

CASE STUDY:

Kiosks at Priory Meadow

Background

Retail kiosks are an upgrade of the traditional RMUs for mall retailers. In Priory Meadow Shopping Centre, Forum CentreSpace were tasked with helping existing RMU retailers make the next step to bringing their own kiosks to the centre. This was done in order to improve the appearance of the mall in line with the industry trend of bespoke kiosk retailing replacing the standard Retail Merchandising Unit format.

Venue

- **Priory Meadow** is situated in the heart of the town centre and is the only covered shopping centre in Hastings with a catchment of 89,000 shoppers within a 10 minute drive time.
- The shopping center is anchored by Marks & Spencer and boasts key retailers including Topshop, H&M, River Island and Pizza Express.

Aims

- To create a standardized, high quality presentation of kiosks on the mall
- To reduce sightlines on the mall
- To improve performance of the mall operators to ensure greater longevity of bookings

Execution

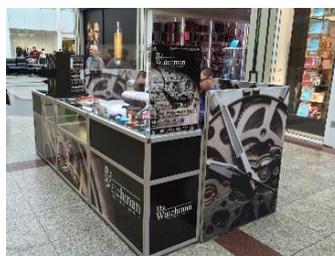
- CentreSpace provided guidance to the mall operators by sending over kiosk design ideas from other shopping centres to get their thoughts and ideas on how their product could work on a kiosk rather than RMU.
- CentreSpace then gained approval based on receiving drawings of the kiosk which were to scale to ensure that the stand could be accommodated in the shopping centre.
- Once the kiosk was installed, CentreSpace visited the venue to speak to the operators and suggest any changes such as improved signage.
- CentreSpace offer mall retailers the chance to put any promotions they may have on the shopping centre's social media pages to increase customer awareness. CentreSpace can post photos of the new kiosk on Facebook and Twitter and tell old and new customers where to find you in the centre.

Results

- The aesthetic of the mall was greatly improved with the final RMU retailers switching to a bespoke kiosks which were built to fit their needs.
- Sparklers Jewellery were able to add an additional line of jewellery to their kiosk as the kiosk allowed for more display space. Sparklers Jewellery saw an uplift in sales by **30%**.
- BagZone invested in a kiosk which was bespoke to take into account the need for storage inside the unit. The storage space meant that large items such as suitcases could be stored inside which improved the overall appearance and sales uplifted by **10-15%**.



Priory
SHOPPING
Meadow



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BagZone



Sparklers Jewellery



Testimonials

'When I first opened the kiosk, people who shop regularly at the centre asked if it was a new stall as they hadn't noticed us previously on the RMU'

'People are willing to spend more now I'm on a kiosk as there is greater trust, especially for the more expensive lines people have more confidence as they know they could bring it back and I will still be here, it gives me a more permanent feel in the centre.'

'It's the best thing I've ever done for the business, I'd recommend it to anyone'



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