

# concession

## NEWS

### UPDATE

## SQUIRES MAXIMISE EXTERNAL CONCESSION AREA



Squires Garden Centre at Long Ditton has recently installed a log cabins and garden buildings concession into an external area, transforming an area that had become unused and overgrown.

Creative Log Cabins took occupation of the space during February 2012. The area itself is located to the bottom of the Plantaria behind the plant beds, visible from the main garden centre shop and was formerly a conservatory concession area. The garden centre had screened the area off with tall display product as it had become unsightly and run down. However, Creative Log Cabins were able to see the potential of the space and agreed terms to install.

The long term partnership that was agreed enabled Creative Log Cabins to invest into the area whilst vastly improving the appearance of the space for the garden centre. The buildings within in the display incorporate buildings for all budgets and garden sizes.

The ranges on offer are not something which the garden centre would be able to manufacture stock or sell and they ideally complement their existing shed ranges thus maximising sales for both parties.



Commenting on the installation **Steven Palmer (Squires group, Finance Director)** said *“Creative Log Cabins were able to improve a dormant area of the site. They have added additional ranges to the site which our customers would not usually be able to see and have done a great job with the final display.”*



**Richard Lewis of First Franchise** who were instructed to market the space for Squires, commented *"We thought that Creative Log Cabins would be an ideal partner for Squires at Long Ditton due to their experience already trading within garden centres. We were all very excited about the plans that they made for the area after we met on site and the final results did not disappoint."*

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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)

