



CASE STUDY: NEWRIVER RETAIL

Cushman & Wakefield

Location: UK



NewRiver Retail are one of the UK's largest shopping centre investors and are committed to creating a positive impact on the environment, the local community and society as a whole. Cushman & Wakefield have been assigned to help develop a comprehensive sustainability programme which helps them ensure they are conducting activities in a manner that enhances their reputation, provides social benefit and increases the long term value of their business. Within this programme we are looking at further developing their already comprehensive Health & Wellbeing metrics framework in line with UK-GBC Retail Metrics framework.

NewRiver Retail already collect and report on a number of Health & Wellbeing metrics for all of their Shopping Centres. This includes perceptual metrics such as cleanliness and security, the quality of the toilet facilities, cosmetics of the shopping centre and parking facilities. NewRiver Retail also have advanced data sets relating to economic metrics, with average spend per person, dwell time and frequency of visits to name just a few. This has then been formatted and reported in a meaningful way. Examples of the reporting format are shown to the right.

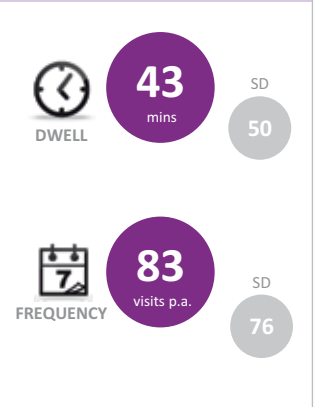


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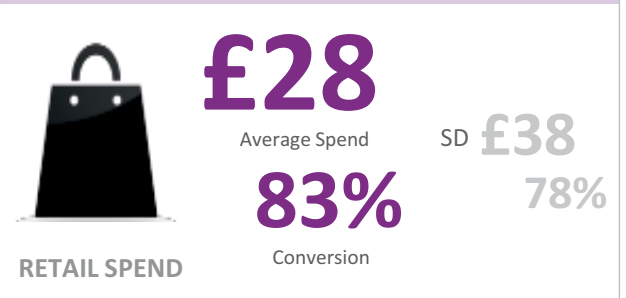
SHOPPER PERCEPTIONS



HOW & WHERE



PORTFOLIO



CASE STUDY CONTINUED:

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This comprehensive data collection and reporting process enables NewRiver Retail to identify how the shopping centre specified is performing in terms of customer satisfaction and financial performance. Through this, connections can be made between customer satisfaction & wellbeing in the retail environment, and the financial performance of the retail centre. Further, the data highlights areas where improvement needs to be made so that actionable plans can be put in place to maximise health & wellbeing in the areas most needed. The standardised approach throughout the shopping centre portfolio allows for peer group comparison between the centres, allowing performance to be compared and benchmarked against top performers and the portfolio average.



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The main challenge with advancing their programme has been creating a solid framework where different data sets can be compared and correlated against one another.

We will plan to take the already comprehensive data set and align this in the WorldGBC's proposed format (See Retail Metrics Framework). One of the great benefits with NewRiver Retail is that sufficient data has already been collected enabling the analysis and correlation testing to be at the core of moving their programme forward. This will inform key areas for improvement, enable advanced asset level benchmarking to be achieved and for actionable plans to be implemented that will both advance health and wellbeing in their shopping centres, and also lead to financial improvements and increased profitability for retail tenants.

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