

# FORT KINNAIRD SHOPPING PARK, EDINBURGH

FORT KINNAIRD IS SITUATED NEAR EDINBURGH AND HAS BEEN IN THE BRITISH LAND PORTFOLIO SINCE 2005.

The Park is home to 48 shops, attracting 12 million visitors a year and bringing up to 2,300 jobs to the area at peak times. The Park is managed by Montagu Evans, with an on-site team led by Liam Smith.

## 2%

### **MORE VISITORS**

Footfall increased by 2% this year, outperforming the national trend.



---

# FORT KINNAIRD SHOPPING PARK

---

## SERVICE CHARGE SAVINGS AT FORT KINNAIRD

THE TEAM AT FORT KINNAIRD SUCCESSFULLY SAVED RETAILERS £40,000 ON FORECAST SERVICE CHARGES THIS YEAR.

They achieved 5% savings, without compromising standards. For instance, reducing the number of security officers on site during the quietest part of the overnight shift saved 1,825 hours of staff costs each year.

By retendering the cleaning contract the team achieved more favourable rates, making the most of the current competitive environment. They also saved 1,400 staff hours each year, for instance by reducing cleaning demand for the management suite.

Regional Centre Manager, Liam Smith, comments: "We are monitoring our new security arrangements closely and liaising with retailers, to make sure that security and safety are not affected. It can be a

process of trial and error, but one that is worth the effort if it helps retailers in today's challenging climate. We thank our security team for rising to the challenge and working to maintain the level of service."

Retailers have generally responded extremely positively. In a recent survey carried out by the management team, 98% of retailers stated that cleanliness and security on site exceeded or met expectations. The team continues to liaise closely with retailers to monitor levels of satisfaction, as well as opportunities for improvement.

"Having worked in six retail parks over my career, never has one been so well managed and run by such a dedicated, pleasant team as at Fort Kinnaird."

### Retailer feedback



---

## ENERGY REDUCTION AWARD

FORT KINNAIRD WON THE BRITISH LAND ENERGY REDUCTION AWARD 2010.

The team successfully reduced energy use by 28% by reviewing use of lighting, for instance, installing timers on the lighting system so that lighting reflects trading hours and daylight. This saved retailers an estimated £13,300 on their energy bills this year, at a time when savings are particularly important for many businesses.

The team also cut water use by an impressive 30%, saving 14 million litres of water and an estimated £18,000 on retailers' water bills.

They are now working with local schools on a project to encourage biodiversity and enhance the appearance of the Park by planting native species.



# FORT KINNAIRD SHOPPING PARK

## ON TRACK FOR EMPLOYMENT

BRITISH LAND IS FUNDING A PROJECT TO HELP UNEMPLOYED YOUNG PEOPLE IN THE CRAIGMILLAR AREA OF EDINBURGH ENHANCE THEIR EMPLOYABILITY SKILLS.

The project, which is being delivered by community-based employment access project, Worktrack, has already part-funded three jobs and a volunteer position with local employers.

Sandi McGeoch of Worktrack stresses how important it is to support young people into employment, particularly at the moment when so many are struggling to get a foot on the career ladder. She adds: "Worktrack has been involved with Fort Kinnaird for years, doing all sorts of projects, but this one is particularly nice because it is actually aimed at young people, and specifically young people within the greater Craigmillar area. We have really focused on tapping into local employers so there is a double benefit for the community."

Through the scheme, 16-year-old Patrick McGee gained employment with Witherspoon Gardening Services, starting a two-year landscaping course at the same time. He commented: "It's great going to college as I have time to learn the different skills in gardening and then use these at work." Two other young people, John Buchan and Tom Brown, were taken on by social landlord, Castle Rock Edinvar.

After completing their nine-month placement, they began apprenticeships and are now studying plumbing and joinery at college, as well as learning key skills as members of Castle Rock Edinvar's home repairs team.

Laura Lupton secured a position in the financial sector after training with Craigmillar Credit Union. Her manager, Margaret Evans, explained that Laura's ambition was to run her own business, and that the skills, experience and confidence she gained through this project would help her towards this. Margaret added: "The Credit Union also gained, as Laura quickly became a team member, assisting with the day-to-day running of the Credit Union."

During October, the Park also hosted a five-week recruitment event in partnership with Jobcentre Plus and Worktrack. 2,150 jobseekers attended, filling 380 vacancies with retailers such as Argos, Asda, Marks & Spencer, Next and Toys R Us. Advice and information was available to support people at various stages of their careers, as well as help with form filling, training opportunities, benefits and childcare advice.



"The job fair at Fort Kinnaird started six years ago because retailers were having difficulty recruiting in one of the most deprived areas of Edinburgh. Local people also needed to feel that the Park was part of their community, that it wasn't just a place where they spent money, but one where they could find work and opportunities. This year numbers were higher than ever, a reflection of the current economic climate."

**Sandi McGeoch**  
Business Link at Worktrack



## 380 jobs

2,150 jobseekers attended our annual job fair, helping retailers to fill 380 vacancies.

# FORT KINNAIRD SHOPPING PARK

## RETAIL FUNDRAISING

SHOPPERS AND STAFF AT FORT KINNAIRD SHOWED THEIR SUPPORT FOR LOCAL AND NATIONAL CHARITIES, RAISING OVER £17,000.

Shoppers and staff donated over 170 bags of goods for the British Heart Foundation, raising more than £5,000 for this worthwhile cause. There is now a permanent collection point on site, where shoppers and staff can donate books and clothing.

In November, members of the on-site team and retail staff were proud to 'Wear it Pink', raising £500 for Breast Cancer Research.

In August 2010, Regional Centre Manager at Fort Kinnaird, Liam Smith, will take part in a 700 ft mine charity slide in aid of the Anthony Nolan Leukaemia Trust. He will climb to the top of the Lady Victoria Mine at Newtongrange, and then fly down a zip slide. It's a 15-second adrenaline rush for the brave, and Liam was among the first volunteers.

“Heights aren't really my thing, but it's such a great cause. The Anthony Nolan Trust has given over 8,000 children and adults the gift of life since the charity was founded over 35 years ago. It's grown from the personal crusade of one mother to become a world leader in the field of tissue type analysis and transplant technology. At the moment it feels like I'll be attaching myself to a piece of chicken wire and throwing myself off the Grand Canyon.”

**Liam Smith**  
Regional Centre Manager at Fort Kinnaird

