

# 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

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**£53m Contribution**

to Flintshire's economy annually,  
Gross Value Added (GVA)

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**£91,000+ Invested**

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

# Broughton Centre: Our History

1999

- Centre opens to public

2006

- National Assembly for Wales building, the Senedd, opens

2012

- UK hosts the Summer Olympics

1999

2004

- Airbus UK Broughton FC promoted to Welsh Premier League

2007

- British Land begins managing Broughton Centre

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.

## 2013

- Wales wins rugby Six Nations for the 26th time

## 2015

- Cineworld cinema opens and features North Wales' first IMAX screen
- Pizza Express and Nando's opens

## 2017

- First Flintshire Pride event takes place
- Opening of new shops, including:
  - The Body Shop
  - JD Sports
  - EE
  - Toys R Us
  - Foot Asylum's first North Wales store

## 2014

- New restaurants open, including:
  - Chiquito
  - Prezzo

## 2016

- Wales reach semi-finals of Euro 2016
- Shop openings include:
  - Primark's 300th store
  - M&S Foodhall
  - Outfit
- Refurbishment works are launched, including:
  - Public areas
  - Car park
  - Shop fronts, including new canopies and double height glazing

# 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.”*



### 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.

*The retail sector accounts for 1/3 of UK turnover*



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

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## £91,000+ invested

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

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## £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.