

We ♥ Local



the galleria  
OUTLET SHOPPING

## A little bit about us

- 346,000 square foot outlet shopping and leisure destination based in Hatfield, Hertfordshire, directly above the A1(M) between J3 & J4.



- **6.9 million visitors** per year from anywhere between 90-5 minutes drive time (*Easter Holidays period 2017 = 253,000 footfall, October half term 2017 = 157,000 footfall*)
- Anchor brands; Nike, M&S, GAP, TK Maxx (among many)
- Leisure – 14 x mainstream highstreet restaurants/cafes, i.e.. Costa, Frankie & Benny's etc, Odeon cinema and Giant Indoor adventure playground Get Wild!
- Close proximity to University of Hertfordshire campuses and Hatfield Business Park with over 15,000 employees

## A little bit about what we want more of and where you might come in...

- Good quality local produce, (take away and/or pit stop light food & drink)
- Examples – fudges, ice creams, pastries, eccentric sweets and beverages
- Our customers have great mainstream F&B onsite choices but also crave ‘local’, ‘interesting’ and ‘different’ to really enhance their experience
- **Does your business fit this description? If so, please read on.**



## What we are offering

- The **FREE** opportunity to temporarily showcase and trade your business from our premises promotional mall space
- Our promotional spaces have a rent value of up to £1.2k per week. However, for the right local suppliers that can enhance our customers experience of the centre, **we are offering these spaces FREE!**

## What we would need from you

- Food Hygiene certification, PLI certification, Risk Assessment paperwork
- Excellent standard across all areas – produce, presentation, customer service
- Commitment – once any specific activity is agreed

## The benefits to you

- Strong footfall
- Great trade opportunity – people are here to buy!
- Brand awareness, people visit from all over our catchment, anything from 90 minutes – 5 minutes
- Social media support to our 18,000 followers
- Foundations for a potential long term relationship, upon same cost neutral basis

## How to get in touch

— Please contact [Viki.Twohig@landsecurities.com](mailto:Viki.Twohig@landsecurities.com) and [Ellenor.Penny@landsecurities.com](mailto:Ellenor.Penny@landsecurities.com) with:

- Your name
- Your businesses trading name
- Your registered business address
- Your produce details – brief description and approx. price range
- Your business website (if have one)
- Any relevant comments around our availability/flexibility/staffing generally
- Your email address and telephone contact number
- Any available photos of your business in action, i.e. store shots, out and about trading/promotional activity
- Any electronic copies of flyers/advertising materials you can share

The timings and operations details would need to be discussed in a face to face meeting at The Galleria – ideally we would like to run regular slots of ‘We Love Local’ weekends with a selection of strong local suppliers taking over a promotional space.