



IMPORTANT DATES
&
RETAIL CALENDAR



CONTENTS

JANUARY	2
CHINESE NEW YEAR (22 ND FEBRUARY)	2
BURNS NIGHT (25 TH JANUARY)	2
FEBRUARY	2
VALENTINE'S DAY (14 TH FEBRUARY)	2
MARCH	3
ST PATRICK'S DAY (17 TH MARCH)	3
MOTHER'S DAY (19 TH MARCH)	3
BRITISH SUMMER TIME (BST) BEGINS (26 TH MARCH)	3
APRIL	4
EASTER (GOOD FRIDAY & EASTER MONDAY) – 7 TH APRIL & 10 TH APRIL	4
MAY	4
EARLY MAY BANK HOLIDAY (1 ST MAY)	4
KING CHARLES CORONATION & BANK HOLIDAY (6 TH MAY & 8 TH MAY)	4
JUNE	4
FATHER'S DAY (18 TH JUNE)	4
AUGUST	5
SUMMER BANK HOLIDAY (28 TH AUGUST)	5
OCTOBER	5
BRITISH SUMMER TIME ENDS (29 TH OCTOBER)	5
HALLOWEEN (31 ST OCTOBER)	5
NOVEMBER	5
GUY FAWKES (5 TH NOVEMBER)	5
REMEMBRANCE SUNDAY & ARMISTICE DAY (12 TH NOVEMBER & 11 TH NOVEMBER)	6
PURPLE TUESDAY (DATE TBC)	6
BLACK FRIDAY & CYBER MONDAY (24 TH NOVEMBER & 27 TH NOVEMBER)	6
DECEMBER	7
CHRISTMAS LIGHTS SWITCH ON (DATE TBC)	7
SANTA'S GROTTO (DATES TBC)	7
CHRISTMAS (25 TH DECEMBER) & NEW YEAR (1 ST JANUARY)	7



JANUARY

Chinese New Year (22nd January)

Option #1

Saturday 25th January is Chinese New Year. To those celebrating, we wish you a happy and prosperous year of the rat.

Option #2

All our staff would like to wish you all a happy Chinese New Year. May the year of the Rat be prosperous for you.

Option #3

Happy Chinese New Year to all our customers who are celebrating. Wishing you a prosperous year.

Burns Night (25th January)

Option #1

Don't forget, Saturday 25th January is Burns Night here in Scotland. For the sake of Auld Lang Syne, celebrate the life of Robert Burns.

Option #2

From all the staff and management at the centre, we'd like to wish you all a fantastic Burns Night!

FEBRUARY

Valentine's Day (14th February)

Option #1

Valentine's Day is just around the corner, so whilst in the mall today - pick up a gift for that special someone! With gifts for every taste and budget, we're sure you'll find the perfect present for your Valentine!

Option #2

It's Valentine's Day on the 14th and we have plenty of stores with gifts for every taste and every budget. We're sure you'll find your Valentine the perfect gift here today!



MARCH

St Patrick's Day (17th March)

Option #1

Don't forget! St. Patrick's Day is coming up on March 17th. Best wishes from the centre staff and management to all who are celebrating!

Option #2

From all of the staff and management at the centre, we'd like to wish you all a wonderful St Patrick's Day.

Mother's Day (19th March)

Option #1

Don't forget your Mum on Sunday the 19th of March. Browse all your favourite High Street brands and designer labels here in the Centre - we're sure you'll be able to find the perfect Mother's Day gift.

Option #2

Shopping in the mall today? Why not spoil your Mum this Mother's Day and treat her to something really special & show her how much you care. Don't forget Mother's Day is on Sunday the 19th of March.

Option #3

This Sunday is Mother's Day so find your mum the perfect present whilst in the centre today. With a wide range of stores, great trading hours and lots of choice, we're here to help make your Mother's Day gift shopping simple.

Option #4

We're counting down to Mother's Day on Sunday the 19th of March and we're bursting with fantastic ideas for gifts to suit every taste and budget, so don't forget Mum whilst shopping with us today.

Option #5

Treat your Mum to something special this Mother's Day. Our mall is packed full of great gift ideas & cards which are sure to put a smile on her face. Don't forget Mother's Day is Sunday the 19th March.

British Summer Time (BST) Begins (26th March)

Option #1

We would like to take this opportunity to remind all our visitors that British Summer Time begins this weekend. So don't forget to put the clocks forward by 1 hour on Saturday night!



APRIL

Easter (Good Friday & Easter Monday) – 7th April & 10th April

Option #1

The centre will be open during the Easter weekend with fun activities for all. Happy Easter from all centre staff and management.

Option #2

We would like to remind all customers that we will be closed on Easter Monday. Centre management and staff wish all our customers a very Happy Easter.

Option #3

Happy Easter from all of us here at _____ shopping centre. We would like to remind you that this bank holiday weekend, we are open from ___ to ___ on Good Friday, ___ to ___ on Easter Saturday, ___ to ___ on Easter Sunday and ___ to ___ on Easter Monday.

MAY

Early May Bank Holiday (1st May)

Option #1

Don't forget it's the Early May Bank Holiday on Wednesday 1st May!

King Charles Coronation & Bank Holiday (6th May & 8th May)

Option #1

King Charles' Coronation will be held on Saturday 6th May. The Coronation will reflect the Monarchy's role today and look towards the future.

Option #2

Don't forget, Monday 8th May is an additional Bank Holiday this year, following the Coronation of King Charles.

JUNE

Father's Day (18th June)

Option #1

We're counting down to Father's Day on Sunday 18th of June and we're bursting with fantastic ideas for gifts to suit every taste and budget, so don't forget dad whilst shopping with us today.

Option #2

Shopping in the mall today? Why not spoil your Dad this Father's Day and treat him to something really special & show him how much you care. Don't forget, Father's Day is on Sunday 18th of June.



Option #3

Don't forget Dad! Father's Day is on the 18th of June, so now's the chance to pick the perfect present for your Dad and win some brownie points too.

Option #4

Treat your dad to something special this Father's Day. Our mall is packed full of great gift ideas & cards which are sure to put a smile on his face. Don't forget Father's Day is Sunday 18th of June.

AUGUST

Summer Bank Holiday (28th August)

Option #1

Don't forget, it's the Summer Bank Holiday on Monday 28th August.

OCTOBER

British Summer Time Ends (29th October)

Option #1

We would like to take this opportunity to remind all our visitors that British Summer Time ends this weekend, so don't forget to put the clocks back by 1 hour on Saturday night!

Halloween (31st October)

Option #1

The witches fly across the sky, the black cats yowl and the ghosts and goblins howl. Brush up your brooms, polish your bats and sparkle your cats. We would like to wish you all a happy Halloween.

Option #2

Don't forget that this Saturday is Halloween so get your costumes ready and carve out your pumpkins for this Saturday night will be the night of fright. Happy Halloween.

Option #3

Double double, toil and trouble, fire burn and cauldron bubble <cackle sound> we would like to wish you all a spooky Halloween.

NOVEMBER

Guy Fawkes (5th November)

Option #1

Remember, remember the Fifth of November! Have a fun and safe Guy Fawkes Night from all the centre staff & management.



Option #2

Remember, remember the Fifth of November! Have a fun and safe Bonfire Night from all the centre staff & management.

Remembrance Sunday & Armistice Day (12th November & 11th November)

Option #1

Today is Remembrance Day and in memoriam of all those who gave their lives in the Great War and in all conflicts since, we would like to ask you to join with all of us in 2 minutes silence at 11am.

Option #2

Today is 8th November and as an act of remembrance for all those who gave their lives in the Great War and in all conflicts since, we would like to ask you to join us in a 2 minutes silence at 11am.

Option #3

Ladies and Gentlemen. The time is now 11 o'clock and we would ask you to join us in 2 minutes silence. [EMBEDDED 2 MINUTES SILENCE] Thank you for respecting our act of remembrance. We hope you enjoy the rest of your stay.

Purple Tuesday (Date TBC)

Option #1

_____ is proud to support Purple Tuesday on the _____, the UK's accessible shopping day. Visit our Customer Services Desk for more information about accessibility in Centre.

Option #2

_____ is pleased to support Purple Tuesday. The UK's first accessible shopping day established to recognise the importance and needs of disabled consumers.

Black Friday & Cyber Monday (24TH November & 27th November)

Option #1

Don't forget this Friday is the hottest day in the shopping calendar. To enjoy incredible black Friday discounts, come and see what your favourite shops have in store.

Option #2

You'll never see discounts like we have for you today in our Black Friday sale so don't delay, head to your favourite stores today.

Option #3

The most exciting day in the shopping calendar is coming soon! Black Friday takes place on the 27th of November and all your favourite stores throughout the centre will be offering some amazing discounts! Don't miss out, light up your Christmas on Black Friday!



DECEMBER

Christmas lights switch on (date tbc)

Option #1

"Christmas is coming and it's time to light up _____! We are switching on our Christmas lights on _____. Bring family and friends along for fun, free entertainment. Find out more details on our website".

Option #2

It's Christmaaaaas! And what is the best way to get you into the Christmas spirit? Turning on the Christmas lights! Head down on _____ to see a spectacular sight that Santa would be proud of! Find out more details on our website".

Santa's Grotto (dates tbc)

Option #1

"Ho ho hooo! Come and meet Santa and his little elves. He'll be in his Grotto from ____ until _____. Check with the Grotto for times and to make sure he's not too busy feeding reindeers! Merry Christmas!"

Option #2

"Boys and girls, come and visit Santa! He'll be in his grotto from ____ until _____. Happy Christmas!"

Option #3

"Ho ho hooo!" ... "Would you believe it!? Santa has arrived at the _____ shopping centre! And you can visit him today in his Grotto. He'll be meeting all you wonderful girls and boys from _____ to _____. Merry Christmas!"

Christmas (25th December) & New Year (1st January)

Option #1

Season's Greetings, from the centre staff & management, we hope you have a good Christmas and a prosperous New Year!

Option #2

T'is the season to be jolly, switch on the lights & put up the holly! We would like to wish you a very Merry Christmas and Happy New Year!

Option #3

Need a little Christmas Shopping inspiration? We've got a huge range of stores with gift ideas for all your friends and family, plus a huge range of tasty seasonal food and wines to help you make this a memorable Yuletide!

Option #4

Happy Christmas, from all the centre staff & management. Thank you for shopping with us and we look forward to seeing you again in the New Year.



Option #5

Centre staff & management would like to wish all our customers a happy and prosperous New Year!