

Assessing Our Contribution

BROUGHTON SHOPPING: A REVIEW





Welcome

People don't just 'pop in' to Broughton Centre, they spend hours here, socialising, meeting friends and family, shopping and eating.

Behind the scenes, we've been working enthusiastically at building relationships with our local community.

We've established strong relationships with local schools, charities and businesses, and have the pleasure of watching them benefit from the resources and activities available here. This all makes me incredibly proud to be the Broughton Centre Manager.

Alan Barker
Centre Manager at Broughton Centre

Broughton Centre offers a great shopping, dining, and leisure experience located just off Junction 36a of the A55 in Flintshire.

It is home to some of the best known brands in the UK such as Primark, M&S and Pizza Express, and features the first IMAX screen in North Wales.

The centre is well connected for staff and visitors, and provides a great place for people to come together.

We're delighted to publish this review exploring our social, economic and environmental contributions, informed by a study carried out by independent economics consultancy, Regeneris.



Key stats



Providing 1,900 Jobs
directly at Broughton Centre

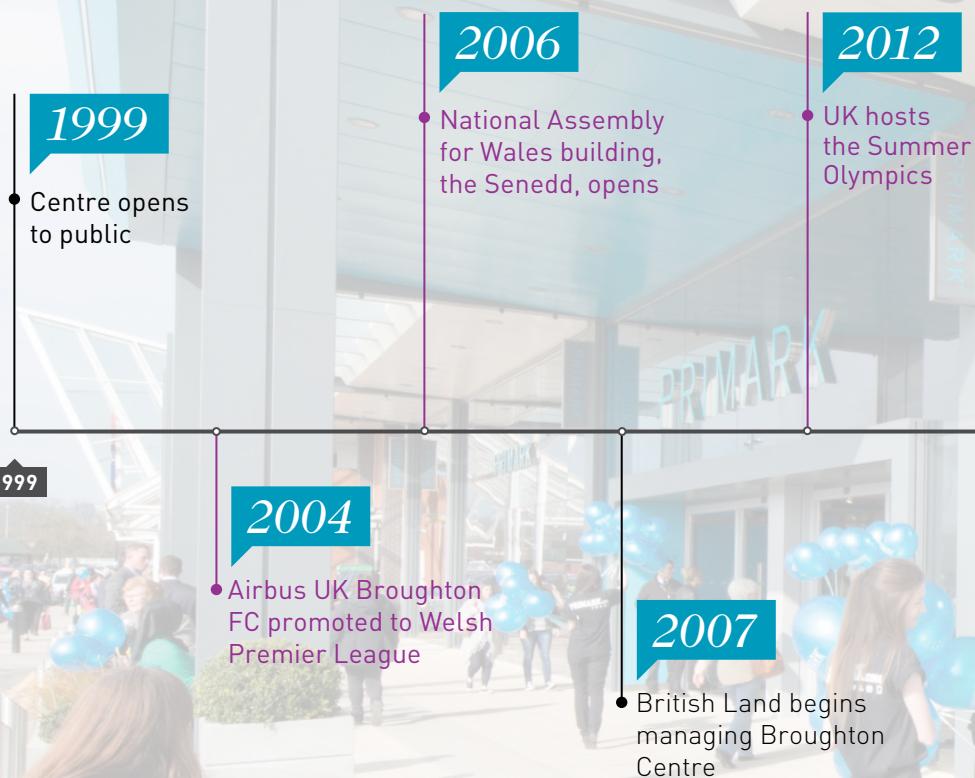


£53m Contribution
to Flintshire's economy annually,
Gross Value Added (GVA)



£91,000+ Invested
into the Broughton Centre
community since 2015 through
cash contributions, time
volunteering and in kind donations

Broughton Centre: Our History

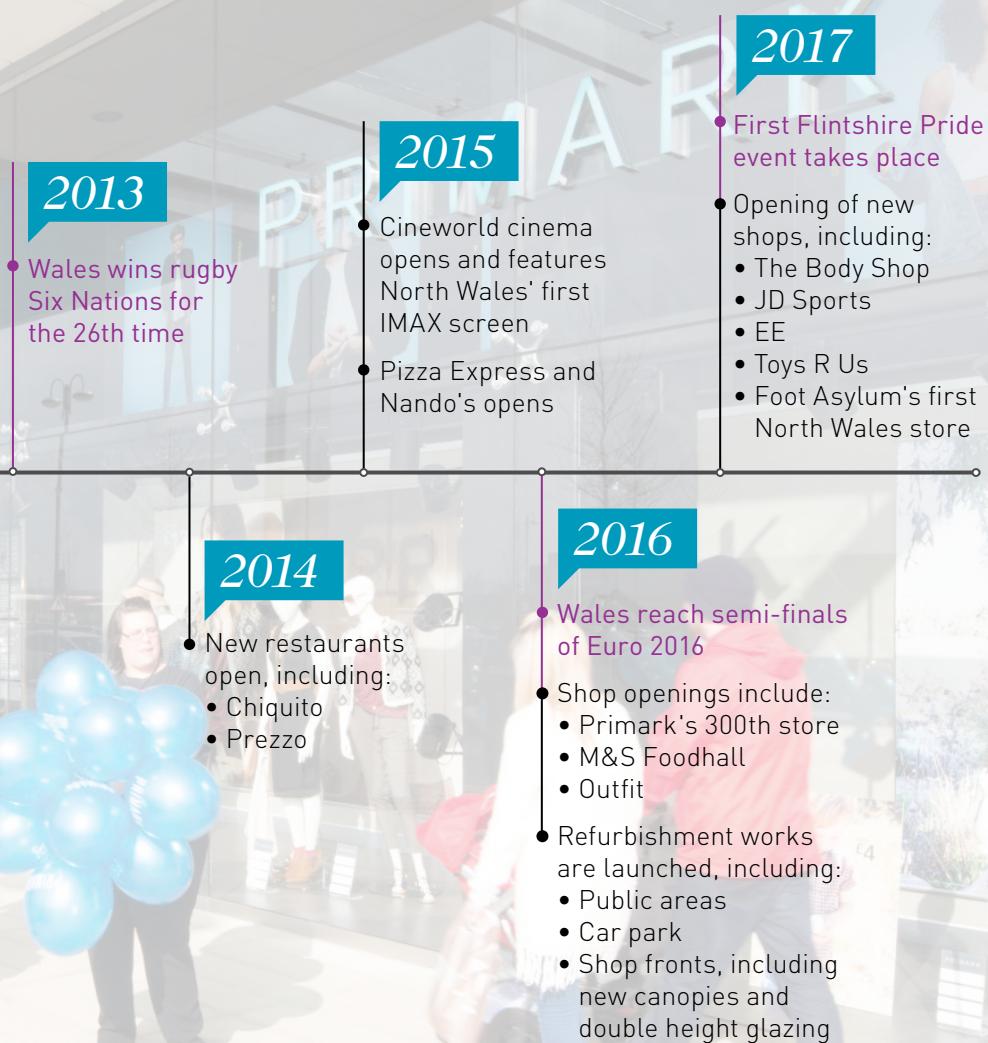


KEY TO TIMELINE

UK-wide

Broughton

As partners in the community, we are committed to ensuring Broughton Centre is a great place to be. From 2014-2017, we invested over £24m in improvements and are continuing to update and develop our Centre.



Supporting Jobs and the Economy at Broughton Centre



Providing 1,900 jobs

directly at Broughton Centre



1 in 4 retail jobs

and 1 in every 40 jobs in Flintshire is supported by Broughton Centre



1000+ job fair attendees

at our 2017 annual jobs fair, with over 60% of attendees gaining employment on site



Bright Lights Starting Out

in Retail and Hospitality training programme launched in 2017 and worked with retailers to support eleven 16-24 year-olds to develop valuable skills to help them into employment

£53m

£53 million contribution

to the Flintshire economy each year, Gross Value Added (GVA), with contributions across Wales of £84 million



10% of all business rates

in Flintshire County Council are paid by Broughton Centre, with £6.7 million collected annually



66% local procurement

with £462,000 of Broughton Centre's spend going to businesses within 25 miles in 2017, boosting the regional economy

“This was the first year that Tesco has been involved with the Bright Lights programme, and it is one which I would recommend to more businesses. Seeing the improvement in the learners throughout the course was very rewarding for our store team.”

Tesco, retailer at Broughton Centre



The retail sector accounts for 1/3 of UK turnover



Almost 1 in 5 jobs in the UK are in retail

Recognising the important role retail plays in people's careers and employability, British Land introduced its Bright Lights skills and employment programme to Broughton Centre, helping people of all ages to develop their potential and grow through apprenticeships, work experience, graduate schemes and more.



Amy [left] successfully completed the Bright Lights Starting Out training scheme. She went on to secure employment with The Body Shop at Broughton Centre and is now a valued member of the team.

"The Bright Lights course offered a lot of support when searching for a job and they helped me understand what career path I wanted to take. I am really enjoying the role here at The Body Shop and I am learning plenty of new useful skills about the inner workings of a business."

Amy

Employee at The Body Shop, Broughton Centre



The Broughton Centre Community



994+ schoolchildren

have benefited from our award-winning Young Readers Programme with the National Literacy Trust since 2013 at Broughton Centre



£91,000+ invested

into the Broughton community since 2015 through cash contributions, time volunteering and in kind donations



£30,000+ raised through fundraising

for charitable causes at Broughton Centre since 2010, thanks to the generosity of our visitors and centre team

It is important for the team at Broughton Centre and British Land to connect with our communities.

From hosting literacy events to facilitating fundraising, celebrating local heritage to investing back into the community, Broughton Centre is a place with people at its heart.

Our award winning Young Readers Programme with the National Literacy Trust is helping children

from local primary schools to nurture a love of reading and improve their literacy skills. We're proud to have worked with over 994 local schoolchildren since 2013.

We're delighted that the events held at Broughton Centre are supported by our occupiers and retailers.



"We are extremely grateful to the team from Broughton Centre. Our inpatient room is totally transformed. An important aspect of our care is the 'home from home' environment, where patients can relax and spend quality time with their loved ones."

Nightingale Hospice fundraiser



"A big thank you to Broughton Centre for helping to reiterate the importance of books to us in such an enjoyable way – myself and the children had a wonderful time."

Teacher at participating school

Great Places: Broughton Centre



10.5 million visitors
annually, with an average of
200,000 visitors per week



**96% of customers
would recommend
a visit to a friend**

Staff, safety, security and
cleanliness also scored
4.7/5 and above, reflecting
visitor satisfaction



21% energy savings
since 2009, reducing carbon
emissions by over 300 tonnes
and saving retailers £42,000
on their energy bills



**Dementia-friendly
trained**

centre team, building a safe
and welcoming environment
for all visitors, especially those
who may be vulnerable



**99% construction waste
diverted from landfill**

during the Cineworld construction
and centre refurbishment, with
over 40,000 tonnes re-used and
recycled since 2013



**99% managed waste
diverted from landfill**

since 2015, with almost 400
tonnes re-used and recycled
from Broughton Centre's shops,
cafés, restaurants and cinema

Our staff work hard to ensure
Broughton Centre is a great place
to be and we are delighted that 96%
of our customers said they would
recommend a visit to the Broughton
Centre to a friend.

From transforming our public spaces,
improving our environmental efficiency
and providing dementia-friendly

training, we are committed to creating
a place that makes a difference to
people's everyday lives.

We are continuing to update and
improve the centre, and look forward
to welcoming every one of our visitors.



“I am so glad that everyone had a fab time [at Chester Zoo trip, organised by Broughton Centre team], thank you so much for organising it. The extra vouchers for meals and Cineworld is so kind, thank you so much.”

Dementia support worker

“You should be very proud of the service that is being given. I would not hesitate visiting your park in the future or recommending my friends visit.”

Broughton Centre visitor



Find out more or get in touch

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Broughton Centre is managed by British Land, one of the UK's leading placemakers.

We welcome your feedback.



For Regeneris' full methodology on the Broughton Centre economic contributions,
please visit: <http://www.britishland.com/sustainabilityreport>

All information presented in this review is correct as of February 2018.