

Digital Transformation is Here!

Karen Harris

Managing Director, intuDigital



intu.co.uk

The UK's first multichannel shopping centre

November 2016

A bit about us



UK's largest shopping centre owner and operator with 18 major malls



400 million

Customer visits a year

2/3



UK's population
within a 45 minute drive
from one of our centres

18 major malls

40m

people visit an intu centre every year.
That's around half the UK's population.

£1 billion

development pipeline over next ten years - that's over
2 million sq ft of new retail, restaurant and leisure space



Average customer dwell time

2hr 13mins



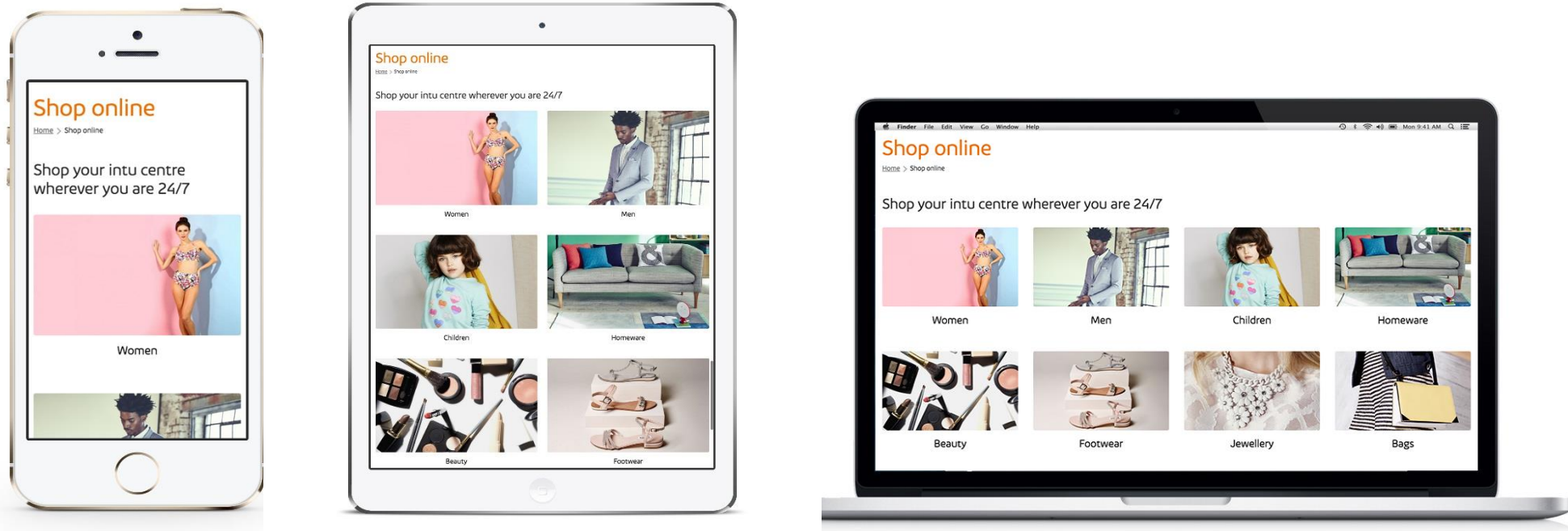
Understanding our digital audience

The intu digital visitor



Mobile first – 26m visitors

80% of traffic is mobile



Fully responsive site

Where are digital visitors coming from

The digital intu shopper is emerging



Location Data



Shopping platform

Host all 15 intu centres on one platform, one domain



Homepages


intu.co.uk and centres



intu [Sign In / Register](#)


shop online ▾ shopping centres ▾ offers ▾ **autumn fashion** shop insider

Search stores, events or products




The best high street fashion buys spotted at London Fashion Week

[Read the feature >](#)




Up to 50% off Oak Furniture Land
Save up to half price on a wide range of solid hardwood furniture in the Autumn Sale
[Shop Oak Furniture Land >](#)




OUR PRICE PROMISE IN ACTION
NEVER KNOWINGLY UNDERPAID FOR SOMETHING
[Shop now](#)
John Lewis


The John Lewis price promise is on! Hurry while stocks last
[Shop now >](#)




Start the Countdown: an EXTRA 30% off
[Shop YOXX >](#)




The top 10 NYX products every make-up obsessive should own
[Read the feature >](#)



Up to 25% off Debenhams plus 10% off when you spend £50 (Code:TH69)
[Shop Debenhams >](#)



The hot Autumn/Winter colour that suits literally everyone
[Read the feature >](#)



Competition: Win one of two Kenwood mixers worth £390!
[Enter the competition >](#)

Shop with us: [in centre](#) | [at home](#) | [on the go](#)


intu [Sign In / Register](#)

shop online ▾ shopping centres ▾ offers ▾ **christmas** shop insider

stores food & drink what's on offers leisure families ▾ centre info ▾


Search stores, events or products

Today: 12:00pm to 6:00pm [Opening times >](#)




Thomas Sabo


Get a free Thomas Sabo bracelet when you spend £109
[Shop Thomas Sabo >](#) [Store details >](#)




Bring your ducklings to santa's grotto
[Discover more >](#)




Christmas big wheel arriving soon!
11 NOV - 8 JAN
Hop on board for a thrilling ride and the best views ever



Brands Exposed
High-end fashion brands and stunning new names just waiting to be discovered



Fireworks spectacular 2016
6 NOV
Get ready with the "oohs" and "aahs"!



Store of the day
[All stores >](#)

JD Sports



Opening times

Enjoy even more shopping, for times may vary, enter a store or event at Intu Trafford Centre

All opening times >

How to find us

Located about five miles west of Manchester, finding Intu Trafford Centre is easy. With parking for 11,600 cars and a bus stop, we have our own station. Manchester Piccadilly is just a tram or bus ride away.

Get directions > Plan your visit

Opening times

Home > Shopping centres > Intu Trafford Centre > centre info > opening times

Centre info

Opening times

How to find us

Parking

Services & facilities

Shopping at the centre

Gift cards

Places to stay

Group visits

Contact us

We are open from 10:00am to 10:00pm today

Centre

Opening Hours

	Monday	10:00am	10:00pm
Tuesday	10:00am	10:00pm	
Wednesday	10:00am	10:00pm	
Thursday	10:00am	10:00pm	
Friday	10:00am	10:00pm	
Saturday	10:00am	9:00pm	
Sunday	12:00pm	6:00pm	

Dining

Opening Hours

	Monday	10:00am	12:00am
Tuesday	10:00am	12:00am	
Wednesday	10:00am	12:00am	
Thursday	10:00am	12:00am	
Friday	10:00am	12:00am	
Saturday	10:00am	12:00am	
Sunday	11:00am	11:00pm	

Odeon cinema

Opening Hours

	Monday	10:00am	10:00pm
Tuesday	10:00am	10:00pm	
Wednesday	10:00am	10:00pm	
Thursday	10:00am	10:00pm	
Friday	10:00am	10:00pm	
Saturday	10:00am	8:00pm	
Sunday	12:00pm	6:00pm	

What's On

What's happening at Intu Trafford Centre

View events >



Great Taste

13 SEP - 14 SEP

One huge weekend of food and fun for all the family

[More info >](#)



Intu Trafford Centre tea dance

19 AUG - 30 DEC

Every Tuesday

[More info >](#)



John Lewis Autumn / Winter fashion show

20 SEP

John Lewis will be showcasing the best of their new collection

[More info >](#)

How to find us

Home > Shopping centres > Intu Trafford Centre > centre info > how to find us

Centre info

Opening times

How to find us

Parking

Services & facilities

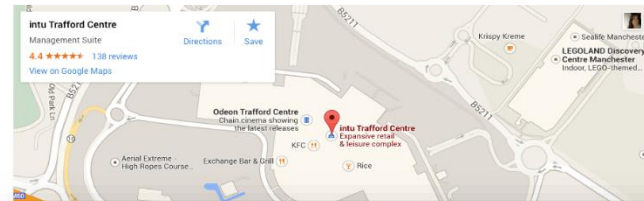
Shopping at the centre

Gift cards

Places to stay

Group visits

Contact us



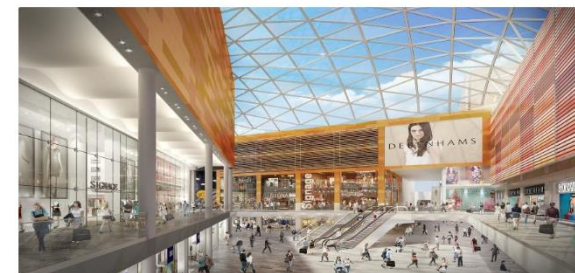
shop online [inspire me](#) [shopping centres](#) [offers](#)

stores food & drink what's on offers families [centre info](#)

intu
Watford

The intu Watford extension and redevelopment

Home > Shopping Centres > Intu Watford > Events Archive > The Intu Watford extension and redevelopment



When: 21 Apr - 30 Sep

Update: 19 January 2016

We are pleased to announce the signing of top high street department store, Debenhams as part of our extension plans. The 113,000 sq ft store will be the main retailer of the 400,000 sq ft extension and will help to position Watford as a leading retail and leisure destination.

Once the extension is completed, it has been estimated that Watford will be promoted to the top 20 national retail destination, ranking alongside Edinburgh and Bristol.

Howard Oldstein, General Manager of Intu Watford, said: "With John Lewis and Marks & Spencer already anchoring Intu Watford, we wanted to add an additional anchor as part of our development plans that would complement our existing and future retail mix. Bringing Debenhams to Watford creates more choice and appeal for our customers, meaning all our retailers can flourish."

Update: November 2015

The project to transform Charter Place and Intu Watford into a destination retail and leisure hub began on Monday 2 November 2015, as part of a multi-million pound investment plan by intu.

The process of demolishing part of the shopping centre will last for up to four months. The first stage will be removing all benches, litter bins, paving slabs and cycle racks from the area and sending them off to be used elsewhere.

Intu shopping platform

Over 476 retailers live, 600+ signed up



Marks & Spencer

Home > Shopping centres > intu Lakeside > stores > Marks & Spencer

Department store selling a huge range of quality menswear, womenswear and kidswear as well as lingerie, footwear, bags and accessories.

Featured Offers

Up to 70% off in the M&S Sale

Redeem offer >

Opening Times

Monday	10:00am	10:00pm
Tuesday	10:00am	10:00pm
Wednesday	10:00am	10:00pm
Thursday	10:00am	10:00pm

Shop Marks & Spencer now

M&S Colour Changing Umbrella (Younger Girls) £14.99 £9.99 Buy now >

M&S Angry Birds Umbrella (1-7 Years) £14.99 £9.99 Buy now >

House of Fraser

Home > Shopping centres > intu Lakeside > stores > House of Fraser

Department store selling a huge range of designer menswear and womenswear, homeware, accessories, electricals, furniture, plus beauty products and haircare.

Featured Offers

Up to 40% off Toys

Redeem offer >

Opening Times

Monday	10:00am	10:00pm
Tuesday	10:00am	10:00pm
Wednesday	10:00am	10:00pm

Up to 60% Outdoor Clothing

Redeem offer >

Office

Home > Shopping centres > intu Lakeside Centre > stores > Office

Shoe store stocking directional yet affordable trend-led footwear, including well-known brands, for men and women.

Opening Times

Monday	9:00am	6:00pm
Tuesday	9:00am	6:00pm
Wednesday	9:00am	7:30pm
Thursday	9:00am	6:00pm
Friday	9:00am	6:00pm
Saturday	9:00am	7:00pm
Sunday	11:00am	6:00pm

Contact Information

Office Shoes Unit 153, intu Victoria Centre, Nottingham, NG1 3QN 0115 941 5485

JD Sports

Home > Shopping centres > intu Lakeside > stores > JD Sports

Store stocking men's, women's and kids' sports apparel, athletic accessories, branded trainers and other footwear from leading labels.

Opening Times

Monday	9:00am	6:00pm
Tuesday	9:00am	6:00pm
Wednesday	9:00am	6:00pm
Thursday	9:00am	9:00pm
Friday	9:00am	6:00pm
Saturday	9:00am	7:00pm
Sunday	11:00am	5:00pm

Contact Information

JD Sports Lower Mall D1523 211691

Gift cards

Your Intu Gift Card will be accepted at JD Sports.

Gift card

1 card, 13 shopping centres and 1000s of irresistible stores.

Buy gift card >

Topshop

Home > Shopping centres > intu Lakeside > stores > Topshop

Topshop has earned international respect from fashion-conscious shoppers and industry insiders with its bold and accessible product range. As a one stop style and beauty destination, Topshop is on a mission to bring style to you, wherever you are. Pick up everything you need from jersey basics to limited edition design pieces.

Opening Times

Monday	10:00am	9:00pm
Tuesday	10:00am	9:00pm
Wednesday	10:00am	9:00pm
Thursday	10:00am	9:00pm
Friday	10:00am	9:00pm
Saturday	9:00am	6:30pm
Sunday	10:00am	6:00pm

Contact Information

Topshop Unit 42, Kings Inch Road, G51 4BP 0141 885 9242

Gift cards

Your Intu Gift Card will be accepted at Topshop.

Gift card


1 card, 13 shopping centres and 1000s of irresistible stores.

Buy gift card >

Offers & exclusive deals hub

Offers & 'intu exclusives' secured from retailers



intu 

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Search stores, events or products

Special Offers, Discounts and Free Gifts

Home > Offers > Special Offers, Discounts and Free Gifts

Stores

- All 348
- Accessoryize 3
- Appleyard Flowers 2
- Apricot 5
- Argento 4
- Bags Etc. 6
- BHS 1

moda in pelle

£10 off orders over £100 - including sale items - plus free P&P

DISCOUNT VOUCHER

REVEAL CODE >

Expiring tomorrow

SALE

Sale up to 50% off plus 40% off everything including sale

DISCOUNT VOUCHER

REVEAL CODE >

Expiring tomorrow

KAREN MILLEN

Up to 60% OFF + More Lines Added!

PROMOTION

Redeem offer >

EAST EX

Summer Sale - Up to 70% off at Eastex!

PROMOTION

Redeem offer >

5% off any Tall Fridge and Tall Freezer when bought together

DISCOUNT VOUCHER

REVEAL CODE >

Hurry! Expiring in 10 hours

£300 off selected 4K UHD TVs when you trade in your old TV

DISCOUNT VOUCHER

REVEAL CODE >

Hurry! Expiring in 10 hours


Free Install on selected Miele and Laundry and Dishwashers

DISCOUNT VOUCHER

REVEAL CODE >

Hurry! Expiring in 10 hours


Latest Features



Ant-Man review

Discover what we made of the Marvel blockbuster


More info >



Nine easy ways to bring summer into your home

Quick ways to give your home a summer makeover

More info >





Professional tips for flawless hair part 4

How to nail the sweeping side bun

More info >

Trending Products



intu 


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intu Direct Gift Cards Top Picks Style Essentials Click & Collect intu Clubs **Exclusive Deals**

Exclusive deals and vouchers

Home > Shop Online > intu Direct > Exclusive Deals




Up to £50 OFF Handbags & Heels at House of Fraser

Love accessories? Don't miss out on a huge saving

Buy now >

from £7




Designer Shades Including Ray-Ban, Gucci, Prada & More

Enter SUN10 at the checkout, ends 10th March

View the deal >

from £7




New Season Vero Moda

Enter VERO15 at the checkout, ends 9th March

View the deal >

from £1.99




Lola & Gilbert Cosmetic Bags, rrp12.99

Quirky conversational makeup bags you'll love

Buy now >

only £7.99




Up to 50% OFF Designer Fragrances For Mum

Celebrity scents and iconic brands

Book now >

from £19




Mother's Day Gift Ideas


Enter 15THMARCH at the checkout, ends 15th March

Book now >

from £2.99



Compatible with



The High Street Hits That Are

Get best deals in your inbox

Name

Surname

Email Address

Gender

Sign up >

*All fields are mandatory

Offers from intu Stores

MARKS & SPENCER

EXCLUSIVE

Buy one get one half price on luxury shirts

PROMO CODE

FR

Copy code & open site >

Expiring in 5 days

MARKS & SPENCER

EDITOR'S PICK

Buy one get one half price on luxury shirts

PROMO CODE


FR

Copy code & open site >

Expiring in 5 days

View all offers >

Latest Features




Retailer revenues

Huge growth in revenues for retailers online



intu
intu brings you a merry little message from John Lewis



John Lewis

A magical Christmas, courtesy of John Lewis
Don't break half the world away to create the perfect Christmas - John Lewis has everything you'll need, from gorgeous gifts to traditional tableware.

[Shop John Lewis](#)

A festive feast
Make Christmas extra special with traditional tableware

[Shop tableware](#)

All the trimmings
Treat yourself (or a deserving friend!) to sparkling novelty decor

[Shop decorations](#)

Cosy night in
Set the scene for a Christmas movie marathon

[Shop sofas](#)

The perfect host
Put friends and family up in style with crisp bedding & unisex towels

[Shop bedding](#)

intu
intu brings you a stylish offer from American Eagle Outfitters



American Eagle Outfitters has landed!
Take 30% OFF the entire AEO.co.uk collection, plus get free shipping & free returns for a limited time only.

Enter code **MERRYAE0** at the checkout, offer ends 2nd December.

[Shop women](#) [Shop men](#)

intu
intu brings you an early Black Friday offer from M&S




UP TO 50% OFF

BLACK FRIDAY - START SAVING TODAY
Up to 50% off selected clothing, beauty and homeware with our early Black Friday deals.

ONLY M&S

BLACK FRIDAY HOT BUYS

intu
intu brings you a jolly good offer from Jack Wills



£20 OFF* Knitwear In Store & Online
Have a holly, jolly Christmas in cosy 100% Merino wool jumpers.

[Ladies knitwear](#) [Gents knitwear](#)

20% OFF* Gifts In Store & Online
Guaranteed smiles on Christmas morning with festive stocking fillers.

[Shop gifts for her](#) [Shop gifts for him](#)

intu
intu brings you a cool winter offer from River Island



RIVER ISLAND

Up to 50% OFF River Island cold-weather wardrobe
From stylish partywear to cosy seasonal staples, shop River Island's Winter Want list at up to 50% OFF. Plus, get free worldwide delivery on orders over £10 with code **SOFA15**.

[Shop women](#) [Shop men](#)

Email subscribers

Database growth 2.5m+ subscribers



intu TOP OFFERS



TREAT OF THE WEEK PANDORA's sparkling Christmas gift

Spend £125 and PANDORA will treat you to a Christmas snowflake ornament.
T&Cs apply.

[Shop now >](#)

UP TO
50% OFF

ONLINE &
IN-STORE

Karen Millen irresistible offer
Gorgeous heels and handbags, all half price

[Shop now >](#)

UP TO
50% OFF

ONLINE &
IN-STORE

New Year, New Look
Start planning your special NYE outfit today

[Shop now >](#)

THE SUNDAY SCOOP

Revealed: how to order from the Starbucks secret menu, Kardashian-inspired beauty lessons & ways to rock the off-the-shoulder trend



LIFESTYLE

9 secret Starbucks drinks you didn't know you could order

[See the recipes >](#)

BEAUTY

The beauty lessons we should all learn from the Kardashians

[Read the feature >](#)

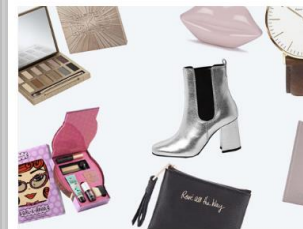
STYLE

3 ways to wear the off-the-shoulder trend this season

[Find out more >](#)

THE SUNDAY SCOOP

This week on Shop Insider, we reveal how insiders find the BEST gifts, round up the Autumn lippies that go with every skin tone & much more



LIFESTYLE

Revealed: How insiders find the BEST Christmas gifts

[Read the feature >](#)

BEAUTY

These Autumn lippies look amazing with every skin tone

[Watch the video >](#)

LIFESTYLE

10 easy ways to make your bedroom ZZZ-friendly

[Find out more >](#)

Shop Insider

Original, daily content

Shop insider editorial content

The inside track to all things shopping

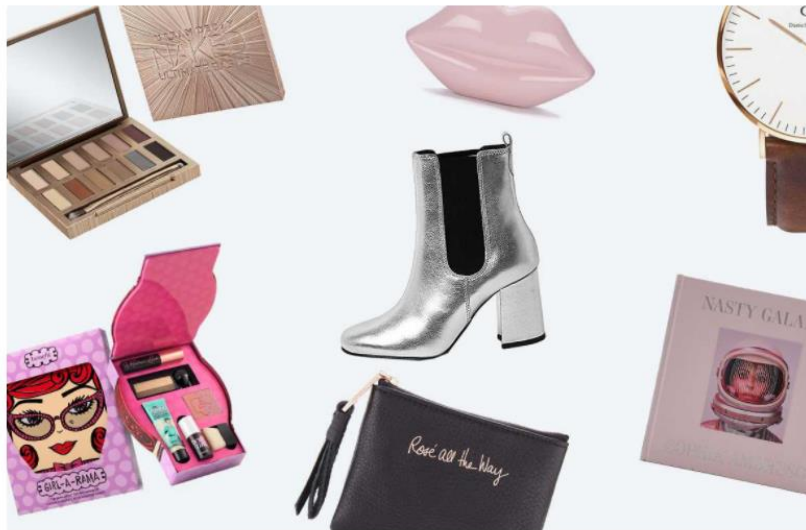


shop online ▾ shopping centres ▾ offers ▾ **christmas** shop insider

Health & Beauty Lifestyle Style Food Home

Shop Insider

Home > Shop Insider



How insiders find the BEST Christmas gifts

We ask the pros how to ace gift-giving this year...

[Read the feature >](#)

Search stores, events or products



10 easy ways to make your bedroom sleep-friendly

We've found simple solutions to make your annual autumn hibernation even cosier

[Read the feature >](#)



Attention chocoholics! Hotel Chocolat's new Christmas collection is everything

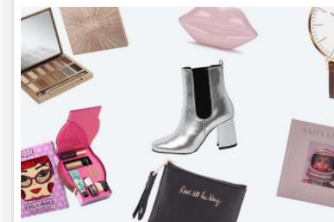
From chocolate trees to cocoa mulled wine - come with us on a trip to chocolate heaven!

[Read the feature >](#)



Shop Insider

Home > Shop Insider



How insiders find the BEST Christmas gifts

We ask the pros how to ace gift-giving this year...

[Read the feature >](#)



10 easy ways to make your bedroom sleep-friendly

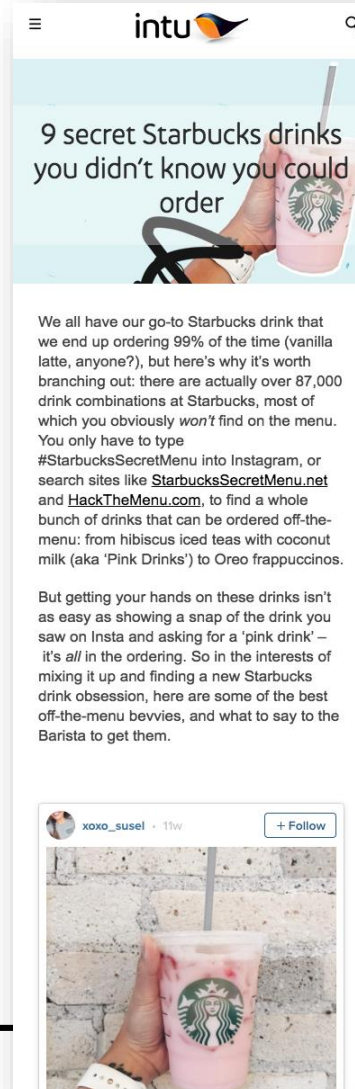
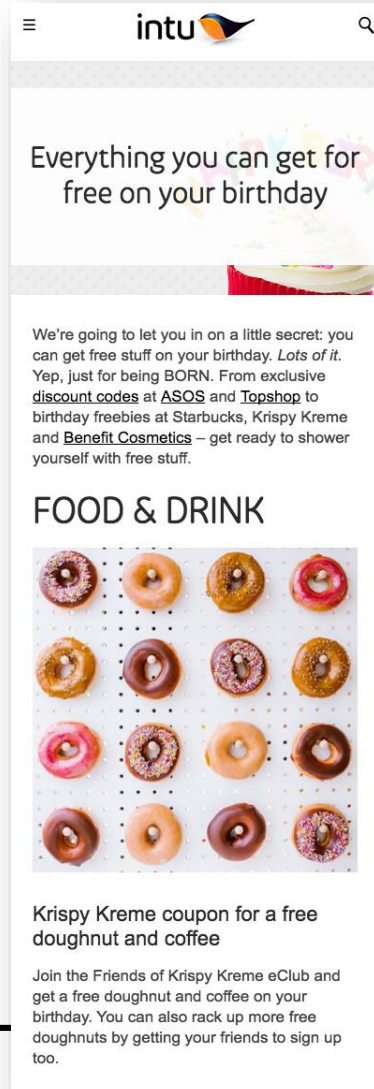
We've found simple solutions to make your annual autumn hibernation even cosier

[Read the feature >](#)



The most viewed recent content

Data driven editorial



Millennials & The Augmented Age

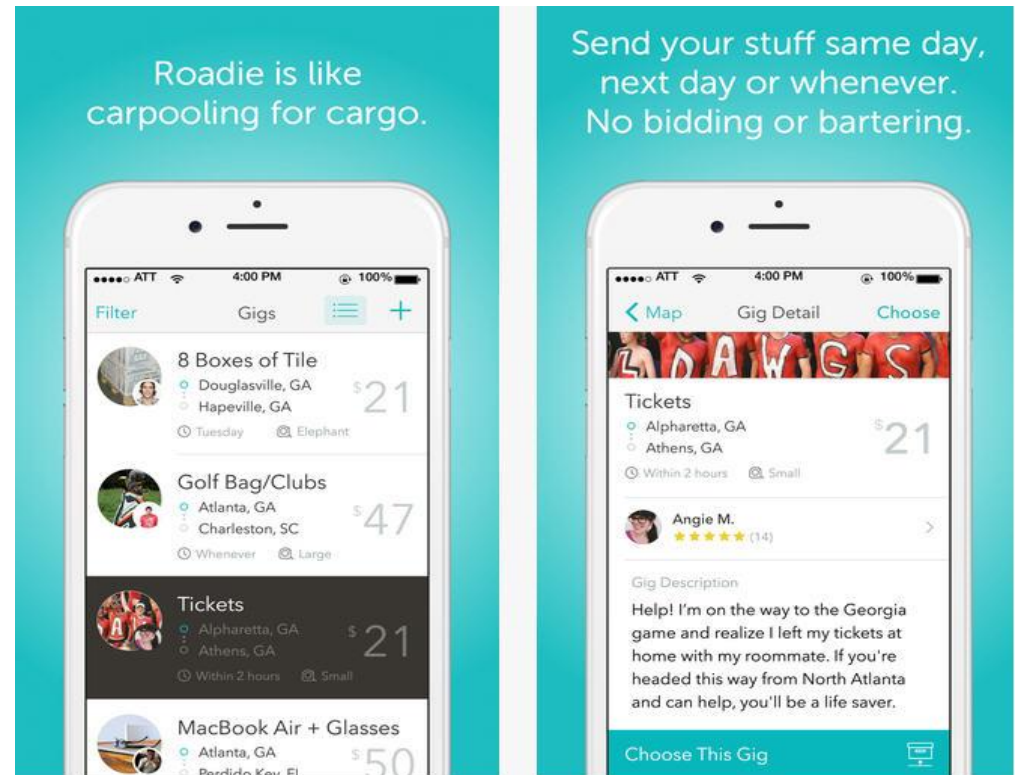
The 'super' convenience economy



DELIVEROO

PROPER FOOD, PROPER DELIVERY





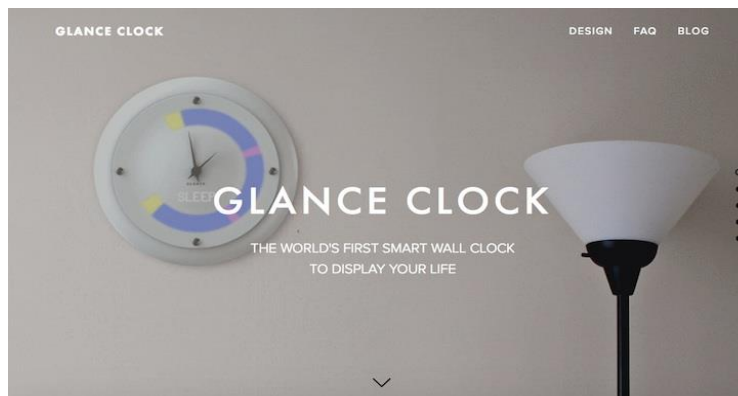


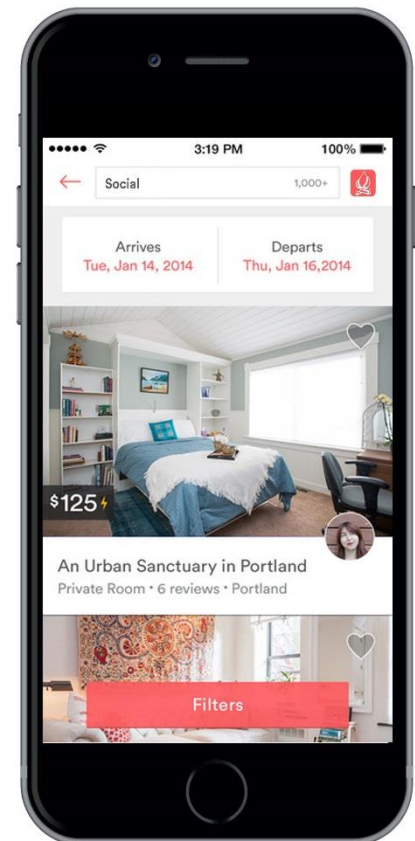
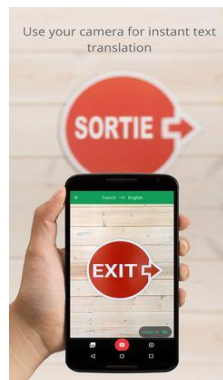
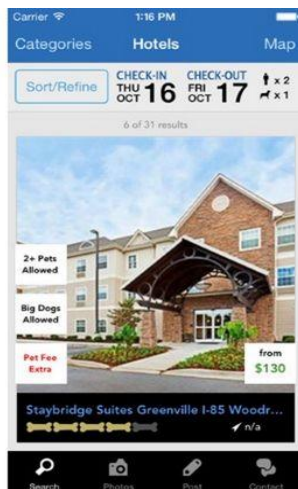
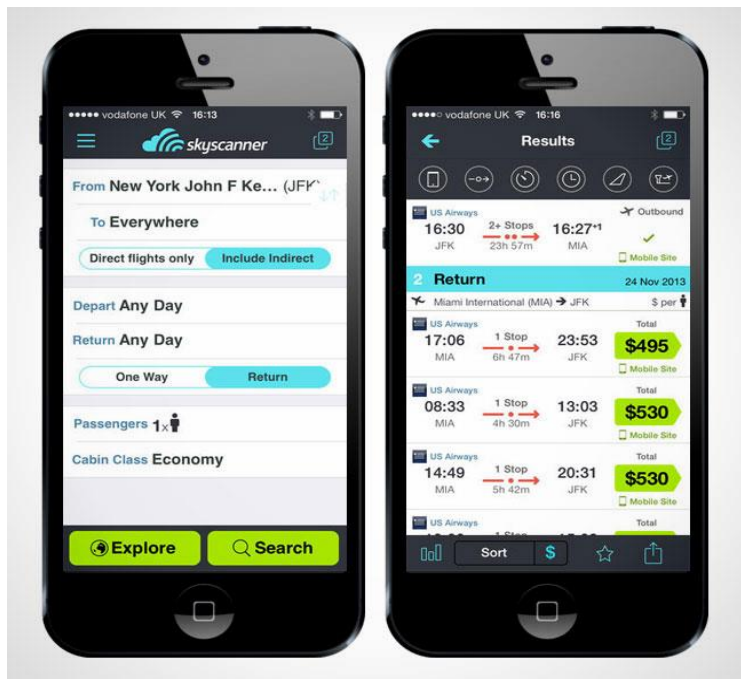
Get £30 off a Nest Cam this Father's Day.

Order by 12 June to get it by Father's Day.



SHOP NOW





The subscription economy

Moving Music

Apple Music enters a crowded streaming-music market. How it compares:



Apple Music



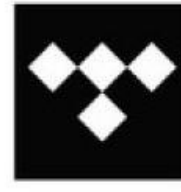
Spotify



Pandora



Google Play Music



Tidal

Cost/month: \$10	Free/\$10	Free/\$5	\$10	\$10/\$20
Music tracks: 37M	30M	15M	30M	25M
Users: n/a	60M/15M paid	79.2M	n/a	770,000
Notable: Streams iTunes, live radio	Songs on demand	Easy to use	Personal music integration	High-quality audio

Source: the companies

THE WALL STREET JOURNAL.

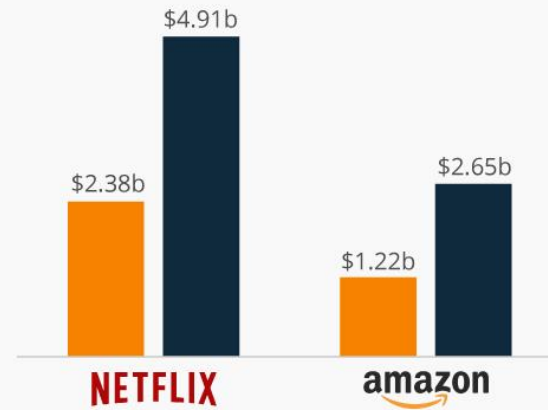




Online Platforms Double Down on TV Programming

Estimated annual expenditure on TV programming*

2013 2015



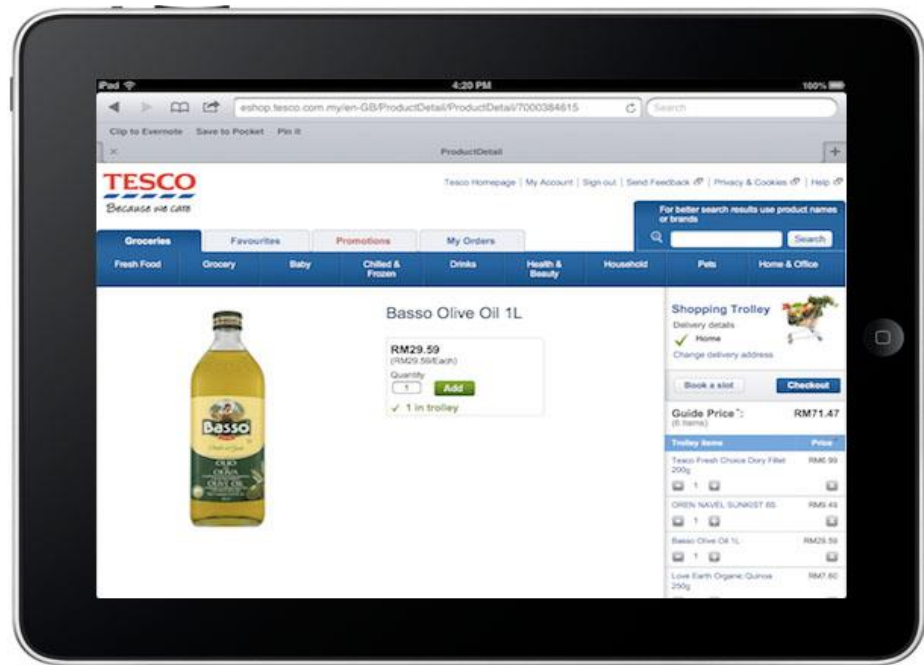
* acquired and original content
Source: IHS Markit

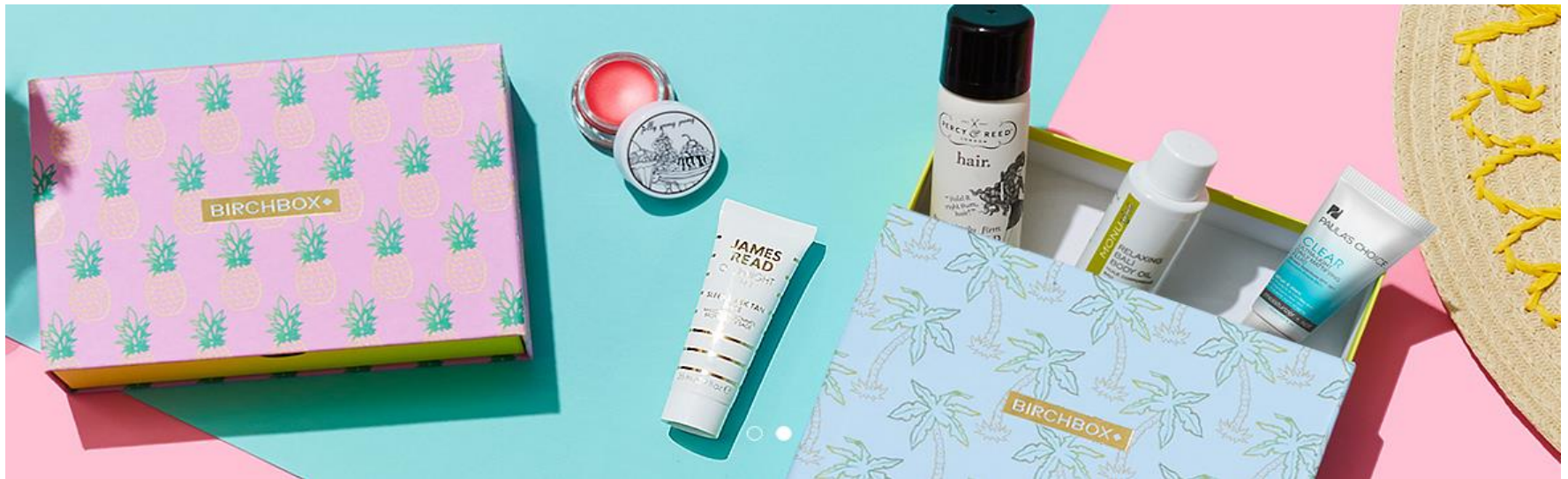
New scripted TV shows aired online in the U.S.



statista







NOW YOU'RE COOKING

Everything you need to cook delicious recipes, delivered weekly

[SEE MENU >](#)

👤 Have a special code?



How it works



**WE PLAN
recipes**



**WE SOURCE
fresh
ingredients**



**WE DELIVER
to you**



**YOU
COOK!**



The social economy



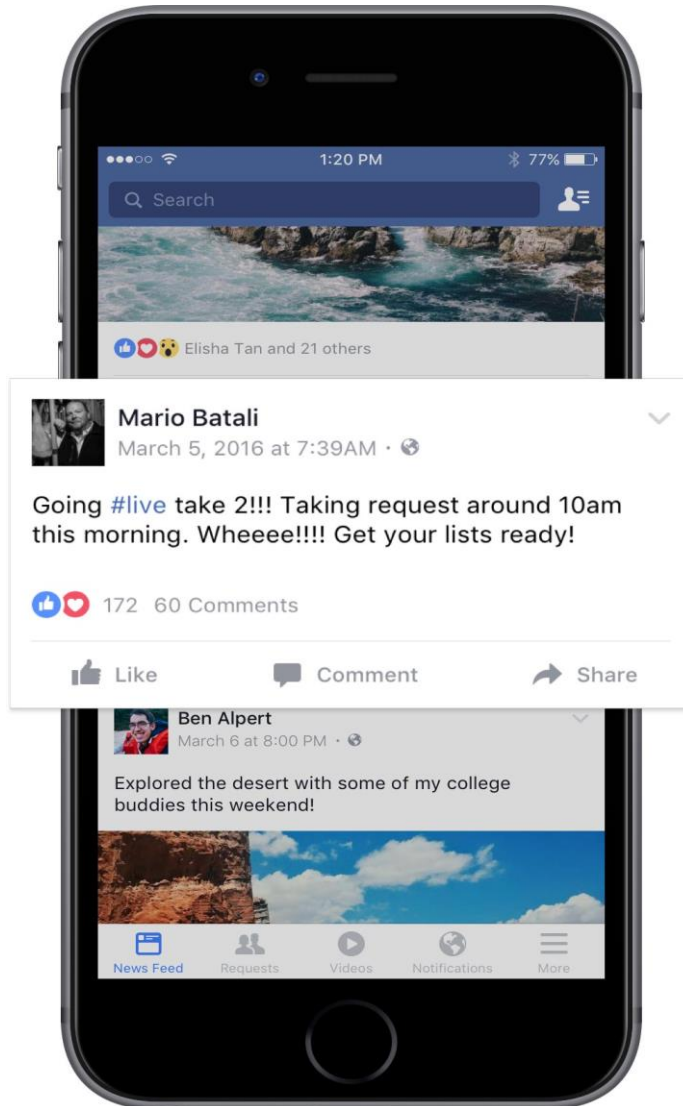
Over
100 Million
daily active
Snapchatters and
growing.

Source: Snapchat internal data



10+
Billion
video views
every day on
Snapchat.







brilliantearth

Sponsored



SHOP NOW

189,214 likes

brilliantearth Stunning from every angle. Tap Shop Now to explore our collection of unique diamond engagement rings!
#engagementrings #diamond

Fanny packs FTW! This one is exclusive to Brit+Co. Shop to it on Twitter!



Kaleidoscope Fanny Pack (Exclusive)

Brit + Co

\$ 32.00

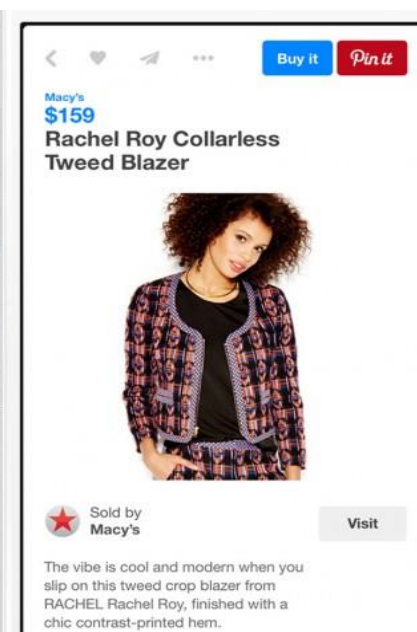
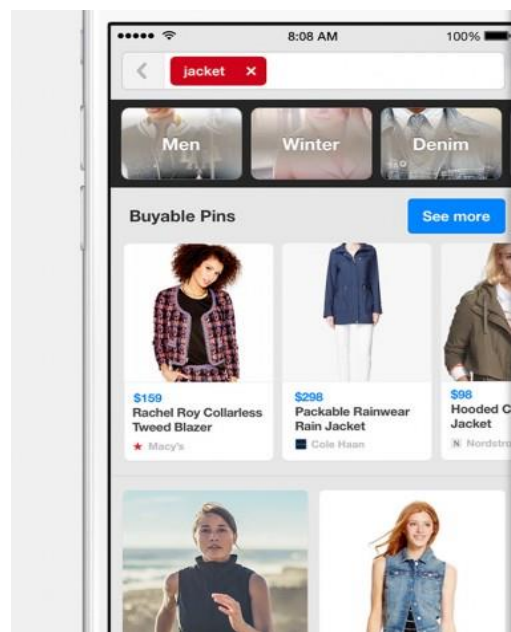
Buy

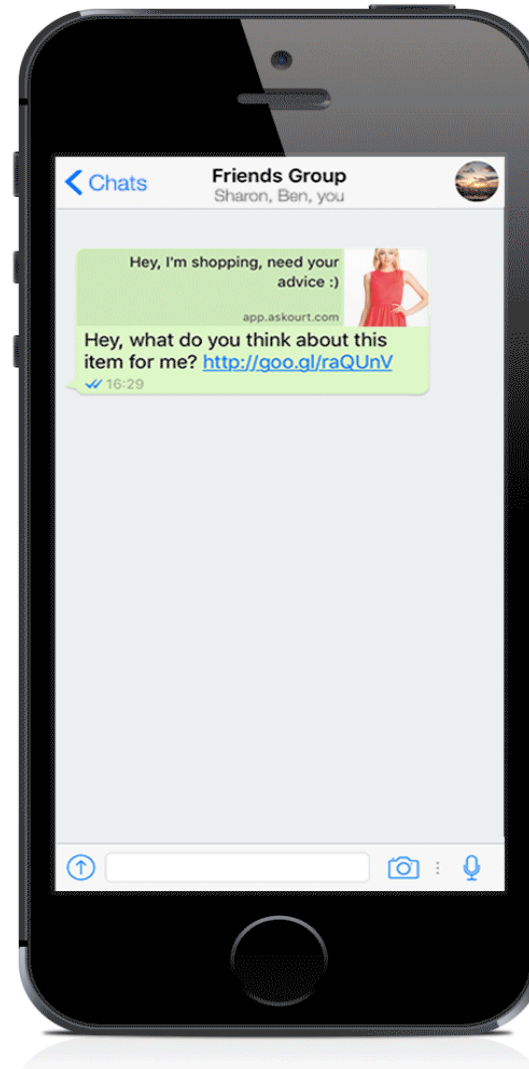
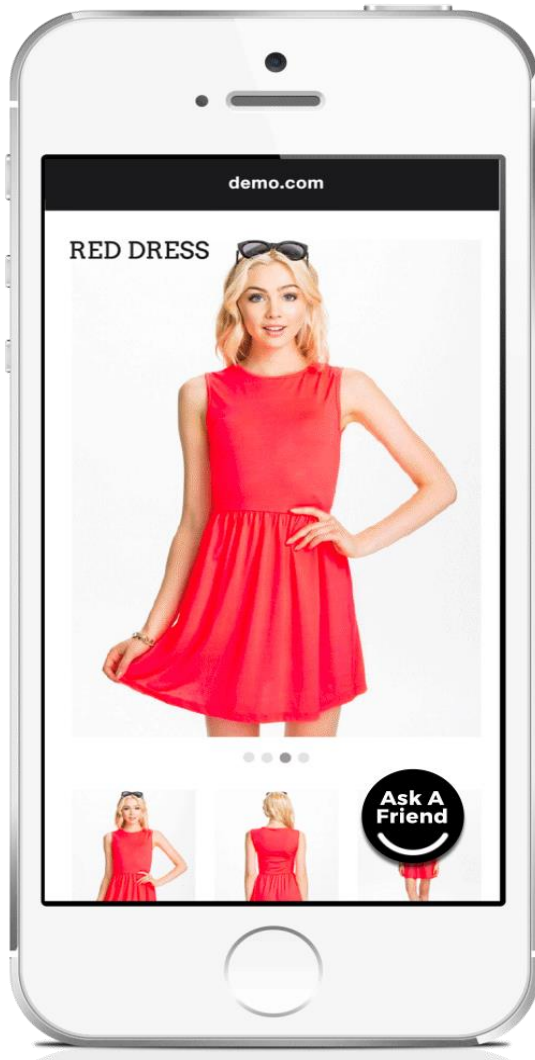
RETWEETS
7

FAVORITES
8



10:33 PM - 29 Sep 2015





Retail shared economy



TESCO



HOMEBASE



Experience economy



A close-up, high-angle shot of a woman's face. She is wearing a futuristic headset with a large, circular, metallic microphone on the right side. Her eyes are looking slightly upwards and to the left. The lighting is warm and soft, highlighting her features. The background is dark and out of focus.

The future of shopping centres Beyond Retail

Redefining retail
Competing for people's free time

A photograph of two children sitting in a theater, watching a movie. The child on the left is wearing a yellow and black plaid shirt and a purple headband, with their hands covering their eyes. The child on the right is wearing a red and black plaid shirt and large black glasses, with their mouth wide open in surprise or excitement. Both children are holding large red and white striped popcorn buckets. The background is dark, suggesting a movie theater setting.

"Our objective is to create the
family's second space.

Offering something for
every member of the family.

Reducing the compromises
makes for an easy decision.

Making it a day out!"

The background image shows a vibrant urban waterfront scene. A calm canal or river flows through the center, with several small rowing boats carrying groups of people. The water reflects the sky and the surrounding architecture. On both sides of the water, there are modern, multi-story buildings with large windows and balconies. Some balconies have outdoor seating areas with umbrellas. The sky is a soft blue with light, wispy clouds. The overall atmosphere is one of a modern, livable city environment.

Success is created by putting the
guest
at the centre of everything we do.

We are in the
hospitality business.

Growing retailer revenues

New digital format stores



Minituration

New retail



Miniaturisation

Adapting to changing
retailer models



Consumer focus

70% of car purchase decision makers
are made by women



70% magic number

Leaders in innovation

Mixed reality



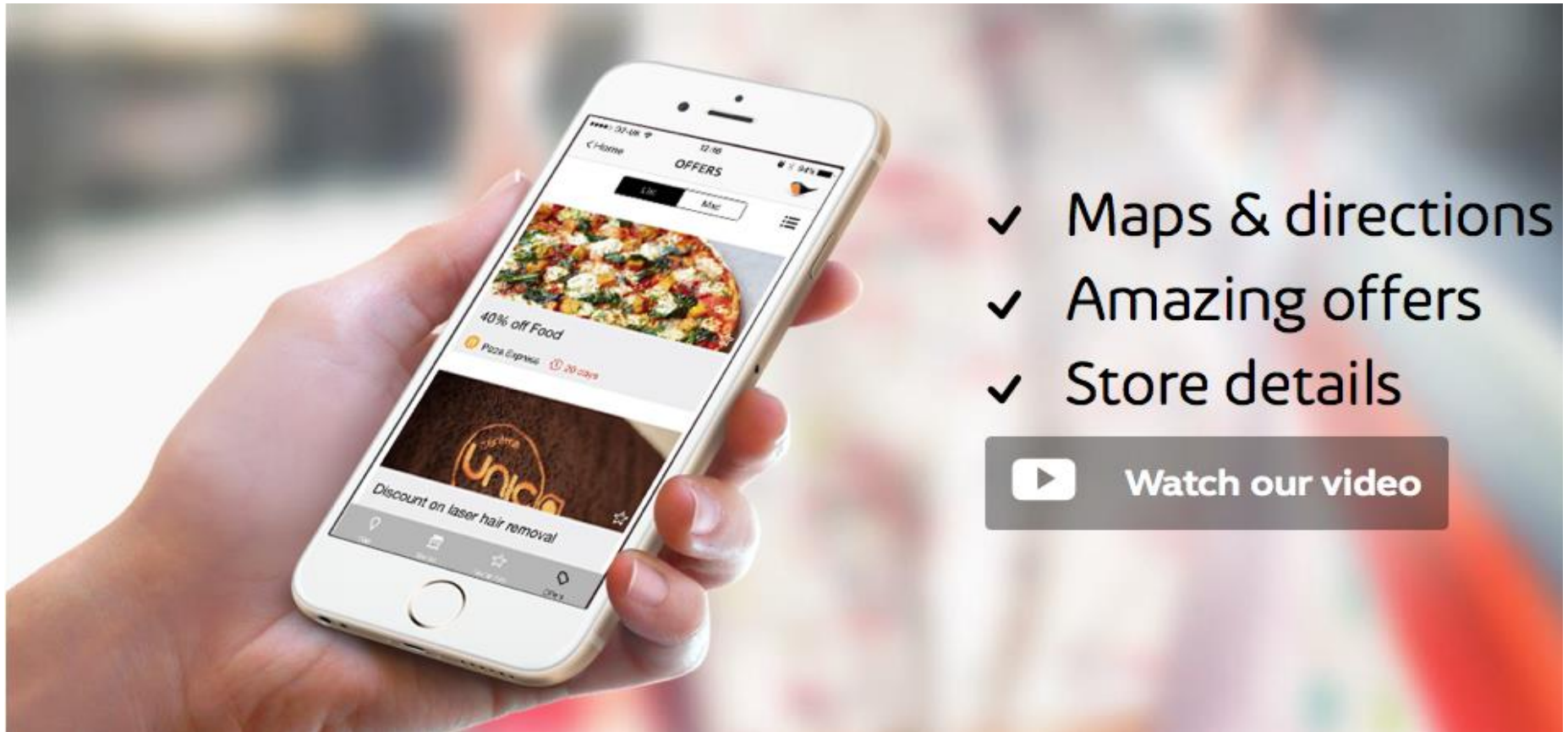
Virtual Reality Leisure

Punctuating the shopping experience



Intu app

AR offers



- ✓ Maps & directions
- ✓ Amazing offers
- ✓ Store details



Watch our video

Things to think about...



Social content

Personalisation & execution

Immersive experiences

Any questions ?
