

# concession

## NEWS

### UPDATE



## PAVERS SHOES – BEST FOOT FORWARD!



In this week's edition of Concession News, we investigate how Pavers, one of the UK's largest footwear retailers are working with garden centres to provide their customers with an attraction that requires regular, repeat visits.

In 1971, Cathie Paver struggled to find stylish shoes that actually fit her, so, decided to start her own shoe shop in her hometown of York.

Since then, Pavers have grown and developed with the sole aim of providing 'comfortable, stylish footwear.' Now, with over 100 stores throughout the UK and Ireland, Pavers have stayed true to the beliefs that the company was founded on and ensure that their comfort footwear ranges are affordable and fashionable.

**Pavers** commented *“Over the last four decades, we are proud to have established a strong reputation as the country's leading comfort footwear specialist. Many customers come back to us time and time again for the 'Pavers Experience' where they know they will find friendly knowledgeable staff, a relaxed atmosphere and a huge range of quality shoes at great prices offering great value for money.”*

The stock is displayed within their stores on fittings which ensure that as much product is on the shop floor as possible so the staff have quick access to sizes and can help the customers make their selection without leaving them waiting on the shop floor.

Pavers understand the importance of having ranges that can be browsed in garden centres as, like the host, the products look better when they can be seen and touched. As a result the onsite teams ensure that they offer advice to customers and make sure they help with individual requirements.



**Pavers** added: *“With the use of state of the art technology, we are able to provide our stores with daily deliveries ensuring optimal stock utilisation. We have a large loyal customer base and consistent record of driving footfall to sites”.*

The customers that require this level of service are unique to garden centres and the format that Pavers adopt is suitable for areas either off the main shop floor or within standalone buildings. They have 17 garden centre locations currently and are part of some of the most prestigious garden centres and garden centre developments in the UK including Van Hages at Peterborough, Bicester Avenue, Blue Diamond Evesham and Springfield to name a few.

Working with Pavers, **Alyson Haywood** of **Moreton Park Garden Centre** comments, *“Pavers provide a footwear offer which is ideal for our customer base. Their ranges are well received by the customers and we often see our ‘regulars’ browsing in Pavers when they visit.”*



**Tim Mason** of **Hilliers Garden Centres** adds, *“Pavers have standalone stores at our Eastbourne and Horsham Garden Centres. The customers like to visit their stores to see the new ranges as they seem to change on a regular basis. This helps to keep the whole site as a year round attraction and, along with our catering and leisure ranges, Pavers help to create more reasons to visit in any weather.”*

In addition to the instore teams working hard to bring customers back, Pavers also have a regular email Newsletter which is sent out to notify customers of the new season styles available and offers/discounts (etc). This helps to ensure that their customers are kept up to date of the constantly changing ranges available on site.

**Niall O’Regan**, **Business Development Manager** at **First Franchise** added *“The Pavers format is unique as the constantly changing ranges mean that garden centre customers visit regularly to see what’s new. The staff are excellent at building rapport with the customers and the concept is a perfect fit for garden centres.”*