

# RETAIL DESTINATION

JUNE 2019

FORMERLY SHOPPING CENTRE MAGAZINE

THE BUSINESS OF RETAIL



## PARKING OPERATORS TURN TO TECHNOLOGY TO FILL EMPTY SPACES

### Sustainability

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### Parking

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### Technology

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## EDITOR'S LETTER

As Retail Destination went to press the SCEPTRE Awards judging panel were doing their homework ahead of the annual judging day.

We've introduced some new categories alongside the old favourites which attracted some high-quality entries. It's already clear that this year's awards entry is going to present the judges with some tough decisions as they try to pick the winners.

The annual awards dinner is only weeks away so now is the time to think about booking your place for one of the biggest events in the retail property calendar.

Sadly we've had to leave our long-standing venue, the Dorchester, because the hotel owners have embraced policies we just can't endorse. But we've moved the event just next door to the Great Room at the JW Marriott Grosvenor House. A new venue means a new start for the SCEPTRE Awards which are going to be bigger and better than ever, so please join us on Thursday 20 June as we salute the very best in the world of retail destination management.

**Graham Parker**  
Editor, Retail Destination



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# INDITEX SIGNS UP FOR EDINBURGH ST JAMES

**Nuveen Real Estate has signed four Inditex brands at its 1.7m sq ft mixed-use Edinburgh St James development. The pre-let deal will see Zara take 37,000 sq ft over three floors while Bershka, Stradivarius and Pull&Bear will take stores of 9,300 sq ft, 6,000 sq ft and 8,000 sq ft respectively, all located within the main multilevel Galleria.**

The Inditex brands will join an exclusive line-up of retailers, F&B and leisure occupiers at Edinburgh St James which already includes John Lewis, Next, Everyman Cinema and the W Edinburgh.

Edinburgh St James will span five floors of prime shopping, dining, leisure and entertainment, and is forecast

to welcome in excess of 20 million visitors a year. Due to open its 850,000-sq ft retail and F&B element in 2020, the much anticipated £1bn development is one of the most significant regeneration projects currently underway in the UK.

Martin Perry, director of development at Edinburgh St James, said: "Edinburgh St James is being created to reflect Edinburgh's position as a pan-European opportunity city with a thriving economy and unique appeal amongst tourists from across the world. The signing of four Inditex brands to take prime locations within Edinburgh St James reinforces the development's significance and highlights its appeal to leading international brands."



## HAMMERSON REDRAWS DUBLIN CENTRAL PLANS

Hammerson has reworked the existing planning permission for the €1.25bn Dublin Central shopping centre on a site which encompasses O'Connell Street, Moore Street, Henry Street and Parnell Street. It intends to apply for a new consent for a mixed-use, open-air scheme in keeping with its City Quarters concept, according to the Irish Times.

Hammerson inherited the site as part of its acquisition of the Chartered Land portfolio. The previous owner won consent for a major covered mall anchored by John Lewis.

International architect Acme has produced designs that envisage the restoration of historic street patterns, building lines and scale with 2,000 sq m of residential, 23,500 sq m of retail, 31,500 sq m of office space and a 4,700-sq m hotel.







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#### FOUR SIGN AT BON ACCORD

Capreon has signed Jack Wills for a 4,400-sq ft unit on a new 10-year lease at Bon Accord shopping centre in Aberdeen. The centre has attracted four new lettings in the past two months, with Jack Wills joining Subway, Deichmann and Elegance Hair & Beauty. All four have taken 10-year leases. Caroline Bridge, senior asset manager at Capreon, said: "We always want to guarantee Bon Accord has a diverse mix of quality shops for customers and this means ensuring the centre offers a range of top fashion retailers."

#### O'SHEA TAKES ON LANDSEC RETAIL

Following Scott Parsons' resignation in February, Landsec has now given Collette O'Shea, managing director of the London portfolio and executive director, responsibility for both the London and retail portfolios. Before joining Landsec, O'Shea was head of estates at the Mercers' Company. She moved to Landsec in 2003 to work on the London portfolio – first as its head of development, then becoming managing director in April 2014. She was appointed to the Landsec board on 1 January 2018.

#### O2 UPGRADES MALL INFRASTRUCTURE

O2 and Wireless Infrastructure Group have partnered to deliver enhanced connectivity indoors in a number of UK malls. Major UK shopping centres benefitting from new or upgraded infrastructure include the Bentall Centre in Kingston, Bluewater in Kent, Meadowhall in Sheffield, and a host of intu properties including Milton Keynes, Eldon Square, Metrocentre, Lakeside, Derby, Watford, Victoria and Uxbridge, as well as the Trafford Centre where analysis of crowd-sourced data has shown a 50% improvement in network performance.

## REDEVCO OPENS NEW LANE FOR BRIGHTON

**Hanningtons Lane has opened to the public and visitors are able to walk down Brighton's newest Lane for the first time. Redevo and its main contractor Westridge have been working hard on the creation of the city's new retail and cultural quarter for two years and retailers are now starting to move in and fit out their stores.**

The first tenant to open is The Flint House, a glamorous new dining concept from the Gingerman Restaurant Group. Hot on its heels will be independent ice cream maker Brass Monkey in a few weeks time. Watches of Switzerland and Oliver Bonas are also busy fitting out new stores on North Street.

One of the first retailers attracted to the redeveloped Hanningtons Estate was Habitat in November, joining existing brands such as White Company, Kurt Geiger, Sandro, Maje, Cath Kidston and Flying Tiger.

Andrew Foulds, portfolio director at Redevo, said: "This has been one of the most challenging but rewarding projects many of the construction team have ever worked on. Years in the making, the people of Brighton and visitors to the city can now see Morgan Carn's designs brought to life. We have sought to create spaces for modern retailers to thrive within an already iconic part of the city, but to respect the heritage and architecture of the area."



## MARKET HALLS SECURES FIFTH FOOD HALL SITE

**Market Halls, the specialist food hall company set up by former property developer Andy Lewis-Pratt with restaurateur Simon Anderson, is to open its fifth food hall across the ground and dock levels of Cargo, the new workplace and leisure destination currently being delivered by Blackstone at Crossrail Place in Canary Wharf which is due to complete in Q4 2020.**

Market Hall Cargo will be spread over 20,000 sq ft, spanning the lower floors of Cargo and integrating with the receptions of the 340,000-sq ft office scheme; with provision for numerous kitchens, two bars, coffee shop, outdoor terraces and seating for 500.

Championing a new era of British food halls, Crossrail Place will be the operator's fourth London location following the successful opening of Fulham and Victoria and the upcoming launch at Oxford Circus. In addition Market Halls has signed at intu Lakeside in Thurrock, Essex.

Co-founder and COO Simon Anderson said: "Canary Wharf has been on our radar since day one as a perfect



location for Market Halls. Blackstone's plans for Cargo are every impressive and with the eventual opening of the Elizabeth Line we are very excited to have found the perfect place."

Knight Frank and Cushman & Wakefield acted for Blackstone and Lightlease for Market Halls.



# RetailReport

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and be in with a chance of winning some prizes!





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# SHOPPING CENTRE VALUES SLASHED

**Both British Land and LandSec saw their shopping centre portfolios marked down by more than 11%**

**Landsec saw half a billion pounds slashed from its portfolio valuation at 31 March 2019 as its valuers slashed ERVs and hiked yields on its retail assets. Shopping centres were marked down 11.7% as retailer failures led to rental values falling by 5.7% with equivalent yields moving out by 24 basis points. The difficult climate for retailers also impacted the value of Landsec's retail parks, which reduced by 15.5% as a result of a 4.9% rental value decline and a 71 basis points outward movement in equivalent yields.**

In the 12 months to March 2019 Landsec said retail voids had increased from 2.7 to 3.7% with units in administration increasing from 0.7 to 0.8%. Footfall in regional shopping centres and outlets was down 2.4% but still outperformed the ShopperTrak benchmark which was down 2.8%. Like-for-like sales were down 0.9%, while the BRC national benchmark was down 2.1%.

Retail accounts for 35% of Landsec's portfolio and chief exec Robert Noel said: "These are challenging times for retailers. The rise of online retail and cost challenges for the industry have brought store closures and lease restructures, often under company voluntary arrangements. We are not immune from market challenges but the impact has been softened by having re-positioned our portfolio in recent years towards destinations which provide a great experience and away from the high street, secondary shopping centres and retail parks. Our destinations play a core role in retailers' multi-channel strategies, drawing visitors with a mix of brand experience, product, food, drink and cinema."

Reflecting this, Landsec disclosed that plans were being drawn up to redevelop its London shopping centres in Shepherd's Bush, Finchley Road and Lewisham. Mixed-use proposals with a large residential component are likely to emerge.

Looking ahead, Noel concluded: "We see no near-term improvement in retail market conditions, with CVA activity set to continue. Rental values are likely to decline further in shopping centres and retail parks, though we expect continued rental growth in outlets and select leisure destinations. Consumers will continue to be attracted to destinations that provide a broad range of brands and experiences."

Similarly, British Land's retail assets lost more than

half a billion pounds in value over the year to 31 March 2019, according to its latest full-year results. BL's retail portfolio value was marked down 11.1% to £5,577m, with ERVs down 3.8% and yields moving out by 37bps.

The year saw 1.6m sq ft of retail leasing activity at rents marginally ahead of ERV while occupancy remained relatively robust at 96.7%. However the company conceded it had taken a £16.9m annualised rental hit as a result of CVAs and administrations over the last two years. Total sales were 160 bps ahead of the national benchmark and footfall 230 bps ahead.

BL sold £646m of retail assets since April 2018, achieving better than book value on average. Standalone superstore exposure is down from 11% in 2014 to 1% today and overall retail is now under half of the business, down from 66% in 2010. Looking ahead, BL expects retail to comprise around 30-35% of assets in five years, so it will continue to sell assets.

Chief executive Chris Grigg said: "Looking ahead, retail is likely to remain challenging as structural change continues but there are early signs on parts of our portfolio, that some of the short-term operational headwinds impacting retailers are easing."

But Capital & Regional, the convenience and community focused shopping centre REIT, sounded a more positive note as it updated shareholders on current trading for the four months to the end of April 2019.

The company completed 20 leasing transactions in the first four months of the year at a combined rent of £1.2m, up 3.0% on passing rents and 5.2% above ERV. Although none of C&R's malls is hit by the planned Debenhams closures, the company said the proposed rent reductions will cost it £1.3m in annual rent.

Occupancy has remained robust at 96.7% and footfall was down 0.6% over the same period last year, but well ahead of the national index, which was down by 3.2%

Chief executive Lawrence Hutchings said: "We continue to see solid progress in executing our strategy to reposition our community centres to focus on needs based and less-discretionary goods, especially in our London and South East assets. We firmly believe that our repositioning and remerchandising plans, low average rents and high footfall metrics differentiate our centres and ensures they remain relevant, profitable and attractive to retailers as the structural changes in physical retailing continue to evolve."



Robert Noel, chief executive, Landsec

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# 2019 AWARDS SHORTLIST

## Marketing Manager of the Year

- Annarose Hearsum, Whiteley Shopping Centre
- Ian McGregor, Galleries Shopping Centre
- Lizzie Taylor, The Mall at Cribbs Causeway
- Debbie Raines, Baytree Shopping Centre
- Laura Taylor, Mander Centre

## Commercialisation Innovation of the Year

- The Heart, Walton-on-Thames – Vegan Market
- Bullring & Grand Central – Snow House
- centre:mk, Mall Solutions – Zombie
- Bluewater, Greenhithe – Selfie Factory
- Harvey Shopping Centre, Harlow – Bridal Fayre (Forum CentreSpace Ltd)
- centre:mk, Mall Solutions – Pod

## Retail Liaison Award

- Rebecca Bird, The Mall
- Becky Atkinson, Victoria Square
- Tina Plant, Bullring & Grand Central
- Amie Kewley, The Mall at Cribbs Causeway
- Janine Parrington, The Stamford Quarter
- Rachel Moss, Festival Place Shopping Centre

## Operations Manager of the Year

- Martyn Haftowski, Cwmbran Centre
- Gary Blackledge, intu, Lakeside
- Russ Wiseman, Whiteley Centre
- Phil Brown, Strand Shopping Centre
- Stuart Conway, Middleton Grange
- Leon Morse, The Mall at Cribbs Causeway

## Young Achiever of the Year

- Jenny Craig, Victoria Square
- Antony Santos, Strand Shopping Centre
- Lauren Holbrook, The Mall at Cribbs Causeway
- Ellie Pimbley, Toolbox Group
- Paul Sawyer, Festival Place Shopping Centre
- Annabel Lyne, The Mall at Cribbs Causeway
- Charlotte Brooks, Cabot Circus

## Short Term Retailer of the Year

- Queensgate Shopping Centre – Sensory Room
- Buchanan Galleries – Revive Lab Kiosk
- intu Trafford Centre – Maison Christian Dior
- Bluewater – Anno Gin Distillery Pop-up
- Frenchgate Shopping Centre – Mobilise Group

## Energy Management Award

- Cwmbran Centre
- The Broadway
- Highcross
- The Mall at Cribbs Causeway
- Galleries Shopping Centre
- Manchester Fort Shopping Park

## Car Park Supplier of the Year

- Premier Park Ltd
- SKIDATA Ireland

## Parking Innovation of the Year

No shortlist – there is a clear winner!

## Christmas Campaign of the Year

- Hildreds Shopping Centre
- Trinity Walk Shopping Centre
- Queensgate Shopping Centre
- Cherry Tree Shopping Centre
- The Mall at Cribbs Causeway
- Galleries Shopping Centre

## Waste Management Award

- Clyde Shopping Centre
- Gunwharf Quays
- centre:mk
- intu and Don't Waste UK
- Ropewalk Shopping Centre
- St David's Dewi Sant

## Security Team of the Year

- St Anns Shopping Centre
- Grosvenor Shopping Centre
- Water Gardens Shopping Centre
- Ayr Central
- Culver Square
- The Mall at Cribbs Causeway
- Mercury Mall

## Customer Service Team of the Year

- Mill Gate Shopping Centre
- Gunwharf Quays
- Victoria Square
- Telford Shopping Centre
- Festival Place Shopping Centre
- Bluewater

## Mall Technology Innovation of the Year

- Capital & Regional (Portfolio) – 6 Steps to Unrivalled Experience
- Nottingham ONE, intu Victoria Centre – Ocean Outdoor
- Mercury Mall, Romford – Kinetic Flooring
- Toolbox Group, Bury St Edmunds – MallComm

## Outstanding Contribution Award

- Paul James – The Valley
- Eileen Connolly – AL Marketing
- Bill Grimsey – Regeneration Expert
- Joey Kaempfer – McArthurGlen UK
- Gordon McKinnon – intu Properties plc
- Zvi Noe – Partner, Capreon
- John Whittaker – Peel Goup

## All Ireland Manager of the Year

- Ian Hunter – Pavilions Shopping Centre, Swords
- Peter Dolan – Scotch Hall Shopping Centre, Drogheda
- Avril Smith – Eyre Square Shopping Centre, Galway

## Manager of the Year (Small Centre)

- Charlotte Jarrett, Clifton Down
- Ed Kennedy, Grosvenor Shopping Centre
- Richard Hurst, White River Centre
- Lara Faramus, The Furlongs
- Roger Allen, Lion Yard
- John White, Cherry Tree Centre

## Manager of the Year (Medium Centre)

- Rebecca Bird, The Mall
- Neil Ashcroft, St John's Centre
- Geraldine El Masrou, Motherwell Shopping Centre
- Derek Askew, Manchester Fort
- Mia Gordon, Whiteley Centre
- Tony Wilkes, Ropewalk Shopping Centre

## Manager of the Year (Large Centre)

- Ian Ward, The Broadway
- Darren Pearce, Meadowhall
- Deborah Jones, The Mall at Cribbs Causeway

# DESIGNS ON DOVER

**A year on from opening, the St James retail and leisure development in Dover is nearly fully let.**

**D**eveloped by Bond City and forward-funded by Legal & General, the project was the first major development in the harbour town for a generation. It occupies the site of an unloved brutalist office block, Burlington House, fronting the A20 and forming a link between the port and the town centre.

Richard Poyser, head of retail relationships and leasing at Legal & General, explains that the site was identified as a natural extension to the town centre, but it was originally earmarked for a foodstore development. The St James's scheme that eventually emerged is genuinely mixed-use, providing 156,915 sq ft of new retail and leisure space which includes a six-screen Cineworld, 108-bed Travelodge, two dozen shops and restaurants and 445 parking spaces.

"It's about getting people to come into Dover from the wider catchment," says Poyser, "for example Dover had no cinema before." Equally importantly Marks & Spencer had been planning to close its store in Biggin Street, the traditional prime retail pitch, and leave Dover but it took a food hall in the St James's scheme to maintain a presence in the town.

The scheme offers a terrace of big-box units and two blocks of smaller shops, which have attracted M&S, Next, Card Factory, Superdrug, Shoezone, Poundland, The Entertainer and Iceland's Food Warehouse format.

"We have affordable rents at £27.50 per sq ft and occupancy has now reached 90% following the arrival of Kaspars dessert parlour," Poyser says. "All that's left are two units and we are looking for good local brands to fill them – people are interested in provenance and we're looking for something with a local flavour."







The Travelodge enjoys 100% occupancy, and the gym is open 24/7. “Footfall and car park use are growing and M&S and Next both reports sales above target,” says Poyser.

Although Dover has been bracing itself for disruption in the event of a no-deal Brexit, longer-term the town’s prospects are improving. “The local authority is seeing demand for housing especially as the high-speed link means Dover is now just one hour from London and is therefore commutable,” Poyser notes.

Already Dover sees 200,000 cruise passengers with £250m being spent on a new cruise terminal, and Dover Castle is English Heritage’s second-most-visited site, so the local authority is focussed on grabbing a greater share of the region’s tourist spend. St James is a key part of this strategy, giving Dover’s 11.7m annual ferry passengers a reason to pull off the A20 rather than speeding through to the port.

“The scheme was about holding people in the town,” Poyser says. “We are now looking for a ripple effect across the rest of the town centre which is being rebranded as the Old Town. Already, voids in Biggin Street are beginning to fill.”

And further ahead there’s potential for a phase 2 of the scheme on the site of a former job centre at the rear of the hotel. This is likely to include a residential element.

HRH Retail is joint letting agent with JLL.

# MAPIC FOOD:



# CONFERENCE HIGHLIGHTS

**The international conference returns to Milan for a second year to discuss the future of F&B**

**I**n today's digital world, F&B provides an unrivalled opportunity to socialise that technology has not yet been able to replicate, and retail destinations are creating the space to fully realise the potential of the industry. It is an industry that is about place making. It is creating social hubs. And it is consistently growing, changing and innovating with the latest technology and trends.

Over the course of two days, the MAPIC Food 2019 conference was held at the MiCo Milano Congressi, bringing together the most influential experts in the food service sector, showcasing their products, brands and expertise, and ultimately asking: what is the future of F&B?

## **BLACK GOLD?**

The first panel of the conference brought together coffee experts, including representatives from La Croissanterie, Café Ducasse, SoHo Coffee Co and Nestlé Professional. Points raised during the discussion included calling the coffee industry a saturated market; a shift towards premiumisation, notably from Starbucks and its new roastery concept; the rise of loyalty schemes; and the increased importance of sustainability in the mind of the conscious consumer.

Nestlé Professional's head of beverages Alessandro Bottazzi said that people are doing their research when it comes to coffee and the brands they shop at, and will look for quality and ethically sourced coffee over convenience: "People want to

know the story behind the coffee," he said.

And Sophie Barton, marketing director of growing coffee chain SoHo Coffee Co said that brands have to do more than just serve good coffee – they need to find a niche, whether it be in the kind of food they serve or where they source their beans, and it needs to reflect the needs of the local population. "It's about perception of value," she said, adding "coffee culture is different in different places."

A key takeaway from the panel also came from Barton who argued that "The high street needs coffee shops."

## **INNOVATIVE AND EMOTIONAL EXPERIENCES**

The conference's keynote speech came from two-time Michelin-star-awarded chef Claus Meyer, a culinary entrepreneur and co-founder of restaurant Noma, which has been named the best restaurant in the world four times over by Restaurant magazine. He spoke of his Danish upbringing in which food was treated with an air of 'eat something of inferior taste and get it over with as quickly as possible'.

This, he said, changed dramatically as he moved from his home country and embarked on a culinary expedition, hoping to change the world-view of his country's economically efficient view to food consumption. He called cooking an experiment, saying "the kitchen is a laboratory and you should learn to use what you have", adding that "a philosophy should never destroy your meal."





**Main.** Mopic Food 2019 tasting area  
**Top.** Dark kitchens: Redefining the rules for food players. Mario C. Bauer, co-founder, Curtice Brothers  
**Top.** Opening keynote - Innovative & emotional experiences. Claus Meyer, co-founder, Meyers Group / Noma Restaurant)

## DEVELOPING CONCEPTS

The conference hall was filled with local and international brands showcasing their food offers with samples of their best dishes, highlights including dessert lasagne and wafer-thin pizza, with many hoping to meet with investors who might help them expand their concept into a franchise. One of the day's panel discussions surrounded what private equity partners look for in brands when they consider investing.

Robin Rowland, partner at Trispan, addressed the rise in consumer expenditure on food outside of the home which has shot up from 20% to 45%, saying that “the world is not so complex: you can scale a business.” He said that as an investor it is a matter of kissing a lot of frogs, but said that his most successful investments have resulted in brands being open: “do not lie, have an open relationship,” then adding “and get on LinkedIn.”

Andrea Bertoncello, managing director at DEA Capital Alternative Funds, offered advice to brands looking for investment: “We are willing to invest in solid businesses. That

means brands that have networks that are well established and well managed,” adding that talking about trends is “not super smart” from a private equity perspective as it is a flimsy foundation for longevity.

## DARK KITCHENS

The hot topic for the conference was dark kitchens: food brands that only serve delivery customers. That means no restaurant, no pickup, just a warehouse-like kitchen which is poised to prepare restaurant-quality meals and take them via car, bike, or moped to hungry consumers in their homes.

Research has found that for a large proportion of millennials, ordering home-delivered food two or three times a week is the new normal, thanks to the likes of Uber Eats and Deliveroo. Peter Backman, UK restaurant consultant and panellist on the session on dark kitchens, said that customers are demanding delivery: “They have been educated by the likes of Amazon to have things delivered to home and the challenge for the restaurant industry as a whole is to do it profitably. For the operators these additional deliveries add a lot to the top line and a little to the bottom line but there is a need to do it because of the demand.

“The delivery-only super kitchens are state-of-the-art and bring together amazing chefs from independent restaurants and high street chains all into one location, dramatically expanding consumer choice. This is good for the local economy, good for restaurants looking to expand and good for anyone who wants amazing meals delivered direct to their door.”

Stephane Ficaja, general manager for Uber Eats, France and Southern Europe, said that these virtual restaurants are a game changer for start-up brands looking to trial their concepts and create their menus: “For most restaurants creating incremental revenue either means investing in physical expansion or physically increasing the capacity of real estate to serve more customers in-store, both of which traditionally come with a high-cost/high-risk model.

“The great thing about virtual restaurants is that there is very little capital required to set up and very little impact on existing operations, with minimal risk if things don't work out. You can move from concept to market very easily.”

But what does this mean for the F&B industry trying to drive consumers to their restaurants and offer the eating-out experience? Dan Houghton, Co-CEO at Chilango pointed out that whilst having a dark kitchen might reduce overhead costs, the potential importance of having high street presence cannot be underestimated, citing Dominos as an example: “the benefit of having a frontage might be changing, but I think the brand is still required.”

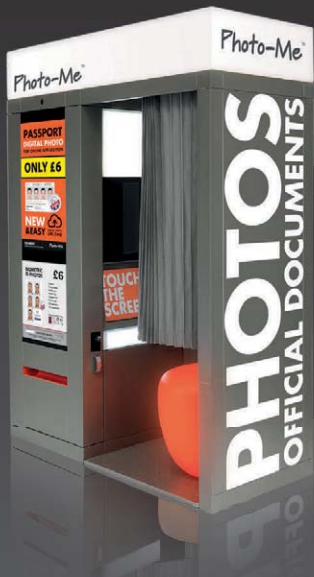
All panellists agreed that the dark kitchen concept is one which is inevitably going to grow, but their impact and whether or not they can peacefully co-exist with restaurants and take a different slice of the pie remains to be seen.

## PLACEMAKING

“The problem is that we are still calling them retail destinations,” said ECE's Jonathan Doughty, chair of the panel sessions which addressed how to use F&B to reinforce the

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## CHILDREN'S RIDES

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“it’s not as much about food anymore as it is about creating a special meeting place.”

And when asked by an audience member whether they think food halls and restaurants can co-exist, the panel agreed that it is all about location and what is right for your destination, but that you need to have a fast-food solution, it just does not have to be a famous brand.

### FOOD AND TECHNOLOGY

“We still do the same things, we just do them better,” said Tim Brown, VP global sales consulting at Oracle Food and Beverage in his talk about how digital innovation will transform the foodservice industry. “We’re going through an evolution, not a revolution.”

He highlighted the customer expectation for speed and convenience as the key driver behind change, and that the tools which enable this, such as food ordering services like Deliveroo, and automated food production machines, are ‘the new oil’. The main barrier to change, he asserted, are people. “People want hyper-personalisation but they don’t want to give away their personal data. People want autonomous systems to do the monotonous jobs but they don’t want to give the jobs away to robots.” He concluded with assertions that point of sale is dead, it is now point of service that is key; and that labour doesn’t disappear, it just moves.

### FUTURE TRENDS

Other massive topics for the conference were health and sustainability, with a lot of debate around and how much the food industry needs to change and compromise to meet consumer demand and accept corporate responsibility when it comes to ethical sourcing and sustainable packaging. “People want more information,” said Almir Ambeskovic, regional manager for Thefork, arguing that transparency will be the biggest driver for change, giving consumers all the facts and letting them decide where to put their money.

### TRAVEL HUBS

The final panel of the conference examined food experiences in travel hubs, asking which food concepts are best to implement in locations where footfall is so built-in. “All of this is regional,” said Mélanie Guillidou, EVP Foodservice Global at Lagardère Travel Retail. “Of course you need to know your figures, when your passengers are there, what they want to eat etc. But again: you have to think out of the box. If you only look at the way people are behaving in your environment, you are missing most of the trends and most of what is happening.”

And Brian Johnston, international managing director for Wagamama concluded the conference with a point about the power of perception: “Our values need to be values that our customers have. They want to see that we as a company have shared values. They want to be proud to say ‘we went to that company because the chickens that lay their eggs are happy chickens.’”

“Customers are making all of their decisions, because they have the choice, on how they value and perceive a company’s behaviour, which comes from the footprint and the shadow that company is casting.”



attractiveness of retail destinations, hammering in the impact that a food restaurant offer can have on a struggling mall.

The discussion pointed towards three key points when it comes to creating a successful F&B offering: understanding who your catchment are and what you think they want; defining what kind of offer you are going to give them whether it is fast-food driven, big names, or local independent brands; and selecting the best of the best to fill those spaces.

Andrew Angeli, head of European strategy and research at CBRE, said that now more than ever it is about getting consumers to come into malls: “Shopping centres are not competing against each other, they are competing against daily life. When we look at food operators we have to ask ‘will they bring customers into our centres?’”

Edoardo Vanetti De Palma, design manager for Sonae Sierra, emphasised the importance of the fluctuating demographics that visit a retail destination on different days at different times: “Do something that works for everyone for the whole day; you really have to study your location,” adding that

**Top.** Vision 2030: How digital innovation & technology will transform the food service industry? Tim Brown, VP global sales consulting, Oracle Food & Beverage

**Top.** Food trends shaping the next decade! Moderator James Hacon, partner & managing director, Think Hospitality





# SUSTAINABLE FUTURE

## Workman has trialled some exciting new sustainability initiatives at malls across the country

**A**s the conversation around climate change escalates, with the press relabelling it as “Climate Emergency”, there is no end to the creative solutions technology companies are devising to improve sustainability in the retail industry. At Workman, some of the main initiatives include kinetic flooring, LED installations, and destratification fans.

In May 2018, Workman pulled together internal funding and installed a kinetic floor at the Mercury Mall in Romford. “The floor generates energy which is then fed back into the centre,” explains Vicky Cotton, sustainability and wellbeing director at Workman. “Not only is it a good sustainability initiative, but it received high levels of customer engagement, the technology enabled to give customer rewards via a downloaded app.”

The kinetic floor, which was designed and installed by local start-up, Pavegen, generates energy which is then fed back into the centre. As pedestrians walk across the Pavegen system, the weight from their footsteps compresses electromagnetic generators below, producing two to four joules of off-grid electrical energy per step.

The new entrance walkway is converting the kinetic energy of up to 60,000 customers’ footsteps per day. By crossing the smart-flooring concept, shoppers can earn them ‘Smart Rewards’ and generate off-grid electricity to power services. Via over-head screens, the walkway provides customers with information on how much off-grid electricity their footsteps are generating. By checking on the Mercury Smart Rewards app, customers are able to convert this energy into personal ‘Smart Rewards’ points for discounts and offers at the centre.

“We’ve scheduled events around it, there has been a lot of engagement from retailers and shoppers, it has generated a lot of good PR for the centre, it was set up by a local start-up and to top it off it was installed in part of the floor that was in need of desperate repair. It has been a win-win-win.”

The Pavegen system is the latest in a series of sustainability initiatives for the Mercury Mall, which has already installed solar panels, invested in the latest highly efficient heating systems and will achieve zero waste to landfill in 2018. Unlike other ‘silent’ eco-friendly initiatives that the centre has invested in, customers will physically experience the energy and technology, and be rewarded via the Smart Rewards app in this positive awareness raising installation.

Other initiatives being rolled out at Workman centres have been LED installations across its portfolio, which have seen a 60 per cent reduction in energy usage; and installing destratification fans which are designed to bring down hot air that has risen up in places like the roof of atriums where it is of no use.

The Carbon Trust estimates that the use of destratification fans in industrial buildings with high ceilings, operating a warm air heating system, can reduce energy consumption by 20 per cent. A well-designed destratification system addresses all of these issues by ensuring effective distribution of heat throughout the space so that stratification is minimised and there is only a very small temperature gradient between the working zone and the roof space.

“The focus has always been on sustainability and environmentalism, but it is now shifting to the social side of things, whether that’s using technology to be inclusive, or having programmes which engage shoppers and retailers,” continues Cotton. She mentions an initiative which links to shoppers’ wearable technology, such as FitBits, and encourages them to take as many steps as possible walking around the centre, which generates rewards. “It helps get them into the corners they might not otherwise have visited.”

“Workman is working with the schemes and retailers to make the customer experience the best it can be, from great air quality to having greenery and biodiversity, creating an overall improved sense of wellbeing,” she concludes.







# DECK THE WALLS

## McArthurGlen starts work on Europe's largest living wall installation at Ashford Designer Outlet

**A**s cities strive to create more green space in their urban jungles, living walls are being put increasingly in focus as a means to promote sustainability and wellbeing in retail destinations. The innovative landscaping method is increasing in popularity where space is at a premium. Green façades offer biodiversity, a strong aesthetic feature, sound insulation, a temperature regulator and a significant contribution towards solving air pollution.

McArthurGlen Designer Outlet Ashford announced that work has started on Europe's largest living wall installation, which forms part of the centre's £90m expansion. Made up of approximately 120,000 plants, the 25,000 sq ft living wall installation is set to create a striking atmosphere in the centre, with vertical gardens covering the walls of the new entry promenade, various walkways and many of the new stores.

Chichester-based Biotecture will be designing, growing and installing the £1.5m living wall, which will make McArthurGlen Designer Outlet Ashford one of the world's greenest shopping centres.

The thousands of plants required for the project - equating to the length of 60 double decker buses - are currently growing in Biotecture's West Sussex nurseries. The company has taken on additional nursery space to accommodate the 8,000 or so hydroponic growing panels.

The wall will include leafy greens, background foliage, plus seasonal pops of colour. Some of the plants to be featured include Fortune Spindle, Boxleaf Honeysuckle and Ivy providing year-round coverage and texture, as well as Elephant's Ears 'Baby Doll', Rose of Sharon, Heuchera and Viola to provide bright hues in shades of pink, purple, lilac, yellow and white.

Peter Corr, centre manager of McArthurGlen Designer Outlet Ashford said: "As South East England's leading designer outlet, and just over 30 minutes from London, our centre has seen 18 years of growth and evolution.

"We welcome over 3.6 million visitors every year and in response to market demand, this autumn we are launching a new phase that will elevate the whole shopping experience for our guests and the retail environment for our brand partners. This spectacular living wall installation is a key feature of this exciting expansion that will attract new shoppers locally, from London and also internationally."

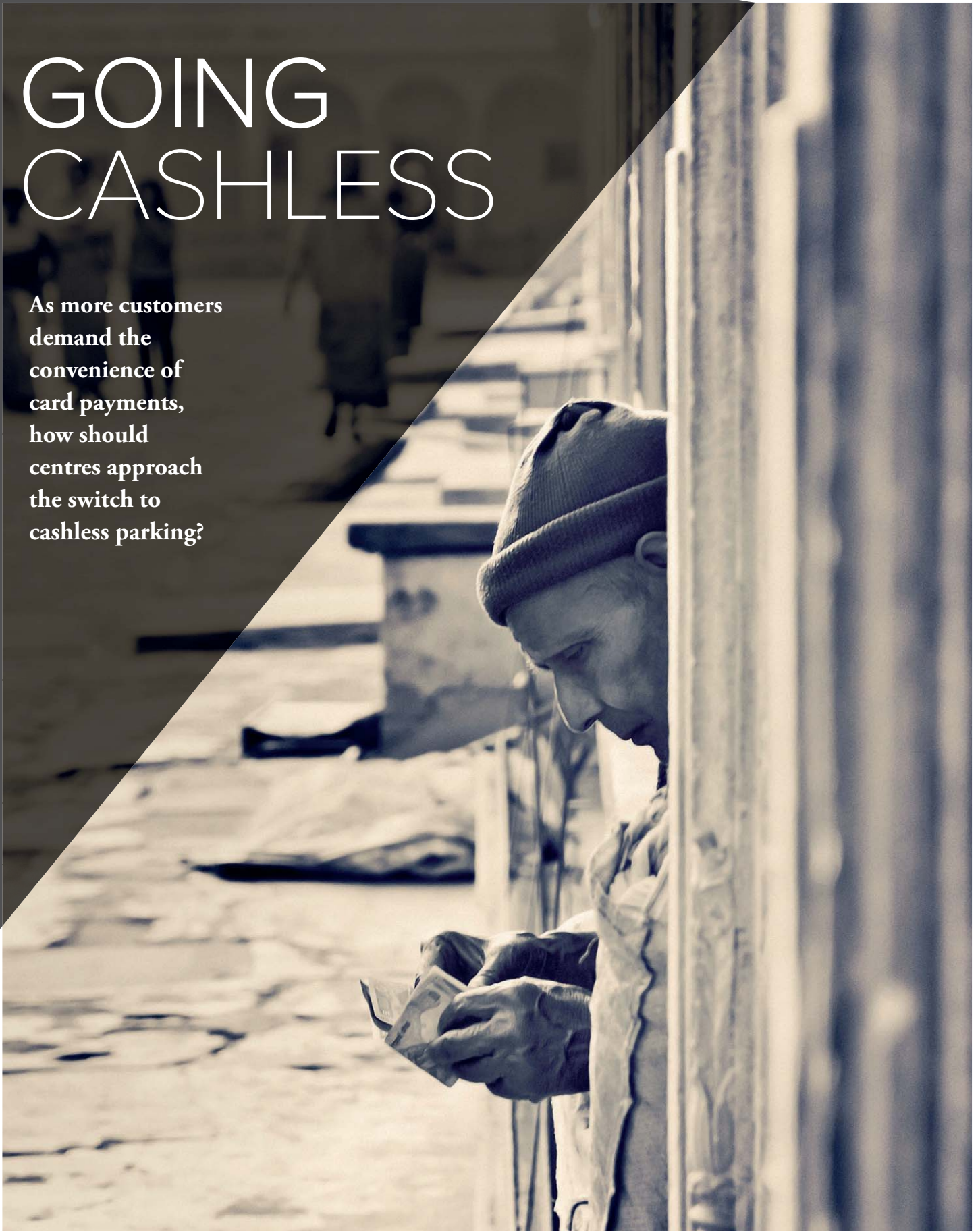
### THE BENEFITS OF LIVING WALLS

- **Peace and Quiet:** Plants are proven to absorb, reflect and diffract noise. This effect can lead to a more comfortable and pleasant environment in urban areas.
- **Longevity:** The key to a long lasting living wall is in the design stage. Choosing the most suitable location in terms of light levels and exposure and choosing suitable plants for the chosen location that create the desired visual effect and are able to last well. The chosen plants must be able to cope with the climatic conditions and the environment that vertical planting brings. Using species that look nice but struggle to survive in the environment can mean an uphill struggle leading to increased plant replacements for the years that follow.
- **Absorb Pollution:** Leaves of plants provide a large surface area which is capable of filtering out polluted air. A green façade will block the movement of particulate matter and polluting gases along the side of a building and filter them.
- **Boost Biodiversity:** living walls add a valuable habitat for nature. Flowering plants provide pollen and attract a range of pollinators including bees. These insects along with small fruits which grow in the wall provide a valuable food source for small birds. Larger woody plants can support birds nesting within the planting.

**Below.** Ashford Designer Outlet Extension, Ashford.

# GOING CASHLESS

As more customers demand the convenience of card payments, how should centres approach the switch to cashless parking?





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**Anthony Cashell**, marketing manager, PayByPhone.



In 2018, for the first time ever, debit cards overtook notes and coins as the most popular form of payment in the UK, according to banking industry figures. The number of cash transactions fell 15 per cent to £13.1bn, with debit card transactions rising 14 per cent to £13.2bn. Of those debit transactions, contactless payments accounted for £5.6bn, more than a third. According to UK Finance, cash transactions will only make up 16 per cent of all transactions by 2027.

While the role of cash still plays a significant role in people's lives, the shift to cashless for every minor transaction is becoming more apparent, and so finding themselves faced with a coin-only option to pay for parking is becoming a bigger point of frustration for unprepared drivers. Mobile parking is rapidly becoming a preferred method of payment for drivers in the UK. Anthony Cashell, marketing manager for PayByPhone UK, offers advice to shopping centre managers on how to make the successful switch to cashless parking.

"The evolution of parking technology is in large part propelled by the demands of an increasingly tech-savvy public," says Cashell. "The overall shift towards cashless parking presents a huge opportunity for shopping centres to make the driving experience more convenient for their customers, and easier to enforce for facilities management, with the introduction of a mobile parking payment option."

In comparison to the traditional coin-operated parking meters and pay-and-display machines, Cashell says the benefits of cashless parking for the car park operator are numerous: from reducing paper waste and the need for coin collections, to making it easier to enforce parking charges and the cost of maintenance of pay-and-display machines.

For the drivers themselves, he says the benefits are just as plentiful: "The option of a mobile parking payment service means that shoppers do not have to cut their shopping sprees short and rush back to feed a meter, or worry about receiving a fine. The parking payment app's notification centre provides a real-time view on the parking session, with time extension easily available - some providers even allow parking to be extended from a smart watch."

The growing popularity of mobile parking payment apps also means that shoppers, who may be inclined to put off a shopping trip due to unclear parking rules, feel comfortable using a payment method already familiar to them. "As retail centres increasingly become a go-to destination with restaurants, cinemas and other activities that can be pre-booked online, paying for and extending parking becomes just another simple process in the daily life of the consumer," Cashell points out.

The number of different mobile parking payment providers is rising and so choosing the right one can seem like a confusing prospect as every car park will have its own set of requirements. Cashell advises that centres considering cashless parking should examine their own requirements closely and identify whether the mobile service provider will complement or replace an existing payment method.



**“The overall shift towards cashless parking presents a huge opportunity for shopping centres to make the driving experience more convenient for their customers...”**

“It is important to scrutinise the features offered by each parking payment provider. Features such as eligibility-based parking might allow free parking for staff through a parking app, which is conveniently managed in the back-end system. Various types of tariffs can also be loaded in the system, as can different payment options including Apple Pay and Google Pay. Mobile parking payment providers can also offer parking centre operators valuable data on parking transactions pertaining to their estate, including insight into the busiest times of the day, week and month, and under-utilised car parks.”

### SET-UP AND PROMOTION

Once a provider has been chosen, the implementation process is generally swift, Cashell says that the set up for adding a cashless option to a pay-and-display car park is very straightforward and can take as little as two weeks: “In fact, the lead time for printing the signs is longer than the time it takes to for the provider to go live with the shopping centre’s parking rates in the system. In other words, a shopping centre can be up and running very quickly once a provider has been selected.”

In addition to a dedicated account manager and technical support function, he advises that shopping centre managers should take advantage of any bespoke PR and marketing initiatives offered by the parking provider in order to support the launch and drive user engagement: “The footfall of a shopping centre makes it ideal for the cashless parking provider to set up a kiosk on the premises and offer free tutorials for shoppers who would like help with downloading the app or using the service.”

As part of the contract between the car park operator and the parking payment provider, the provider may also be able to sponsor seasonal marketing activities at the shopping centre and craft social media campaigns as part of the promotional outreach. “With a mobile parking payment service in place, shopping centre managers should notice that, by removing the hassle of paying for parking at a machine, customers are spending longer shopping, eating and socialising, which in turn has a positive impact on business,” Cashell explains.

If you are installing a new cashless parking payment system, it is important, of course, to advertise that you’re doing it, and to make it as clear as possible on how to use it. Cashell adds that, in order to minimise the stress and frustration on part of the drivers, the cashless parking signage should be clearly visible and the instructions easy to follow: “One of the many benefits of mobile payments is that payment terminals no longer have to be maintained. The only maintenance involves keeping the signage clean and intact.

“Some parking apps provide features such as maps and nearby parking, which allow users to find relevant parking information without a sign. These functions can be particularly useful for shoppers in malls with multiple car parks, where the nearby parking feature will guide them back to the correct parking structure.”



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# HOW LOW CAN YOU GO?

**Ultra-Low Emission Zones are the latest weapon in the government's armoury in the battle to drive EV takeup.**

**Ben Ziff, managing director, CitiPark.**



**I**n 2018, the World Health Organisation (WHO) discovered over 40 towns and cities in the UK are at or have exceeded air pollution limits. Regions with the poorest air quality include Leeds, London and Manchester, all of which have come under the spotlight in recent months due to their clean air initiatives such as the Ultra-Low Emission Zone (ULEZ) and Clean Air Zones.

These schemes were introduced to encourage drivers to ditch high polluting vehicles and opt for a more eco-friendly mode of transport. If a vehicle emits more than the local air zone standard, typically around 75g/km of nitrogen oxide (NOx), motorists will face a daily charge to drive within that zone.

In the wake of London's Ultra-Low Emission Zone, Ben Ziff, managing director of CitiPark, argues these charges are not the best way to deter high emission vehicles from entering our cities.

"Clean Air Zones such as those proposed for Leeds and Birmingham can coexist," says Ziff. "However, huge investment in the parking-energy sector is necessary to ensure the charging infrastructure is there to support the uptake of eco-friendly cars, such as hybrids and electric vehicles (EV) – which is the whole rationale behind these adaptations."

In March, more than 100 local authorities in England and Wales announced they have no plans to expand on their current charging infrastructure. Ziff argues this will only delay consumer demand for EVs and therefore, significant investment in the infrastructure will be deemed unnecessary.

"What we're seeing now is an imbalance," he explains. "The fact is our cities need to reduce the number of high emission vehicles from our streets, while also making EVs more accessible. The effectiveness of clean air zones is highly dependent on this balance."

Studies show the majority of people are in favour of the proposed Clean Air plans for Leeds, Birmingham and Manchester etc. In a recent survey, 60% of respondents agreed that the move towards electric vehicles is beneficial, however under 10% of those people actually own an EV.

"It's not a question of whether the EV movement is supported by the public," says Ziff, "it's a question of how practical is it for the public to be a part of this rapidly evolving sector."

"While it's promising to see that drivers recognise electric vehicles are key in improving our air quality where other schemes haven't, limitations are yet to be addressed that will ultimately encourage drivers to truly embrace greener alternatives."

CitiCharge, a subscription-free electric vehicle charging network owned and managed by CitiPark, continues to invest in the EV charging infrastructure across the UK. However, Ziff argues a joint approach between both private and public sector is the best way to prompt significant growth across the industry:

"To date, the government has been far too short-sighted and agnostic when it comes to tackling air quality through eco-friendly modes of transport such as EVs."

He points out that by introducing Clean Air Zones in the UK while failing to invest in its charging infrastructure, all these schemes will do is guarantee future revenue for local governments by acting as a double penalty for drivers, penalising customers who can't afford EVs and thus have to pay the incurred charges, while restricting the uptake of EVs as those who want to invest don't have the infrastructure available to support it, and calls it a 'self-perpetuating cycle'.

With many uncertainties about the successfulness of ULEZs, Ziff asks: "Despite local authority assurances that the revenue from enforcing Clean Air Zone schemes will be 'ring fenced for spending on further measures to improve air quality' – what are these measures? How will they be decided? When will this happen and how will they improve the infrastructure needed to cope with increased demand for EV charging in our cities?"





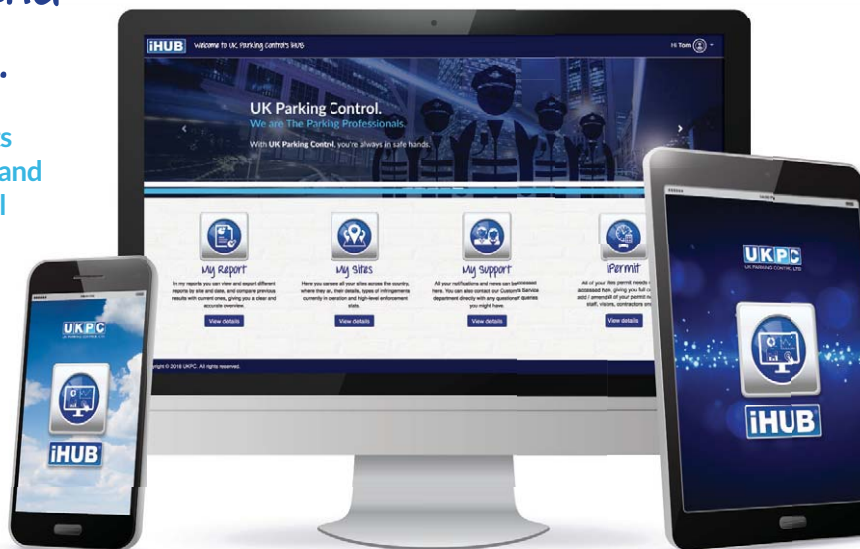
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# UTILISING EMPTY SPACES



## What to do with empty spaces?

**A**t the weekend, retail destination car parks are packed with consumers making shopping trips. But on a weekday, that picture is often a little different. However, with a little innovation, there are ways to turn these vacant spaces in prominent locations that lack affordable parking into a profit centre.

YourParkingSpace.co.uk is an online parking portal which enables shopping centres to unlock a significant revenue stream by renting out unused car parking spaces to other motorists, such as office workers needing somewhere to park.

The company was founded in 2013 and over the past 18 months has secured Series A funding, and now works with nationwide brands including APCOA, Hilton and Novotel, and 45,000 private parking space owners in the UK.

The company has already formed partnership agreements with a number of shopping centres across the UK. Among the first are the Ridings shopping centre in Wakefield, the Sovereign shopping centre in Bournemouth, the Prospect shopping centre in Hull and Fremlin Walk in Maidstone, which between them have already made over £180,000 by renting out empty parking spaces.

YourParkingSpace.co.uk markets the empty bays on its website for renting either on a short-term or long-term basis to other car owners, such as office workers or people visiting the area.

Through introducing their own technology or working with the existing technology in shopping centres the occupancy level of the car park is monitored, with the number of marketed bays adjusted according to demand.

Harrison Woods, managing director of YourParkingSpace.co.uk, says: "Many shopping centre car parks are significantly underutilised, especially during the quieter periods on weekdays. Instead, they could be rented out to other car owners needing somewhere to park.

"It's a simple and hassle free way to generate income from vacant bays, with these drivers also providing valuable footfall for the shopping centre."

The online parking portal has proven its potential, having seen a 34% increase in driveway and empty parking space owners close to London's Ultra-Low Emissions Zone (ULEZ) registering their spaces on its website the week after the zone was introduced.

"It is very encouraging to see that the ULEZ appears to be having an immediate desired impact," says Woods. "It is also interesting to see the spike in savvy property owners registering their driveways and empty spaces near the ULEZ, making it easier for motorists to find a parking space near a bus stop, train or underground station."

Currently, YourParkingSpace estimates that its users have saved over 132 tons of carbon emissions by not driving into the town centre and looking for parking spaces.

Harrison adds: "Investor attitudes towards shopping centres have turned profoundly negative, and shopping centre rents are expected to drop in 2019. YourParkingSpace.co.uk provides a solution, as renting out empty parking bays boosts revenue and footfall with no associated capital expenditure or operating costs, helping to increase earnings and sale value."

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# MOBILE PAYMENT

## The future of parking payment lies in our mobile phones

**F**uelled by today's on-demand culture, consumers are increasingly reliant on technology for greater efficiency in their everyday lives. As such, the UK has seen a significant decline in cash transactions and an exponential growth in digital payments, but recent studies suggest it is convenience which is the ultimate currency.

As the quest for convenience prevails across all industries, there are many opportunities that innovation in parking offer today's drivers, which will help the parking industry thrive in an increasingly digital economy. Pete Dowling, head of systems and infrastructure at CitiPark, claims mobile applications are the key ingredient.

### THE QUEST FOR CONVENIENCE

In 2017, the connected world was at an all-time high as a reported 94 per cent of adults in the UK owned a mobile phone. Access to real-time information is at its peak and with it, the 'on-demand' culture. In the last 10 years, there have been a considerable number of digital innovations in the parking industry such as ANPR (automatic number plate recognition) and cashless payments, but more intuitive solutions such as mobile applications are required to satisfy the on-the-go user.

"What we're seeing across the industry is an evolution of customer expectation that is increasingly dependent on digital innovations," Dowling explains. "People want quick and seamless service. In fact, 77 per cent of customers say time is one of the most important factors in measuring good customer service."



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An integral aspect of mobile applications in parking is associated with payment: the most convenient and quickest way for someone to pay for their parking session. With this in mind, Dowling tells that CitiPark has developed an application entirely in-house which features Mobile Pay. Brand new within the industry, Mobile Pay allows customers who have taken a short term ticket on entering the car park to scan their ticket or enter their number plate and pay their incurred fee through the app.

“Mobile Pay creates a win-win for both the operator and the customer, as it enables businesses to cut down on running costs, capital expenditure and queue times, whilst radically simplifying the parking process for the customer,” Dowling tells.

In an attempt to get drivers to adopt their new parking payment solution, CitiPark are celebrating the launch of the new mobile application by offering an incentive for customers who pay for their parking via the app throughout the month of June, giving them automatic entry into a prize draw to win an iPhone XR.

The CitiPark app allows customers to pre-book a space at any car park, at any time and for any duration. Users are able to adjust their arrival time and length of stay, which is often prone to change very suddenly depending on conditions such as traffic and weather, and any changes will be reflected in the customers chosen payment method, such as refund or additional payment.

And, Dowling adds, there are environmental factors that intelligent parking systems can impact by reducing emissions and overcrowding: “Smart solutions such as pre-booking not

only allows operators to manage spaces more effectively, but also helps reduce congestion in the car parks and therefore, our contribution to greenhouse gases. The need to move towards a more environmentally sustainable world impacts on parking as much as any other energy-driven sector, but for this movement to succeed, the mass adoption of innovative technologies such as mobile applications are required.”

### A COLLECTIVE EFFORT

As an industry, Dowling suggests parking operators are only scratching the surface of what mobile applications are capable of. However, he argues, getting there is going to require partnerships between both parking operators, aggregators and vehicle OEMs (original equipment manufacturers):

“Technology is at the forefront of everything we do at CitiPark, not only because it streamlines the customer journey, but also because it aids our commitment to being one of the most eco-friendly operators in the industry.”

In 2017, CitiPark introduced an emissions-based parking tariff at its Clipstone Street car park in London, where nitrogen dioxide pollution is the highest in the UK. In 2018, it was announced that close to 50 towns and cities in the UK failed to meet the World Health Organisation standards for air pollution. So how can mobile applications help tackle the poor air quality across the UK?

“A way in which we can reduce dangerous pollution in the UK is for drivers to be required to pre-book their parking in urban cities, where air quality is at its lowest. Through operator, aggregator and vehicle OEMs partnership, we can then measure the CO<sub>2</sub> emissions of the driver’s car and allocate the vehicle a space accordingly, dependant on the air quality in that region,” Dowling explains.

“This will include reserving electric vehicle (EV) charging bays, with the vehicle communicating how much energy it will require and over what duration of stay, allowing the operator to manage the demand for energy and ensure high availability for all EV drivers. This will also be assisted with the use V-2-G (vehicle to grid) technologies with operators using energy from parked vehicles to meet the demands but still ensuring vehicles have the required level of charge before leaving the car parks. This will not only benefit the operator but the customers’ experience, as it will all be managed and configurable through mobile applications.”

As customer experience becomes the industry buzzword and people become more connected to their smartphones, technology is playing catch up to consumers demand for convenience to offer an intuitive, easy-to-use parking option. Dowling believes it is a matter of time before smart-solutions are the norm for all car parks:

“In today’s on-demand society, smart solutions are no longer a luxury but a necessity. Success in the digital age isn’t solely based on an operator’s ability to modernise and meet the needs of the on-demand users, but their ability to anticipate technology’s trajectory and use smart solutions such as mobile applications to make the customers’ journey more quick and convenient,” he concludes.

**Pete Dowling, head of systems and infrastructure, CitiPark.**







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# LAND AHOY

**A new online platform dedicated to the professional property industry has been launched by proptech investor Ramsey Assal.**

**T**he new Landsite platform connects the various moving parts of the UK's professional property industry and aims to become the go-to online portal for all businesses and professions associated with the property world.

The purpose of the Landsite is to source and attract information from the UK's professional property sector and centralise it within a digital hub that is easily accessible and universally available to anyone. It offers landlords, tenants, buyers, professional services, property related businesses and independent users access to professional services, land and commercial property, news and analytics and business services.

Assal, a property investor and developer with over 30 years' experience, took the decision to create the new platform due to frustrations sourcing both land for new development and reliable professional service businesses.

"My vision has been to connect the various sectors of the property industry into one easy-to-access hub – forming a community of professionals and their businesses, focused entirely on the professional property sector," he says. "Landlords, property professionals and commercial organisations can rent, sell or buy land & commercial property, promote their professional services and businesses and/or source information and data from a central point."

**Ramsey Assal, chief executive officer, Landsite.**



Any business operating in the professional property industry, such as solicitors, architects, surveyors, developers and financial professionals, will be able to showcase their services and raise awareness of their brand through the Landsite, ultimately leading to new business transactions and partnership formations with engaged and like-minded customers who are seeking out their products and services.

Over eight months in development and with a six-figure investment behind the project, Assal is confident that the platform he's created will solve the problem of clutter and fragmentation in the professional property sector and will bring together the community by organising relevant information and making it universally accessible in a single destination. He explains: "Having gone through a comprehensive research phase to investigate what land and property professionals are looking for, we have developed a functional and intuitive platform, which we believe will clear a path through the jungle of the land and commercial property world."

"The Landsite supports and connects the sub-systems of the UK's professional property industry and offers landlords, tenants, buyers, professional services, property related businesses and independent users access via digital channels to stock (land and commercial property); data (news and analytics) and business services."

With a view to creating a community network for property professionals – the largest in the UK ultimately – one of the additional features of the platform is that land and property can be uploaded by agents and developers themselves via a user friendly, step-by-step dashboard that will give them direct access to active investors, buyers, landlords and tenants.

Anyone with an interest in land or commercial property can use the Landsite as a single source of information via a news section, which offers credible and reliable insight, views and information on the UK and global property industry. Journalists and information providers are encouraged to use the Landsite to publish news and insights giving them another route to market for their commentary and opinions to a targeted audience.

A second phase, already at development stage, will enable registered users of the Landsite to connect, network and converse in a forum setting with communication features such as instant messaging planned.

The concept has already captured the attention of overseas investors keen to invest in UK land and commercial property but who are currently restricted by the logistics of managing the process from international locations.

"Uniquely, we are a portal dedicated to supporting the UK's land and commercial property sector and all its related businesses through information and knowledge" concludes Assal.



# Phone fashion done well

In just under 3 years, Mobilise has established itself as a leader in phone fashion retail. Their signature 'designer displays' have created something of a buzz in 28 shopping centres. They provide the perfect backdrop for an exciting range of covers and accessories, all made to high specifications. Watch out for more Mobilise outlets in 2019-20!



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# POCKET POWER

## Intu pilots new in-store cashback app for retailers to drive footfall

**I**ntu has become the first shopping centre landlord to launch an in-store cashback app that will allow retailers to drive footfall by rewarding customers for spending in physical stores.

Intu Pocket will give shoppers at least 2% cashback on anything they buy from participating shops and restaurants at intu's 14 UK retail destinations, which are some of the largest and most popular in the UK.

Participating retailers will award customers with cashback, which currently ranges from 2% to 10%, every time they spend in store. They can also offer bonus offers, which could be as much as 90% off, to influence shopping behaviour in a particular location on a specific day. Anonymised data collected by intu Pocket will also provide retailers with access to real-time customer insights through the app.

Customers can add their usual payment cards to intu Pocket which uses innovative card-linking technology to track transactions made by the same cards in stores. The customer then receives cashback on any purchases from participating shops and restaurants and can withdraw the cash to their bank account once a minimum of £5 is accrued.

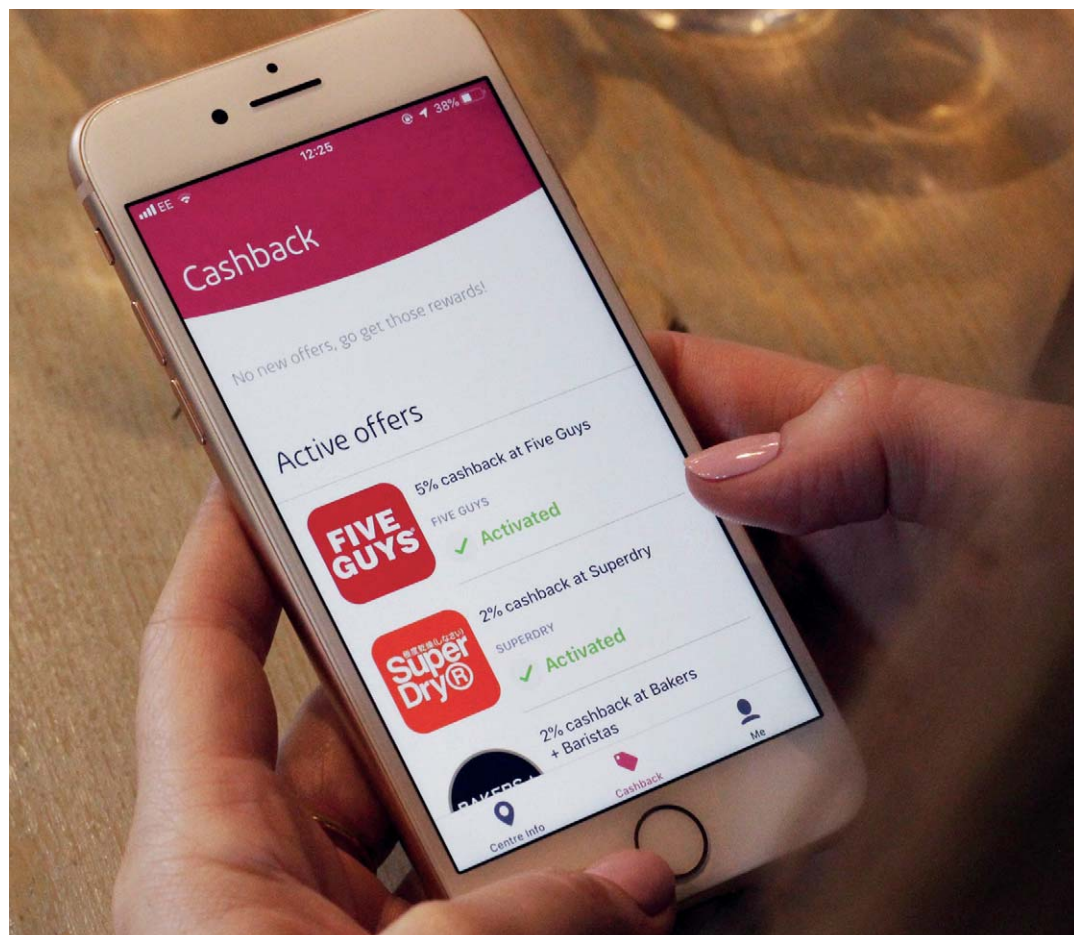
A beta version of the app is now available to download and use in a number of shops and restaurants at intu centres.

Trevor Pereira, commercial & digital director at intu, says: "Online shopping data is used to build loyalty and drive sales, and we wanted to provide some of the same benefits to intu's customers and retailers. intu Pocket enables us to reward shoppers for spending their money at an intu centre and helps to increase footfall and sales to our retailers' stores.

"Our scale as the owner of many of the country's most popular shopping destinations, with 400 million customer visits a year, makes us well placed to create unique customer experiences and ensure the retailers in our centres continue to thrive."

Intu also introduced its own shoppable visual search tool on online shopping platform intu.co.uk last year and has run a succession of virtual reality and augmented reality experiences in its centres as part of the company's drive to use game-changing technologies to drive footfall to its retailers and enhance the customer experience

Its incubator programme intu Accelerate has trialled initiatives including retail robots, queue jumping apps and giant video games in partnership with a number of technology start-ups.



**Right.** Intu Pocket, Intu's in-store cash back app.



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# LONDON CALLING

A new white paper from Aviva Investors, entitled **London Calling? The Outlook for Retail Property in London**, outlines why investors should be positive on the outlook for London retail and how they can identify the London sub-markets with the best medium-term investment prospects.

According to the report's author Jonathan Bayfield, Aviva's senior research analyst, global real estate, retail is experiencing major upheaval. "Retail and food & beverage occupier markets are chronically weak in many parts of the country. This is reflected in pricing and overall activity," he notes.

Much of this upheaval reflects the well-documented structural change resulting from the rise of online shopping. Sales, especially of low-engagement products, are being diverted from uninspiring physical stores to online delivery channels. As a result of this shifting dynamic, the most resilient physical stores will be those focused on high-engagement experiential retailing. These stores will create a shopping experience that is rich, empowered and personalised and be crucial to the future multi-channel retailing landscape.

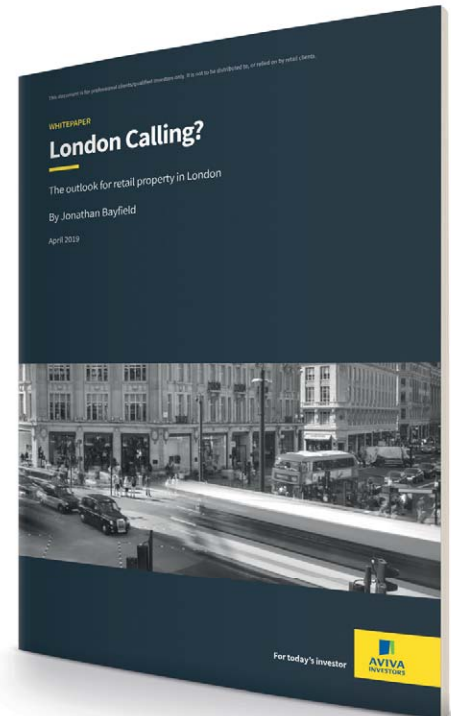
Not all markets will be equally equipped to deal with such a transition. For example, scale is vital when looking to create a strong destination. Equally important are factors like:

- The economic strength of a market's catchment
- Strong retail productivity
- A good food and beverage offering
- Alignment of the retail offer to catchment demographics

Bayfield concludes that London appears particularly well-placed to deal with the structural changes underway. As a retail market, it clearly offers scale. As an economy, it also offers exceptional dynamism. Compared to the rest of the UK, London has a much higher concentration of younger and more affluent demographic groups.

In the coming years, Oxford Economics forecast growth in London will outstrip all other UK regions. As a result, population and spending power are set to become increasingly concentrated in the capital.

But he warns that London is not a single retail market. The UK's capital encompasses a host of centres with a wide range of characteristics. These range from the very large, nationally or even internationally-prominent centres to smaller sub-markets with a more local catchment and character dynamics. Not all of these are equally well placed to become destinations for high-engagement, experiential retailing. Investors therefore need to be tightly focused, the white paper concludes.







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# REPURPOSING RETAIL

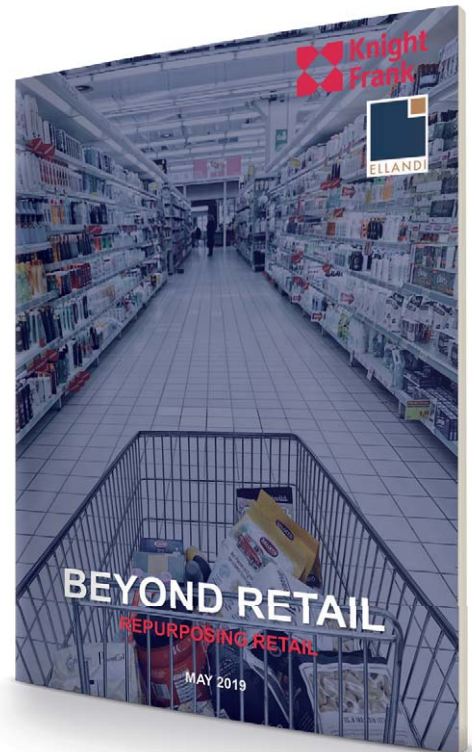
**The need for change throughout a UK retail landscape currently undergoing profound structural transformation has been well documented in recent years. But with 49% of retail centres in the UK over-spaced, the rise of online retailing, uncertainty around occupier sustainability, and demand for retail space at an all-time low, how can physical retail ensure it continues to succeed and remain relevant?**

The seismic shift in UK retail has been undoubtedly driven by the consumer. As time becomes an increasingly precious commodity, with macro-economic factors shaping an ever more discerning and informed consumer base, coupled with increasing digitisation, purposeless 'trips into town' just don't happen anymore.

Over the past two years Ellandi's market leading consumer research has highlighted both the importance of community shopping centres in the retail hierarchy as well as evidencing their resilience to changing shopping patterns, notably in relation to the growth of e-commerce. In this year's survey Ellandi looked to investigate what consumers and users of physical space want and how it affects their behaviour, in order to understand what makes a successful community centre.

Polarisation in UK retail means that relevant value and convenience continues to outperform, but to really thrive community schemes need to look beyond retail.

As consumer behaviour increasingly shifts towards multi-purpose visits where retailing, leisure, and use of amenities and public services are incorporated



into one trip, successful community shopping centres must continue to evolve from traditional retail to mixed-use space.

Ellandi investigated the impact that non-retail uses, as well as the general environment and experience, can have on a space using responses from 9,500 shopper interviews conducted across 30 community shopping centres, in the most comprehensive and geographically diverse consumer survey of its kind. In its report it uses the survey results to quantify the positive impact of non-retail alternatives, not only from a social and community perspective, but specifically how they can help boost retail by driving spend, dwell time and visit frequency in community schemes.

The survey suggests that while leisure and catering complement retail trips by driving dwell time and spend, facilities, amenities and the general environment ensure visitors come back day after day. Occupiers such as Greggs, Costa, budget gyms and health services are as relevant, if not more so, than an artisan baker or a cinema in these locations.

Given that 85% of people surveyed reported visiting a community shopping centre with family and/or friends, providing options for families with young children and facilities for those with impaired mobility, is critical to supporting ongoing use of town centres by all members of the community.



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## SUMMER ARRIVES EARLY IN PETERBOROUGH

Lendlease and Invesco Real Estate, the global real estate investment manager, are celebrating the success of 'Summer in the City', an event that took place on 4 May at Queensgate shopping centre in Peterborough.

Hosted by TV presenter Ferne McCann, the fashion-focused event attracted thousands of visitors to Central Square for two days of free activities and installations. A host of stylists, make-up artists and experts took residency at the festival, alongside talks about this season's must-haves and a Customisation Station offering personalisation of products brought in the centre.

Popular bloggers were in attendance at the event generating a total social media reach of over 122,900. Queensgate created four urban fashion zones bringing a new season of style to the destination. With an edgy graffiti décor in one, to chic chandeliers in another, each created the perfect shareable moment while a live DJ set the beat throughout the weekend.

Claire Yeadon, asset manager at Lendlease, said: "The Summer in the City event was a great success and further positions Queensgate as the cultural hub of Peterborough. Enrichment activity bolsters the retail offer and is one of the most important things a shopping destination can bring to the community."



## APRIL MOVES

**NICK COOMBS** has joined **AVISON YOUNG** as senior director to lead the West End management team. He joins from CBRE, where he worked for eight years specialising in management for mixed-use developments. Prior to that, he spent 20 years at Nelson Bakewell.

**INTU** has appointed **DUSHYANT SANGAR** as its chief investment officer. He is currently corporate development director at intu, having been appointed to the role and joined the executive committee in 2014. Prior to joining intu in 2010, he had roles in real estate private equity at MGPA (now Blackrock) and investment banking at UBS. The company has also appointed **CHERYL MILLINGTON** as an independent non-executive director. Most recently she was chief digital officer at Travis Perkins.



**MMX RETAIL** has promoted **OLIVIA O'NEILL** to associate partner. She joined MMX Retail in 2015 after graduating and since then has supported a variety of shopping centre landlord leasing instructions.

**INGKA CENTRES**, formerly IKEA Centres, has announced the appointment of **VASCO SANTOS** as global sales and leasing manager. He will be responsible for implementing sales and leasing strategies for Ingka Centres' new €5.8bn global investment.



**SAVILLS INVESTMENT MANAGEMENT** has appointed **ALEX JEFFREY** as its new chief executive officer. He was previously head of Asia Pacific for M&G Investments and prior to that he was chief executive of M&G Real Estate.

**BWP GROUP** has appointed **GWYN DAVIS** as business director. His previous roles include launching and developing AEG Europe's first retail project, Icon Outlet at The O2; head of marketing at Westfield and board director for UKinbound.

## FESTIVAL PLACE HOSTS FIRST IN-MALL FUN RUN

The UK's only in-shopping centre long-distance race started and finished in Basingstoke's Festival Place when over 400 runners took part in the Festival 5K around Basingstoke town centre.

Eager competitors started in the 1.1m sq ft shopping destination running the first 1km indoors before venturing out into the town centre and returning to the shopping centre to cross the finish line.

The annual event was organised

by Destination Basingstoke, an independent not-for-profit company working to promote Basingstoke and the surrounding area.

Centre director Neil Churchill said: "It was quite a spectacle to see all the runners going through Festival Place and the rest of the town. What a great start to a Sunday morning. And many of the shops and restaurants were open and busy, creating a fabulous family atmosphere."



# RetailReport

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