

# PARKGATE SHOPPING, ROTHERHAM

PARKGATE SHOPPING IN ROTHERHAM HAS BEEN IN THE BRITISH LAND PORTFOLIO SINCE 2005.

The Park is home to 42 shops, attracting 7 million visitors a year and bringing 2,000 jobs to the area at peak times. It is managed by an on-site team, with Savills acting as managing agents.

## 5.5%

### **MORE VISITORS**

Footfall went up by 5.5% at Parkgate this year, outperforming the national average.



# PARKGATE SHOPPING

## £20,000 SAVINGS

THE TEAM AT PARKGATE CUT FORECAST SERVICE CHARGE COSTS BY 4%, WITHOUT AFFECTING SERVICE, SAVING RETAILERS £20,000.

They cut water use by 42%, the highest reduction across our retail portfolio, saving 2.1 million litres of water and an estimated £2,640 on retailers' water bills. We recognised their achievement with the British Land Water Reduction Award 2010.

The team also cut energy use by 23% compared to last year, saving 48,000 kWh of power and an estimated £4,230 on retailers' energy bills, as well as 26 tonnes of carbon.



The team at Parkgate achieved savings of some £8,000 by bringing canopy cleaning in-house.

# 42%

## REDUCTION IN WATER USE

saving 2.1 million litres of water and an estimated £2,640 on retailers' water bills.

“We realised savings both by installing water saving devices and by making sure that processes such as cleaning encourage efficient use of water, whilst still maintaining high standards.”

### Denis Copeland

Regional Centre Manager at Parkgate

## PARKGATE FUNDS SECOND GUIDE DOG

LESS THAN A YEAR AFTER RAISING £5,000 TO FUND A GUIDE DOG FOR THE BLIND, THE DETERMINED TEAM AT PARKGATE HAS RAISED ENOUGH FOR A SECOND PUPPY TO BE TRAINED.

Earlier this year the first puppy, named Billy after the Operations Manager at Parkgate who led the fundraising efforts, entered his training programme. Guide dog volunteers are now delighted that the same team will sponsor another dog, transforming the life of another person affected by the loss of their sight.

To raise an initial cash amount, the Parkgate team walked 40 miles from Birstall to Parkgate. They are already talking about raising enough for a third dog.

“Billy and his team have pulled out all the stops for us over the past couple of years, and their support and interest have been invaluable.”

**Glynnis Julian**  
Local volunteer



Above: Billy the dog joined members of the Parkgate team, together with guide dog volunteers.

Left: Billy the dog with his namesake Billy Smith, Operations Manager at Parkgate and champion fundraiser, and Geoff Helliwell, guide dog volunteer.

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# PARKGATE SHOPPING

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## INTEGRATED CCTV SYSTEM

LOCAL POLICE NOW HAVE A DIRECT LINK-UP TO THE CAMERAS ON THE SHOPPING PARK.



Police Superintendent, Andrew Parker, Operations Manager at Parkgate, Billy Smith, and Denis Copeland.

This is thanks to a new agreement between South Yorkshire Police and Parkgate Shopping. It means that the police can then summon vehicles and officers, if necessary, to support Parkgate security staff, and apprehend vehicles on the main routes out of the Park.

“Together with our police-approved Park Mark accreditation for safer car parking, this consolidates our reputation as one of the safest shopping destinations in the region.”

**Denis Copeland**

Regional Centre Manager at Parkgate and senior member of Rotherham Business Against Crime

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## FREEBEE BUS SERVICE

IN OCTOBER, A NEW FREE BUS SERVICE STARTED BETWEEN PARKGATE AND ROTHERHAM TOWN CENTRE.

Over 100,000 people have already boarded the FreeBee bus service. The service runs every 12 minutes from 8am to 6pm, Monday to Saturday, connecting the two main shopping destinations in Rotherham.

It takes cars off the road and gives thousands of local people the flexibility to plan their shopping around their needs and free time. It is operated by Powells, introducing the first fleet of environmentally-friendly Euro V buses to Rotherham.



“This is great news for Rotherham as it will give a wide range of people the chance to travel easily and for free around the town centre. FreeBee will transform the town centre offering, improving accessibility and connections for all transport users.”

**David Young**

Director of Customer Experience at South Yorkshire Passenger Transport Executive (SYPTe) - part of the Travel South Yorkshire partnership

# PARKGATE SHOPPING

## FIRE SAFETY

IN THE RUN UP TO BONFIRE NIGHT, LOCAL FIRE FIGHTERS CAME TO PARKGATE TO GET FIREWORK SAFETY MESSAGES OUT TO LOCAL PEOPLE.

South Yorkshire Fire and Rescue answered questions on fire safety issues and handed out bonfire safety information. Rotherham United footballers, Ian Sharps and Kevin Ellison, were also on hand to promote the safety message, at the same time as chatting with fans and signing autographs.

This event was part of Operation Fawkes, an initiative organised and funded by Rotherham Borough Council, South Yorkshire Fire and Rescue, and South Yorkshire Police. Parkgate sponsors Rotherham United, thanks to funding from British Land.

“Once again we are very pleased to team up with Parkgate Shopping and South Yorkshire Fire and Rescue. This is an important event so we are very happy to be able to show our support for the Rotherham community.”

**Steve Coakley**  
Commercial Director at Rotherham United



Local fire fighters and professional footballers visited Parkgate to encourage people to be fire-safe.

## MIDNIGHT WALK FOR CHARITY

CHARITY WALKERS RAISED OVER £50,000 FOR ROTHERHAM HOSPICE.



Over 600 sponsored walkers gathered at Parkgate Shopping just before midnight on Saturday June 20 and set off for a ten-mile walk.

Many were walking in memory of loved ones – wives, husbands, mothers, fathers and friends. For Assistant Manager at Rotherham United, John Breckin, who started the event last year, the night was particularly poignant. In common with many fellow walkers, he has the Hospice to thank for the love and dignity they showed to his wife during her last weeks.

“Although our walkers had plenty of time for some calm reflection, the night was also full of joy and purpose, thanks to the dedication of our helpers and the support from Parkgate Shopping, as well as the efforts of all our walkers.”

**Gill Shaw**  
Chief Officer at Rotherham Hospice

## £80,000 FOR CHARITY

GENEROUS STAFF, RETAILERS AND SHOPPERS AT PARKGATE RAISED AN IMPRESSIVE £80,000 FOR CHARITY THIS YEAR.

Good causes which benefited included Bluebell Wood Children's Hospice, Guide Dogs for the Blind, Rotherham Hospice and SAFE@LAST for the homeless.

# PARKGATE SHOPPING

## ROTHERHAM YOUNG ACHIEVERS

PARKGATE SPONSORED THE ROTHERHAM YOUNG ACHIEVERS AWARDS 2009.

These awards, organised by the Rotherham Advertiser, highlighted the depth of real young talent in the area, with stories of skill, valour, enterprise and sheer guts.

Nine-year old Dane Fox received the Sportsman Award from Regional Centre Manager at Parkgate, Denis Copeland. Dane holds a black belt in karate and is the English, British and International Champion in his age group. To get to this level and stay at the top he trains seven days a week. We are also sponsoring the Rotherham Young Achievers Awards 2009.



Dane is only too ready to demonstrate the karate skills that led to him being named Rotherham's Young Sportsman of the Year.



## SLEEP OUT FOR THE HOMELESS

IN OCTOBER, CHILDREN'S CHARITY SAFE@LAST HELD ITS THIRD BIG SLEEP OUT AT PARKGATE.

261 people braved the cold and wet to raise £18,900 for the 4,000 children and young people in South Yorkshire who run away from home each year. They got a taste of what the experience might be like for a young runaway who has no choice but to sleep rough.

"I was lucky. I had warm clothes and family with me. A runaway child may have neither. They have constant fear, loneliness and boredom instead. And it's easy to stay out for a night when the morning brings a warm house, dry clothes, and a meal. It's harder when daybreak brings more rain and nothing else."

**Med Hughes**  
SAFE@LAST patron and South Yorkshire Police Chief Constable



## GIVE A GIFT

GENEROUS SHOPPERS AT PARKGATE DONATED TOYS TO SUPPORT LESS PRIVILEGED LOCAL CHILDREN.

Parkgate joined with Rotherham Lions, Magna and RotherFed, as part of the annual appeal organised by Rotherham Children and Young People's Services and Rotherham FM.

Three Give a Gift Christmas trees were positioned around the Park. Dozens of shoppers chose a tag specifying a particular children's age group, and bought a present that would appeal to a child of that age, handing the gift to retail or security staff.

## PARKGATE SHOPPING

### I LOVE ROTHERHAM

IN FEBRUARY, PARKGATE SHOPPING JOINED OTHER LOCAL ORGANISATIONS TO SUPPORT THE 'I LOVE ROTHERHAM' CAMPAIGN.

The campaign, created and run by the South Yorkshire Community Foundation, is set up as a charity to support small community groups and local people. Parkgate also staged a special 'I Love Rotherham' fundraising day on the last Friday before Valentine's Day.

Right: Rotherham United Manager, Ronnie Moore, popped into Parkgate Shopping to lend his support to the 'I Love Rotherham' day celebrations.



### MARATHON CYCLISTS ARRIVE AT PARKGATE

THREE LOCAL CYCLISTS CHOSE PARKGATE SHOPPING AS THE FINAL DESTINATION FOR THEIR MARATHON JOURNEY FROM LAND'S END TO ROTHERHAM.

By the time they reached Parkgate on 2 May 2009, Graham, Mick and Paul had already covered hundreds of miles from Land's End, raising valuable funds for the Rotherham Cancer Care Centre and the Aurora Centre.

Known locally as the 'South Yorkshire End to Enders', the three cyclists were joined by local cyclists and members of the Great Britain Goldwing Club, showing their support for this impressive feat.

You can read about the exploits of Graham, Mick and Paul at [www.thesouthyorkshireendtoenders.org.uk](http://www.thesouthyorkshireendtoenders.org.uk)