



Winter update 2009

## Supporting retailers at Eastgate

We provided retailers and community groups with promotional support and use of space.

In September, Supercuts ran popular demonstrations of haircutting techniques on the mall. Thomas Townsend, a small furniture-making retailer, also held a weekend event to generate new business contacts, with the support of the promotions team who created an eye-catching range of marketing materials.

Promotional support can be particularly helpful for small, independent retailers and local community groups, who may not have the same level of resources.

***“We are always looking for new ways to help our retailers and local community. When West Basildon Children’s Centre’s plan to hold an event in the town square fell into trouble, just nine days before it was due to be held, Eastgate stepped into the breach. By doing so we were able to help this worthwhile cause, whilst benefiting from an array of children’s entertainers worth several thousand pounds.”***

- Regional Centre Manager at Eastgate Shopping Centre in Basildon, Hans Wustefeld  
Email [Hans@EastgateShoppingCentre.com](mailto:Hans@EastgateShoppingCentre.com) to find out more

What was initially a major challenge for Eastgate ultimately became a massive success. The Children’s Centre reported that over 400 people registered during the two-day event. Entertainment included costumed characters Bob the Builder, Fifi and Roary the Racing Car with Big Chris. Eastgate produced most of the promotional materials as part of its contribution towards an excellent event and a good cause.



***Over 50 retailers and community groups have benefited from promotional support***



***£108,962 raised for good causes at Eastgate so far this year***



Local artist, Keith Chapman, who gave the world Bob the Builder, was guest of honour at a well-attended event in aid of the local Children’s Centre.

### Working together

Eastgate works in partnership with a range of community groups and charities including Action Medical Research, Little Haven’s Children’s Hospice, the Royal British Legion and West Basildon Children’s Centre, as well as local schools and colleges.



Visit our full management update at [www.britishland.com/update](http://www.britishland.com/update)