

# concession

## NEWS

### UPDATE

## GROUP SET FOR 2012 EXPANSION



The Garden Centre Group prepares to transform several of its garden centres with the addition of dedicated retail villages.

The Garden Centre Group is planning to expand several of its sites by introducing mini shopping malls – or ‘concession villages’ – to expand its concession portfolios. The first shopping mall opened at Andover Garden Centre in Hampshire housing outlets for Maidenhead Aquatics, Cotton Traders, Pets Corner, Yankee Candle, Pavers Shoes and Mountain Warehouse. Additional retail villages are proposed for many of the groups sites as well as a continued development programme across the estate.

Since 2004, First Franchise has transformed the garden centre sector by matching retail brands with forward thinking garden centres and the company is working with The Garden Centre Group on its innovative concession shopping mall scheme.

*“Concession outlets are an intrinsic part of modern garden centre retailing, adding to the overall appeal and relaxed informal shopping environment that make garden centres the consumers’ choice of retail destinations,”* said **Keith McIntyre, Managing Director, First Franchise**. *“Concession villages and shopping malls anchored by garden centres are supported by many of the country’s leading high street retail companies and they attract leisure and tourist consumers in addition to everyday shoppers.”*