



CASE STUDY: ECCLESALL ROAD

Marks & Spencer (M&S)
Location: Sheffield, United Kingdom

THE DESIGN

M&S' Sustainable Learning Store at Ecclesall Road combined a variety of sustainable initiatives under one roof and at the time of launch pushed new boundaries in terms of sustainability and innovation to create a truly unique proposition. Since Ecclesall Road opened in April 2011, M&S has been assessing the performance of every sustainable feature.

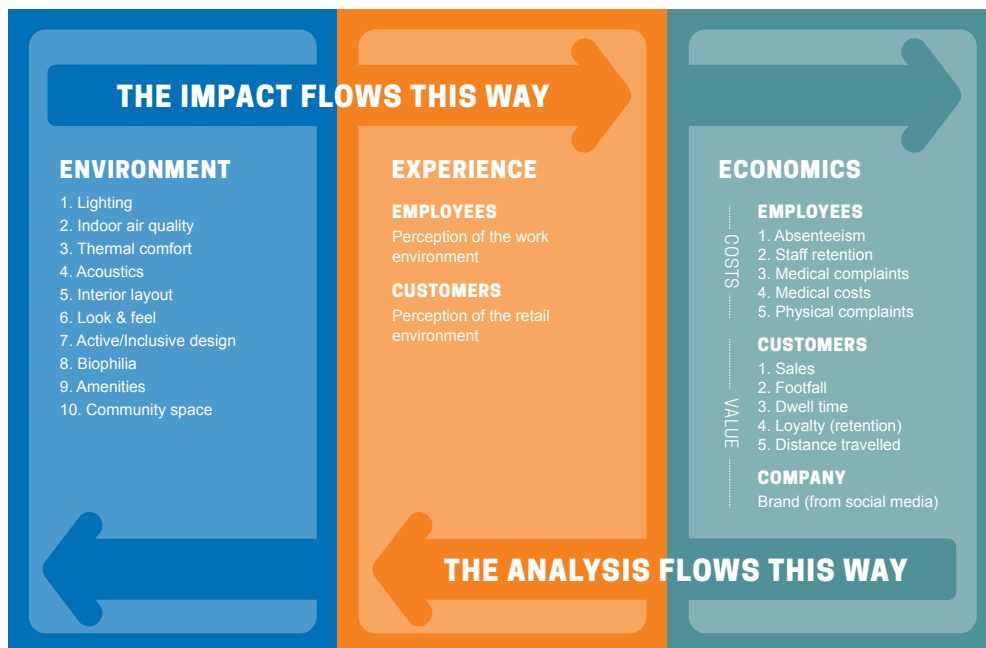
A lighting strategy combining efficient LEDs, natural daylight, sun pipes and control sensors has led to a 20% reduction in lighting energy. The rainwater harvesting tank provides water for the toilets and green 'living wall' and has helped reduce water use by 30% compared to



Photo credits: Marks & Spencer

other Simply Food stores. Heating and hot water are provided by heat expelled by the fridges which brings energy consumption just below an average Simply Food store and M&S are working to reduce this even further. The staff and customers love the store too, with satisfaction levels exceeding 80% in both groups.

RETAIL METRICS FRAMEWORK



M&S has addressed sustainability outside as well: a sedum roof and the living wall act as habitats for wildlife. Bird boxes have been installed around the perimeter wall and there are 62 varieties of plant. To help their customers, M&S also put electric car charging points in the car park and real time local transport information via LED screens in store.

CASE STUDY CONTINUED:

Marks & Spencer (M&S)

Location: Sheffield, England

THE FRAMEWORK

As part of UK-GBC Retail Task Group, M&S chose to retrospectively apply the [WorldGBC Retail Metrics Framework](#) to Ecclesall Road. Through the process of applying the Framework, observations were made by M&S which have informed further development of the Framework and associated tools. These included:

- **Comprehensive Data** – M&S started by mapping available data against the metrics under the Framework. Whilst Ecclesall Road is a Sustainable Learning Store with a detailed Post Occupancy Evaluation, M&S was not able to provide data for every single metric. Based on this, only by applying Strategies 2 and 5 for piloting the metrics can we be confident that all metrics will be covered.

RETAIL METRICS FRAMEWORK IMPLEMENTATION STRATEGIES

STRATEGY 1: Assess what employees and customers have already said about your store environments.

STRATEGY 2: Identify stores that have undergone sustainable refurbishments and compare financial results.

STRATEGY 3: Identify green stores within a portfolio and work backwards from the economic data to review relationships with environmental features/performance.

STRATEGY 4: Sift the portfolio, again from the economic results, to identify correlations with store environments and worker/customer experiences.

STRATEGY 5: Trial the metrics from a standstill.

- **Metric Definitions** – M&S ran an internal workshop with key stakeholders to gain support, feedback and input. This workshop highlighted the need for clear definitions for the environmental metrics. As a result of this feedback, the WorldGBC will provide a Guidance Note on 'Best practice and benchmarks for healthy retail environments' to address this.

THE FINDINGS

M&S took existing data from the Post Occupancy Evaluation and from sources identified in the internal stakeholder workshop. M&S then assigned this data to the metrics under the Retail Metrics Framework. M&S has identified positive experiences from customers and employees that related to specific environmental metrics:

LIGHTING

87% of customers state that light levels were satisfactory throughout the store.

THERMAL COMFORT

84% of customers state that temperature was satisfactory throughout the store.

BIOPHILIA

Staff members really like being able to sit by the window in the staff common room and look out at the greenery and their surroundings.

These are just a few examples of positive relationships between environmental performance and customer and employee experience, which starts to support the Better Places for People Campaign. M&S is continuing to collect data for Ecclesall Road from sources across the business in order to build a bigger picture of its performance against all three elements of the Framework. M&S also plans to apply WorldGBC Retail Metrics Framework to the next Plan A store in line with Implementation Strategy 2, and looks forward to sharing these results next year.

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