

|                               | Question   | Response   |
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| <b>Ambience Upgrade Works</b> | What is the purpose of the mall and facade upgrade at Jesmond Central? | A fabric of the community for 60 years the works will enhance the overall shopping experience by modernising Jesmond Central for customers, retailers and the community.   |
|                               | What improvements can we expect from the upgrade?                      | The upgrade will include a modernised facade, revamped Eat Street, upgraded bathrooms and new mall furniture throughout. Providing an enjoyable shopping experience.   |
|                               | When will the works commence?  | We anticipate works commencing in late August.   |
|                               | How long will the works go for?  | We understand the need for retailers and customers to have full access to the centre through the Christmas trading period. The majority of works will be undertaken before the end of November with any final works to be completed in the new year. |
|                               | Will there be any night works?   | To ensure impact to retailers and customers is minimised, some works will occur at night, subject to Council requirements.   |
| <b>Shopper Experience</b>     | How will the upgrade impact customer service?                          | Customer service will remain a priority during the upgrade. Staff will be available to assist shoppers with any questions or concerns, and efforts will be made to maintain a high level of service throughout the project.                          |
|                               | How will the upgrade benefit the local community?                      | The upgrade will contribute to economic growth by attracting more visitors to support our local businesses, creating employment opportunities for residents, and   |



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|                    |   | increasing the importance of the centre as a social hub.  |
|                    | Will any retailer need to close during the works?                     | We are not anticipating the closure of any retailers throughout the works.  |
| <b>Operational</b> | Will the centre remain open during the upgrade?                       | Yes, the centre will remain open during the upgrade, any changes to this will be clearly communicated to retailers and shoppers to ensure minimal disruption.   |
|                    | What measures are being taken to ensure safety during the upgrade?    | Safety is a top priority. The centre management will implement strict safety protocols, including secure construction zones, clear signage, and alternative pathways to ensure the safety of all shoppers during the upgrade.               |
|                    | How will security be maintained during the upgrade?                   | We will have enhanced security measures in place throughout the upgrade process, including additional security personnel, surveillance cameras and secure fencing around construction zones to ensure the safety of all shoppers and staff. |
|                    | How will the construction zones be managed to ensure shopping safety? | Construction zones will be securely fenced off, with clear signage directing shoppers around these areas. Safety protocols, including proper lighting and alternative pathways, will be in place to ensure everyone's safety.               |
|                    | How will parking be affected during the                               | There may be some temporary adjustments to parking areas to accommodate construction and  |



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|                            | upgrade?  | upgrade activities, however, we will ensure that there is still ample parking available for our shoppers. Updates and signage will be provided to guide you to available parking spaces.  |
|                            | Will public transportation options be affected by the upgrade?  | Public transportation options will remain accessible throughout the upgrade. Any temporary changes to bus stops or transport routes will be clearly communicated and signposted.  |
| <b>Retailer Experience</b> | What support is being provided to retailers during the upgrade? | Retailers are encouraged to discuss any concerns directly with Centre Management in the first instance. Every effort will be made to minimise any impact to retailers throughout the works.   |
|                            | How will you manage noise and dust within my tenancy?           | The centre has ensured that both the builder engaged to conduct the works, as well as the centre's own cleaners will maintain cleanliness for the duration of the upgrade and no major works will occur during centre trading hours.  |
| <b>Marketing</b>           | How can customers stay updated on the progress of the upgrade?  | Customers can stay updated on the progress of the upgrade through the Jesmond Central website, social media channels, and newsletters. Regular updates will be provided to keep everyone informed about key developments and any changes that may affect their shopping experience. |
|                            | How can shoppers provide feedback                               | Shoppers can provide feedback through our centre management   |



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|  | during the upgrade process? | office, email or by scanning the QR code in centre. |
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