



What's happening at the George?

The heart of any town centre lies within its local independent retailers. Unfortunately it is these retailers who are hardest hit in times of economic difficulty, squeezed by lower consumer spending, increasing business rates and rents and higher utility bills their viability is pushed to the limit.

Here at The George we are committed to encouraging new businesses making their first foray into the world of retail or supporting those retailers who are looking to grow their business and meet the challenges laid out before them. We are positive about the future of Grantham and want to make it a place to visit and to return to, a proud, bustling market town.

At the George we understand that start up costs for a new business or indeed move costs for an established retailer can be prohibitive, so we have made available an 'incubator' unit. For those businesses, old or new, with a unique retail concept we are offering the incubator unit rent and service charge free for an initial 6 month trial period. We will support you, in trialling your concept or helping your business to grow.

For our vacant units we have dramatically reduced our rents, looking at them in terms of affordability to the tenant. We understand that for the independent retailer business is a personal endeavour and that it is a long term investment. We are prepared to join you on that journey, offering support, encouragement and understanding.

Looking for inspiration? Using shop jackets, we are using our empty units to inspire and motivate; have you always wanted to open a bakery? Are you a florist looking for a new direction? Successfully used in Tyneside to reduce town centre voids, they are the first in Lincolnshire.

Paul Murphy, the founder of Shop Jackets comments "A badly maintained empty shop is a tremendously negative presence, so it is in the interest of everyone that it is reoccupied as soon as possible.

What you find is that vacant shops lead to a run down high street, a lot of visual clutter and a downward spiral. And as David Cameron quoted "The high street should be at the very heart of every community"

Within the centre 50% of our retailers are independents and benefit from our community here, as quoted by the manager of Cappuccinos "I am so pleased we are here in The George, many of us are independents and the support we get from the centre team is vital to the sustainability of our business, it is like being part of a family".

Our retail space could be yours... call us on 01476 590414.

One unique shopping centre, as individual as you are.



01476 590414 | www.thegeorgecentre.com