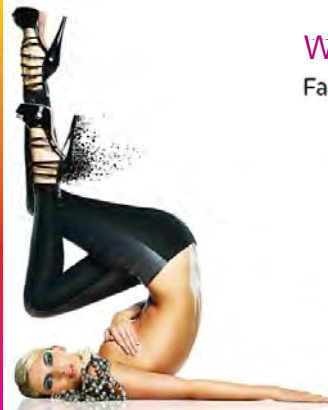


St David's, Cardiff
Historic Towns Forum

May 2010



Welcome to...
Fashion's New Capital



Working with the City



- Why it's important
- Challenges and Successes
- Q & A

Steven Madeley



- Centre Director for 5 years
- Previous career with Boots
- Pharmacist and expert in Cosmetics!



St David's
Dewi Sant

Footfall

	This Year	Last Year	Variance
October	2.9m	1.9m	+55%
November	3.7m	2.2m	+70%
December	4.7m	2.7m	+72%
January	2.5m	1.5m	+61%
February	2.5m	1.2m	+97%
March	2.8m	1.6m	+68%



St David's, Cardiff
The results so far...

Sales



- Since the 'opening week' stores throughout St David's are achieving targets
- Stores are surpassing their own company expectations
- St David's have seen many stores set UK opening records
- Several stores are in their Company top 3



Car Park



- St David's car park has been highly successful, with usage increasing week on week
- Up to 25,000 cars use the car park each week
- Up to 65,000 shoppers access the centre via the car park
- Positive feedback on the competitive tariff



Key areas of partnership

- City Centre Manager
- Retail jobs
- Transport



City Centre Manager

- Being part of the total Cardiff retailer offer
- Contact for City Centre standards
- Use of The Hayes
- Events and Christmas



Retail Jobs

- 3,000 job vacancies
- Service delivery key to sales success
- Enterprise team and Job Centre Plus involved
- 1,000 people trained in Retail skills and 15,000 CVs on the website !



Transport

- Green travel plan produced
- New Park & Ride, Free bus service, VMS and road signage
- Assistance with car park exit problems



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Summary of critical factors

- Understand what you can't influence or don't have experience in.
- Start with a multi-agency approach and focus it down
- Agree the measures of success and be prepared to allow others to do it their way !
- Partnership is key to success.



St David's, Cardiff

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Q&A