

Lakeside Shopping Centre
West Thurrock Way
West Thurrock
Grays
Essex
RM20 2ZP
Tel: 01708 869 933
www.lakeside.uk.com

Phew.
We're hard at
work making
Lakeside an even
better place for
you to shop.

This booklet is printed
on paper made from
100% virgin pulp, which
is low in chlorine and
therefore a lot better
for the environment.


Lakeside

When Lakeside first opened its doors in 1990, we thought we were starting something big. But not quite this big. We're now welcoming 24 million visitors every year. That certainly means we're one of Britain's favourite shopping centres. It also means a spot of refreshment to our building is probably in order.

As you may have noticed, there's a lot going on. It's all designed to make Lakeside an even better place for you to shop. And because it's all for your benefit, we think it's important to let you know exactly what we're up to – and why it's such good news for you. So here goes.

All the improvements we're making are the result of lots of conversations with you, our shoppers. After hearing about what you wanted, we started out by doing what all the best shoppers do. We made a list.

New seating
New plants
Faster lifts
New escalators
Clearer signage
Automatic doors
New flooring
Improved sightlines
New interior design
New lighting

39 seats on the 370 bus to Romford
300 seats in Thurrock Athletics Stadium
323 seats in Thameside Theatre, Thurrock.

New seats at Lakeside

500

One of the first things on our list of improvements was to provide more seating all around Lakeside. So now you'll always have somewhere to take a break in the middle of a serious day's shopping. They're not just any old seats either. All of them have been

specially chosen for Lakeside because we wanted something extra comfortable. You can try one out if you visit the special exhibition on at Lakeside. Just don't get too settled – someone else might want a go too.

seconds

60

under

in

Dixons

to

Argos

Of course, you can't spend all day sitting around. You've got shopping to do. Fortunately, we're putting in new lifts that are twice as fast as the old ones. So you can get to wherever you want to go that bit quicker.

Going up?

As well as the new lifts, there will be two brand new escalators between Levels 1 and 2.

With a place as big as Lakeside, you need to be able to make your way around quickly and easily. That's one of the main things we're bearing in mind throughout this whole job. For example, we're making sure every main entrance door is automatic, which means a lot less

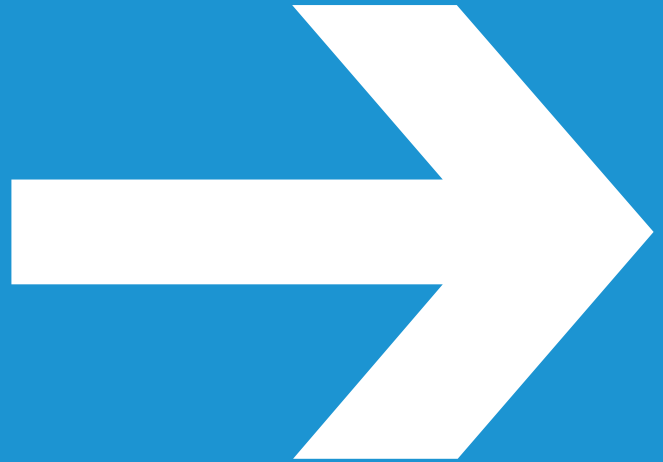
hassle for you. Our architects have also been working on what they call 'improved sightlines' – in other words, making it easier for you to see exactly where you're heading.

**120 acre site with
over 1.37 million
square feet of
retail space
containing over
300 shops served
by over 13,000
parking spaces
catering for
over 24 million
visitors a year.**

We've also asked our architects to make everywhere as clear and uncluttered as possible, giving you more space to enjoy your shopping.

New, clearer signs will mean you always know exactly where you are and where to head next.

**New flooring
this way**



And

wherever

you're

heading

you'll

be

walking

over

45,000

new

floor

tiles.

**Know where
you stand.**

Speaking of flooring, we're also laying down patterned tiles outside Debenhams and House of Fraser. Each pattern will be different because it's easy to get confused if everywhere looks the same.

Light Bulbs

Overhead, there will be some clever new lighting – designed to look warm and natural.

And as a finishing touch, we're putting in loads of new plants which not only make the place look good, but help improve the air quality too.

While all the refreshment work is going on, we thought it would be a good idea to freshen up our logo too. It's not a complete overhaul. After all, it's not as if we've suddenly changed the way we

are. That's why we're keeping the logo clear and uncomplicated. Of course, the shape is still inspired by the outline of our famous dome.



Lakeside

While a lot may be changing at Lakeside, we're making sure all the best things stay just the way they are. After all, we've already got loads to shout about...

...300 shops under one roof, 13,000 free parking spaces, 10-10 opening weekdays, 30 cafés and restaurants to choose from, 72 people working round the clock to keep the place squeaky clean, 50 wedding lists placed with us every month, 7 screen cinema, 24 bus routes serving Lakeside every day, 300 car parking spaces for disabled shoppers, 6 hair and beauty salons, 3 times winner of the Tommy's Campaign Parent Friendly Award, with baby care and crèche facilities.

Right now, we have 120 people working round the clock to finish the refreshment as soon as possible. While the work's going on, we're doing everything we can to make sure things carry on as normal. In fact, most of the work is being done out of hours, with 80 people working through the night.

It's all designed to make Lakeside an even better place for you to shop. Once the new look is unveiled, we think you'll agree it was worth it.

To find out more, look out for the special exhibition on at Lakeside. Or pop along to the Brompton Walk Information Desk. You can also give us a call on 01708 869 933.

And don't forget, you can visit our website any time at www.lakeside.uk.com