

EASTGATE SHOPPING CENTRE, BASILDON

EASTGATE IN BASILDON HAS BEEN IN THE BRITISH LAND PORTFOLIO SINCE 1993. THE CENTRE IS HOME TO MORE THAN 100 SHOPS, INCLUDING ASDA, DEBENHAMS, ERNEST JONES, H&M, HMV, JANE NORMAN, MONSOON, NEW LOOK, NEXT, PRIMARK, RIVER ISLAND AND SUPERDRY.

It attracts almost 15 million visitors a year and brings up to 2,500 jobs to the area at peak times. A comprehensive refurbishment of the Centre was completed in 2008, with a new food terrace, as well as more retail units and improved customer facilities. It is managed by our agent, Munroe K, with the on-site team led by Hans Wustefeld.



BRITISH COUNCIL OF SHOPPING CENTRES

Achieving Customer Excellence Award 2009.

GREEN APPLE AWARD 2009

PURPLE APPLE MERIT AWARD

for Community Relations 2010, for the second year.

NATIONAL GREEN HEROES AWARD 2009

for Environmental Awareness.

ESSEX COUNTYWIDE BUSINESS AWARDS 2010

for Staff Training and Development.

BASILDON DISTRICT BUSINESS AWARDS 2009

for Education and Lifelong Learning.

YOUNG ENTERPRISE CHAIRMAN'S AWARD

(East of England) 2009.

FINALIST FOR BUSINESS MAN OF THE YEAR 2009

Hans Wustefeld.

BABY CARE SUITE OF THE YEAR (ENGLAND) 2009

UK LOO OF THE YEAR AWARD 2009

EASTGATE SHOPPING CENTRE

GREEN EASTGATE

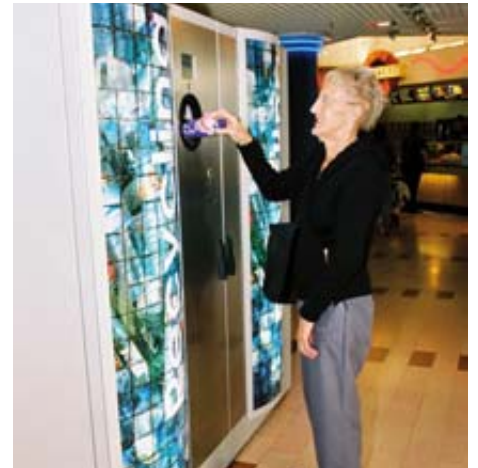
THE TEAM SENT ZERO WASTE TO LANDFILL, WITH 79% OF WASTE RECYCLED AND THE REMAINING 21% INCINERATED WITH ENERGY RECOVERY.

This was a further improvement on 68% recycling last year, largely thanks to extensive on-site segregation of retailers' waste, as well as recycling bins on the malls. Recycling facilities are also provided for shoppers in the car parks, with reverse-vending machines for aluminium cans in the malls. Over 800 tonnes of waste were diverted from landfill, equivalent to over £30,000 in landfill taxes. Eastgate won British Land's Waste Management Award 2010.

The team also reduced energy use by 25% compared to last year, saving 1.4 million kWh of power and nearly 450 tonnes of carbon, as well as cutting costs for retailers by an estimated £65,000.

“The Eastgate team is driven by the need to improve environmental performance in the workplace and is prepared to raise the bar higher still in the future. Last year, we successfully improved energy efficiency by reducing the operating hours of lifts, escalators and back-of-house lights. We also increased our recycling rates by working more closely with our retail partners.”

Ian Clark
Deputy Centre Manager at Eastgate



9%

SAVINGS FOR RETAILERS

The team at Eastgate cut forecast service charge costs by 9%, saving retailers £219,000.

WE CAN FIX IT

WHEN WEST BASILDON CHILDREN'S CENTRE'S PLAN TO HOLD AN EVENT IN THE TOWN SQUARE FELL INTO TROUBLE, JUST NINE DAYS BEFORE IT WAS DUE TO BE HELD, EASTGATE CAME TO THE RESCUE.

What was initially a major challenge for Eastgate ultimately became a massive success. During the two-day event, over 400 people registered to use the Children's Centre. Entertainment included costumed characters Bob the Builder, as well as Fifi, Roary the racing car and Big Chris.

Eastgate produced most of the promotional materials as part of its contribution towards an excellent event and a good cause. Eastgate works in partnership with a range of community groups and charities including Action Medical Research, Little Havens Children's Hospice, the Royal British Legion and West Basildon Children's Centre, as well as local schools and colleges.



Fifi, Roary the racing car and Big Chris entertaining children at Eastgate.



Local artist, Keith Chapman, who gave the world Bob the Builder, was guest of honour at this well-attended event in aid of the local Children's Centre.

EASTGATE SHOPPING CENTRE

ON YOUR BIKE

TEAM-EASTGATE CYCLED FROM LONDON TO PARIS, RAISING £54,100 FOR ACTION MEDICAL RESEARCH, A CHARITY WHICH HELPS PREMATURE AND SICK BABIES.



15 members of the team at Eastgate each cycled a staggering 343 miles, arriving at the Champs Elysees in Paris exactly 24 hours before the Tour de France. While the team was on its four-day mission, 83 mall and shop staff peddled another 963 miles on exercise bikes in the Centre, whilst watching the Tour de France live on video screens. Eastgate won British Land's Fundraising Award 2010.

Team-Eastgate began training last year, collectively losing an impressive 28 stone of weight by cycling over 24 miles a day. Most of the team had never cycled any distance before, and many had not participated in sporting events since their schooldays. This is the third year the Centre has taken part in the fundraising cycle ride. They already have plans to get back on their saddles for the 2010 London to Paris bike ride in July.

Hans, 66, was born in Holland, where he says 'everybody cycles'. He has plans to boost its popularity in Essex, working closely with Basildon and District Council, local schools and the NHS to promote cycling. In recent years, the Centre has bought a pool of bikes for staff to borrow whenever they want. The results are impressive, with more than a third of Eastgate employees now cycling to work. Eastgate has also funded bikes for local police community support officers so they can get around town faster, as

well as donating bikes to schools and to Basildon Council for its bike hire scheme for residents at Gloucester Park. Club Kingswood supported the team with free gym membership and fitness training.

British Land agreed to match the £27,050 raised by the Eastgate team pound for pound, bringing the grand total to £54,100. In January, Fiona Bruce, BBC newscaster and Action Medical Research ambassador, visited British Land's Head Office in London to collect the cheque, on behalf of Action Medical Research.

"I am really proud of the team here at Eastgate who dedicated a considerable amount of time and effort to this wonderful cause. The bike ride itself was just spectacular, hill after hill, with people cheering us on all the way. Something we will never forget. Start training now. It's fun and rewarding!"

Hans Wustefeld
General Manager at Eastgate



Fiona Bruce accepts the cheque on behalf of Action Medical Research from Chris Grigg, British Land's Chief Executive, and members of the Eastgate team.

"On behalf of Action Medical Research, I am thrilled to accept this cheque for an amount which could help change the lives of many children across the UK. I would like to congratulate all those who dedicated their time and efforts to such a great cause, and thank British Land for matching the amount raised by the cyclists."

Fiona Bruce
Action Partners President

EASTGATE SHOPPING CENTRE

SUPPORTING THE POPPY APPEAL

GENEROUS STAFF AND SHOPPERS AT EASTGATE DONATED A RECORD £46,000 TO THE POPPY APPEAL FOR THE ROYAL BRITISH LEGION.



At precisely 11am on the 11th day of the 11th month, a hushed atmosphere filled Eastgate, as war veterans and hundreds of shoppers thought of those serving abroad in conflicts today, remembering those who gave the ultimate sacrifice.

This followed a two-week Poppy Appeal during which members of the Eastgate team joined veterans to sell poppies and raise awareness of the need to help the Armed Forces and their families – today and for the rest of their lives. The Appeal was held in partnership with the Basildon and Laindon branch of the Royal British Legion, as well as the South Essex Normandy Veterans Association.

The Eastgate team is now raising funds to take 40 World War Two veterans and their carers to Arnhem in Holland in 2010 for the 65th anniversary of the liberation of the country. British Land contributed £3,770 to help to make this possible. Previous visits of remembrance organised by the Eastgate team have included trips to Passchendaele in Belgium, Arnhem in Holland, the National Memorial Arboretum and the Imperial War Museum.

“We thank our staff and shoppers for helping the local Royal British Legion to raise a record £46,000. This is a tribute to all those who have given their lives for freedom, and we thank all of our visitors for making this fantastic achievement possible.”

Hans Wustefeld

General Manager at Eastgate, who is Patron of the local branches of the Royal British Legion and Normandy Veterans Association.

EASTGATE SHOPPING CENTRE

GET CREATIVE

AROUND 300 CHILDREN PARTICIPATED IN EASTGATE ECO-ART 2009, DEVELOPING AN INTEREST IN CREATIVELY PROTECTING THEIR LOCAL ENVIRONMENT.

Eastgate Eco-Art 2009 was a school-based challenge for pupils to identify and record ecological successes in the communities in which they live, and using creativity to bring these to the attention of others. The competition was open to local children aged seven to 15-years old, and was delivered in partnership with Basildon Council, Basildon Echo and Creative Partnerships.

Children photographed their chosen environmental achievement, explaining it with a short description. In September, the entries were exhibited at Eastgate, with the winning entries receiving up to £250 towards school-based environmental projects. This followed the success of the Basildon Green Business Forum's Art Challenge hosted at Eastgate in June 2008.

In September, artists, shop owners and business people met at Eastgate to launch Basildon's first-ever art trail. Local visual

artist, Dean Smith, was inspired to organise the event after last year's Essex Summer of Art, which brought together similar trails around the county. He added: "We have a lot of talent in this district when it comes to all forms of art, not just traditional painting. Just look at Keith Chapman, who created Bob the Builder, as well as the artists behind the Old Man Stan puppets and Dave Chapple, the Woodsman sculptor. Many people in Basildon will see works of art every day, inspiring them at places across the district, but may not even realise they have been created by local people."

In May 2010, another art exhibition will showcase the talents of some of the young people who have been helped by Little Havens Children's Hospice since it opened more than ten years ago. The paintings will be part of a silent auction, with shoppers able to bid for the works in aid of this good cause.



Pupils and teachers from Beauchamps High School in Wickford, winner of Eco-Art 2009, together with members of the Basildon Green Business Forum.

HELPING HAITI

SHOPPERS AND STAFF AT EASTGATE DONATED MORE THAN £15,000 TO THE HAITI APPEAL.

On 12 January 2010, a devastating earthquake struck Haiti. Thousands of people were killed and injured. The next day, the Eastgate team launched into action, working with Basildon Concord Rotary to collect donations from local people. All Eastgate staff generously gave their free time to make the appeal a success.

Within just two weeks, the first ShelterBoxes funded by the Eastgate appeal arrived at Port au Prince, each box supplying an extended family of up to ten people with a tent and essential equipment to use while they are displaced or homeless.

By the end of January, the Eastgate appeal had funded 30 shelterBoxes, providing 300 Haitians with shelter and emergency survival equipment.



HAPPY STAFF MAKE FOR HAPPY SHOPPERS

33 MEMBERS OF THE EASTGATE TEAM SUCCESSFULLY COMPLETED THEIR NVQ LEVEL 2 IN CUSTOMER SERVICE.

The course was held in the Centre's School of Learning, in conjunction with Basildon and Thurrock College. Eastgate has held Investors in People status since 2003, successfully re-accrediting in 2009. The School of Learning also offers a range of courses to retail staff at Eastgate. In July, the Centre received the Basildon District Award for Education and Lifelong Learning, in recognition of its commitment to continuous learning in the workplace. In 2010, the team also won an Essex Countywide Business Award for Staff Training and Development.