

# BROUGHTON SHOPPING PARK, CHESTER

BROUGHTON, NEAR CHESTER, HAS BEEN IN THE BRITISH LAND PORTFOLIO SINCE 2005.

The Park is home to 31 shops, attracting 9.2 million visitors a year and bringing 450 jobs to the area at peak times. It is managed by an on-site team, with Savills acting as managing agents.

## PLATINUM AWARD

The team at Broughton achieved the UK's first Platinum Service Charge Award following an independent audit by the Property Managers Association. This demonstrates the quality of service charge management and communication with retailers.

The team has also successfully cut service charge costs for retailers, without affecting the quality of service. Forecast service charge expenditure for 2010 is 8% lower than last year, saving retailers an estimated £47,700.



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## RESOURCE EFFICIENCY

### SHOPPERS AND RETAILERS AT BROUGHTON RECYCLED SIX TONNES OF WASTE.

The team also reduced energy use by 3%, saving 6,500kWh of power and three tonnes of carbon. They achieved this largely by replacing lightbulbs with energy efficient alternatives. Water use reduced by an impressive 12%, saving 230,000 litres of water.



Regional Centre Manager at Broughton, Colin Gilligan, is a Governor at nearby St David's High School.

## ALL FOR A GOOD CAUSE

### GENEROUS SHOPPERS AND STAFF AT BROUGHTON RAISED £5,750 FOR CHARITY.

With thousands of shoppers visiting the Park each day, Broughton is a great venue for charities and community groups to raise both funds and awareness.

The Clwyd Army Cadet Force held a fundraising event in aid of the Army Benevolent Fund which looks after British troops injured in combat. The cadets also used the event as an opportunity to show would-be recruits what life can be like in the Force. In October, the local Hawarden

Air Cadets demonstrated their drill routine in aid of Children in Need. Other charities which used the Park for fundraising included the British Red Cross, the RNLI and St John's Ambulance.

British Land also contributed £1,000 to Crimebeat Clwyd, a local charity which encourages young people to pursue projects within their community to prevent crime and anti-social behaviour.



In February, five teams from Asda Living and Tesco took part in a three-legged race, flipping pancakes as they ran. Tesco was the clear winner.



Father Christmas visited the Park to raise money for Phoenix Children's Foundation and the Rotary Club. Children from Abermorddu Primary School also entertained shoppers with carol singing, collecting donations for a school trip. Chester Operatic Society also performed on site.

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## LOCAL SERVICES

THE TEAM CONTINUES TO WORK WITH FLINTSHIRE COUNTY COUNCIL TO HOST EVENTS PROMOTING LOCAL SERVICES AND RAISING AWARENESS OF IMPORTANT ISSUES.

Some 2,000 visitors attended an information road show during the summer, and a further 500 visited the youth outreach bus in November.

Other events to raise awareness of local services and issues included visits by Blood Transfusion Service, encouraging people to give blood to help to save a life, and the Foster Care Service, raising the profile of fostering.



Broughton offers a comprehensive Visitor Information Point, through the Chester Services Partnership. An estimated 2,600 shoppers collected literature on local leisure facilities and tourist attractions, or watched a DVD on the local area.

“The Foster Care Open Day at Broughton was an outstanding success, generating ten enquiries from couples who wished to become foster carers. Four of these couples hope to complete the Skills to Foster course.”

**Colin Gilligan**  
Regional Centre Manager at Broughton



## FIRE FIGHTING

IN MARCH, FIRE OFFICERS VISITED THE PARK TO ENCOURAGE SHOPPERS TO TAKE UP THE OFFER OF A FREE HOME FIRE SAFETY CHECK AND TO TEACH YOUNGSTERS ABOUT THE DANGERS OF FIRE.

Children also had the opportunity to play on interactive games in the Fire Service’s educational bus, whilst parents registered for a free home fire safety check. A member of the Service then visited their property at a convenient time, carrying out a fire safety check and installing smoke alarms for free.

“This was a great opportunity for us to promote fire safety, targeting people who are out shopping with their youngsters.”

**Kevin Roberts**  
County Safety Manager