a useful addition to their premises with Conservatory displays and other external operators being part of the traditional, garden centre trading format.

In recent times however, garden centres have introduced more and more specialist retailers to offer their customers expertise and quality which they themselves would not usually be able to provide.

Since 2004, First Franchise Ltd have been the UK's market leading experts in the introduction of additional retail to garden centres.

First Franchise work with, and have guided some of the leading retail brands to become established within the sector. They have introduced new initiatives that have added millions of pounds of rental revenue to the entire garden centre industry.

Thanks to their unique understanding of the market and unrivalled ability to negotiate a mutually beneficial, on site partnership, the likes of Cotton Traders, Maidenhead Aquatics, Pets Corner and Edinburgh Woollen Mill (to name a few), have all recognised the benefits of working with First Franchise Ltd.

As a result of this experience and market knowledge, First Franchise Ltd are now able to offer garden centres the opportunity to work with them to market and let their available space.

Providing garden centres with a tailored marketing pack and expert advice, First Franchise can manage the letting, from initial idea to completion.



Business Development & Marketing Manager for First Franchise, Richard Lewis explains *"We have all the knowledge, market information and experience to let any concession space*

within the garden centre sector. Our database includes national and local tenants looking for space, as well as full information on space available within garden centres. ”

”It is increasingly important that the agreements in place are completed correctly and fairly and our extensive knowledge of the market can help create the right, mutually beneficial structure. There is unprecedented interest in garden centres at the moment and we would like to talk to garden centre owners with any space they may have available.”

For more information on how they can help, contact First Franchise Ltd now, 01737 735041, richard.lewis@firstfranchise.com

Concession News is published by First Franchise Limited and Promotional Space Limited.

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

Telephone: 01737 735041 | Email: info@firstfranchise.com | www.firstfranchise.com | www.promotionalspace.com

