

MARKETING & COMMUNICATION

Local Communication Programme

Milestones: A programme of communication will be based around key stages of each project, marked by specific events, with press and stakeholder briefings and in-mall exhibitions for the shoppers.

Information on progress is provided throughout the construction period in the following ways;

1. **An overview leaflet** providing a summary of the project.
2. **Regular development bulletins**, complementing the overview leaflet.
3. **Hoarding boards** – large posters with short concise text answering the question “what is happening here?”
4. **Signage:** Where pedestrian routes are interrupted, handouts will be provided by Centre Management staff who will be available to advise customers on alternative routes.
5. **A focused retailer information programme** – to individually brief retailers both in the centre and at their head office level.
6. **Website**
7. **Presentations and briefings**