

SHOPPINGCENTRE

The business of retail destinations

www.shopping-centre.co.uk

September 2018 • £8.00

Space Management

The pros and cons of outsourcing
parking management

14 Customer Analysis
Understanding the
shopper of the future

19 Parking
New mobile technologies
open up payment options

28 Technology
LED advances drive
experiential retail



The Highcross
Beacons,
@HXBeacons

Creative LED solutions to make spaces and places memorable.

ADI design content-driven experiences and exceptional digital installations that deliver the unexpected.

We combine giant LED platforms with larger-than-life creative to drive engagement and interaction at scale. To find out more visit www.adi.tv/create



Revo

Conference & Exhibition
Manchester 2018

See our solutions in action

adi.tv

For more information visit www.adi.tv/create

0800 592 346 | info@adi.tv | www.adi.tv

Editor's letter

Editor

Graham Parker
07956 231 078
graham.parker@jld-media.co.uk

Editorial Assistant

Iain Hoey
07757 946 414
iainhoey94@hotmail.co.uk

Sales Manager

Trudy Whiston
01293 416 090
trudy.whiston@jld-media.co.uk

Database Manager

Frankie Butler
01737 852 342
frankie.butler@jld-media.co.uk

Design & Production

Stuart West
01737 852 343
stuart.west@jld-media.co.uk

Publishing Director

Helen Richmond
01737 852 344
helen.richmond@jld-media.co.uk

Editorial Board

Carl Foreman, Moorgarth; Byron Lewis, Mall Solutions Europe; John Prestwich, Montagu Evans; James Taylor, Workman; Michelle Burton, Toolbox; Jordan Jeffery, JLL; Sean Kelly, PR4Property

No part of this publication may be reproduced without the written permission of the publishers. The Publishers accept no responsibility for any statements made in signed contributions or in those reproduced from other sources, nor for claims made in any advertisements.

Shopping Centre is available on subscription.
UK & Ireland £96; Overseas £150.

Shopping Centre is published monthly.

ISSN 0964-1793 | Printed by Stephens & George Ltd

Shopping Centre,
Goat Mill Road
Dowlais
Merthyr Tydfil
CF48 3TD

www.shopping-centre.co.uk

All rights reserved
© JLD Media 2018



Sports Direct's Mike Ashley deserves credit for trying to save the House of Fraser brand after its Chinese owners walked away, but his broadside against landlords is wide of the mark.

Ashley has offered to keep some stores open, but only

on the basis that he doesn't pay rent or at best only pays a severely reduced rent. And he's criticised landlords who failed to greet this offer with the gratitude he thinks it deserves as 'greedy'.

I know all's fair game in the cut & thrust of commercial negotiations, but Ashley is a property investor in his own right and he understands how the market works. Many of the stores are in the hands of pension funds and insurance companies. If they believe they can replace House of Fraser with occupiers who will pay a rent then they'd be failing

in their fiduciary duty to their pensioners if they agreed to his demands for rent-free space. And property companies have an obligation to their shareholders to secure rental income if there's an occupier in the market.

The question is: are there enough landlords out there who believe Ashley's contention that HoF is the only game in town for that space?

Graham Parker
Editor
Shopping Centre

CONTENTS

NEWS & ANALYSIS

- 04 Chorley outlet wins consent
- 06 L&G and council buy Sovereign Centre
- 09 Green light for Walthamstow extension
- 10 New life for Mermaid Quay
- 12 Centres set sustainability standards

FEATURES

- 14 **Customer Analysis** – What do consumers expect from retail in the next decade?
- 19 **Parking** – The pros and cons of outsourcing parking management
- 28 **Technology** – LED technology brings a new dimension to experiential retail

REGULARS

- 30 **Data** – Retail facts & figures
- 35 **People** – Shaftesbury secures Stone's sculpture
- 35 **Moves** – All the latest job moves



Page 14



Page 19

Join our Shopping Centre LinkedIn group

Follow us on Twitter @scnewsfeed



G24 STOREGUARD DRIVING DOWN CRIME

G24

Parking Management Solutions

+44 (0) 370 0427215

sales@g24.co.uk

www.g24.co.uk

www.storeguard.co.uk

Chorley outlet wins consent

FI Real Estate Management has won approval for its proposed new outlet shopping destination on the Leeds & Liverpool Canal in Chorley, Lancashire. Plans include the redevelopment of the 90-acre site to create a 300,000-sq ft retail outlet village, up to 288 homes and space for sig-

nificant employment uses.

Designed to complement Botany Bay's rich industrial heritage, the ambitious plans include the refurbishment of the iconic Victorian cotton mill on site, which will sit at the heart of the new mixed-use development.

A FIREM spokesperson said: "The re-

invention of Botany Bay has been in the planning for a number of years and this approval brings to fruition a great deal of work to create a masterplan that blends premium outlet retail, quality housing and valuable employment uses.

"Botany Bay has a rich heritage and we have put the site's industrial history

at the heart of the designs for this truly unique development. Our vision is to create a flagship outlet shopping destination for the North West, which not only attracts visitors to the area, but more importantly creates jobs, and acts as a catalyst for further investment for Chorley."



Frogmore aims high in Stratford

Frogmore has lodged revised plans with the London Borough of Newham for the redevelopment of the Stratford shopping centre in east London. Four towers of up to 500 ft are proposed for the site, which sits opposite Stratford's main transport interchange and URW's Westfield Stratford City.

Under the new proposals the existing mall, providing 279,300 sq ft of retail arranged over ground and first floor across 62 units, would be retained but an existing 15-storey office block would be demolished. In its place Frogmore proposes:

- Two residential towers, one of 44 storeys with 330 apartments and another of 17 storeys with 120 apartments.
- An office building of up to 10 storeys
- An hotel building of up to 22



storeys providing 280 rooms plus F&B space.

In its submission Frogmore made it clear that the plans represent current thinking and the proposals are likely to evolve before a formal planning application is submitted.

Raft of deals at Rushden Lakes

Rushden Lakes, the Crown Estate's retail and leisure destination in Northamptonshire, has celebrated its first birthday with the launch of its next phase, the East Terrace, and 35,000 sq ft of new store openings.

Independent family-run AJ Cycles has opened its biggest-ever store at 4,000 sq ft. Also signed for the East Terrace are leisure brands Cotswold Outdoor and Decathlon, as well as Hobbycraft and Wren Kitchens.

Hayley Turley, the Crown Estate's asset manager for Rushden Lakes, said: "Rushden Lakes has had a successful first year, welcoming four and a half million people. The opening of

East Terrace brings fantastic new brands to Northamptonshire and will give visitors more opportunities to connect with our outstanding natural surroundings. With further phases of Rushden Lakes on track for launch in 2019, we will continue to enhance our overall offer and create even more reasons to visit."



Keep all of your Centre's IT and Communications in one place



Communications



Security



Connectivity



Public Wi-Fi



IT Support



Hardware and
Software



Cloud Services

Book a **free** review of your IT today

From the leading IT and Communications provider to over 250 Shopping Centres

itvet

itvet.co.uk/contact

L&G and council buy Sovereign Centre

Legal & General's Limited Price Inflation Income Property Fund has bought the Sovereign shopping centre in the centre of Weston-Super-Mare for £21m. The centre will immediately be let to North Somerset Council for a term of 35 years, at which point the ownership will revert in full to the local authority.

The starting rent in the lease from the council to the fund will be £717,696 pa, rising with inflation and capped at 4 per cent. This means the council will benefit from a surplus rental income of up to £1.1m a year.

The centre extends to 119,084 sq ft,

comprising 32 retail units, four kiosks and a food court. The ownership includes a further 10,764 sq ft across six retail units located on High Street. In addition, the centre includes an 876-space multi-storey car park, forming a large part of the town's parking provision.

Pete Gladwell, head of public sector partnerships at Legal & General, said: "By partnering with a progressive and proactive council, we can enable the regeneration of necessary retail provision for the area, deliver them sizeable revenue surpluses, and act as a catalyst for their plans for wider regeneration, boosting local jobs, homes, and driving economic growth."



Lifestyle unveils Lowry dining quarter

Lifestyle Outlets has revealed new plans for the Lowry Outlet to become a vibrant waterside dining destination

The Watergardens, an elegant dining concept, has been designed by architects Chapman Taylor to maximise the waterfront location with a variety of new restaurants benefiting from the best waterside views in Greater Manchester.

In addition, a new waterfront prom-

enade, improved public realm and integrated planting along the canal will connect the Millennium Bridge to the outlet mall, creating a unique landscaped waterside location.

Managing director Jason Pullen said, "The redevelopment will transform the southern waterside of the Lowry Outlet, allowing people to relax and dine with some of the finest waterfront views."



Fischel out of intu

Intu Properties has announced that chief executive David Fischel will be standing down from the board and leaving intu as soon as a successor can be found.

Chairman John Strachan said: "David has been with the group since 1985, and chief executive since 2001, a period which has included transformative events such as the demerger of Capital & Counties in 2010, the intu Trafford Centre transaction in 2011 and the rebranding as intu in 2013. He has played a major role in intu becoming the UK's leading owner, developer and manager of large-scale

regional shopping centres with some £10 billion of assets.

"Under the proposed Hammerson merger, David was expecting to stand down upon the transaction completing. That transaction is no longer proceeding, and the board is enormously grateful to David for agreeing to remain in post for a longer period than he had envisaged, giving the board sufficient time to search for a suitable successor.

"I would like also to extend my personal gratitude for the substantial contribution David has made to this business over many years."

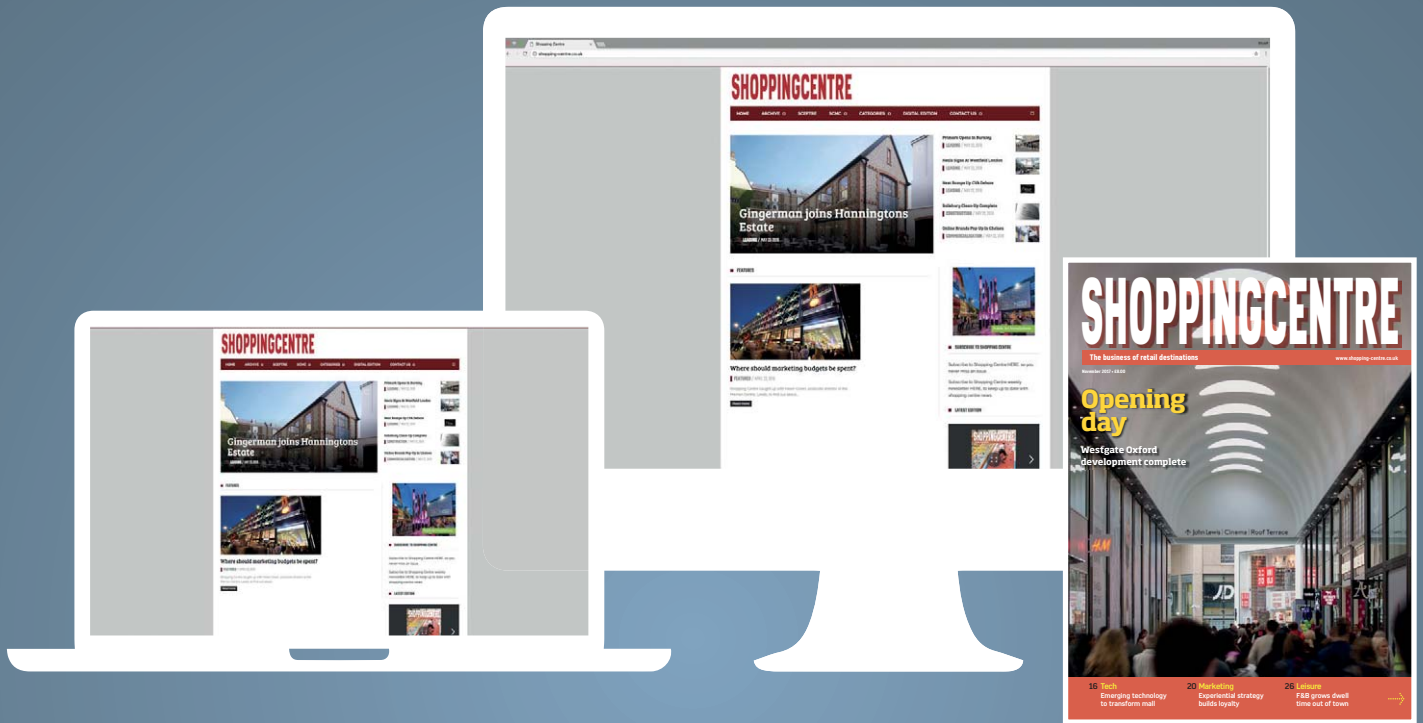


Automatically collects and converts Car Park data into meaningful reports

Book a demo: retailreport.com/demo

RetailReport

SHOPPINGCENTRE



Subscribe now

Shopping Centre is the essential read for anyone involved in the shopping centre industry. Shopping Centre is the UK's only dedicated magazine for managers, developers, owners and occupiers of shopping centres, retail parks, factory outlets and their managing agents.

ONLINE

www.shoppingcentre.co.uk

OR CALL

01293 416 090

www.shopping-centre.co.uk

Green light for Walthamstow extension

Capital & Regional has received formal consent for its extension and development plans at the Mall Walthamstow. The approved plans, which will transform Walthamstow town centre, include:

- An 86,000 sq ft extension to the existing shopping centre
- Up to 500 new homes, including affordable housing
- TFL upgrade to Walthamstow Central station including a new entrance within the Mall
- An enhanced new town square, children's play area, landscaped park gardens and family amenities.

The extension to the Mall Walthamstow will provide space to broaden the tenant mix with an additional grocery anchor, other convenience provision as well as 'grab and go' and casual dining, which will all be customised to the locality. Works will begin in 2020.

Chief executive Lawrence Hutchings said: "Our vision for Walthamstow has been developed hand-in-hand with the council and residents and we have

tailored the mix of homes, leisure uses, services and amenities to meet the needs of the local community.

"All of this will ensure Walthamstow remains a vibrant neighbourhood for generations to come, underpinning

the resilience of The Mall, our positive footfall growth and, ultimately, our income profile."



Q-Park signs Mailbox contract

Brockton Capital, owner of the Mailbox shopping, office and lifestyle destination in Birmingham, has agreed a 35-year lease with leading car parking service provider, Q-Park. Following a competitive tender process, award-winning Q-Park was appointed by Mailbox to deliver all elements of the building's 24-hour 687-space car park.

Q-Park will introduce a new state-of-the-art parking management system, as well as its renowned

range of convenient services such as shoe shine machines, jump starter kits and complementary umbrella and buggy hire.

Alex Wright, associate partner at Brockton Capital, said: "Q-Park's ethos and level of service is the perfect fit for the Mailbox's discerning customers and will complement our selection of high-quality offices, retailers, restaurants and bars."

CBRE provided transaction advice to Brockton Capital.



F&C adds to St Christopher's Place mix

F&C Commercial Property Trust, which is managed by BMO Real Estate Partners, has agreed two new restaurant lettings with Caprice Holdings and Homeslice at its St Christopher's Place central London estate.

Caprice Holdings has agreed to take 3,567 sq ft of space for Harry's Bar, a sister restaurant and bar to Harry's Dolce Vita in Knightsbridge. And woodfired pizza restaurant Homeslice has signed a lease on 1,920 sq ft across four storeys for its sixth London outlet.

Both restaurants are located on James Street, just off bustling Oxford Street and adjacent to Bond Street underground station, and are due to open in the fourth quarter of 2018.

St Christopher's Place's has also seen the arrival of Hoppers, the award

winning JKS Group's authentic Sri Lankan restaurant, and Ole & Steen, the Danish bakery, over the past year, following a redevelopment of 71-77 Wigmore Street.

FCPT was advised by Davis Coffey Lyons and CWM on its latest lettings. Bruce Gillingham Pollard has recently been appointed as lettings adviser.





LEISURE REDEFINED

Schoders has launched an ambitious programme to bring new life to a first-generation leisure scheme in Cardiff Bay as it approaches its 20th birthday.

When it opened in 1999, Mermaid Quay was at the cutting edge of urban regeneration in the UK. Alongside the Wales Millennium Centre arts facility and the Senedd building, the seat of government in Wales, the 150,000-sq ft development was one of the catalysts for the regeneration of Cardiff Bay, giving visitors a reason to head back into what risked becoming a post-industrial wasteland.

Time has not been kind to the scheme, which has racked up over 100 million visits since it opened. The harsh waterfront environment has left the buildings looking weathered and tired and the casual dining sector, which accounted for the bulk of the tenant mix, has been littered with corporate casualties.

But now owner Schroder UK Real Estate Fund has come up with a plan to revitalise the scheme. Investment manager Harry Pickering describes it as “an opportunity to secure the scheme for the next 20 years,” adding: “It’s a wonderful location but it’s part of a sector that has struggled national-

ly. We need to shift its focus.”

Schroders’ strategy has won the backing of Cardiff City Council as part of its ambitious vision for the future of Cardiff Bay. The council has unveiled plans for a new 15,000-seat arena at Atlantic Quay which will become a major driver of visitors to the area, enhancing the Bay’s status as the leisure hub for South Wales. Reflecting this, the council is looking to attract a wider range of leisure uses to the Bay.

Since Mermaid Quay opened, Cardiff city centre has upped its game with a diverse F&B offer while at the same time restaurant operators in the Bay have struggled with the fact that trade on the waterfront is highly seasonal, or at least highly weather-dependent. So, the aim is to lessen Mermaid Quay’s reliance on F&B by bringing in more destination leisure attractions, and the search is on for occupiers that will attract visitors all year round.

The first step in this process came this summer with the signing of a deal that will bring Everyman Cinema to open



its first site in Wales at Mermaid Quay. The 11,500-sq ft boutique cinema, created out of former first-floor restaurant units, will comprise five screens featuring Everyman's chic sofa seating and innovative waiter service. It is expected to open in Autumn 2019.

Pickering hails the deal as transformational. "Securing Wales' first Everyman Cinema is a real testament to the confidence leading occupiers are showing in Mermaid Quay and our exciting future vision for the scheme," he says. "This has always been an unrivalled location and our transformative plans will further maximise this, ensuring Mermaid Quay retains its status as one of the most popular leisure locations in Wales."

On the back of this deal Schroders is looking to bring more attractions like adventure golf and a gym to the scheme's first floor. "We're not just doing Everyman and stopping," says Pickering. "It costs a lot of money to insert a cinema into an existing structure, but it opens up opportunities to create a more diverse leisure offer."

At the same time the ground floor restaurant units facing the bay will be extended out to the building's frontage, giving them more space and enhancing views over the water. One unit is being taken back from struggling operator Strada and has been relet to Cosy Cub, the national bar chain that flexes its offer throughout the day.

Another plank of the revitalisation strategy is to create more car parking. The project's original asset manager, Sovereign Land, had the foresight to specify that the original two-deck car park structure would be capable of supporting two more levels on top and now Schroders plans to implement this.

The third element of the revamp focusses on aesthetic improvements. In addition to extensive redecoration and new wall finishes, the plans envisage new paving, lighting, landscaping, signage and wayfinding, entrance markers, seating and street furniture.

The plans, created by award-winning retail design experts Rawls, supported by JLL's building consultancy team, will transform the appearance of Mermaid Quay, creating a contemporary dockside feel. Already the car park, the Carluccio's unit and the western end of the scheme have been seen their discoloured brickwork repainted and the treatment will now be extended across the rest of the scheme while paving will be replaced throughout the public areas.

A key element of the proposals is the creation of a stylish new landscaped public space in Tacoma Square, where the former Coffee Mania standalone unit has been demolished to create an events space that was used intensively during this year's soccer world cup. The plans also include striking new lighting treatments, making a feature of the bridge that spans Bute Street and to the scheme's clock tower.

"The public realm works we are set to begin will enable us to enliven the customer experience and create superb new public space to match the scheme's beautiful waterfront setting," says Pickering.

Now that its plans for Mermaid Quay are beginning to bear fruit, Schroders is investigating options for two adjoining sites, Landsea Gardens and the Graving Dock.

Those two schemes are for the future, but for now Schroders' focus is on turning round the existing scheme. Already, there are concrete signs on site that that process is under way and the pace of change is only going to accelerate.

WHITE ROSE BLOOMS IN THE SUN

Largest solar PV installation at a UK shopping centre exceeds expectations

One year after its installation, the UK retail sector's largest solar energy installation has led to a 22 per cent decrease in electricity consumption at the White Rose shopping centre in Leeds, allowing the centre's owner Landsec to pass savings on to retailers.

The 2,902-panel solar photovoltaic system was installed by Landsec in August last year, in an effort to reduce the energy consumption across its 17.6 million square foot retail portfolio. With a total area of 4,600 sq m – equal to 17 tennis courts – the PV array generates 720,000 kWh of energy annually, enough electricity to power 200 homes for an entire year.

While Landsec currently sells surplus power generated by the PV system back to the grid, advancements in battery technology could soon see retail sites generating and storing enough energy in the summer months to service much of their

energy needs throughout the rest of the year. This year, White Rose was able to generate enough solar energy to power all of its serviced areas for two weeks and in July White Rose came close to its first ever net-zero day, where the difference between the energy consumed and generated was only 692 kWh – just over £70 worth of electricity.

Out of the 20 industrial sectors measured by the Office for National Statistics, retail was the fifth-highest consumer of fossil fuel-based energy in 2016, using more non-renewables than the entire construction sector. Greater generation of renewable energy could present a direct business benefit to retailers. Recent research from the Carbon Trust found that a 20 per cent cut in energy costs for retailers can represent the same bottom-line benefit as a 5 per cent increase in sales. Landsec is passing the cost savings of the solar PV on to its tenants, in the form of a reduction in the utilities service charge at the centre.

Combined with a summer of record-high temperatures and sunshine, White Rose's solar PV demonstrates the potential for retail sites to leverage renewable technologies to reduce energy consumption and costs.

Tom Byrne, Sustainability Manager at Landsec, commented: "The success of the solar PV system at White Rose is a case in point of the top-to-bottom benefits that the entire sector can enjoy when sustainability is embedded in retail. As battery technology improves and costs of renewable energy storage fall, the economy of scale for renewables and the level of savings that can be passed on to retailers is vast.

This summer's hot and sunny weather has proven that solar PV systems are a fantastic way to reduce energy consumption and represent a savvy investment for retailers and landlords who are willing to install them."

LANDSEC TACKLES PLASTIC WASTE

Refill Me campaign rolls out across shopping centres

Landsec has signed up more than 90 retail brands including Caffé Nero, Costa, Lush, McDonald's and Pret a Manger to a new campaign offering shoppers free refills of their water bottles across its major shopping destinations.

The Refill Me initiative has launched in 12 Landsec shopping centres and the landlord is planning to extend it across its retail portfolio by 2020.

UK adults use 7.7bn single-use plastic water bottles each year, and only around half are recycled. A survey of 520 shoppers, conducted by Qriously on behalf of Landsec, found 59 per cent would feel uncomfortable asking for free refills of water without making a purchase in store, while more than half said they would be more likely to start carrying a water bottle if they knew it would be easily refillable.

Around the shopping centres participating stores will display a sticker declaring their involvement in the refill scheme, while displays in the public spaces will also promote the scheme.

Tom Byrne, sustainability manager at Landsec, said: "When we discovered that 59 per cent of people felt uncomfortable asking for a water refill without first making a purchase when out shopping, we were determined to help make it easier for shoppers to embrace sustainable practices. Wherever customers see our window sticker, they can ask for their bottle to be refilled without feeling pressured to make a purchase or embarrassed to ask."

He added: "Single-use plastic is one of the biggest challenges facing our planet; like other refill campaigns, we're determined to play our part in ensuring that we drive change in the behaviours of shoppers and retailers."

STARBUCKS OPENS GREENEST STORE

Starbucks opens drive thru in Yeading with new sustainable design features

Starbucks has opened a new drive-thru store with innovative sustainable design features at Willow Tree Lane retail park in Yeading.

The new store is LEED (Leadership in Energy and Environmental Design) Certified. It features a green living roof, which has the benefit of improving storm water management by reducing runoff, conserving energy, reducing noise and air pollution and increasing urban diversity with habitats for wildlife. The store also has energy efficient lighting, and a zone-controlled heat pump which is a more efficient alternative to conventional HVAC.

The new concept has been built using locally sourced

materials, and all waste materials from the construction were recycled. The new design redefines the drive-thru experience with the addition of EV chargers for customers to use while they relax with a drink.

Ad de Hond, vice president of Design at Starbucks, said: "We are so proud to be opening our brand-new concept store at Willow Tree retail park. The purpose of the new design is to redefine the drive-thru experience at Starbucks and show how Starbucks is leading the way in building more sustainable LEED-certified stores. The store will also set a new standard for the Starbucks experience; creating genuine moments of connection for both our driving and in-store customers."



THE FUTURE





OF SHOPPING

What do consumers expect from retail in the next decade?

When it comes to customer analysis, the underlying purpose is to understand how consumers work to answer the questions: what do they want? why do they want it? and how can we deliver it to them and optimise our business? Gaining any information into the working of shoppers, whether it be via footfall mapping or customer surveys, is the smartest way to stay ahead of the game and deliver on customer expectations.

In Ellandi's report, entitled Retail Revolutions: Exploring the impact of E-commerce on Local Physical Retailing, one of the key findings was that in spite of the continual rise of online shopping, online retail remains a complementary offer to bricks and mortar. The consumer data shows that even the most frequent users of ecommerce are still choosing to shop in store.

The results from the latest Ellandi shopper survey capture the changing shopping patterns across a geographically diverse sample, with the overall conclusion suggesting that those who shop regularly online are not shopping or spending significantly less in physical stores. In contrast, the biggest online spenders are found to outspend others when they visit a physical store.

The survey found that customers in Ellandi schemes tend to be local and loyal, with 78 per cent travelling less than 20 minutes to go shopping. While millennials are three times more likely to shop online than baby boomers, they still treat bricks and mortar retail as their primary means of shopping.

The key takeaway from the survey is that consumers are visiting a wider range of retail locations more frequently and shopping multiple locations in one outing to find out what they want, so while time spent shopping in centres may be falling, the number of purpose-driven visits are increasing, which is an important and vital sign for the future of bricks and mortar retailing.

A recent report from strategic foresight consultancy The Future Laboratory was commissioned by centre:mk's joint owners Hermes Investment Management and AustralianSuper to explore the trends that will shape retail in the next decade. The report came together through



research and interviews with consumers, business psychologists, international mall operators in Europe and more to determine what they think will shape the retail landscape the decade ahead.

“Essentially, the report sought to explore and analyse the shifting mindsets of shoppers today, as with retail giants such as Amazon building their presence in the home and lifestyles of consumers, retail destinations need to keep evolving and changing,” explains Kathryn Bishop, author of the report and deputy foresight editor at The Future Laboratory.

“The three trends which came out of our research mark the pivotal shifts in retail we are seeing, and those are: community-builders, bringing together like minded shoppers; hero-hunters, the centres and brands that consumers put their trust in; and service synergists, where retail staff become the ultimate, emotionally-intelligent, brand ambassadors.”

The first trend, Community-builders, is the concept of bringing together people who have similar interests in a shared environment i.e. a shopping centre. It is about creating a space which can be reformatted for different uses on different days, creating a constantly animated and continually diverse space.

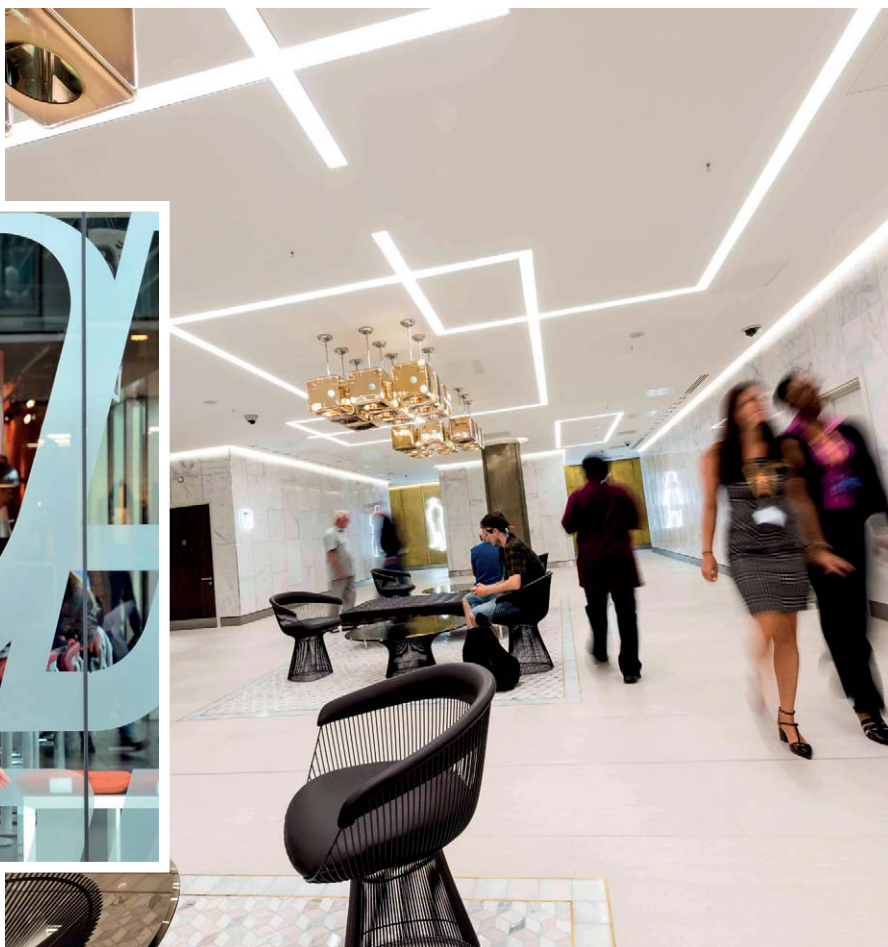
“These community-oriented spaces will bring together groups, for example retired women, who can come together in a socialised place and engage in a communal, often brand-driven activity such as cookery classes or learning how to use modern tech. What we anticipate is that these spaces also bring together online communities into somewhere tangible,” Bishop explains.

The idea is for stores and retail destinations to become hubs of activity, with rewards such as exclusive products,

immersive experiences that enhance brand awareness, or lifestyle services which aim to provide simple solutions for busy modern lifestyles, encouraging participation with a like-minded community.

One example is Depop, an app-based peer-to-peer shopping platform with 9m global users where people sell their clothes, which took on a bricks-and-mortar space in Los Angeles. The space features a limited display of products, primarily acting as a community hub hosting seller workshops, such as how to grow into creative entrepreneurs.

The second trend, Hero-hunters, is founded on the idea of trust as shoppers are becoming savvier when it comes to brands and how well they hold up under an ethical microscope, as well as the values they represent. The UK’s ethical market grew by 3.2 per cent in 2016, with sales of ethical goods and services valued at £81.3bn, according to The Ethical Consumer Markets report 2017, published with Triodos Bank, showing that people are becoming more conscious about what they are buying and who they are buying it from.



For retail landlords, this presents the opportunity to develop hubs of inclusivity where like-minded or otherwise marginalised consumers can meet and trial formats that build hype. In Manhattan, for example, the Phluid Project is providing consumers with an inclusive destination dedicated to non-binary consumers where they can shop for brands that fit in with their mindset, such as Dr Martens and Champion, and meet friends they might have only known online. The space also hosts talks and workshops to stimulate discussion on topics affecting both the LGBTQ community and society at large.

The third trend, Service Synergists, is the idea that service will have a very different meaning for shoppers arriving at retail destination by 2025. Staff will no longer be seen as simple agents of transaction, taking money and handing over goods. Instead, shoppers will expect staff to be knowledgeable, emotionally intelligent and enthusiastic collaborators that will create a memorable shopping experience for them.

For the leading shopping destinations of the next decade, this will mean employing, training and retaining a new era of retail employee: a highly motivated and well-paid brand fan who is part product guru, and part technology-powered event creator and coordinator.

"Consumers will have the expectation that the people who work in stores will be absolute specialists who live and breathe their brand and will be skilled in knowing everything about that brand and the products they are selling," Bishop explains. "They will be people who view their position as more than just a Saturday job but a complete career."

Reflecting the findings in The Future Shopper report, Hermes Investment Management and AustralianSuper are currently implementing the 'Re-imagining an Icon' strategy, investing over £50 million in centre:mk's offer, environment and experience. The initiatives include: creating Sunset Walk, a premium shopping destination within centre:mk; building a new multi-storey carpark adjacent to John Lewis; delivering a brand new guest services facility on Deer Walk; and implementing comprehensive world-class customer service training across the centre:mk team.

Bishop says that over the next ten years, a series of powerful new social, cultural and technological driving forces will reshape consumers' expectations of retail and leisure destinations. She says: "Tomorrow's consumers will seek a greater sense of belonging, which malls can facilitate, complete transparency from brands, and to have engaging experiences with staff. The smart destinations are those that recognise the changes are happening now and respond, rather than waiting, which will be too late."

Making the most of these opportunities will require collaboration between landlords, brands, and destination retail spaces, while putting the power back into the hands of the consumer. Understanding what drives consumers through a combination of data and direct interaction will be crucial to the success of destination retail spaces, allowing them to create an overall experience that meets the needs and desires of future shoppers.



YOUR NUMBER ONE PARKING SOLUTION PROVIDER

APCOA Parking Ltd. are Europe's largest parking provider, with an esteemed pedigree working with Europe's most well-known businesses in both the public and private sectors. We offer innovative, integrated, future proofed technology ensuring best-in-class car park management solutions without the operational cost burden to our clients.

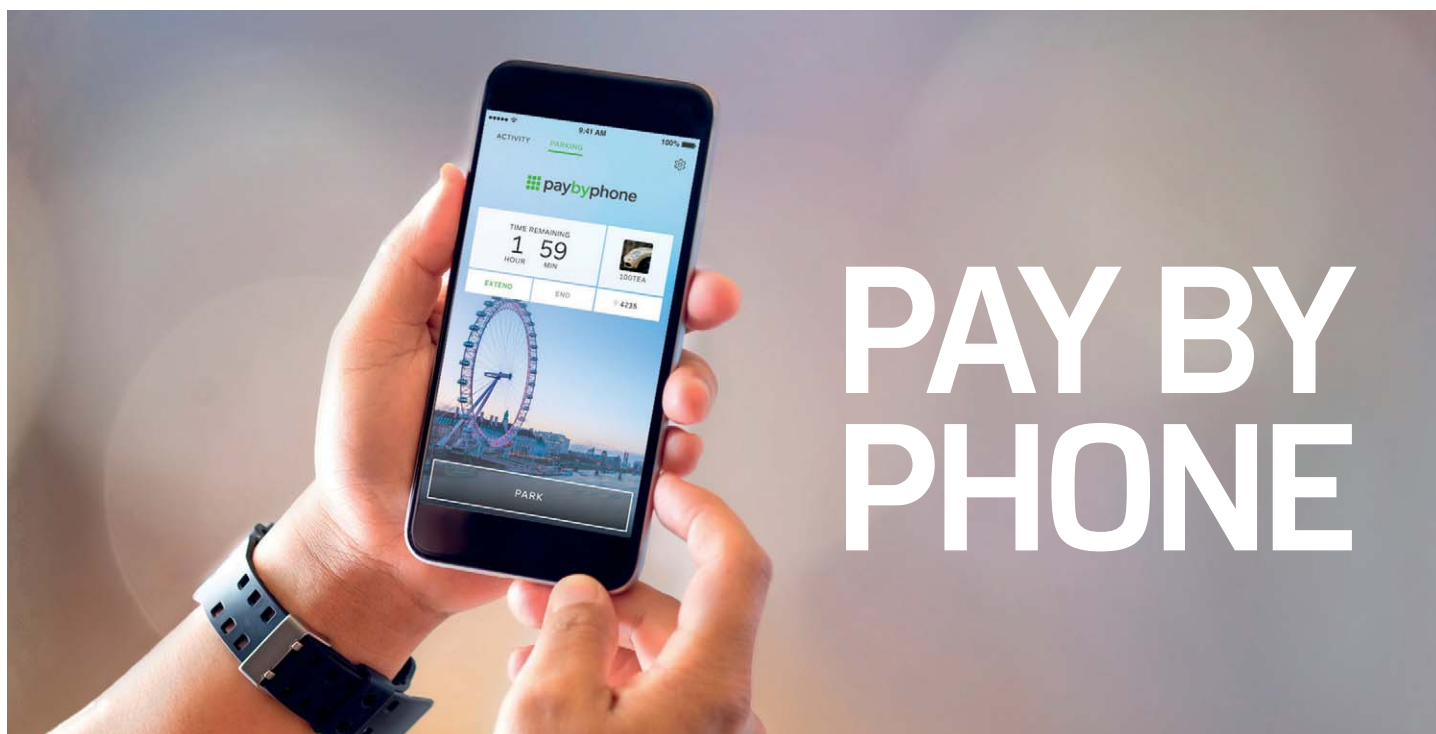
Contact us today to discuss how we can help you, with a tailor-made all-round solution that is perfect for you, your business, your customers and your bottom line.

- ✓ Cost-effective parking solutions ✓ Increase parking compliance
- ✓ Reducing abuse over-stays and unwanted parking ✓ Increase parking revenue
- ✓ Decreasing the costs of operating your car park ✓ Improving the customer experience ✓ Increase space availability ✓ Improving customer safety

GET IN TOUCH TODAY

07813005999 | uksales@apcoa.com | www.apcoa.co.uk





PAY BY PHONE

Anthony Cashel from PayByPhone champions the benefits of mobile payment



→ Anthony Cashel, marketing manager, PayByPhone

Paying to park anywhere, anytime, for whatever occasion as quickly and as easily as possible is the overall goal for all drivers. Virtual wallets on smartphones are steadily reducing the necessity for cash and card payments in a lot of places, meaning anywhere that does not offer mobile payment as an option is likely to deter drivers from parking in these specific car parks.

In the modern day, drivers expect parking to be quick and hassle-free. They want to use highly-functional, intuitive apps to find parking areas swiftly and effortlessly, and to pay for parking sessions with the touch of a button.

PayByPhone, one of the fastest growing mobile payment companies in the world with over 17m registered users, has seen how parking operators, especially those working with retail parks and shopping centres, are changing their strategies to meet these changing customer attitudes.

"Over the past five years there has been a seismic shift in consumer behaviour," says Anthony Cashel, PayByPhone's UK marketing manager. "People have gone from carrying money to pay for goods and services, to using chip and pin debit cards, then contactless cards, to now relying on Apple Pay and Google Pay on their smartphones to make purchases. This has been key to the massive adoption in cashless parking in Britain."

And, as Cashel explains, it is not only the drivers who gain an advantage; parking operators are also benefitting: "The use of the PayByPhone app reduces parking operators' expenditures by cutting down on cash collection and annual meter maintenance and replacement."

Beyond the obvious advantage that it means drivers no longer have to worry about carrying exact change, mobile payment gives drivers the ability to pay for parking in seconds, pay for the exact amount of time parked, and extending parking sessions from anywhere. Mobile payment apps are also able to notify drivers if their parking session is

about to expire so they can quickly and conveniently top up or return to their car and avoid penalties without disrupting their shopping trip.

The PayByPhone app has an added 'nearby locations' feature which helps drivers identify the spot they've parked in rather than having to search for the location number on a sign. It also exclusively allows guest parking for users who do not want to register for the service.

An advantage of PayByPhone for operators is the ability to tailor the service with customised labelling at each location, changing how the app looks on the mobile's home screen depending on what car park they are in, with branded images displayed when users open the app.

Another bonus is the app's ability to roll out an eligibility parking feature, where operators can give out tailored rates based on vehicle registration numbers, which can give reduced rates to specific cars such as those of employees or as part of parking loyalty schemes.

And in spite of the name, PayByPhone is also integrated into smart watches, with the launch of an Apple Watch app, allowing customers to keep track and pay for their parking via their watch. Cashel explains why the smart watch technology is so suited to the app: "The Glances feature on the face of Apple Watch subtly displays how much time drivers have left in their parking session, available at any moment. And in a planned upgrade later this year, the PayByPhone app on the Apple Watch will allow drivers to extend the parking time directly from their watch without having to run back to their cars, just like on the PayByPhone the app itself."

"PayByPhone caters to an increasingly connected culture and our aim is to offer more drivers the ability to manage their parking time effortlessly, with a stress-free payment experience. For the operators, we can help them save on new meter hardware, maintenance, data charges and the high cost of cash collection," he concludes.



As the EV industry grows, free charging may no longer be viable

Birmingham, along with many other UK cities, is soon to introduce extensive low emission zones and substantial costs will be imposed on drivers of the more polluting petrol and diesel engine vehicles. These measures are a positive step in encouraging the car buying public and commercial fleet managers to make the transition to electric vehicles (EV) at the next opportunity. With the prices dropping and the selection of EVs growing, the transition becomes more and more inevitable, and may happen faster than previously predicted.

"One of the most often quoted deterrents to EV ownership remains the lack of charging infrastructure, says Guy Morrison, sales director for FlexiSolar, the UK's leading carport systems integrator. "Although a large proportion of public car parks now boast a small number of charge-points, further and continued deployment is essential to keep pace with demand and to help remove the phrase range anxiety from the lexicon."

Many early charge-point adopters were keen to attract the growing EV market by delivering free electricity, but as the industry looks to grow, it becomes increasingly difficult to see how this model can sustain itself. There is set to be a mass adoption of EV over time, and with many alternative payment methods such as contactless and mobile, the appeal of free charging is becoming less necessary to attract users, which is good news for those installing the technology as it has been a notably costly process.

"Surface car parks have had little choice but to use free-standing charge-points which are expensive to install with trenching, cabling, foundations and protective barriers making up most of the cost," continues Morrison. "Wall mounted units can be more easily deployed in multi-storey car parks however both options will often be limited by the available electricity supply and upgrades to this can also be costly.

"Load management is an important stop-gap and can allow extra charge-point deployment where power is reduced as more vehicles are plugged in, but a longer-term solution may come in the form of battery storage, ideally

charged from a renewable energy source, and able to deliver power to a greater number of charge-points of all power ratings. Not all battery chemistries are appropriate for this application but after much research & development viable solutions are beginning to emerge."

Solar power may seem like an unlikely source of energy in the UK, although the recent heatwave proves never to rule it out, and it's important to note that solar panels do not need direct sunlight to generate power. As the EV industry grows, shopping centre car parks are well positioned to install solar panels on top of car parks and carport canopies.

Morrison explains that carports have long been a feature in warmer parts of the world and the addition of solar panels to these structures has the added benefit of generating renewable energy to feed into buildings and to meet the increased demand for electricity through the charge-points that can be easily and cheaply fitted to them. He says that until now this idea has not been fully embraced in Britain but the recent construction of the UK's first large-scale solar carport project, covering over 1,300 parking spaces and delivering 2.7MWp of solar capacity, has proven the concept.

"The solution is applicable across much of the UK's car park estate especially where there is a desire to offer premium parking facilities," he continues. "A further carport project has been completed on the top deck of a multi-storey car park in Sutton, Surrey, and neither of these projects resulted in the loss of parking bays.

While it is true that carports are a little more expensive than rooftop and ground-mounted solar, they offer multiple benefits, are a very visible carbon reduction initiative and, at the right scale, can often be funded by a third party under a power purchase agreement (PPA) making them cost positive from day one with large potential savings over their lifetime.

"There is much to consider when preparing for the EV transition and a fully integrated solar storage and EV charging solution may be the best way to make your business EV ready," Morrison concludes.



Parking Management Solutions

UNDERSTANDING YOUR CUSTOMERS JOURNEY & ENHANCING THE SHOPPING EXPERIENCE

Advertising availability to customers before they leave home

Direct marketing at entry, while on site and at exit

Incentives to loyal customers

Improved security and safety (StoreGuard)



Customer focused parking

Improved brand awareness and customer experience

Fully personalised real-time solutions for each client

Advanced data reporting, that goes beyond the car park

INNOVATIVE CAR PARK SOLUTIONS ARE IN OUR DNA



Parking Management Solutions

G24 Parking Management Solutions

Batchworth House

Batchworth Place

Church Street

Rickmansworth WD3 1JE

+44 (0) 370 0427215

sales@g24.co.uk

www.g24.co.uk

www.storeguard.co.uk

www.clearpark.co.uk



Bringing in a contractor can lighten the load of parking management, but what are the pros and cons of outsourcing?

A lot goes into operating a car park, from choosing suitable payment and barrier technologies, to maintaining the car park structure, to making sure everything is running smoothly day-to-day. Fortunately, there are a lot of companies out there to help navigate the choppy waters of car park management.

For instance Excel Parking Group was formed in 1994 and has since become one of the leading names in the parking industry. The company is known for its tailored premium car park management services and serves a diverse record of clients nationwide, providing knowledge, understanding and expertise to formulate tailor made solutions to fit any environment.

"The car park is an invaluable commodity which can be easily overlooked and undervalued," says Nick Hill from Excel Parking Group's retail and leisure business development team. "The car park gives the visitor an instant first impression; it is therefore imperative that the right impression is achieved, for every single consumer. All retailers are constantly competing to ensure they provide the best customer experience, and we understand the role a car park plays in that scenario."

Under the Excel group umbrella are Excel Parking Services, Vehicle Control Services, and ANPR International, three branches of the company there to cater to the different needs of each client. "The Excel Parking Group prides itself on being totally unique," says Hill. "Within these three

companies you will find the total tailor-made car parking service you are looking for, while our philosophy is to listen and learn.

"Whatever your requirements are, we have the capacity to adapt and provide the most complete and optimum service. Flexibility is at the heart of everything we do and, by approaching each scheme individually, we can ensure a service that is tailored to a site's specific requirements."

Hill says that the Excel approach is to help improve the parking experience for customer in every possible way. He says that making parking as easy as possible should be the priority for any car park manager, whether it be guiding people to the nearest space via on-site staff or through wayfinding and mobile technology; and making sure the areas for disabled and parent and child bays are obviously marked and easy to find.

Car parks are not just for shoppers, as all retailers are likely to have deliveries on site and will need designated loading and unloading areas. "We make sure the loading areas have the best technology available to ensure they are used in the most efficient way" Hill tells. "Excel believes technology should be around to help and not hinder at every single stage of the consumer experience. We commit to paying full attention to every detail so that parking becomes easy and stress free.

"With our facilities and maintenance department, we believe we offer that bit extra to improve the aesthetics and



INDUSTRY LEADING VARIABLE MESSAGE SIGNS

FROM SWARCO TRAFFIC LIMITED

SWARCO's range of Variable Message Signs (VMS) use the latest innovations to display messages clearly and accurately, guiding the traveller on their journey. From single modules to full colour displays, we have VMS to suit all your needs including;

- Parking Information
- Traffic Information and guidance
- Variable Speed Limits
- Overhead Gantry Signs
- Overheight Vehicle Detection
- Mobile Trailer VMS
- Warning Signs
- Smart City Management



environmental subjects with our soft services programme. These include line painting and marking, pothole repairs, hedge trimming, soft verge cutting, litter picking, site cleaning and gritting, lighting surveys and improvements together with traffic surveys.”

With the increased demand for electric cars, Hill urges the need for EV charging points. Excel’s seamless plug and charge experience offers an ultra-modern EV charging solution, and its sleek design and advanced technology. The

charge point comes with a secure cloud- based remote management system, making it very easy to pair with existing apps, loyalty programs, customer portals or point of use charging schemes.

Hill adds: “Whether it be ‘Man vs Technology’ or ‘Management over Enforcement’, Excel’s unique approach will offer you and your customers a unique and ultimately pleasurable car parking experience.”

Equally, APCOA Parking brings 40 years of experiences to the parking game, operating its management services for private landlord and public organisations in 12 countries, at 7,500 locations for 1.3m parking spaces in above ground, underground, multi-storey and temporary car parks. For its clients, APCOA manages costs and revenue, advertising, taxi ranks and new technologies and software to make parking management easy and profitable.

Park & Control, a division of APCOA Parking, provides a comprehensive package of concepts and services for the management of private parking spaces. Stephanie King, marketing manager at APCOA Parking UK, says: “We put, and keep, clients in control with effective management that ensures the correct and best possible usage of parking facilities.”

The parking management service aims to implement creative and original private land enforcement regimes at high profile sites across the UK, striving towards best-in-class services such as its ANPR system, Parkway.

ANPR technology is becoming more prevalent in the car park industry, and the technology is becoming increas-

Only USL offer complete single point responsibility refurbishment solutions.

When it comes to car park refurbishment, there’s no one else on our level. That’s because we’re the only UK contractor who can do it all. We use our own products, our own people and our own expertise to deliver unrivalled refurbishment solutions. It all means you have the reassurance of having just one point of contact – and none of the hassle.

Deck Coatings. Expansion Joints. Concrete Repairs. Corrosion Mitigation. Anti-Carbonation Coatings. Drainage Channels. Trolley Bays.

Visit our website www.structurecare.com

USL StructureCare

Kingston House, 3 Walton Road, Pattinson North Washington, Tyne & Wear NE38 8QA United Kingdom T: 0191 416 1530 E: info@usluk.com

ingly intuitive, but many have been hesitant to become early-adopters in implementing it while any teething problems are worked out. King says that going with a management service provider brings in expertise to make the system run smoothly. She explains: "Parkway is a flexible and future-proof parking payment system, integrating ANPR cameras with a wide range of user-friendly parking payment technology and access platforms that allow for a joined up, comprehensive, reliable, and low cost car park management solution without any costs burden to clients.

"The system works particularly well with retail and leisure customers through the introduction of technology that tightens the controls to remove the misuse of car parks, while increasing the ability for car parking spaces to churn at a rate that allows for ultimate commercial performance of their business," She continues. "ANPR technology provides real time reporting of data allowing businesses to understand their customer profiles for future targeted marketing opportunities."

ANPR Parkway also supports a wide number of payment options and can be linked to the service provider's cashless payment service APCOA Connect. This allows customers to purchase a parking session through various methods: using either a smartphone app, online website or via text message for a seamless customer experience. It also offers



the option of Late Pay, giving drivers 24 hours after leaving to pay for their stay, and automatic payment for pre-registered customers with Auto Pay.

Every car park is different and will have its own requirements and bringing in an outside company to manage a car park comes with a lot of advantages, as dedicated specialists have wider insights into the parking industry and can bring their ideas and expertise through experience. It can mean faster implementation of management concepts, improved operations, improved parking compliance, reductions in operation costs, and eliminating admin fees.

Est. 1969
cemplas
REPAIR // PROTECT // TRANSFORM

british parking awards 2017
FINALIST

Call Us: **020 8654 3149**
Email Us: **info@cemplas.co.uk**







EXPERTS IN STRUCTURAL REPAIR & PROTECTION

- CAR PARK REFURBISHMENT
- BASEMENT WATERPROOFING
- CAVITY DRAINAGE

- RESIN FLOORING
- CONCRETE REPAIRS
- PROTECTIVE COATINGS

- LIQUID-APPLIED ROOFING
- BALCONIES & WALKWAYS
- MOVEMENT JOINTS

VISIT WWW.CEMPLAS.CO.UK

Cemplas Waterproofing & Concrete Repairs Ltd, Holbrook House, 72 Lower Addiscombe Road, Croydon, CR9 6AD

POINTING THE WAY



3D parking display makes wayfinding easier

Finding a parking spot can be a nightmare and there are few things more blood-boiling than circling a busy car park, thinking you've spotted an empty bay, and then realising there is a car already parked there. In a bid to reduce this petty frustration, Cleverciti recently launched Circ360, the parking industry's first 360 real-time outdoor digital signage solution for pole and aisle wayfinding, ideal for outdoor shopping centre parking areas.

The Circ360 is an omnidirectional floating LED sign that displays live parking information in 360 degrees and can be mounted onto existing lamp posts, masts, facades, or integrated into luminaires. The digital sign can display selected information for drivers approaching from different directions. It can be positioned directly above parking spaces and display messages such as local parking guidance, security notifications, and brand advertisements.

Each overhead parking sensor has a range of 400m and can detect up to 100 parking spaces, connecting with all the systems throughout the car park to create a holistic view of the available spaces, measuring in real time the availability of parking spaces across the entire parking area, in all weather conditions. It can also intelligently monitor restricted areas such as bus lanes, taxi ranks, EV charging stations and fire hydrants, all allowing managers and operators to access as much information about their car parks as possible.

"Circ360 enhances the customer experience from the moment they enter the shopping centre parking facility," tells Markus Grauvogl, vice president sales at Cleverciti Systems. "It delivers real time parking guidance on space availability and wayfinding, plus smart city messaging and other useful information, exactly where and when required – all with recourse to a smart phone or similar mobile device.

"Being omnidirectional, the 'floating' LED signs are highly visible when approaching from any direction so customers arrive relaxed in the knowledge they are maximising their time for shopping rather than wasting valuable minutes trying their luck at parking."

He adds that the signs are multi-functional, creating a new source of potential revenue: "Apart from being good for business for shopping centres, Circ360 also offers additional revenue opportunities from advertisers by functioning as highly targeted and dynamic billboards."

Most importantly for drivers, Cleverciti provides a smart phone app for motorists which offers live overviews of available and occupied parking spaces both on-street and in open air parking lots, reducing the need to drive slowly and scan for empty bays by guiding them directly to the nearest available space.

Grauvogl emphasises the ease with which the Cleverciti system can be installed, saying that it is non-disruptive, with a unit being able to be mounted onto existing posts in under fifteen minutes: "One or a stack of several Circ360 display units can be quickly mounted onto existing lamp posts, directly above parking spaces for maximum effect with minimal inconvenience for parking operators. Connectivity is simple via 3 or 4G, or Wifi."

Car parking is bound to continue to become more intuitive as new technology paves the way for an increasingly streamlined experience until there comes the time when everything will be controlled by computers and cars will inevitably park themselves. Implementing easy-to-install, intelligent wayfinding that benefits both the customer and the operator by building an accurate picture of a car park seems like a fine way to bridge the gap to this futuristic technological dream.



Purchase • Lease • Manage

www.excelparking.co.uk +44 (0) 114 261 7111



THE FUTURE ON DISPLAY

ADI believes LED technology has a role to play in future-proofing the shopping centre experience

With the retail sector facing challenges in a digital and rapidly-changing landscape, ADI's giant LED technology is increasingly being used in ever more innovative and unusual ways.

Priority is moving away from short term commercial gain and towards future-proofing the shopping centre experience to ensure the longevity and continued appeal of UK venues.

No longer just places to 'buy stuff', but destination day-outs to 'do stuff', there's an expectation for something new and exciting that makes a visit to the local shopping centre more appealing than purchasing online. Investments into the dining and leisure offer are an important part of the puzzle for owner/operators, but amplification of brand partnerships and unique, memorable experiences are essential for building loyalty and repeat visits too.

With uncertain times for the major players in high street retail the traditional model of anchor tenancy is starting to wane as anchor experience becomes more prominent. In their remit shopping centre owners and operators need to provide the digital platforms for brands to tell their story and immerse visitors in the occasion, creating that 'Instagram moment'.

ADI works with forward-thinking owners and operators including intu who are known for embracing new technologies to help brands thrive and make customers smile. Roger Binks, customer experience director at intu, says: "The majority of intu's in-venue experiences are through brand partnerships and the brands that dominate the shopping centres flourish. We've found that a combination of hardware, experience and brand brings both direct and indirect income."

Brands bring exciting content, fresh interactions and have the power to drive footfall and dwell time – while boosting revenue. Venues need to think beyond just traditional digital out of home media formats and designated event spaces to empower brands. To drive the most innovative forms of shopper engagement across the whole customer journey

they must create a sense of occasion and excitement for the shopper through the entire on- and off-line experience.

Innovative digital platforms are powerful both in physical size and emotional interactions, and modern LED technology allows canvases to be produced in any size, shape and format, allowing seamless integration with internal or external architecture. While the digital platforms are impressive, content needs to be the hero piece, with shopping centres ideally curating brand assets into immersive experience.

Drew Burrow, ADI's business development manager says: "ADI has a renewed focus on designing large scale content-driven experiences that bring brands to life. LED canvases and larger-than-life content can completely transform static interiors and architecture and its ability to change through the day, week and month brings the opportunity to offer something new on every visit and future-proof the experience.

"A unique part of ADI's appeal is our ability to provide not just the platform, but the content. Our creative studio specialises in the live experience, cleverly combining artistic videography, brand story-telling and commercial partnerships to produce stunning content that achieves experiential objectives and crucially enhances revenue.

"There's a definite change occurring in the industry and the recognition that these platforms are an investment for the future, where value is measured not just in this year's advertising revenues, but in the part they play in ensuring customers return week after week, year after year."

ADI will have a prominent presence at this month's Revo 2018 Show in Manchester. Larger than life digital platforms with a blend of cinematic, advertising and interactive content will be visible at the cinema and entrance areas of the show, demonstrating how the destination venues of tomorrow can utilise creative LED solutions to deliver both exceptional experience and long-term commercial value.

POWERED GATES NEED CAREFUL MANAGEMENT

Do the powered gates and barriers in your shopping centre meet today's standards? asks Richard Jenkins

Powered gates and barriers are an integral part of security in shopping centres across the UK, yet the Door and Hardware Federation (DHF) considers that of approximately 500,000 automated gates across the country, less than 30 per cent are installed and maintained safely.

Over the last 10 years accidents caused by gates while closing and opening or as a result of structural failure have, tragically, resulted in a number of deaths and serious injuries. Such incidents can also lead to financial penalties and even custodial sentences for those found guilty of negligence.

Responsibility for necessary safety checks rests with gate and barrier owners and operators. Designing, installing, maintaining and ensuring safe operation of powered gates and barriers demands your service provider has the technical knowledge and competence to deliver a gate installation and maintenance service adhering to current standards. This responsibility includes appointing competent installers and maintenance engineers to meet the requirements of the Health and Safety Act.

In collaboration with the DHF, NSI (National Security Inspectorate) the UK's leading, independent UKAS accredited certification body within the security and fire safety sectors has developed an effective standard and approval scheme for installers and maintenance companies working to best practice, making them readily identifiable to shopping centre operators.

Organisations independently assessed and holding third-party certification visibly demonstrate the particular values of integrity, competence and professionalism, through their commitment to a regular audit regime: a clear, unambiguous signal to buyers. NSI approval is recognised as the mark of reassurance for buyers in the security and fire systems' installation sectors, with over 1,800 companies holding approval in a wide range of services.

NSI Gates approval signifies integrity and business professionalism as well as specific technical competence in powered gates.

TIPS FOR POWERED GATES AND BARRIERS

Those responsible for safety within shopping centres should consider the following points when conducting an

inspection to reduce the hazards associated with powered gates and barriers:

- In the case of sliding gates or lifting barriers, for areas protected from unauthorised access, is the gate or barrier fitted with 'safety edges' - to cause the gate to stop or reverse its movement when an obstacle is encountered?
- Is a safe edge or intelligent drive fitted - which causes the gate or barrier to retract when an obstacle is encountered between the ground and its lower edge?
- Are pedestrians and vehicles detectors - such as light beams - installed on both sides of the gate(s) or barrier(s) to prevent or stop movement when something or someone approaches the gate?
- Are hinge areas protected with flexible guards - to prevent crushing of limbs - or is a 'safe hinge' design utilised to ensure a constant gap throughout gate opening or closing to avoid the risk of crushing?
- Do gates present a shearing hazard as they pass fixed supports or adjacent structures, if so are safety edges or fencing used to stop the gate and prevent unintentional pinching or crushing of pedestrians?
- Are the gates themselves, gate-posts or support pillars and doorstops or travel stops structurally sound so as to not present a risk of structural failure causing injury?
- Does the owner or operator know how to put the gate into manual operation and electrically isolate the gate in case of emergency?

If you are unable to answer these questions you may run the risk of being liable for operating an unsafe gate.

Check documentation related to installation and the maintenance regime:

- A qualified installer will always specify in detail the elements of the gate requiring maintenance
- If maintenance has lapsed, a qualified maintenance provider should be appointed to develop a suitable programme
- A qualified installer can advise if an unsafe gate should be switched off or otherwise secured to make it safe. Switching on a gate that has been assessed as unsafe could make the operator or owner criminally liable for any subsequent accident.





Aviva mulls resi conversion for retail parks

Aviva is looking to redevelop retail parks, especially in London, with high-density residential schemes in a bid to boost returns and meet the housing crisis. The firm's head of research Jonathan Bayfield has issued a research paper making the case for redevelopment.

"With UK retail parks facing an increasingly perilous future, turning the sites into vibrant residential-led developments offers land owners an opportunity to bolster investment returns," he said.

The pressures on UK retailers are intensifying as they are hit by rising costs, sluggish consumer spending and ever-expanding online sales. Since the turn of the year, Toys "R" Us, Maplin and Poundworld have gone into administration while others, including House of Fraser, Debenhams, Carpetright and Marks & Spencer, have closed stores.

While the majority of these brands' outlets are primarily located in town centres, it would be wrong to conclude retailers' woes are confined to the high street. The same forces are depressing the profitability of stores located in out-of-town retail parks. More and more retailers have found themselves trading from stores that are suddenly far too big for their needs.

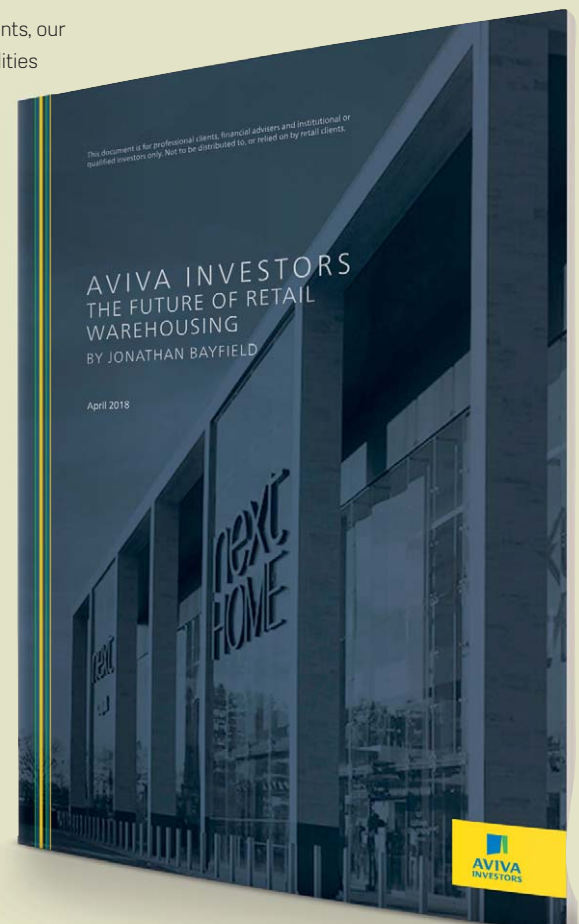
As the owner of a number of these sites in outer London boroughs, Aviva is talking to various tenants with a view to redeveloping the land. Bayfield ex-

plained: "In working closely with our retail clients, our objective is to help them cut their rental liabilities by converting their existing outlets into smaller formats that are more appropriate for today's retail environment. The aim is to boost sales densities and improve the profitability of their operations.

"By building a sizeable number of residential units on each of these sites — a large percentage of which will be genuinely 'affordable' — such developments can simultaneously help to meet London's ambitious new housing targets.

"From our perspective, although well-let, well-located schemes should continue to deliver decent returns, investing in many retail parks now carries increasing risk. With retailers unwilling to take out leases of more than ten years, and in many cases longer than five — compared with the 25-year leases most parks were designed for — downward pressure on rental income looks inexorable.

"By repositioning such sites, there is an opportunity to at least mitigate some of this downside risk and deliver investment returns that are sustainable over the long term," he concluded.





Planning applications plummet

The number of planning applications for new shops in England and Wales fell by 15 per cent last year, down to just 6,065 in 2017/18, from 7,134 the previous year, according to new research from Lendy, Europe's leading peer-to-peer secured property platform.

Lendy says that the significant fall in the number of retail planning applications reflects the ongoing struggles that the retail sector is facing. The fall in the demand for shops is partly down to shift in spending from the high street to the internet, which has pushed a number of major retailers into insolvency.

This shift in consumer spending is part of the reason the number of insolvencies in the retail sector jumped by 7 per cent last year, to 1,071 in 2017/18 from 999 in 2016/17.

Lendy explains that some major UK retailers have announced store closures and staff cuts in recent months. For example, Toys R Us recently closed all of its 100 UK stores, and Mothercare plans to close 60 shops by June 2019.

Recent research from Lendy also showed that there has been a 25 per cent fall in the number of department stores in England.

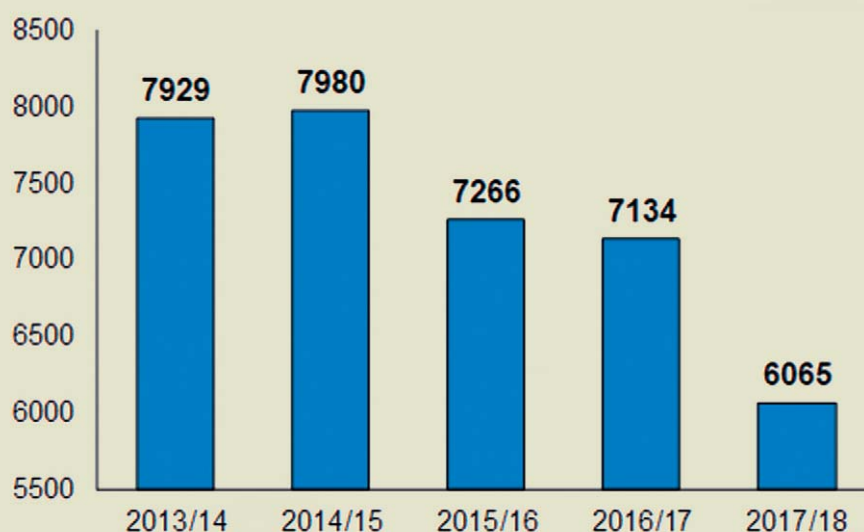
Hammerson, one of the UK's largest retail property developers, recently said that it would be reducing its exposure to shopping centres by 25 per cent and high street retail premises by 20 per cent.

Lendy adds that many of the biggest falls in retail planning applications over the last year have occurred in major UK cities. Sheffield saw applications fall 53 per cent, to just 17 down from 24, while applications in Newcastle dropped to 71 from 118, down 46 per cent. Applications for new shops in Kensington and Chelsea fell 39 per cent to 78 from 130.

Despite the retail sector being under pressure, Lendy says that well-selected retail property can still represent a sound investment if it makes up part of

a diversified investment portfolio.

Liam Brooke, CEO of Lendy, said: "A collapse in demand for new shops is symptomatic of the issues that the retail sector is having to combat. Major developers are actually selling off assets, while many other could now be adopting a stand-off approach instead of committing to spending large sums on new shops. Local authorities need to take a flexible attitude towards allowing the change of use from retail to residential."



ACCESS



HEIGHTS UP TO 36m

- Service, LOLER & Maintenance
- Sales Of New & Used Platforms
- Access Platform Hire
- Spider Lifts
- Scissor Lifts & Booms
- IPAF & PASMA Training On Your Site
- National Coverage

Call Us
0845 1 800008
Email: info@lifterz.co.uk
Visit: www.lifterz.co.uk



Lifterz WORK PLATFORMS *experience the difference!*

BUILDING REFURBISHMENT

Car Park Structural Repair & Protection Specialists

- Concrete Condition Testing & Investigation
- Lifecare Plans & Budget Costings
- Concrete Repair & Protection
- Anti-Carbonation Coatings
- Deck Waterproofing
- Movement Joints

T: 0208 654 3149
W: www.cemplas.co.uk
E: info@cemplas.co.uk

CAR PARK GUIDANCE AND MANAGEMENT

Swarco
01748 824624
www.swarco.com

CHRISTMAS GROTTO MANAGEMENT

Great Grottos
01306 886989
www.greatgrottos.co.uk

CHRISTMAS SERVICES

Decx
01773 835552
www.decx.co.uk

Fizzco Projects
01427 666029
www.fizzcoprojects.co.uk

Gala Lights
Leblanc illuminations UK
01622 882424
www.galalights.com

CLEANING & MAINTENANCE

BlueFrog Cleaning Services
01903 262 555
www.bluefrogcleaning.co.uk

PARKING

Only USL offer complete single point responsibility refurbishment solutions.

Deck Coatings. Expansion Joints. Concrete Repairs. Corrosion Mitigation. Anti-Carbonation Coatings. Drainage Channels. Trolley Bays.

Visit our website www.structurecare.com

T: 0191 416 1530 E: info@usluk.com

GLAZING

Commercial Glazing Specialists

- High Level Glass Replacements
- Health & Safety Inspections & Report
- Leak Identification & Rectification Services
- Refurbishment Programs
- Annual Maintenance
- Dedicated Shopping Centre Division

T | 0207 183 6551 E | info@glre.co.uk
www.glazingrefurbishments.co.uk

COMMERCIALISATION

Vileda
0845 769 7356
www.vileda-professional.com/en-GB

Destination Space
0161 743 4644
www.destination-space.com

Forum CentreSpace
0191 226 8844
www.forumcentrespace.co.uk

InnerSpace
0161 477 3652
www.innerspace.uk.com

Shoppertainment Management Ltd
0161 817 5221
info@shoppertainmentmanagement.co.uk

Space to Trade
028 406 60138
www.spacetotrade.co.uk

CUSTOMER COUNTING



Coinfactory
0161 633 2298
www.coinfactory.co.uk

GLAZING



Glazing Refurbishment
01638 730 612
www.glazingrefurbishments.co.uk

LEISURE VENDING



Clearhill
02840 622028
www.clearhill.com

MANAGEMENT SERVICES



Shopping Centre Management
01372 386983
www.shoppingcentremgt.co.uk

MARKETING



Shoppertainment Management Ltd
0161 817 5221
info@shoppertainmentmanagement.co.uk



JFR Promotions
0161 440 7035
www.jfrgroup.net



ANPR International
0114 261 7111
alunc@excelparking.co.uk

PARKING



Excel Parking
0114 261 7111
alunc@excelparking.co.uk



G24
0370 042 7215
www.g24.co.uk



HX Car Park Management
01422 399 526
www.hx-pcn.com



Premier Park
01392 308 480
www.premierpark.co.uk



Scheidt & Bachmann UK Ltd
01372 230 400
www.scheidt-bachmann.com



UKPC
0333 220 1030
www.ukparkingcontrol.com

PUBLIC WIFI



Freerunner Net Ltd
01920 872 454
www.freerunr.com

SHOPMOBILITY SERVICES



National Mobility Services
03700 949 808
info@nationalmobilityhire.com

SHOPPING MALL WIFI



Inkspot Wifi
0131 556 4034
www.inkspotwifi.co.uk

SIGNAGE



Sign Options
01254 695550
www.signoptions.co.uk

Find out more about these suppliers...visit

www.shopping-centre.co.uk/directory

To advertise in Products & Services or in the Shopping Centre online directory please contact:

Trudy Whiston at trudy.whiston@jld-media.co.uk

or call 01293 416 090



TAX NEEDS A LEVEL PLAYING FIELD



Paul Souber believes VAT could help save the high street

There are growing calls for an 'online sales tax' (OST) to redress the balance between physical and digital retailing but a fiscal solution may have to be more intricate – and how VAT is levied may be part of the answer.

We're all familiar with being asked in sandwich bars if we're 'eating in or taking away'. How we answer makes a substantial difference to the price we pay.

So for shopping could we create a similarly two-tiered VAT system where, for example, you would pay VAT at 15 per cent if you shop in a physical store and 22.5 per cent if you purchase online? This would be both an incentive for people to shop in person – and also for online retailers to lease physical stores. We're already seeing a growing trend for the latter and this VAT differential could accelerate that.

It would certainly chime with what people want. In a YouGov survey we carried out for our Midsummer Retail Report this year, a large cross-generational segment among more than 3,000 shoppers wanted to see online retailers such as ASOS, BooHoo and – slightly ironically – NotOnTheHighStreet establish physical stores in their town centres.

However, if the HMRC was to gift this competitive edge to high streets across the country, local authorities would have to find ways to reciprocate. They would need to look hard at planning flexibility – to

regenerate areas where retail is redundant – and also parking charges to help encourage both landlords, occupiers and shoppers.

If we really want to protect our town centres, then we need to accept that in many are over shopped and the retailing space needs to be repurposed. In its place we must create the right infrastructure to support housing, offices, leisure and the logistics which support these.

Given that local authorities are to be financed in future by the business rates levied in their domains, they have a vested interest in making town centres as vibrant as they can be. However, it's optimistic to think that any increase in business rates revenues will be ploughed back into town centre regeneration. Councils facing financing shortfalls of up to 20 per cent are going to be extremely stretched and shopping districts will have to wait in a long queue.

Similarly, the danger with simply applying an OST, as Chancellor Phillip Hammond is promoting, is that it will simply milk the digital pure-plays and neither compel them or, indeed, shoppers to make their way to the high street. And unless there was a direct conduit of cash from the OST to in-town regeneration then how would local authorities benefit?

Busy shops (and fewer of them) are the cure for the high street. Perhaps that veteran tax, VAT, can be used to get the ball rolling.



→ Paul Souber is head of London retail at Colliers International

Shaftesbury secures Stone's sculpture

Central London landlord Shaftesbury has launched the Tusk Rhino Trail across its Carnaby London estate. In support of conservation charity Tusk, 21 specially painted and embellished rhino sculptures have charged onto the streets of London, including a design by Rolling Stone Ronnie Wood situated on Broadwick Street just off Carnaby Street.

The sculptures can be seen in Carnaby throughout the month-long campaign until 22 September, which has been designated World Rhino Day. Ronnie Wood was joined by respected

artists David Mach and Adam Dant, who have also designed sculptures for the campaign, under the iconic Carnaby Street arch with a 'crash' of rhinos.

Shaftesbury director Simon Quayl said: "Shaftesbury are proud to support Tusk with the launch of the Rhino Trail and delighted that Carnaby will be home to this spectacular sculpture designed by Ronnie Wood. The protection of the planet and endangered species is a matter close to our hearts, and we hope that the campaign will raise awareness to our visitors about how they can also support the cause.

Mammoth Mascot for Merry Hill

West Midlands shopping centre Intu Merry Hill has unveiled its new mascot, Marmalade the Mammoth, and launching him a 'Marmalade Factory' event created by Chefs on Stage.

The Marmalade Factory was a hands on experience for children and parents alike to enjoy, providing a great opportunity to get creative and learn about food.

The children learned how to make their own fruity preserves with Intu Merry Hill's new cuddly mammoth, and then made their own delicious marmalade cookies to take home too.

Chefs on Stage has worked with shopping centres including Festival

Place, Intu Metrocentre, Meadowhall, Westfield London and Gunwharf Quays providing events from demonstration pop-up kitchens to cookery theatres from mobile units to workstations.



This month's moves . . .

AVISON YOUNG, the world's fastest-growing commercial real estate services firm, has acquired Wilkinson Williams and opened a new office in London's West End. Wilkinson Williams partners MILES MARTEN, PAUL WILKINSON, JAMES POTTER, GRANT IMLAH, MARK PHELPS, DAVID MARSDEN, PAUL SIMPSON and PETER PHILLIPS become principals of Avison Young.



SCHRODER REAL ESTATE has appointed ROBIN HUBBARD as head of real estate capital. He joins Schroders from InfraRed Capital Partners, where he spent six years as director of investor relations and business development. Prior to this, he held senior capital raising positions at Rothschild, Probitas Partners and CBRE Capital Advisors.



ANKERSIDE shopping centre has welcomed MARK BURBRIDGE as its new centre manager. He joins after seven successful years as centre manager at One Stop shopping centre & retail park in Birmingham.

TOWN CENTRE SECURITIES has appointed LYNDA SHILLAW as property director. RICHARD LEWIS, the company's current property director, is retiring in November 2018. Shillaw joins from Manchester Airports Group where she was divisional chief executive officer, property. She has previously held roles at Scottish Widows Investment Partnership, Lloyds Banking Group, Co-Operative Estates, and BT.



Strollex™
mini shopper



ASK about our deals and services



TO FIND OUT MORE VISIT OR CONTACT
www.strollex.co.uk | 07836 707 618
day@strollex.co.uk

SHOPPINGCENTRE



WEEKLY



Sign up today

www.shopping-centre.co.uk