



**FRASERSPLUS
LUTON**

Fraser's Plus Luton Commercialisation Information Pack



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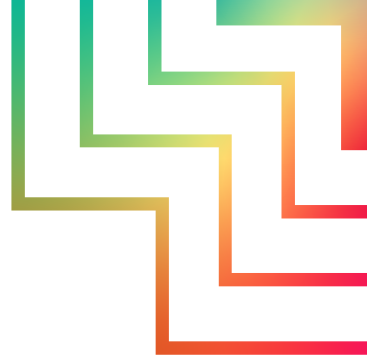


Our Centre

01 Frasers Plus Luton



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.



Kiosk

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 pop-up and short-term lease opportunities. Perfect for new businesses, brand campaigns and those looking to take the next step.



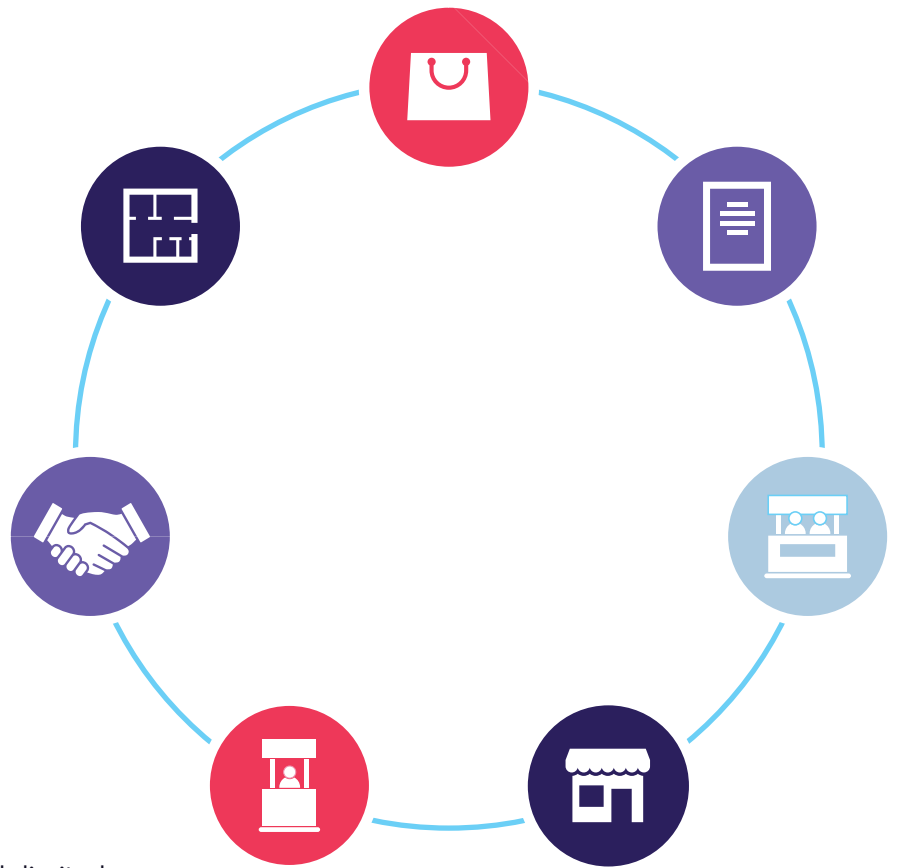
CML

Our locations 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 you create joint marketing initiatives and provide brands with opportunities to get involved with a full calendar of centre events and promotions.



01 Frasers Plus Luton

A 900,000 sq ft scheme within a thriving London satellite town with a strong employment base and a growing population.

Following the purchase of The Mall Luton in 2023, the new owners are relaunching the shopping centre, building on the inherent strength of the retail offer and adding new exciting brands including an elevated Sports Direct / USC store.

Centre Details

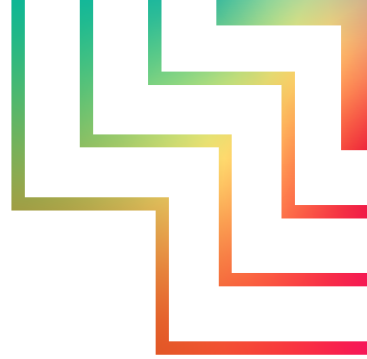
Frasers Plus Luton
37 The Mall
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Contact Details

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About the Centre



43% of customers visit the centre
52 times or more per year
(national average = 26%)



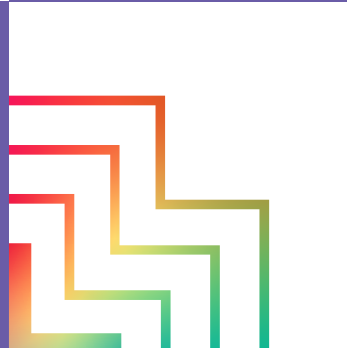
125 units



900,000 sq ft of retail and leisure



75.2 mins average dwell time
(UK Shopping Centre average = 70.9 mins)



1,700 car parking spaces



+1% footfall on 2023
(2.3% above National Index)

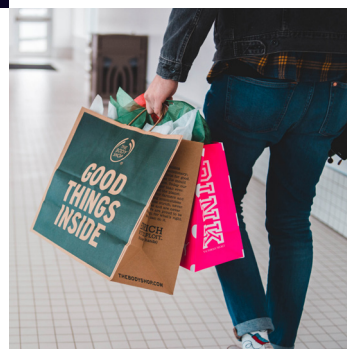
15.5 million annual footfall (rolling 2024)



80% average retail conversion



23m people within a 2 hour catchment area

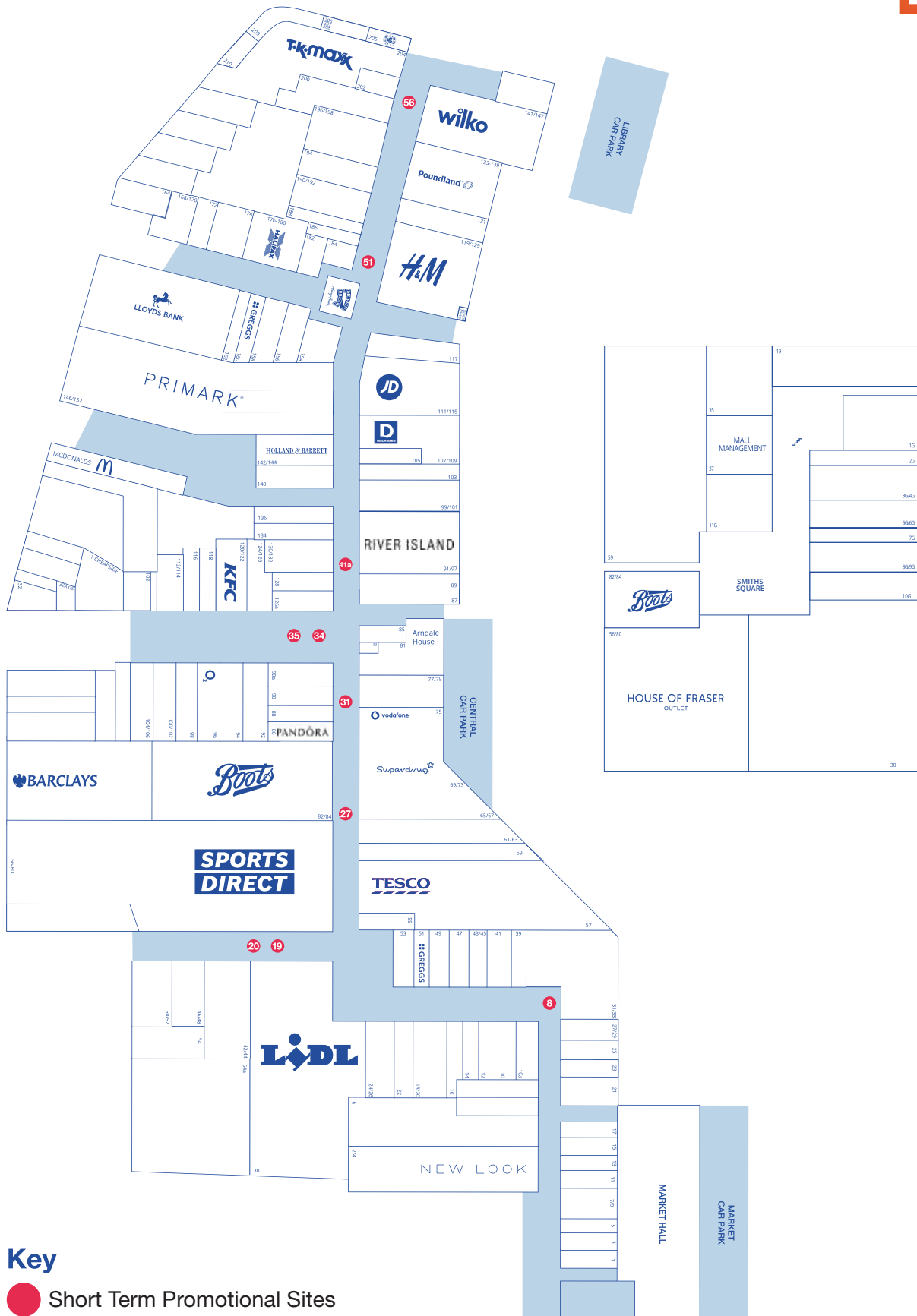


02 Centre Map

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



INFORMATION PACK

Key

- Short Term Promotional Sites
- *Floor plans correct at time of publication

About the Centre

03 Access Information



About the Centre

Getting to the Centre

Frasers Plus Luton is in the centre of Luton. To access the centre by vehicle take Junction 10 off the M1 and follow the signs to the town centre. Once on Gipsy Lane (A505), continue across the roundabout approaching St Mary's Road, where you will see a large church on your left hand side. Remain in the left hand lane and pass through the first set of traffic lights. Frasers Plus Luton will be on your left.

A car park entrance can be found by taking the first slip road to the left (John Street) and following the road on to Melson Street which will lead you into Market Car Park.

Central Car Park is situated off Cheapside and can be found by continuing further along to the end of John Street.

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 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.

Standard Centre Trading Hours

Casual Mall Leasing sites must be manned at all times during trading hours, unless agreed with Centre Management beforehand.

Monday – 09:00 – 18:00

Tuesday – 09:00 – 18:00

Wednesday – 09:00 – 18:00

Thursday – 09:00 – 19:00

Friday – 09:00 – 18:00

Saturday – 09:00 – 18:00

Sunday – 11:00 – 17:00

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

Charity Collections

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.

Charity collectors must have a Charity Collection Licence from Luton Council, but they must get permission from Frasers Plus Luton first before applying.

Requirements

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

- Public Liability Insurance (£10million)
- 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 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 occupants signed license, 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
- 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
- The collection leader must have the collection licence on them as this may be checked at any time by Frasers Plus Luton or Luton Council
- Occupants must not repeat any shopping centre guest details out loud or leave any paperwork on view

Important Information

04 Important Information



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 centre. If an occupant discovers fire they must:

Fire alarm and evacuation procedure

1. All occupants are to listen to further instruction over the tannoy system to evacuate the centre
2. Report to the Fire Marshall at your designated assembly point (advised on arrival)
3. Do not use lifts
4. Do not stop to collect personal belongings
5. Do not re-enter the centre unless advised to do so
6. Do not ring the centre at any time during the evacuation
7. 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 parks which can be accessed via:

- Melson Street for Market Car Park
- Cheapside for Central Car Park
- Library Road for Library Car Park

Other Information:

- Sat-nav users please use postcode: **LU1 2JX** for Market, **LU1 2HN** for Central and **LU1 2NG** for Library Car Park
- Max vehicle height: 1.8m for Market & Central, 3m for Library Car Park
- Car park charges are:

Market & Central		Library	
Hours	Price	Hours	Price
0-2	£1.80	0-1	£1.80
2-3	£2.30	1-2	£2.50
3-4	£3.30	2-3	£3.50
4-5	£4.40	3-4	£4.50
5+	£8.80	4-5	£5.70
		5-24	£8.80.
Thursday after 5pm	FREE		
Fri-Weds 6pm-6am	£1.10		

* Sundays and bank holidays - normal prices apply for both car parks.

Car Promotions

04 Car Promotions



Access Routes

To bring cars into the centre occupants will need to access the venue via Smiths Lane doors (height restriction of 3.35m). If driven on 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 time will confirmed at the time of booking.
On arrival occupants are to call the following number:
01582 412636

Occupants will be required to provide security with details of their booking. Please ensure documentation related to your booking is on hand.

Once the necessary booking details are provided security will permit access to the shopping centre.

Access will not be allowed outside the permitted times and 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 will not be able to add the day of lost trade to the end of their booking.

Safety Rules

The weight of the vehicle must not exceed 1.6 tons (Kerbside Weight).

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. If powered by LPG fuel, only one gas cylinder is permissible. (Spares are not to be carried)
5. The fuel cap must be lockable
6. A fully charged Dry Powder and/or Foam Fire Extinguisher must be provided and located within the display area (not in the vehicle)



05 How to Book



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 utility 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.



Centre Details

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