

Birstall Shopping Park

Property overview

Birstall is situated near Leeds and has been in the British Land portfolio since 1999. The Park is home to 14 shops, attracting 3.5 million visitors a year and bringing 800 jobs to the area at peak times. It is managed by an on-site team, with Savills acting as managing agents.



Our use of resources

The number of people travelling to Birstall by bus has increased to 10%, from only 1% in 2006, cutting carbon emissions. This year's travel survey by Kirklees Council also revealed a slight reduction in the number of people travelling on their own by car, and showed that twice as many people are now car sharing. The Birstall team has worked with local transport providers and the local council to promote public transport. There is now a special bus timetable for the Park to make it easier for people to find out about services.

Our communities and us



45 retail students from Mirfield Free Grammar and Sixth Form visited Birstall to gain firsthand knowledge of Christmas trading patterns. Birstall was selected by the award-winning school as its partner for the new Retail Diploma, and has worked with the school throughout the year. Centre Manager, Denis Copeland, gave several presentations to the students on issues that retailers face during the festive season. Denis also introduced them to managers at Boots, Gap, HMV, Mamas & Papas and Next. Business Studies teacher, Sarah Arundel, commented: "It means so much to the students to see what happens at the coalface. They took so much away from the visit, and learned a great deal about this most vital time in the retail calendar." 17 of the students have also benefited from work experience with Birstall retailers. Our support enabled the school to apply for match funding from the Specialist Schools and Academies Trust to purchase classroom resources.



Louise Birkenshaw was delighted to win a new mountain bike after visiting the Sustainability Exhibition at Birstall. Hundreds of people completed a sustainability questionnaire, with winners randomly selected by Business in the Community. Louise was nearing the end of her maternity leave and had been thinking about buying a bike for making the fairly short journey from her home to where she works. She commented: "I have been putting off the purchase as most of my disposable income has been going on the children, and this has come as a very welcome surprise."

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Thank you for the input, enthusiasm and time you have devoted to our Retail Studies courses. The insights you are able to give our students are invaluable.

Allison Simpson

Head of Business Studies at Mirfield Free Grammar

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