

Assessing Our Contribution

FORT KINNAIRD: A REVIEW





Welcome

For shoppers, cinema-goers and retailers, Fort Kinnaird is a place with customers and community at its heart.

In my time here, I've witnessed Fort Kinnaird become the lifestyle destination it is today. Along with our partners, we have introduced important training opportunities such as our Recruitment & Skills Centre, which is now an integral part of Fort Kinnaird and the local community.

I'm always so proud to assist the retailers of the future, to develop their skills and support them in their chosen career path.

Liam Smith
Centre Director at Fort Kinnaird

Fort Kinnaird offers a great shopping, dining and leisure experience, just off the A1 in Edinburgh.

It is home to some of the best known brands in the UK such as Primark, Boots, Pizza Express and Odeon Cinema.

The centre is well connected for staff and visitors, and provides a great place for people to come together.

We're delighted to publish this review exploring our social, economic and environmental contributions, informed by a study carried out by independent economics consultancy, Regeneris.

Key stats



Providing 2,000 Jobs
directly at Fort Kinnaird



3,200+ People
helped into work since 2013 through the on-site Recruitment & Skills Centre, working with local partners



£53m Contribution
to Edinburgh's economy annually, Gross Value Added (GVA)

Fort Kinnaird: Our History

As partners in the community, we are committed to ensuring Fort Kinnaird is a great place to be. From 2014-2017, we invested over £17m in improvements and are continuing to work to update and develop our centre.



1989

Centre opens to public

2005

British Land begins managing Fort Kinnaird

2014

Glasgow hosts the Commonwealth Games

Opening of new stores including:

- Pizza Express
- Caffè Nero
- Ed's Easy Diner
- TGI Fridays
- TK Maxx
- Frankie & Benny's

2016

Oak Furniture Land opens new store

Claire's Accessories receives a refit

2018

Flagship Schuh and Schuh Kids opens

Refit of new Currys PC World store, including digital screen façade, becoming the region's flagship store

Opening of new stores including:

- Wagamama
- Pure Gym
- TAPI Carpets
- Office

Refurbishment of shop fronts for:

- Carphone Warehouse
- Vision Express
- Beaverbrooks
- Perfume Shop

1989

2004

The Scottish Parliament building at Holyrood opens

2013

Recruitment & Skills Centre opens its doors for the first time

Andy Murray wins Wimbledon

2015

Leisure extension completed, featuring:

- Primark
- Specsavers
- Nando's
- Five Guys
- 7 screen Odeon Cinema

2017

Flagship JD Sports opens alongside:

- Wilko
- Starbucks
- Waterstones

Refit of shops including:

- The Perfume Shop
- Vision Express
- Pizza Hut

KEY TO TIMELINE

UK-wide

Fort Kinnaird

Supporting Jobs and the Economy at Fort Kinnaird



**Providing
2,000 jobs**

directly at Fort Kinnaird



28 apprentices

learning whilst earning at Fort Kinnaird in 2017, developing their skills for the future



1 retail job in 20

and 1 job in every 200 in Edinburgh is supported by Fort Kinnaird



100% Bright Lights success

all 12 participants on the 2017 Bright Lights Starting Out in Retail and Hospitality programme secured employment

£53m

£53 million contribution

to Edinburgh's economy each year, Gross Value Added (GVA), with contributions across Scotland of £91 million



£7.2 million business rates

were paid by Fort Kinnaird to the City of Edinburgh Council in 2017, equalling 2% of their total business rates collected



1p in every £3

in Edinburgh's economy is generated by Fort Kinnaird, equating to 1p in every £25 in Scotland's economy



Almost 1 in 5 jobs in the UK are in retail

Recognising the important role retail plays in people's careers and employability, British Land introduced its Bright Lights skills and employment programme at Fort Kinnaird, helping people of all ages to develop their potential and grow through apprenticeships, work experience, graduate schemes and more.

The retail sector accounts for 1/3 of UK turnover



Recruitment & Skills Centre

The Recruitment & Skills Centre (RSC) works alongside local partners at Fort Kinnaird to support employers' recruitment and staff development needs, and to help jobseekers gain employment. **Since 2013, the RSC has assisted over 3,200 people into employment and has supported the training of over 2,100 people.**

“We have found an excellent support through the recruitment process. This is how it should be done.”

M&S, retailer at Fort Kinnaird



“Since joining the team at Fort Kinnaird, I have developed a lot of new skills. When I left school I was unsure of what to do. However, the time I have spent here has given me excellent experience and a view to the career path I want to take in the future.”

Apprentice at Fort Kinnaird

The Fort Kinnaird Community



1,200+ local people

benefited from community and skills initiatives in 2017, such as our Young Readers Programme with the National Literacy Trust and Bright Lights Starting Out in Retail and Hospitality training with Fort Kinnaird shops, restaurants, cafés and cinema



£159,000+ invested

into the community since 2015 through cash contributions, time volunteered by staff and in kind donations



£99,000+ raised through fundraising

for charitable causes at Fort Kinnaird since 2010, thanks to the generosity of our visitors and centre team

It is important for the team at Fort Kinnaird and British Land to connect with our communities.

From hosting literacy events to facilitating fundraising, celebrating local heritage to investing back into the community, Fort Kinnaird is a place with people at its heart.

Our award winning Young Readers Programme with the National Literacy Trust is helping children

from local primary schools to nurture a love of reading and improve their literacy skills. We're proud to have worked with over 1,200 local schoolchildren since 2012.

We're delighted that the events held at Fort Kinnaird are supported by our occupiers and retailers.



“I have been overwhelmed with how the children have responded to the project. Children previously disillusioned with reading are now engaged, motivated and enthusiastic about reading. For our children, having the opportunity to choose and own their own book allows them to see the power of the written word and we have also seen an improvement in their written work too as a result! Liam and his team have been amazing.”

Head teacher at participating school

“We are so grateful to Liam and his team at Fort Kinnaird for choosing to name us as their charity of the year and we are looking forward to working together.”

Richmond's Hope charity



Great Places: Fort Kinnaird



14.3 million visitors
in 2017, average of 275,000 visits weekly



100% dementia friendly trained
centre team, building a safe and welcoming environment for all visitors, especially those who may be vulnerable



BREEAM Very Good sustainability rating
for our new cinema, reflecting our strong performance on efficiency, wellbeing and other sustainability criteria



4.6/5 visitor rating
for the centre team and store staff, and 4.5/5 for safety, security and cleanliness, reflecting visitor satisfaction



97% waste diverted from landfill
in 2017, with a total of 177 tonnes of waste managed since 2015



120 tonnes re-used and recycled
since 2015, recycling 68% of waste, with residual waste sent for incineration (with energy recovery)

Recognising the best people in the industry, Liam Smith was awarded the Shopping Centre Manager of the Year at the 2016 and 2017 SCEPTRE Awards for his community work and commitment to Fort Kinnaird's development.

Our staff work hard to ensure Fort Kinnaird is a great place to be and we are delighted our visitors rate the centre team and store staff 4.6 out of 5.

From transforming our public spaces, improving our environmental efficiency

and providing dementia-friendly training, we are committed to creating a place that makes a difference to people's everyday lives.

We are continuing to update and improve the centre, and look forward to welcoming every one of our visitors.



"We love it here – great shops with a feeling of community."

Clarks, retailer at Fort Kinnaird

"Approachable, friendly and always going out of their way to ensure we have everything we need."

Odeon Cinema, at Fort Kinnaird

"Friendly and helpful team on site and a great atmosphere within the centre. The staff are very approachable, forward thinking and innovative. I would encourage retailers to join the team here and help develop the centre, it's one of the best places I've worked."

Primark, retailer at Fort Kinnaird



Find out more or get in touch

Fort Kinnaird

Liam Smith
Centre Director
0131 669 9090

–
Fort Kinnaird
32 Fleming House
Newcraighall
Edinburgh
EH15 3RD

–
www.fortkinnaird.com
@FortKinnaird

British Land

Rebecca Burns
020 7467 2966
sustainability@britishland.com

–
British Land
York House
45 Seymour Street
London
W1H 7LX

–
www.britishland.com
@BritishLandPLC

Fort Kinnaird is managed by British Land, one of the UK's leading placemakers.

We welcome your feedback.

Recruitment & Skills Centre

0131 657 2674

–
31 Fleming House
Fort Kinnaird
Edinburgh
EH15 3RD

–
www.rscfortkinnaird.co.uk
@RSCFortKinnaird

Thank you to the Joined up for Business Partnership and other local partners, who make the Recruitment & Skills Centre such a success, including Business Gateway, Capital City Partnership, City of Edinburgh Council, Cyrenians, Department for Work and Pensions (Jobcentre Plus), East Lothian Council, East Lothian Works, Midlothian Council and Skills Development Scotland.

For Regeneris' full methodology on the Fort Kinnaird economic contributions, please visit: <http://www.britishland.com/sustainabilityreport>

ALL information presented in this review is correct as of February 2018.