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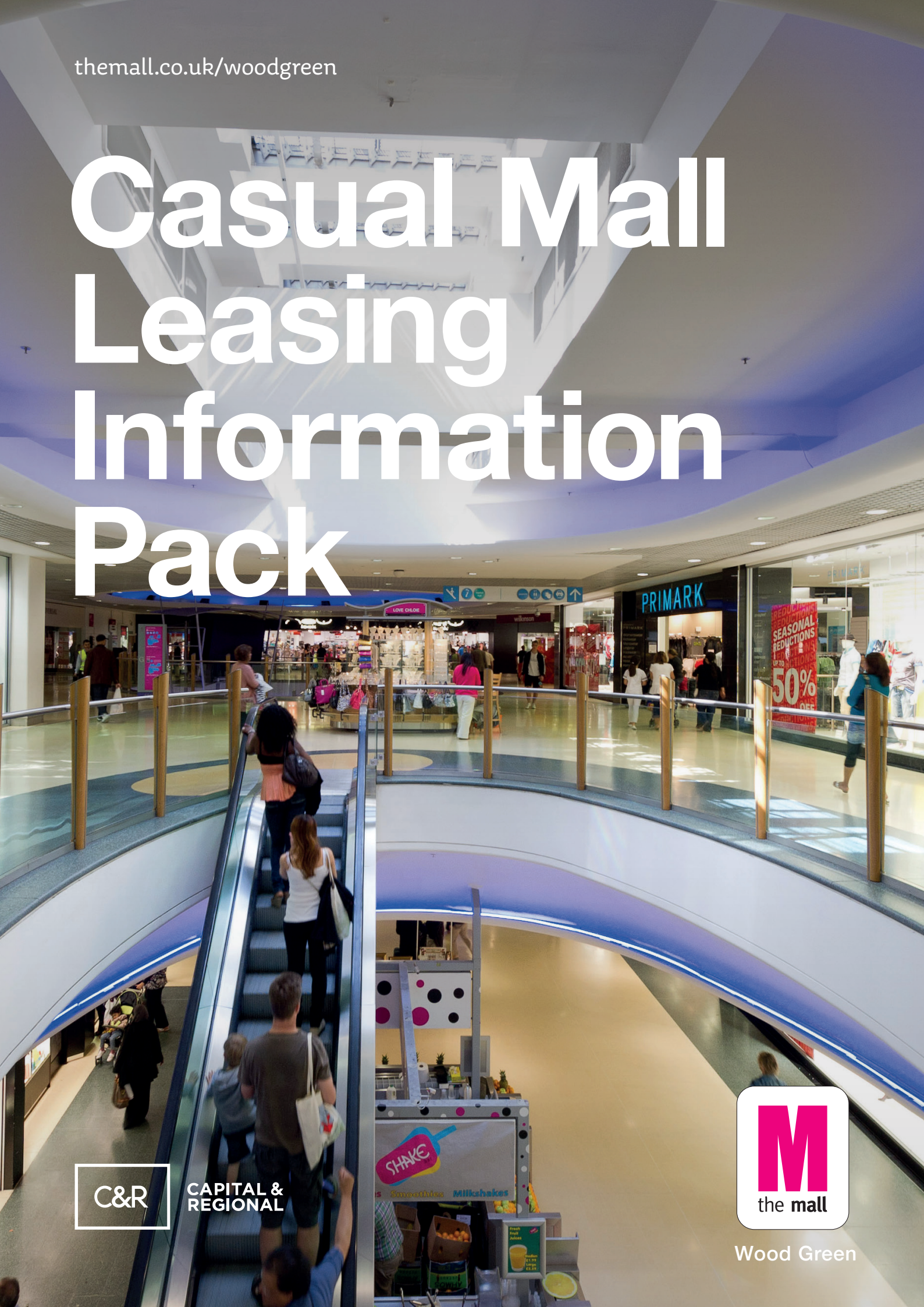
Casual Mall Leasing Information Pack



C&R CAPITAL & REGIONAL

the mall
Wood Green

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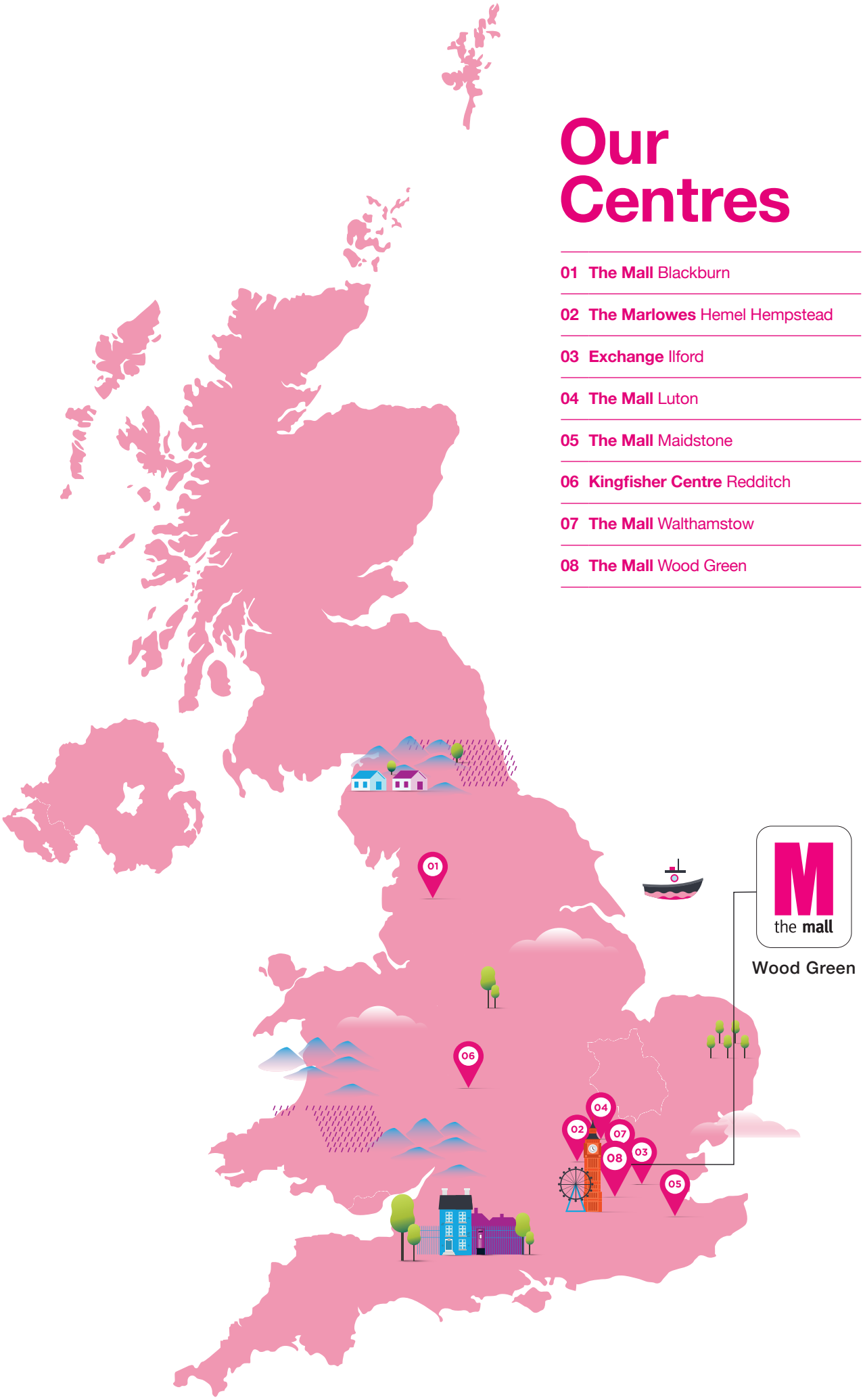


Our Connected Experience

Promotional Space

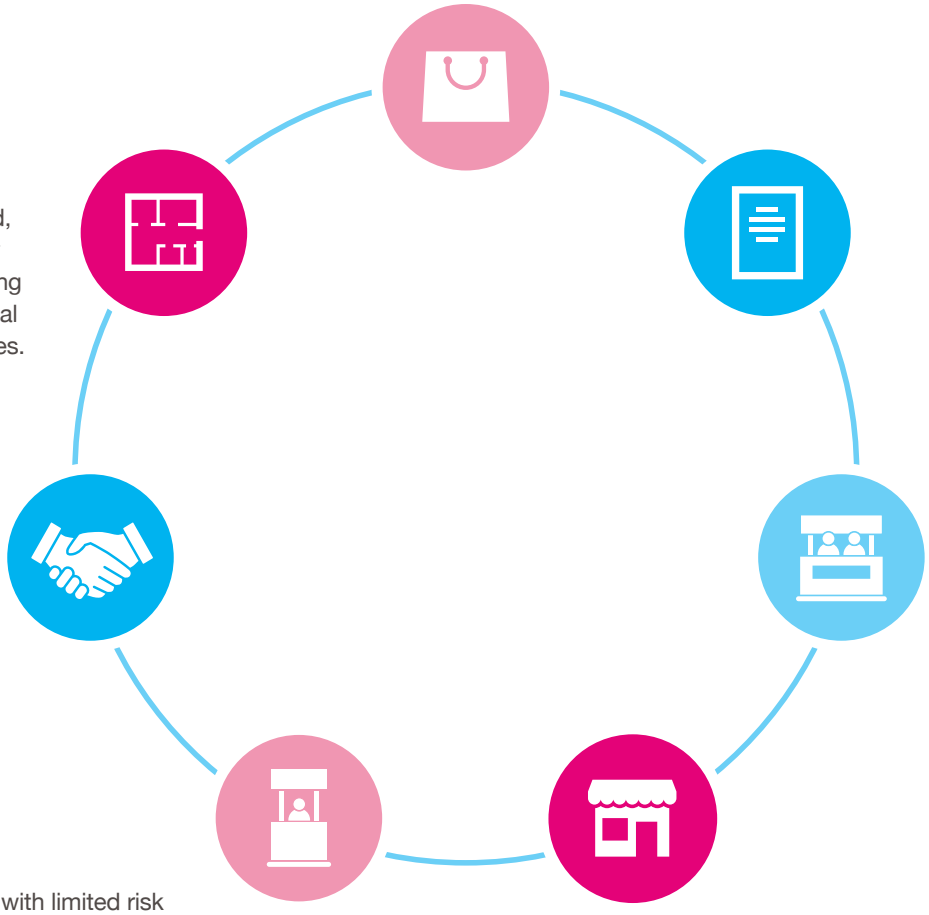
As a host brand we provide the physical environment in which brands can come to life, connect with consumers and create sustainable relationships with them. Situated in high-footfall areas, spaces are available in various sizes to suit all brand experiences.

Product Sampling

Get your product directly into the hands of shoppers and create a powerful, lasting impression. Combine with media or promotional spaces for maximum impact.

Media

Use our media channels to get your brand, product or message to millions of weekly shoppers, while they're already in shopping mode. We have a range of traditional digital media opportunities throughout our centres.



Kiosks

Trade from visually impactful and high-quality, professional kiosk units with high passing footfall.

Pop-ups

Start your business or trial a new product with limited risk with our pop-up and short-term lease opportunities. Perfect for new businesses, brand campaigns and those looking to take the next step.

CML

Our Casual Mall Leasing Sites (CML) provide businesses with high-quality, cost-effective units to sell from. They are positioned in the middle of high-footfall areas and allow for a range of merchandising options.

Sponsorship

We can help create joint marketing initiatives and provide brands with opportunities to get involved with a full calendar of centre events and promotions.

01

The Mall Wood Green

A vibrant 540,000 sq ft London shopping centre acquired in 2002 and prominently located on either side of the main High Road in the heart of Wood Green's town centre.

The Mall consists of over 100 retail units, complete with a 12-screen cinema complex, restaurants and a 30,000 sq ft indoor Market Hall.

Centre Details

The Mall Wood Green
159 High Road
Wood Green
London
N22 6YQ

Contact Details

The Mall Wood Green Casual Mall Leasing Enquiries
T: 0208 888 6667
E: commercialenquirieswoodgreen@themall.co.uk

Portfolio Casual Mall Leasing Enquiries
Capital & Regional
T: 0207 932 8000
E: commercialenquiries@capreg.com

540,000

sq ft size

101

units + 45 units
in the Market Hall

+10.5m

average annual footfall

60 mins

average dwell time

297,212

core catchment

£37

average retail spend

1,200

car parking spaces

1 visit

visit frequency per week

As at January 2020

02 Site Specifications

We have a number of mid-mall opportunities available throughout the centre. These sites are in high-traffic areas and range in size.

Site specifications can be found in the table below. Additional information for specific sites is available upon request.

01/02

Location Number	Site Use	Maximum Weekly (Excl Vat)	Dimensions (Length x Width)	Power Supply	Water (Y/N)	Drainage (Y/N)
1	Promotional Site	£400.00	2m x 2m	–	N	N
2	Kiosk	£650.00	5m x 3m	2 x 13amp	N	N
3	Kiosk	£650.00	4m x 3m	3 x 13amp	N	N
4	Kiosk	£550.00	3.3m x 1.8m	2 x 13amp	N	N
5	Promotional Site / Kiosk	£650.00	3.1m x 1.7m	2 x 13amp	N	N
6	Kiosk	£650.00	4.5m x 2.7m	4 x 13amp	Y	Y
7	Kiosk	£650.00	3.4m x 2.4m	2 x 13amp	N	N
8	Kiosk	£550.00	3.1m x 1.7m	1 x 13amp	N	N
9	Promotional Site	£550.00	4.5m x 2.5m	1 x 13amp	N	N
10	Promotional Site	£550.00	3.1m x 1.7m	1 x 13amp	N	N
11	Promotional Site	£550.00	3.1m x 1.7m	1 x 13amp	N	N
12	Promotional Site	£550.00	3.1m x 1.7m	1 x 13amp	N	N
13	Kiosk	£650.00	4m x 2m	4 x 13amp	N	N
14	Promotional Site	£1,100.00	8m x 4m	1 x 13amp	N	N
15	Kiosk	£550.00	8m x 4m	6 x 13amp	N	N

All rates are exclusive of VAT.
Rates vary based on booking period, length and the tenant's proposed activity. A formal quote will be provided following receipt of further information from the tenant.

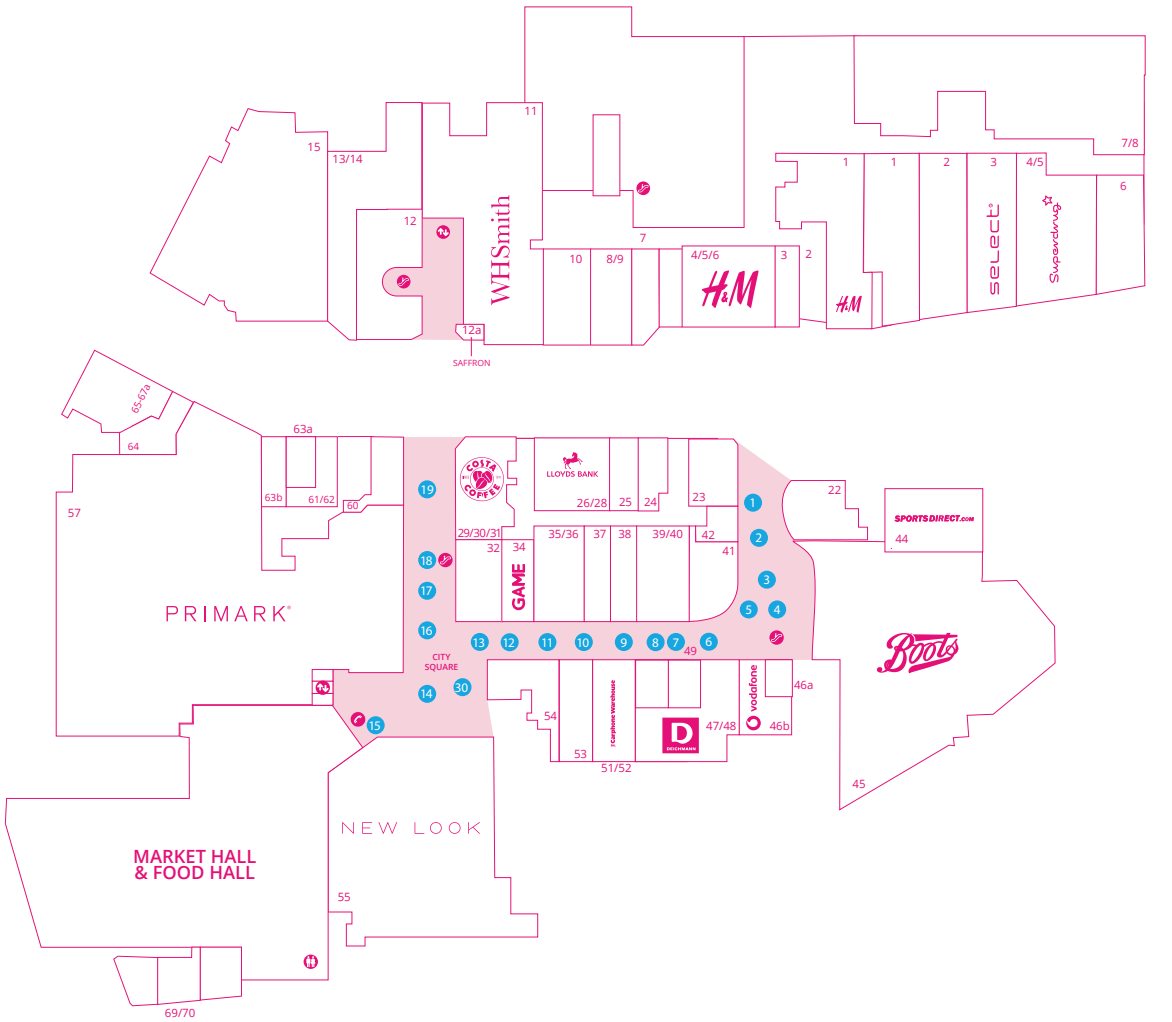
02
Site Specifications

02/02

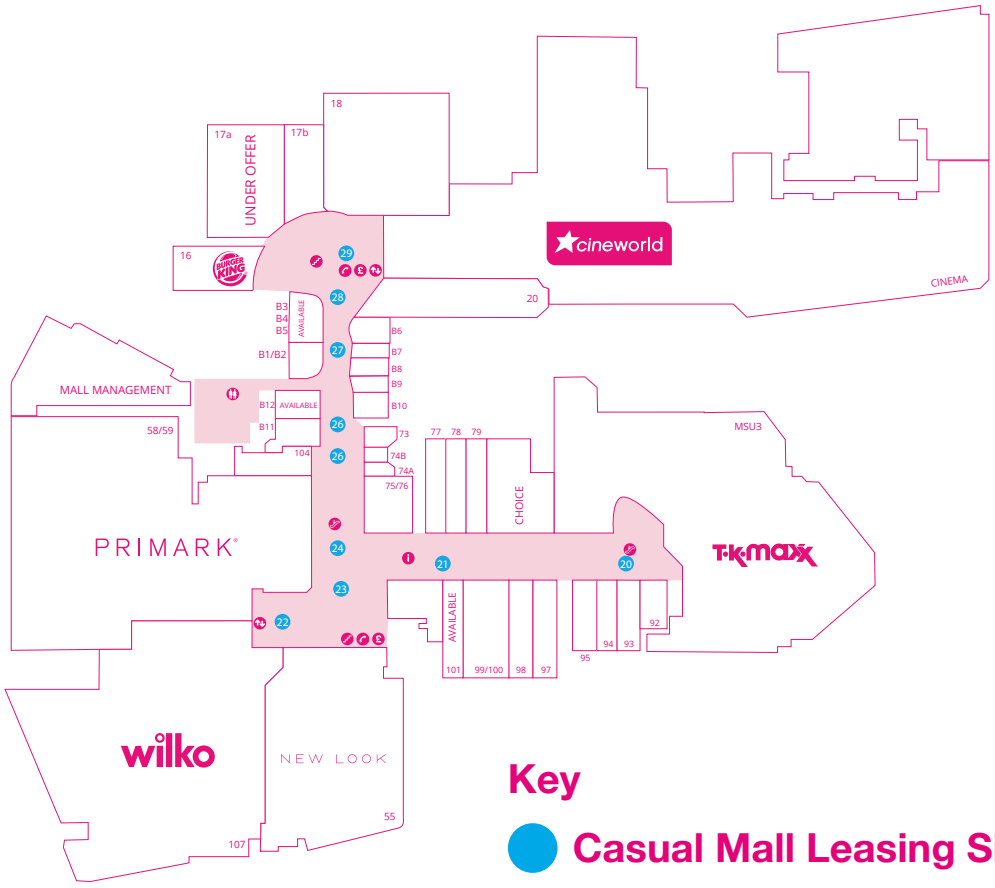
Location Number	Site Use	Maximum Weekly (Excl Vat)	Dimensions (Length x Width)	Power Supply	Water (Y/N)	Drainage (Y/N)
16	Promotional Site	£650.00	2m x 2m	–	N	N
17	Kiosk	£650.00	5m x 3m	3 x 13amp	Y	Y
18	Promotional Site / Kiosk	£550.00	3m x 2m	2 x 13amp	Y	Y
19	Kiosk	£650.00	2.5m x 5m	4 x 13amp	N	N
20	Promotional Site	£650.00	8m x 5m	–	N	N
21	Promotional Site / Kiosk	£550.00	4.5m x 4m	1 x 13amp	N	N
22	Promotional Site	£650.00	3m x 1.5m	1 x 13amp	N	N
23	Promotional Site	£650.00	2m x 2m	–	N	N
24	Kiosk	£650.00	2.5m x 5m	2 x 13amp	N	N
25	Kiosk	£600.00	3.5m x 3m	1 x 13amp	N	N
26	Promotional Site	£600.00	2.5m x 2m	1 x 13amp	N	N
27	Promotional Site	£450.00	2m x 2m	–	N	N
28	Promotional Site	£400.00	2m x 2m	1 x 13amp	N	N
29	Promotional Site	£1,100.00	6m x 5m	2 x 13amp	N	N
30	Kiosk	£650.00	2.8m x 3.8m	1 x 13amp	N	N

All rates are exclusive of VAT.
Rates vary based on booking period, length and the tenant's proposed activity. A formal quote will be provided following receipt of further information from the tenant.

Lower Floor



Upper Floor



Key

● Casual Mall Leasing Sites

*Floor plans correct at time of publication

03

Access Information

Getting to the Centre

The Mall Wood Green is approximately a mile from the North Circular. From the north, follow the signs from the North Circular via Bounds Green Road or Green Lanes onto the High Road.

If you're visiting the centre from the south, access is best via Green Lanes. If you're coming from the east please go via Lordship Lane of West Green Road. Finally, if you're driving from the West, the centre is best accessed from Hornsey High Road.

For details on convenient car parks see our parking section.

Access Times

Access times vary dependent on the space booked and the nature of the promotion. Details will be provided at the point the booking is confirmed.

On arrival occupants will be required to report to security.

Occupants will then need to provide details of their booking. Please ensure documentation related to your booking is on hand. Security will then direct you to your site.

Access will not be permitted outside of the times specified to you.

Set-up must be completed by the time the shopping centre is open to the public.

If an occupant misses the allocated set-up time they may run the risk of not being able to trade. They will still be charged for the site and they will not be able to add the day lost.

Opening Times

Casual Mall Leasing Sites must be manned at all times during trading hours unless agreed with Centre Management prior.

Standard centre trading hours:

Monday	09:00 – 19:00
Tuesday	09:00 – 19:00
Wednesday	09:00 – 19:00
Thursday	09:00 – 20:00
Friday	09:00 – 19:00
Saturday	09:00 – 19:00
Sunday	11:00 – 17:00

***Bank holiday trading hours vary. Please refer to the centre's website for specific opening hours.**

04

Charity Collections

Permitted Locations

Charity collectors are permitted to collect within designated areas of the shopping centre. Collectors must not enter retail stores nor stand in front of lifts, escalators, stairwells and entrance / exit doorways. They must also not obstruct kiosks and promotional activity areas and must remain within their designated area.

If the occupant wishes to carry out activity in addition to a bucket collection (e.g. sale of goods) the additional space can be arranged, pending availability. Information about the proposed activity must be provided in advance of the booking date and will be subject to approval.

Requirements

Once the booking dates and activity have been agreed the following items will be required:

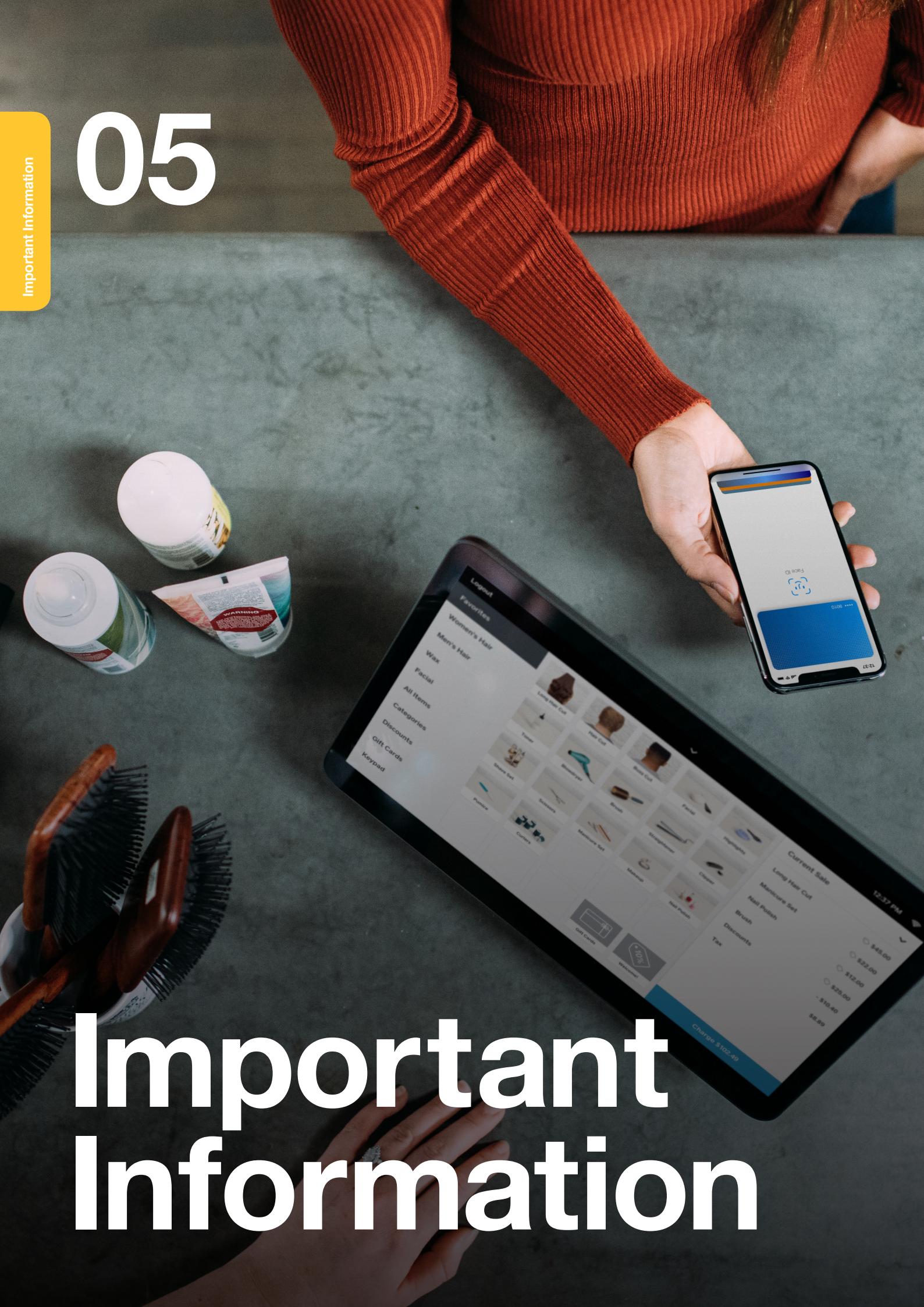
- Public Liability Insurance (over £5million)
- Risk Assessment
- A letter from the charity permitting the appointed agency or representatives to collect on their behalf
- Provision of charity number

At the conclusion of the booking period the occupant must declare the total sum of funds collected.

Guidelines

- Once payment has been received it is non-refundable. For agencies booking on behalf of a charity client they must confirm at the time of the booking who the intended charity is. Bookings cannot be transferred to other charities
- Set-up must be completed outside the centre's trading hours unless pre-authorised by management
- A copy of the occupant's signed licence, fire evacuation information, RAMS and PLI must be available, on site, for the period of the booking
- No more than 2 people to a stand at one time
- Only 1 paying charity and 1 local charity will be permitted in the centre at any one time
- Acceptance of non-profit local charities and organisations will be at the centre's discretion
- Charities requesting Direct Debit collections will be subject to the centre's approval
- Signage with the occupant's designated space is advisable, however will be subject to the centre's approval
- The occupant must stay within their designated area and this must be manned during the centre's trading hours
- 3 Strike Rule: after 3 warnings from the centre team the occupant must leave the centre
- Occupants must not hassle shopping centre guests
- Occupants must allow shopping centre guests to walk away without reprisal
- Any buckets must be sealed and occupants are not to shake the buckets
- All collectors must have their charity uniform and ID on them in full view
- Occupants must not repeat any shopping centre guest details out loud or leave any paperwork on view

05



Important Information

General Rules

- A maximum of 2 promoters are allowed on an occupant's site at any time, unless agreed to by the centre team prior to the booking commencement
- No smoking (including electronic cigarettes)
- No eating or drinking on the stand
- No personal belongings to be on display
- No leafleting outside of the promotional area
- No approaching customers
- No shouting across the malls
- No aggressive selling
- No handwritten signs or posters
- No sticking signs to walls or pillars

Fire Procedures

Occupants will be provided with details of the fire assembly point upon signing in at the centre. If an occupant discovers a fire they must:

1. Immediately operate the nearest fire call point
2. Do not take personal risks

Fire alarm and evacuation procedure

3. The alert alarm is an intermittent alarm. All occupants are to listen to further instruction over the tannoy system to evacuate the centre
4. Report to the Fire Marshall at your designated assembly point (advised on arrival)
5. Do not use lifts
6. Do not stop to collect personal belongings
7. Do not re-enter the centre unless advised to do so
8. Do not ring the centre at any time during the evacuation
9. In the event of a bomb/terrorist alert please make your own way as far away from the centre as possible

Car Parking

Occupants can park in the centre's car park which can be accessed via one of two entrances:

- Gladstone Avenue
- Caxton Road, off Mayes Road

Other information:

- Sat-nav users please use the following postcodes:
  West Car Park – **N22 6TB**
  East Car Park – **N22 6LN**
  Service Yard 1, Pelham Road – **N22 6LW**
  Service Yards 2 & 3, Noel Park Road – **N22 6LU**
  Service Yard 5, Caxton Road – **N22 6TB**
  Service Yard 7, Mayes Road – **N8 0LD**

06

Car Promotions

Access Routes

To bring cars into the centre occupants will need to access via South Mall entrance, between Pret A Manger and Foot Locker (height restrictions may apply). If driven to the site the engine must be turned off at the entrance, allowed to cool and then pushed to the designated area. The arrival time must be agreed prior to arrival at the site.

Access Times

Access times will be confirmed at the time of booking.

On arrival occupants will be required to report to the security control room to sign in. Please ensure documentation related to your booking is on hand. Set-up must be completed by the time the shopping centre is open to the public.

If an occupant misses the allotted set-up times, they may run the risk of not being able to trade. They will still be charged for the site and they will not be able to add the day of lost trade to the end of their booking.

Safety Rules

Once the car(s) are in position the following must be adhered to:

1. Drip trays must be under the engine bay
2. The battery must be disconnected (the vehicle engine must not be started at any time whilst in the centre)
3. Minimum fuel to be in the tank
4. A spare set of keys must be left with security control
5. A fully charged Dry Powder and/or Foam Fire Extinguisher must be provided and located within the display area (not in the vehicle)

07

How to Book

How to Book

To promote within the centre you must supply the following before a booking can be given consent:

- Detail of your proposed activity, offer or service
- Image(s), concept drawings and/or plans of your proposed set-up
- A list and image(s) of your product/offer
- Your business registration number or, alternatively if you're a sole trader, please provide a form of photographic identification and a current utilities bill
- Business address
- Full invoice address (if different to the above)
- Website address and social media links if applicable
- Proposed dates of occupation

Once the booking dates and activity have been agreed we would require you to:

- Make payment as per the payment terms set out on the invoice, which will be issued to you alongside the agreement. Failure to pay will result in loss of the mall space and termination of the agreement
- Return a copy of the signed licence which will be sent to you from the centre representative
- Supply a copy of your Public Liability Insurance
- Supply a site-specific risk assessment
- Supply a site-specific Risk Method Statement (for car placements and any larger scale set-ups)
- Supply PAT test certificates for any electrical items (must be agreed with the centre)

Below are some specific terms that occupants must adhere to; adhering to these terms will ensure a smooth working relationship:

- All equipment must be set up and removed outside the centre's operating hours
- Comply with all rules and regulations as set out in this document
- To be fully aware of the centre evacuation procedures

We look forward to having you in the centre.

08

Who we Are

CAPITAL & REGIONAL

Who we Are

Capital & Regional is a UK-focussed specialist property REIT with a strong track record of delivering value-enhancing retail and leisure asset management opportunities across a £1billion portfolio of in-town dominant community shopping centres.

What we Do

We invest, manage and enhance retail property through the creation of dynamic environments tailored to the local communities. As a specialist owner and manager of shopping centres, we invest in the retail assets in our portfolio to unlock their full value. We focus on delivering cost-effective, efficiently run centres that meet the needs of our guests and customers and provide shareholder value through income growth.

Reach Millions of Shoppers Every Week

With millions of people through our doors every week, our centres offer a total commercial opportunity: from retail to media and cost-effective facilities management. We offer a range of promotional opportunities plus the ability to trade from temporary spaces in high-footfall areas.

Flexible Retail Opportunities

Capital & Regional offer a range of opportunities in high-footfall areas throughout our shopping centres, enabling brands to promote to, and interact with shoppers. These sites range in size and provide a popular solution for retailers, brands and small businesses to raise awareness, promote sales or test products. These flexible retail opportunities can be combined with various advertising platforms, including both static and digital mediums, as well as data capture, product sampling and sponsorships to build large-scale marketing campaigns that reach thousands of shoppers.

themall.co.uk/woodgreen

Contact Information

Centre Details

The Mall Wood Green
159 High Road
Wood Green
London
N22 6YQ

Contact Details

The Mall Wood Green Casual Mall Leasing Enquiries
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Portfolio Casual Mall Leasing Enquiries
Capital & Regional
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E: commercialenquiries@capreg.com

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Wood Green