

Eastgate Shopping Centre

Property overview

Eastgate in Basildon has been in the British Land portfolio since 1993. The Centre is home to more than a hundred shops and attracts over fourteen million visitors a year, bringing up to 2,500 jobs to the area at peak times. It is managed by an on-site team, with the support of Munroe K.



Our use of resources



Eastgate was awarded a National Green Apple Award for the fourth consecutive year and a National Green Heroes Award for the fifth year.

The Centre has sent zero waste to landfill since September 2008, with 79% of waste recycled and the remaining 21% going to incineration. This has diverted 274 tonnes from landfill, with 193 tonnes segregated on-site and a further 23 tonnes extracted for recycling at a materials resource facility.

All electricity used at Eastgate came from Climate Change Levy exempt sources, reducing carbon emissions. However, energy use increased at the Centre, following a refurbishment which saw the addition of new lifts and escalators, as well as a new food court. Although the team selected energy efficient lighting and equipment, the additional facilities have increased the energy demand. The team is continuing to look into opportunities to generate energy from renewable sources.

The rainwater harvesting system at Eastgate saved over 4 million litres of mains water this year. It re-used rainwater for flushing toilets and urinals. This contributed to the Centre winning the Loo of the Year Award 2008, beating 1,700 other entries. The Centre also won best baby-changing facilities.

Our customers and us



The Eastgate team was delighted to achieve a prestigious British Council of Shopping Centres Achieving Customer Excellence Award. Mystery shoppers scored staff an impressive 95% on average for customer service, the highest score of any centre visited. Jean Robb, Customer Service Assistant, also received a commendation for excellence. Mrs Robb, 62, said: "It was a complete surprise, but I am really delighted for everyone at Eastgate. Customers always come first here and we all care passionately about the service that we give."

In September, Centre retailers and local businesses filled 344 Christmas vacancies through Eastgate's annual Shop for a Job. Debenhams filled all of its vacancies for Christmas. This three-day event also helped local people to find seasonal employment. Eastgate also hosted the annual Young Enterprise Trade Fair. Nearly 50 students from local schools set up stalls, with the winning team from Appleton School, selling Bill and Ben themed pot plants. The Centre continued to sponsor the Countrywide Business Awards for Retail and the Basildon Business Awards for Retail.

“ We pride ourselves on giving customer service that is second to none, and to be recognised nationally and professionally is a great honour for Eastgate. Jean's award is also so well deserved and we are all thrilled for her.

Hans Wustefeld
General Manager at Eastgate

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The team at Eastgate raised over £100,000 for charity, supporting local causes and generating goodwill. Much of the fundraising would not have been possible without the generous support of the shoppers. Shoppers bought 3,500 toy giraffes, funding three Giraffe incubators for the Neonatal Intensive Care Unit at Basildon Hospital. This will enable hospital staff to give even better care to premature and ill newborn babies.

“Everyone at the Eastgate Centre has been fantastic and we would like to say a special thank you to all of the shoppers who bought a giraffe.”

Kirsty O'Callaghan

Fundraising Manager at Basildon Hospital

In November, hundreds of people attended a service at Eastgate to mark the 90th anniversary of the Armistice. The service was led by the Rev Esther McCafferty of St Martins of Tours Church and attended by veterans from the Royal British Legion, the Eastgate team, retail employees and shoppers. Chairman of the local Royal British Legion, John Hawkins, said that he had been overwhelmed by the public's support this year.



The Centre hosted a series of exhibitions, displaying artworks by over 100 local people. In June, a series of paintings, sculptures and photographs showed how Basildon could become greener. Exhibits included a dragonfly made out of recycled shopping trolleys and a five-foot tree built from recycled materials. The display was organised jointly by Eastgate and the Basildon Green Business Forum, of which Eastgate is an active member. Colin Stroud of the Forum commented: "We hope the exhibition encourages both shoppers and businesses to become more environmentally aware." In October, another art exhibition showcased the talents of some of the young people who have been helped by Little Havens Children's Hospice since it opened ten years ago. 30 paintings were auctioned to raise money and awareness for the Hospice.

Eastgate continued to work closely with the local police force to improve community safety, part-funding three head cameras for the local police force. Basildon Chief Inspector, Mark Wheeler, said the gadgets should cut court time by improving the evidence needed to secure convictions. He added: "These cameras will also make it easier for victims of crime. They won't need to be called as witnesses and will also have the confidence that cases will make it to court because of the evidence the cameras will capture." A member of the security team patrolling the Centre now wears a head camera. The Centre hosted a series of Have a Cuppa with a Copper events, in partnership with Starbucks. These gave local people the opportunity to discuss community issues with members of the local police force over free tea and coffee. In April, police officers gave local people 1,000 purse chains, funded by Eastgate, to protect against pickpockets. In a separate event, 66 people applied to become Special Constables with Basildon Police.

The security team also attended 166 life-threatening first aid alerts in Basildon town centre and at Eastgate as part of their First Responders service. They provided vital support to people suffering from epileptic fits and heart attacks, and even delivered a baby. The local 999 control room can get in touch with the team directly via a dedicated mobile phone. Treatment in the first few minutes after an incident can make the difference between life and death. All of the volunteers have been trained by the local ambulance service and the Centre has an automatic defibrillator to treat those experiencing cardiac failure.

“We are not a substitute for the ambulance crew, but a very timely added bonus for the patient who may be suffering from a life-threatening condition. By working with the ambulance service, we can buy time for the patient until the ambulance crew arrives. It is a challenge, but the satisfaction of helping people is what makes it rewarding.”

Lee Riches

Security Supervisor at Eastgate



80% of the Eastgate team participated in volunteering and fundraising projects. Five team members cycled 300 miles from London to Paris, raising money for the Touching Tiny Lives Appeal. Another 25 members of the team cycled over 1,200 miles on exercise bikes in the Centre. Other initiatives included selling poppies for the Royal British Legion and toy giraffes for the Neonatal Intensive Care Unit at Basildon Hospital.

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Art is an excellent way in which to give children the opportunity to express themselves. It gives them the freedom to show their emotions and feelings, whether they are happy, sad or angry.

Karen Budge

Teacher at Little Havens Children's Hospice

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In March 2009, an exhibition of creative writing by local schoolchildren was organised to tie in with World Book Day. Local schools and award-winning authors worked with the children to create school newspapers, illustrated books, a fantasy exploration tale set in China, short stories and a murder mystery.

Eastgate continued to provide use of space on the malls to a number of charities, enabling them to raise both funds and awareness. There was a focus on health, well-being and safety. Over 400 people had tests for diabetes and their blood pressure taken by volunteers from Rotary International, as part of a stroke awareness campaign. More than 300 people signed the British Heart Foundation's comments book for two new cardiac nurses at Basildon Hospital. 260 people booked appointments to have free smoke alarms fitted by Essex Fire and Rescue, as well as receiving advice on avoiding fires. Other causes included Bosom Friends at Basildon Hospital for breast cancer, Drug and Alcohol Abuse, Macmillan Nurses, St Luke's Hospice Sunflower Appeal and an environmental health exhibition by Basildon Council.

Volunteers also held the Centre's fifth Christmas party for families from Little Havens Children's Hospice, attended by 200 people, including children with terminal illnesses. The party was held outside opening hours, with hot food provided by Nandos. Entertainment included singer Josh Dubovie, balloon modellers and face painting. Eastgate's grotto was opened for the evening and all the children received a present from Santa. Cliff Masters, whose son Anthony, 19, has been receiving care at the Hospice since it opened ten years ago, commented: "It was a lovely evening and great to catch up with the other families we have met through the years." 1,000 schoolchildren also participated in charity Christmas Carol Concerts to raise money for the Hospice.

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This party just gets bigger and better each year and that is down to the support received from Eastgate Shopping Centre. Thanks to Eastgate and Nandos, every family has had a great time and a memorable start to Christmas.

Jane Harwood

Play Specialist at Little Havens Children's Hospice

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In the run up to Christmas, a group of Year 9 media students spent time at Eastgate working with DJs from community radio station, Gateway FM. The radio station, which is based at Eastgate, broadcasts 24 hours-a-day on the internet and on FM twice yearly for 28 days. Gateway FM also provided a series of courses to teach disabled people radio broadcasting skills, and is expected to be granted a full licence in due course.

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