DARLINGTON RETAIL POSITIONING

MAM Darlington Ltd I December 2022

DAIRLINGTON MARKETS

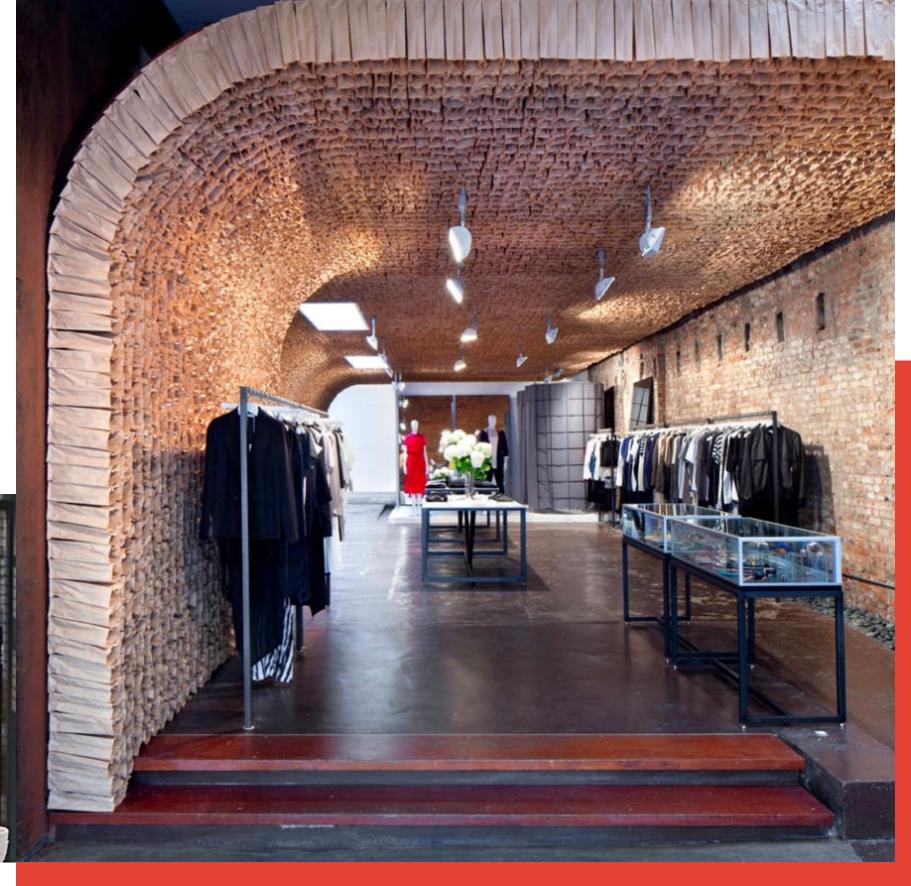


Retail Positioning

To create a relevant retailing environment within Darlington

The retailing element of Darlington Market and its quality is contracting, as the older generation trader base is servicing a diminishing customer base.







Objective

To re-position the retail offer within Darlington Market to attract a younger and wider demographic.

New retail offers could include:

Eco-Shop - refill containers with food stuffs, cleaning products etc.
Deli/Grocer- a wider European offering Bottle Shop
USA Sweet Shop
Makers such as shoes, luggage etc.
Service Industries - hairdressers, cosmetics, nail bar etc.

This list is certainly not exhaustive.



Objective

The new retail businesses to be further supported with a dedicated pack and despatch room to support their online businesses, after all, their turnover may be as much as 80% online sales.

Tangible Change

The current 10 empty units to be removed and replaced with new contemporary outlets designed to attract a new generation of trader.

The units will be finished to a certain level and then incoming traders will have the ability to choose their own finishes and operating style.



Operating Methodology

Incoming traders will be offered leases as per the standard Darlington Market agreements and they will be able to choose from either fixed rents or turnover rents.





THANK YOU MAM Darlington Ltd | June 2022 DARLINGTON MARKETS