



MEXX

MEXX

WORLD'S  
BEST  
STORE

TOMMY HILSON

TOMMY HILSON

junction one

INTERNATIONAL OUTLET SHOPPING

where brands meet discounts

NORTHERN IRELAND'S NO.1

INTERNATIONAL OUTLET CENTRE • RETAIL AND LEISURE DESTINATION



# Northern Ireland's No.1 Retail and Leisure Destination

- Over 650,000 sq ft of Outlet Centre and Retail and Leisure Park
- Over 3,000 free car parking spaces
- Over 70 outlet stores including Marks & Spencer Outlet, Clarks Factory Shop, Next Clearance, Nike, Bose, Reebok, Tom Tailor, Adidas and Clockwork Orange
- 10 catering outlets including Starbucks, Subway and Burger King
- Over 12 million visitors since opening in 2004
- Enroute to major tourist attractions The Giants Causeway and Bushmills Distillery
- 90 bed Express By Holiday Inn Hotel
- High level of Tenant Support including individually tailored marketing/promotion packages
- Focused merchandise mix ideally suited for the Northern Ireland market



# The Location For You



## An Unrivalled Location

- 2 minutes from Junction 1 exit off the M22
- 20 minutes from Belfast City Centre
- 10 minutes from Belfast International Airport
- 25 minutes from Belfast City Airport



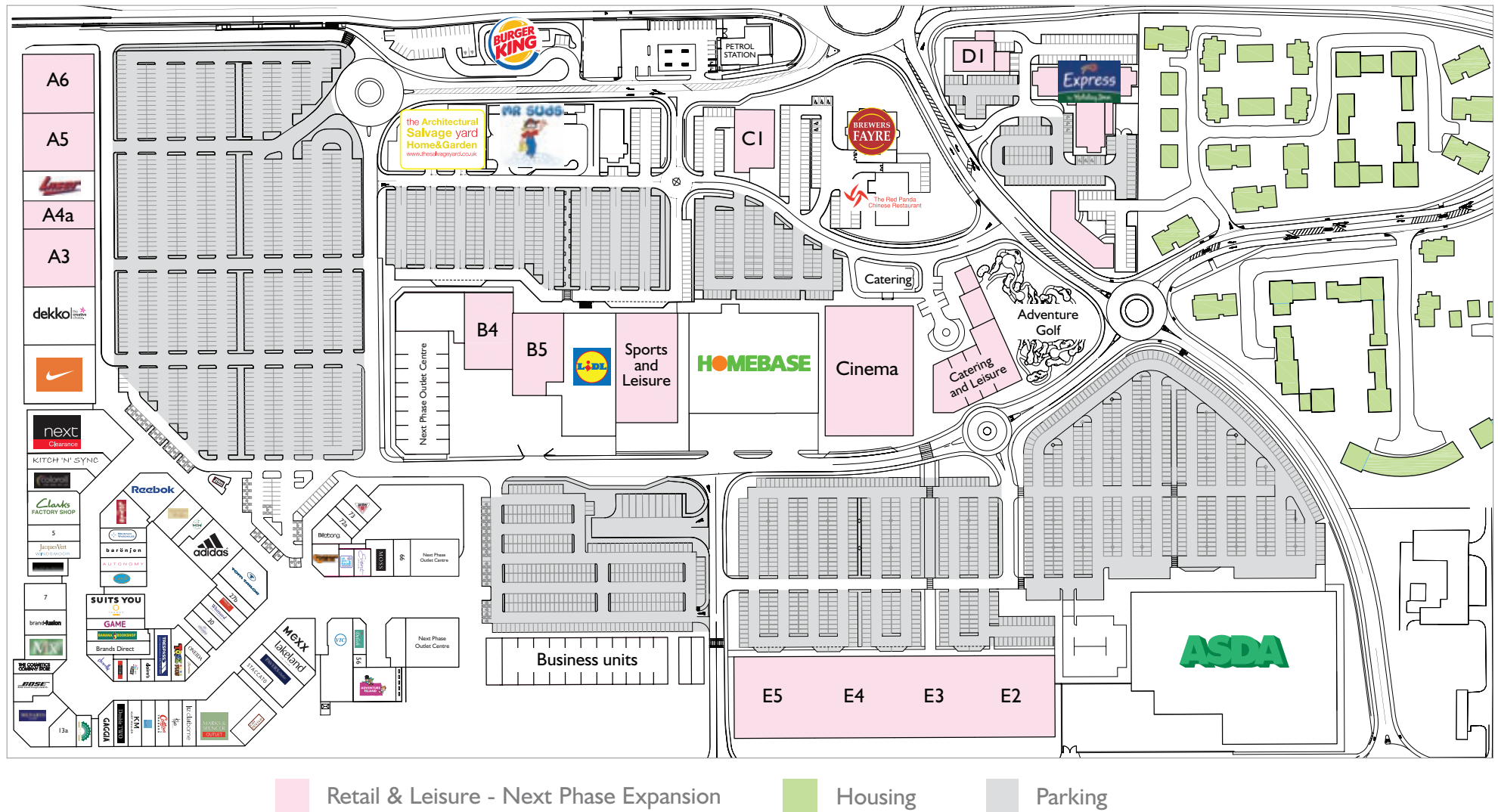
| Retail Centre                        | Class Name                                  | Rank |
|--------------------------------------|---------------------------------------------|------|
| Belfast                              | NI - Regional Centres                       | 1    |
| Londonderry                          | NI - Average Centres                        | 2    |
| Newry                                | NI - Average Centres                        | 3    |
| Newtownabbey - Abbey Centre          | NI - Average Purpose Built District Centres | 4    |
| Ballymena                            | NI - Average Centres                        | 5    |
| Junction One                         | NI - Major FOCs Mass Market                 | 6    |
| Lisburn                              | NI - Average Centre                         | 7    |
| Coleraine                            | NI - Average Centre                         | 8    |
| Banbridge - The Outlet               | NI - Major FOCs Mass Market                 | 9    |
| Craigavon - Rushmere Shopping Centre | NI - Average Purpose Built District Centres | 10   |

CACI Top 10 Northern Ireland Retail Footprint Rankings 2008

“CACI’s analysis shows that with strong concentrations of affluent families, customers at Junction One are more ‘upscale’ than any outlet centre in Ireland. The evolving customer offer has significantly increased the number of affluent shoppers to the site and levels of average visitor spend and dwell time now rank amongst the best in Europe. With trading patterns firmly established and year on year growth out performing the market, Junction One is clearly the number one outlet centre in Ireland.”

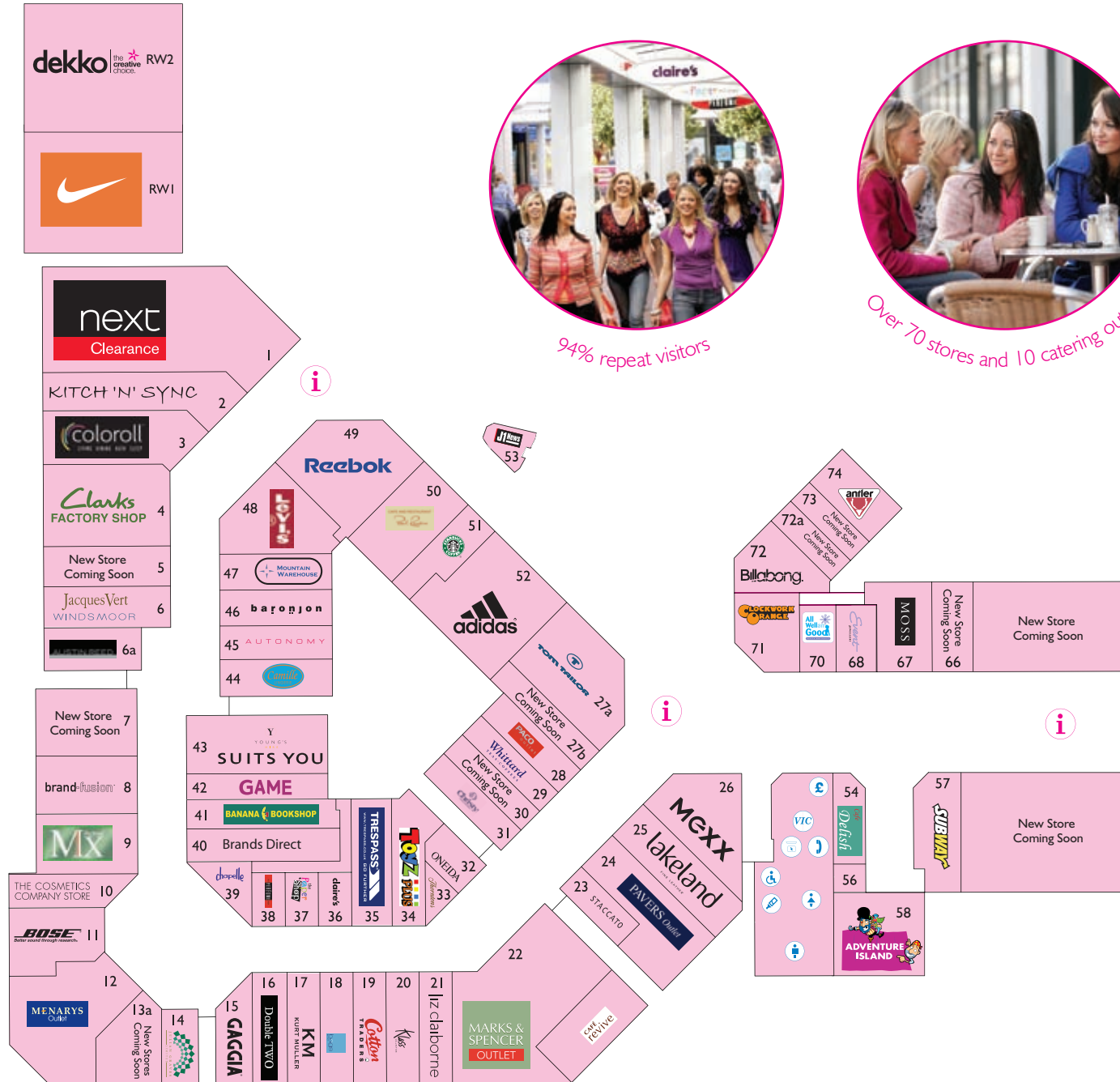
*Simon Power, Head of Property Consulting, CACI*

# Northern Ireland's Premier Retail and Leisure Destination





# Junction One International Outlet Shopping



94% repeat visitors



Over 70 stores and 10 catering outlets



Average dwell time 78 minutes



Over 12 million visitors since opening



Over 3,000 free car parking spaces

# Success That Speaks For Itself - Easter 2009



"We finished the top outlet store for Easter Monday and Tuesday. The Easter Fayre and carousel were brilliant!"

*Gaynor Torrens  
Store Manager, Next*



"We were thrilled with our sales, footfall was noticeably higher and customers were delighted with the choice and value available in centre."

*Maggie McKinney  
Store Manager, Reebok*



"Our sales like for like over the Easter period increased by 46%. The atmosphere was fantastic!"

*Lesley-Anne Nelson  
Store Manager, Perfume Shop*



"We had the highest conversion in all of 'factory outlet' and finished 2nd overall in 'outlet', helped by the excellent activity in centre."

*Cheryl Millar  
Store Manager, Adidas*



"Sales and footfall both increased over the Easter period and the extra in centre activities were all great and very well organised."

*Louise O'Neill  
Store Manager, Banana Books*



"I was delighted with our Easter trade, particularly Easter Monday as we had the highest % increase in like for like sales in the company."

*Lisa McKinney  
Store Manager, Coloroll*



"We finished +35% on last year's sales, footfall was well up and the centre had a fabulous atmosphere."

*Nikki Wilson  
Store Manager, Nike*



"The in centre activity was a real asset and helped to reinforce to customers that Junction One is the number one outlet in the North."

*Judith McCormack  
Store Manager, Clarks*



"Our store was between 1st and 2nd in sales in the region and we were the envy of the other stores!"

*Michael Armstrong  
Store Manager, Game*



"Our sales and footfall were very positive with our store coming 1st out of 53 stores with sales up 37%."

*Chris Mitchell  
Assistant Manager, Trespass*

# Success That Speaks For Itself - Christmas 2008



"As a relatively new brand to Northern Ireland we are very pleased with the excellent consumer reaction and loyalty shown to our brand, and Junction One has been instrumental with the promotion of our brand to the catchment population. During these difficult and challenging times we achieved our turnover budgets, and we are confident that our brand will continue to grow with the support from Junction One."

*Richard Holder*  
*Head of Marketing, TOM TAILOR*



"We are very pleased with the trade at Junction One this Christmas and footfall into the store was very high."

*Sandra Young*  
*Area Manager, Menarys*



"Christmas trade in the month of December saw like for like sales increase by 16% for All Wellan Good at Junction One. Sales exceeded store forecasts by more than 10%. I am delighted with the continuing growth of All Wellan Good at Junction One. In spite of the economic downturn customers were benefiting from quality branded cosmetics, toiletries and fragrance at discounts of up to 50% on many lines."

*Chris Sheppard*  
*Managing Director, All Wellan Good*



"The Thorntons store at Junction One was 4th out of the 11 Thorntons stores in Northern Ireland. Bearing in Mind the doom and gloom across the retail economy this was a very good performance."

*Kirsty Waldrum*  
*Thornton's*



"Very strong Christmas at J1 and in fact delighted with the trade for the last the 3 months. We are very upbeat about the centre and feel it has a good mix which gives us a lot of confidence."

*Paul Donoghue*  
*Area manager, M&S*



"We are delighted with the performance of Camille Lingerie at Junction One over the Christmas trading period. We experienced a significant increase in sales over the 6 week period against the previous year."

*Darren Walker*  
*Area Manager, Camille*



"We are delighted with the performance over the peak trading period, we saw a positive growth v's last year both on sales and transactions. The team did a fantastic job and really embraced our new customers whilst maintaining the great service already providers for our regulars. Deborah and her team hosted a preview evening back in Nov to welcome new customers and to thank our loyal customers and with over 250 people attending it was a huge success, I believe its special events like this that make the team and store stand out."

*Paula Galloway*  
*District Manager, Starbucks*



"We had a fantastic Christmas this year and Game at the Junction One Outlet had a record breaking Christmas with like for like sales increasing weekly."

*Paul McKeown*  
*Area Manager, Game*



# Working Together to Create Success

## Centre Management Team Profile



**Ciara Mallon, Leona Barr and Valerie McLernon**

Junction One's Centre Management Team offers considerable experience and expertise of not only full price retailing but also dedicated outlet retailing from over 30 years of working across both sectors. As a result the team has an in-depth understanding of tenant's needs and aspirations as well as a sound knowledge of what it takes to drive sales and deliver excellent customer service.

Centre Manager Leona Barr and her team comprising Valerie McLernon as Retail Operations Manager and Ciara Mallon in her role as Marketing Co-ordinator, work closely with each and every tenant to ensure that the comprehensive mix of internal communication, external marketing and customer interface creates the optimum environment for retailers to maximise sales.

The daily commitment of the Team to fully support tenants is further enhanced by regular employee development activities such as customer service coaching programmes and reward initiatives, which seek to recognise and encourage innovation and excellence in store performance.

## Marketing & PR

Our communications strategy aims to increase sales, profitability and footfall by reinforcing awareness of Junction One as a retail and leisure destination, help develop the profile of individual stores and remind customers of the range of good value shopping, tremendous facilities including 3000 free car parking spaces and relaxed ambience at Junction One.

In terms of advertising support we utilise a wide spectrum of above and below the line media to support key periods and events throughout the retail calendar including TV, radio, press, publications, outdoor, digital as well as targeting the tourism markets with leaflet distribution, tourism/coach titles and airport advertising.

Our PR team liaises with store and area managers creating and implementing ideas for feature stories, competitions and events. On a regular basis we organise fashion and product shoots targeting lifestyle press, broadcast and website journalists.

## New Tenant Support

Junction One works closely with new tenants from a very early stage to guarantee a seamless and successful launch in centre. A comprehensive 'New Store Opening Plan' has been created which allows centre management and marketing teams to provide invaluable support from contract agreement to when your first customers walk through the doors.

A key component is to really get under the skin of the brand joining us. We believe it's vital to understand core brand values and guidelines to ensure a successful partnership. Our support package, which is individually tailored to each new store's requirements, features a broad range of media designed to promote the opening to key target catchment areas.

Activities can include 10 second TV ads, 10, 20 or 30 second radio ads, outdoor 6 sheet and/or 48 sheet campaign and PR launch story and photocall targeting business, trade, lifestyle and regional media. The team does also organize a range of on site support activities such as promotional staff distributing leaflets, mall 'A' boards and a variety of in store POS material.

Our new tenant support package has been extremely well received by recent new outlets including international brand TOM TAILOR. As a result of the campaign we implemented on their behalf, TOM TAILOR has received excellent consumer reaction and brand loyalty and achieved projected turnover targets. And the partnership doesn't end after the opening phase – Junction One continues to proactively support tenants with a range of marketing and PR activities.



## 15% Full Price

With the aim of increasing tenant's profitability and widening customer choice, retail tenants at Junction One have the right to sell up to 15% of their merchandise at up to full price. Primarily targeted at new season stock, current stock and accessories, many tenants find this facility adds significantly to their number of repeat customers and store profitability.

## Service Charge

We are committed to the delivery of a high quality shopping and working environment for all our customers and staff. We aim to adopt industry best practice in all aspects of service provision at Junction One whilst offering value for money. This is achieved by regular retendering and benchmarking.

## Training

Together with our retail and catering partners, we believe in investing in people in order to improve customer service and standards at store level and throughout the centre. The aim is to produce an attractive all-round experience for shoppers, and to increase sales and profitability, plus increase the number of return customers. From our side we are able to offer a subsidized training and coaching pack to store management teams, carried out by qualified trainers, or our own onsite team, plus we provide an ongoing programme of dedicated support in all aspects of outlet retailing by our highly experienced onsite team.



## Dedicated Outlet Leasing Team

### **Rohleder Lumby retail**

Simon Rohleder +44 (0) 20 7409 2867 [simon.rohleder@rohlederlumby.com](mailto:simon.rohleder@rohlederlumby.com)

### **O'Connor Kennedy Turtle**

Brian Turtle +44 (0) 28 9024 8181 [brian.turtle@okt.co.uk](mailto:brian.turtle@okt.co.uk)

Ross Sweeney +44 (0) 28 9024 8181 [ross.sweeney@okt.co.uk](mailto:ross.sweeney@okt.co.uk)

### **REALM**

Christine Finlay +44 (0) 1625 581 580 [cfinlay@realm.ltd.uk](mailto:cfinlay@realm.ltd.uk)

### **The Guinea Group**

John Drummond +44 (0) 131 554 3512 [johndrummond@theguineagroup.co.uk](mailto:johndrummond@theguineagroup.co.uk)

John Jones +44 (0) 131 554 3512 [johnjones@theguineagroup.co.uk](mailto:johnjones@theguineagroup.co.uk)

## Dedicated Retail and Leisure Leasing Team

### **O'Connor Kennedy Turtle**

Brian Turtle +44 (0) 28 9024 8181 [brian.turtle@okt.co.uk](mailto:brian.turtle@okt.co.uk)

Iain McCabe +44 (0) 28 9024 8181 [iain.mccabe@okt.co.uk](mailto:iain.mccabe@okt.co.uk)

### **Colliers CRE**

Jonathan Millar +44 (0) 28 9024 1500 [jonathan.millar@collierscre.co.uk](mailto:jonathan.millar@collierscre.co.uk)

[www.junctionone.co.uk](http://www.junctionone.co.uk)



designed & produced by in2 • [www.in2.co.uk](http://www.in2.co.uk)