

# WILLOW PLACE PROGRESS

KEEPING YOU UP TO DATE WITH CORBY'S NEW RETAIL DEVELOPMENT

AUTUMN 2007



DOROTHY PERKINS – ONE OF THREE ARCADIA BRANDS AT WILLOW PLACE

## FASHION TAKES CENTRE STAGE AT WILLOW PLACE

**Corby looks set to have one of the strongest fashion line-ups in the region following the opening of Willow Place in October.**

TK Maxx, the leading fashion brands for less retailer, is now trading from one of the scheme's two anchor stores – a huge 35,000 sq ft unit at the George Street end of the development. It sits alongside the landmark triangular building which is home to Italian coffee house Costa. TK Maxx is renowned for selling designer and high street brands in womenswear, menswear, children,

gifts and home at up to 60% less than recommended retail prices.

The recent announcement that multi-award-winning high street retailer River Island would be joining the Willow Place line-up has been warmly welcomed by shoppers and retailers alike. With over 250 stores in the UK, Republic of Ireland, Europe, the Middle East and Far East, plus over 50 years of fashion retailing experience, River Island is one of the largest and most successful privately owned fashion brands. Widely accepted as a leader in casual women's and men's

fashion, River Island was recently named Best Place to Shop on the High Street, Best Place to Spend £50 and Best Bags in Company Magazine's High Street Awards.

*Continued overleaf >*

*"We now have a strong and contemporary fashion offer that was not previously available in Corby. This will continue to build as other retailers seek to find space in the town."*

Mark Rymell, Development Manager

> Continued from overleaf

Arcadia's brands, also found in all the best high street locations, will be well represented at Willow Place in the shape of Burton, Dorothy Perkins and Evans. Burton is probably the best-known menswear brand in the country. Once synonymous with suits and trousers, the retailer has gone through something of a transformation in recent years, with a shift towards more stylish and fashionable clothing. Dorothy Perkins, one of the largest female fashion chains in the UK, offers feminine quality fashion and all the key fashion must-haves, whilst Evans remains the leading specialist fashion brand 'celebrating curves', offering great value fashions in the 16-32 size range.

For younger, fashion-conscious females who want to make a stylish statement with their clothes without spending the earth, Jane Norman, New Look and mkone are sure to appeal. Jane Norman is widely recognised as one of the UK's most successful young fashion brands and will be taking the prominent corner unit at the entrance to Willow Place in Queens Square. Mkone is also committed to covering all the key catwalk looks at affordable prices. New Look – voted best value for money retailer at the More Fashion Awards 2006 – will be relocating to a much larger unit in Willow Place from its Corporation Street store.

Land Securities Development Manager Mark Rymell says: "Willow Place has



## PRIVATE DREAMS MADE PUBLIC

The final cartoon image illustrating three Corby residents' dreams and desires in life has been painted on to the hoardings around the former bus station site as part of a public art initiative funded by Land Securities.

The larger than life 'Street Dreams' artwork was designed by renowned international artists Simon Grennan and Christopher Sperandio. The latest work focuses on Betty, who moved to Corby from Scotland over 40 years ago. Betty dreams of a socialist utopia with everyone

helping everyone else to get along. The other installations featured the dreams of a Corby twentysomething mum who looks forward to having an allotment with her best friend and of Tommy, an aspiring indie star, who dreams of playing with his band in Japan.

Land Securities art consultant Sarah von Holstein, of InSite Arts, says: "These arresting images invite public reflection on our priorities and on the importance of fantasy, longing and pleasure in everyday life."

enabled us to deliver a high quality scheme more appropriate to modern retailing and customer demands. We now have the makings of a broad fashion offer that will appeal to all generations and strong foundations for further phases of regeneration in Corby town centre."

Other stores taking space at Willow Place include WH Smith, The Body Shop, Superdrug, Game, 3 Store, JD Sports and Vision Express. Most of the new stores will commence trading during October and in the run-up to Christmas.



AWARD-WINNING MEN'S FASHION FROM HIGH STREET FAVOURITE RIVER ISLAND

## PRIDE AWARD

Willow Place has picked up its first award! At a glittering Pride in Northamptonshire Awards ceremony held at Wicksteed Park in Kettering and hosted by actor and TV personality Shaun Williamson, Willow Place scooped the top award in the Environment category. Judges praised Land Securities for its tree giveaway programme and Willow Place's strong green credentials, with its emphasis on recycling, energy efficiency, water management and biodiversity.



MARKETING MANAGER DANIELLE CHARLES PICTURED WITH THE PRIDE AWARD

## SECURITY FOR ALL

Land Securities is looking to build stronger ties with the Police and local businesses in order to reduce anti-social behaviour and crime in the town centre.

The initiative is being undertaken in association with Northamptonshire Police and CORBIAC, the local Business Crime Reduction Partnership. CORBIAC provides intelligence on crime trends, crime hot spots and known offenders. It also issues anti-social behaviour and exclusion orders against offenders and provides crime prevention advice, witness support and training.

Town Centre Director Danny Pickard says: "We

are stepping up security for the benefit of retailers, businesses, shoppers and the wider community. Our aim is to try and overcome people's negative perceptions of Corby town centre and to raise its profile as a preferred local shopping destination.

"The Willow Place security team will be working closely with Police Community Support Officer Alison Wallace and local beat officers, with direct radio links between them. Patrols will also be increased, especially in the run-up to Christmas.

"There will now be security coverage of the town centre 24/7. CCTV surveillance has been significantly enhanced, with the number of town centre cameras more than trebled."





# WILLOW PLACE OFFICIALLY OPENED

Willow Place was officially opened by The Worshipful the Mayor of Corby, Jean Addison, on Friday, 26 October at an event attended by representatives from Land Securities and its contractors, Corby Borough Council members and officers, local media and other stakeholders involved in the scheme. Councillor Addison cut a ribbon and unveiled a plaque to mark the opening. Guests then retired to the marketing suite for refreshments.

The public celebrations planned for Saturday, 27 October get underway at 10.30am when Northants96 radio presenters introduce Channel 4's Nicky Hambleton-Jones (pictured right) and the winners of the family makeover competition on stage. During the day the presenters will be playing music, holding competitions and giving away loads of freebies, including Willow Place voucher booklets and Claire's perfume samples. There will also be a chance for spectators to win up to £50 in vouchers from fashion retailer mkone.

The makeover competition winners will be invited back on stage to have the finishing touches made to their hair and makeup before reappearing at around 4pm fully made over!

For younger shoppers, Bob the Builder will be popping in at intervals during the day to see how things are progressing and there will be balloons and other goodies. In Queens Square, there will be face painting and a t-shirt decorating competition for 5-11 year olds. A £50 WH Smith giftcard will be awarded for the winning design for a play park makeover.

From 12pm-2pm two local bands take to the bandstand in Corporation Street: One Penny Short, winner of the battle of the bands competition, and The Shims. Bungee trampolines in Corporation Street complete the day's free entertainment line-up.



# FAMILY MAKEOVER

Could your family do with a £5,000 TV-style makeover? That was the amazing prize on offer in a special competition run by Land Securities in association with TV style guru Nicky Hambleton-Jones, presenter of Channel 4's '10 Years Younger' programme, and Northants96, to mark the opening of Willow Place.

The prize included style advice, a shopping day to choose two outfits for each family member from Willow Place retailers, a hair and make-up consultation with top London stylists, a bouquet of flowers from Flowertime and drive by limo to enjoy a lavish candlelit dinner and overnight stay at the stunning Rushton Hall. A photoshoot rounds off the experience to mark their special day and for a six-page fashion feature in the November issue of Northamptonshire Life magazine.

Town Centre Marketing Manager Danielle Charles says: "The theme for the launch of Willow Place is 'the makeover has begun', so we thought the competition would be a great way to mark the completion of this first phase of the project."

# WHAT NEXT?

Land Securities is already working on the next phase of regeneration for Corby town centre and will shortly be submitting a planning application for a further 25 shops, a department store and 250 apartments.

The move will allow for a more diverse retail mix and reduce the need for Corby shoppers to have to travel long distances to centres such as Peterborough, Leicester and Northampton. It will require the demolition of the south western corner of the existing town centre, including the former bus station site and land at Elizabeth Street and Westcott Way.

Included in the proposals will be new bus and taxi facilities in Elizabeth Street, together with a new 850-space undercroft car park. It is hoped that work will start on site in 2009 for a late 2011 opening.

Land Securities Development Manager Mark Rymell says: "We've been

working closely with both Corby Borough Council and North Northants Development Company on the future expansion of the town centre to produce a sustainable mixed use development that will place it right at the heart of Corby life."



WILLOW PLACE IS THE PROUD NEW SPONSOR OF CORBY TOWN FOOTBALL CLUB'S YOUTH TEAM, WINNERS OF LAST SEASON'S NORTHANTS YOUTH LEAGUE. MARKETING MANAGER DANIELLE CHARLES SAYS: "SINCE WE STARTED WORK ON THE PROJECT LAND SECURITIES HAS GIVEN AWAY OVER £10,000 TO LOCAL CAUSES AND EVENTS. WE CHOSE TO SUPPORT CORBY TOWN FOOTBALL CLUB FOR THE 2007/2008 SEASON AS IT WILL BENEFIT MANY MORE PEOPLE AND IS A FITTING WAY TO MARK THE SUCCESSFUL COMPLETION OF WILLOW PLACE."

# COMMUNITY FUND

Over 20 local groups and individuals have benefited from the Willow Place Community Fund, with grant awards ranging from £250-£1,400. Beneficiaries include drama groups, youth organisations, schools, voluntary groups, charities, sports clubs and welfare bodies. Two local sports champions – one only 11 years old – also received funding to help them represent their country in national tournaments.

Development Manager Mark Rymell says: "The Community Fund was our way of putting back something into the local community during the development phase of the project and provided invaluable support for a wide range of initiatives. We will be launching a new scheme in January to field requests for sponsorship and funding, which will be decided by a panel comprising Willow Place retailers and members of the management team."

# WHAT A DIFFERENCE!



OCTOBER 2005 – DEMOLITION WELL UNDERWAY



OCTOBER 2007 – NEARLY THERE!

THESE TWO IMAGES – TAKEN FROM THE SAME VANTAGE POINT – ARE A STARK REMINDER OF HOW THE TOWN CENTRE HAS CHANGED BEYOND ALL RECOGNITION IN JUST TWO YEARS... BUT THIS IS JUST THE START, AND WE ARE PROUD TO BE PLAYING A PIVOTAL ROLE IN CORBY'S TRANSFORMATION

For more information about Land Securities and Willow Place contact the Marketing Manager:

Danielle Charles  
Allied House, Spencer Court  
Corby, Northants, NN17 1NU

Email: [danielle.charles@landsecurities.com](mailto:danielle.charles@landsecurities.com)

[www.willowplace.co.uk](http://www.willowplace.co.uk)

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