

# BIRSTALL SHOPPING PARK, LEEDS

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.

Footfall went up by 7% this year, outperforming the national average. It is managed by an on-site team, with Savills acting as managing agents.

## 6%

### LESS ENERGY USE

The team at Birstall reduced energy use by 6%, saving 8,700 kWh of energy and an estimated £800 for retailers, as well as cutting carbon emissions by five tonnes.



# BIRSTALL SHOPPING PARK

## INVESTING IN THE NEXT GENERATION

LOCAL STUDENTS FROM MIRFIELD FREE GRAMMAR AND SIXTH FORM DONNED HARD HATS TO SEE BEHIND THE SCENES AT THE FIT-OUT OF THE NEW M&S SIMPLY FOOD STORE AT BIRSTALL.

This was a unique opportunity for students to see an area of retail that would normally be behind closed doors. One of the students has even decided to pursue a career in shop fitting. The new M&S Simply Food store officially opened in July 2009.

**“The project has had a big impact on my knowledge and understanding as we are able to find out information we can’t get from websites and see how the retail sector really works. It also allows us to talk to a wider range of people.”**

### Student feedback

Head of Business Studies, Allison Simpson, commented: “We were amazed at how

much work goes into making a shop, something that as a customer you don’t often think about. Thank you to Denis, M&S and Wates for making this insight possible.”

The team at Birstall has also provided the school with input into projects across the curriculum, helping to develop lesson materials and case study content for a large number of students, as well as visiting the school and allowing students to visit behind the scenes at the Park.

Mamas & Papas has also supported a business studies assignment in which students researched recruitment and selection methodologies and designed an interview process for potential employees at Mamas & Papas.

This link between the Park and the school helps to give students an insight into the world of work, develop their subject

knowledge in a real-life context and meet employers, allowing them to see at first hand the skills used in business. In July 2010, the Birstall team will be presenting a student with the Business and Enterprise Award at the school’s annual prize ceremony.

**“Students really enjoy and benefit from the projects, as do the teachers, who learn more about the business world and are able to develop ideas to enhance teaching and learning.”**

### Lorraine Barker

Principal at Mirfield Free Grammar and Sixth Form



Retail and business studies students welcomed the opportunity to see behind the scenes in a new store fit-out.



The store opening in July was well attended.

# BIRSTALL SHOPPING PARK

## POLICE COMMUNITY DAY

IN SEPTEMBER, THE PARK HOSTED AN EVENT TO GIVE LOCAL PEOPLE A CHANCE TO SPEAK WITH LOCAL POLICE OFFICERS.

“The day proved to be a great success for us; it was really satisfying for my team to be able to spend time with the public, offering advice and reassurance where needed, as well as information about the different roles present on the day. We received some really positive comments from people, who were happy to have a chat with us all, gaining an insight into the varied types of work we all undertake.”

**Gary Calvert**  
Acting Police Sergeant



## COMPETITION WINNER

LOCAL SHOPPER, MARGARET GIERULA, PICKED UP PRIZES FROM RETAILERS AT BIRSTALL.

The competition, to celebrate the opening of the new M&S Simply Food store, gave shoppers the chance to win £140 of prizes donated by Boots, Gap, HMV and Next. Margaret was presented with her prizes by Boots Chief Executive, Andy Hornby, and Director of Sales, Simon Roberts. She commented: “I am really pleased with my prize; I haven't won anything for years.”



## BIRSTALL HELPS TO FUND A GUIDE DOG

THE TEAM AT BIRSTALL HELPED THEIR COLLEAGUES AT PARKGATE SHOPPING IN ROTHERHAM TO FUND A GUIDE DOG FOR THE BLIND.

Thanks to the efforts and generosity of staff, retailers and shoppers, they raised £2,250. This will help to transform the life of somebody affected by the loss of their sight, by providing them with a trained canine companion.



The Birstall and Parkgate teams worked together to fund a guide dog.

Left: Sameena Majid (Boots), Simon Roberts, Margaret Gierula, Angela Gott (Boots Store Manager), Andy Hornby and Denis Copeland (Regional Centre Manager at Birstall).