

Property Management and Building Consultancy specialists

# AN INTRODUCTION TO WORKMAN RETAIL & LEISURE



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WHY WORKMAN?

# WORKMAN AT A GLANCE

## SERVICES

Property Management and Building Consultancy, specialists in retail and leisure property management

## OFFICES

Birmingham, Bristol, Cambridge, Chorley, Glasgow, Guildford, London (Victoria and City), Manchester, Newcastle, Swindon, Paris and Lyon

## PERSONNEL

700+ including 51 Partners

## PROPERTIES UNDER MANAGEMENT

4,000+ properties with an approximate capital value of £20bn+ and 20,000 occupiers

## BUILDING CONSULTANCY

Nationwide team of 100+

## FINANCE

Rent collection of over £1.8bn pa, 1,500+ service charges and over £250m pa budgeted expenditure



# SOME OF THE ORGANISATIONS WE ARE PROUD TO WORK WITH



# WORKMAN RETAIL & LEISURE AT A GLANCE

Workman Retail & Leisure is a dedicated team of over 100 retail and leisure specialist professionals, working across a network of regional offices and responsible for the management of retail and leisure assets within the firm



32M SQ. FT. PRIME  
RETAIL SPACE



100+ RETAIL &  
LEISURE SPECIALISTS



98 SHOPPING  
CENTRES



TREVOR WOODS SHOPPING  
CENTRES - 2023  
NO.2 MANAGER



243 RETAIL &  
LEISURE PARKS



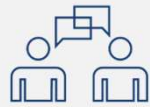
TREVOR WOODS RETAIL  
WAREHOUSING - 2023  
NO.2 MANAGER

# A DEDICATED TEAM OF RETAIL & LEISURE SPECIALISTS



## COMMERCIALISATION

- Coordinate commercialisation strategies
- Central income reporting and analysis
- Create enlivenment strategies



## OCCUPIER RELATIONS

- National occupier account management programme
- Occupier communication and engagement
- Property Manager's Association (PMA)



## CENTRE MANAGEMENT

- Integration into Workman Retail & Leisure
- Training and career development
- Procurement of site services



## SYSTEMS & TECHNOLOGY

- Use of market leading systems
- Client portal providing live data
- Occupier portal providing enhanced communication



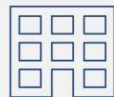
## FINANCIAL CONTROL

- Rent, service charge and insurance collection
- Turnover rent calculation and administration
- Head rent calculation



## RETAIL DELIVERY

- Enhance fit-out standards
- Understand occupier requirements
- Shape EPC standards



## ASSET MANAGEMENT

- Due diligence, asset strategy and disposal advice
- Maximise NOI
- Lettings support



## SERVICE CHARGES

- Internal and industry benchmarking
- RICS code compliance
- Understand total occupancy costs



## CAR PARKS

- Income analysis
- Operator selection
- Maximise NOI
- Data analytics



## PLACEMAKING, MARKETING & PR

- Create & deliver on strategies
- Flexible approach
- Specialist delivery of social media and web management



# ACCOUNT MANAGEMENT FOR NATIONAL OCCUPIERS

Workman Retail & Leisure have assigned Account Managers against key occupiers to hold regular meetings and maintain a dialogue at a national/portfolio level to:

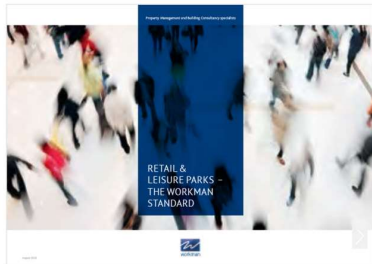
- Understand occupier plans for expansion or 'right-sizing'
- Address any operational concerns
- Obtain an insight into tenant trade
- Work with the occupier on joint initiatives
- Engender a positive landlord and tenant relationship



# THE WORKMAN STANDARD

We operate two sector specific guides which specify our 'best in class' service to consistently apply them to the retail and leisure schemes under our management. These guides focus specifically on:

- Landscaping
- Cleaning
- Security
- Lighting
- Environmental
- Insurance
- Occupier Trade
- Waste Management
- Websites, social media and marketing
- Footfall, dwell time, repeat visits
- Car Parks
- Commercialisation
- Signage
- Service Yards
- Energy Management
- Tenant Surveys
- Vacant Units
- Retail Delivery
- PPMs
- Help Desk





# PLACEMAKING & DESTINATION MARKETING



Putting the consumer at the centre of the planning, design and management of retail locations



Building strong relationships with local stakeholders, connecting the asset with the local community



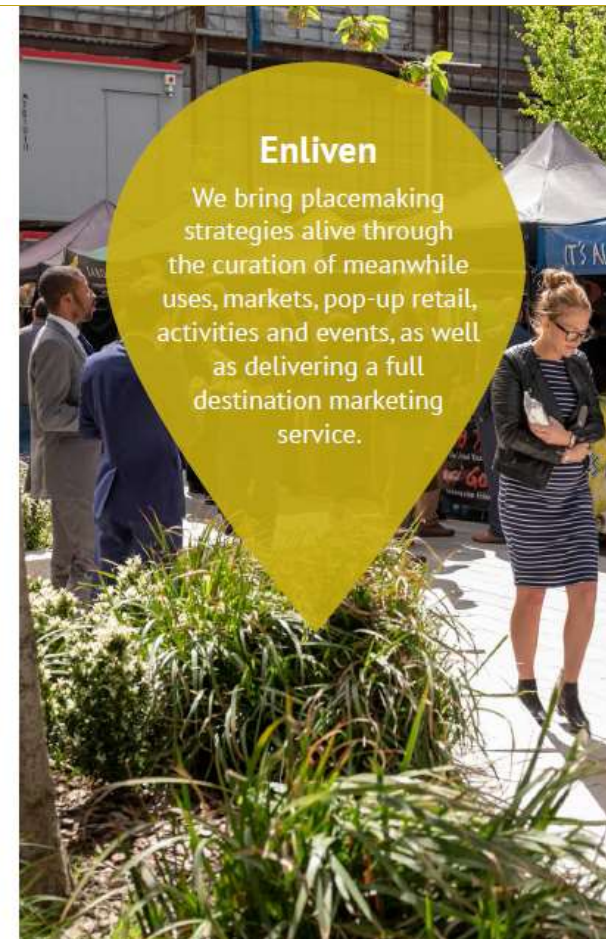
**Placemaking Consultancy** - to research, identify and assess feasibility of future uses



**Destination Marketing** - to drive footfall and dwell time



# PLACEMAKING TO REGENERATE, REPURPOSE AND ENLIVEN





# DESTINATION MARKETING TO BRING ASSETS ALIVE

“I just wanted to say thank you for posting my social media posts... it is really helping drive our footfall into store.”

M&S Simply Food Manager

LIVERPOOL SHOPPING PARK

HOME STORES PLAN YOUR VISIT WHAT'S ON DEVELOPMENT COMPETITIONS COVID SECURE

STRESS FREE PARKING

M&S FOODHALL

WIN YOUR CHRISTMAS LIST

LIVERPOOL SHOPPING PARK

STREET FOOD EVENT

26-28 APRIL 2019

JOIN US NEAR THE MECCANO LIVER BIRD

BON, GREEK STREET FOOD, NABBIT SUSHI, GARDEN BBQ, DUTCH FISH

Stay Local, SHOP LOCAL

OPEN FOR YOUR ESSENTIAL SHOPPING NEEDS

Boots | B&Q | Halfords | M&S | Superdrug | One Below

www.manchesterfort.co.uk

Manchester Fort

@ManchesterFort - Shopping Mall

H&M

Spread Some Love.

mf manchesterfort shoppingpark

WE'RE COUNTING DOWN TO

12th April

SAVE THE DATE

And can't wait to welcome you back!

Junction ONE Retail Park

@junctiononeRetailPark - Shopping Mall

Create Ad

Boost a Post

Boost an Instagram Post

Free Facebook Business Tools

Add Appointment Bookings

Host Paid Online Events

Showcase Your Menu

Insights

People Reached: 547

Post Engagements: 38

WALKDEN TOWN CENTRE

Get Set for Spring

WALKDEN

COSTA, M&S, pets at home

“Thanks for your promotion of our Buy One Get One Free cosmetics – we sold out by the end of the day!”

Superdrug Manager

4 million sq.ft managed retail and leisure space

activate WORKMAN PLACEBRANDING

3000+ pieces of digital content created and published every month

activate WORKMAN PLACEBRANDING

Website traffic generated in excess of 2 million visitors

activate WORKMAN PLACEBRANDING

# PLACEMAKING & DESTINATION MARKETING

## PLACEMAKING STRATEGIES TO BUILD COMMUNITY

- Work with specialist operators to enhance sense of place, destination and community

## LINK TO COMMERCIALISATION

- Where appropriate to drive sales, footfall and client income

## ENHANCE PUBLIC REALM AND COMMON AREAS

- Improve landscaping, street furniture, lighting and signage
- Input into wholesale re-design to ensure management efficiencies are hardwired

## OCCUPIER RETENTION

- Selection of operators to compliment existing occupier line-up
- Undertake occupier questionnaires to ensure feedback is gained

## HEALTH AND WELLBEING

- Establish running clubs, exercise and yoga classes
- Cycle events: Provision of branded pool bikes, cycle storage and changing facilities

## INTEGRATED COMMUNICATIONS

- Link to consumer and asset marketing strategies
- Maximise publicity via social media and traditional channels.



# A SUITE OF ESG SERVICES TO DELIVER SUSTAINABILITY, WELLBEING AND SOCIAL VALUE AT ASSET LEVEL

## SUSTAINABILITY - WELLBEING - SOCIAL VALUE

### ENVIRONMENTAL

Data Management & Analytics  
Building Optimisation  
Sustainability & Net Zero Asset Plans  
Biodiversity Consultancy  
ESG Project Advisor  
ESG Pre-Acquisition Due Diligence



### SOCIAL

Fitwel Certification  
Wellbeing & Community Asset Plans  
Social Value Programmes  
Placemaking Consultancy



## GOVERNANCE

### STRATEGY

ESG Strategy  
(Corporate / Portfolio)



### COMPLIANCE

Heat Regulations Reporting  
EPC Risk Analysis & Improvement



### PERFORMANCE

ESG Standards & Certification  
Fit-out, Refurbishment & Development Standards



**BBP** | MANAGING  
AGENTS  
PARTNERSHIP

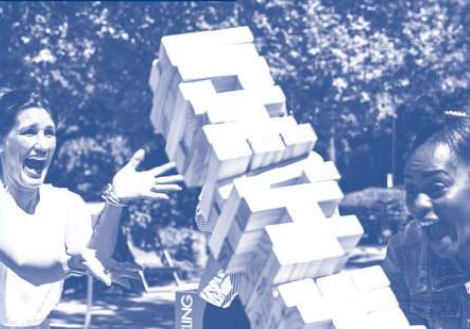




BUILDING  
COMMUNITY -  
RETAIL  
DESTINATIONS  
WITH A POSITIVE  
SOCIAL IMPACT


BC

BuildingCommunity



**Building Community  
The Workman way**

*A sense of place and togetherness creates community within buildings, so our occupier engagement initiatives aim to make places that matter to people.*

workman





# SOME EXAMPLES OF OUR RETAIL & LEISURE ASSETS



## CRYSTAL PEAKS SHOPPING CENTRE, SHEFFIELD

**Client:** Hermes

**Rent roll:** circa £8.3m

**Size:** 600,000 sq. ft.

**Annual service charge:** circa £3.1m

### Key projects / initiatives:

- Implementation of lighting system updates and re-lamping for LED installations resulted in a 53% reduction in energy usage over a five-year period.



## ST. CHRISTOPHER'S PLACE, LONDON

**Client:** SCP Estate Ltd. (Columbia Threadneedle Investments - AM)

**Rent roll:** circa £9m

**Size:** 188,000 sq. ft.

**Annual service charge:** £1.6m (41 individual budgets)

### Key projects / initiatives:

- Recruitment of new General Manager and Operations Manager
- Review of service charge set up, marketing budget and strategy
- Review of Health and Safety reporting including crossover with residential agents



## SILVERBURN SHOPPING CENTRE, GLASGOW

**Client:** Henderson Park and Eurofund

**Rent roll:** circa £15m

**Size:** 1,000,000 sq. ft.

**Annual service charge:** circa £7.75m

### Key projects / initiatives:

- Worked with client on their first UK purchase and collaborated to create and build their asset and property management model
- On-boarded a management team of 10, who had been employed by the client directly, some for 10+ years
- Extracted procurement from a group contract model to deliver bespoke and cost-effective procurement at a local level.



## TOUCHWOOD SHOPPING CENTRE, SOLIHULL

**Client:** Ardent (Sovereign Centros - AM)

**Rent roll:** circa £10.5m

**Size:** 650,000 sq. ft.

**Annual service charge:** circa £3.6m

### Key projects / initiatives:

- Undertook 'root and branch' review of service charge to achieve best value for occupiers
- Successfully re-tendered FM contracts combining split hard and soft services into TFM model
- Award-winning scheme including Revo Purple Apple, Ace Award & Green Apple.

# SOME EXAMPLES OF OUR RETAIL & LEISURE ASSETS



## TWO RIVERS SHOPPING, STAINES

**Client:** Abrdn

**Rent roll:** circa £10m

**Size:** 390,000 sq. ft.

**Annual service charge:** circa £1.1m

### Key projects / initiatives:

- Engaged with occupiers to launch a new waste management scheme to increase recycling, minimise waste to landfill and reduce CO2 emissions
- 23 retailers now segregate cardboard, food, glass, paper, plastic, polystyrene and wood. £26,000 landfill tax averted annually, zero waste to landfill with 311 tonnes recycled annually.



## GREAT NORTHERN WAREHOUSE, MANCHESTER

**Client:** Peterson & Triology Property

**Rent roll:** circa £8m

**Size:** 380,000 sq. ft.

**Annual service charge:** circa £2m

### Key projects / initiatives:

- Supported re-positioning of scheme through revised marketing strategy including branding web and social media
- Assisted re-development process through close liaison with occupiers and other key stakeholders.



## MANCHESTER FORT SHOPPING PARK

**Client:** Nuveen

**Rent roll:** circa £8m

**Size:** 325,000 sq. ft.

**Annual service charge:** £850,000

### Key projects / initiatives:

- Introduction of a recycling scheme achieved a 30% increase in recycled material through improved segregation techniques. 100% of waste is now diverted from landfill
- Reduction in contractor visits from five to three times a week, delivering further contract cost savings.



## THE ORCHARD CENTRE, DIDCOT

**Client:** Brookfield

**Rent roll:** circa £5.2m

**Size:** 361,000 sq. ft.

**Annual service charge:** £1.3m

### Key projects / initiatives:

- Green Apple award winner for environmental best practice. Introduction of new waste management scheme which involved engagement with occupiers by centre team and waste management contractor.
- Workman Building Consultancy project managing phased roof replacement works across the scheme, total project value c.£700,000.

# SOME EXAMPLES OF OUR RETAIL & LEISURE ASSETS



## THE MOOR, SHEFFIELD

**Client:** NewRiver Retail

**Rent roll:** circa £6m

**Size:** 1,155,000 sq. ft.

**Annual service charge:** circa £1.2m

### Key projects / initiatives:

- Review of service charge inherited from previous managing agent, retendering of dual role security and cleaning contract - savings of 9%
- Worked with City Council to relocate street market to benefit existing tenants
- Assisted client with disposal of parts of the overall site, raising more than £16m in first 18 months of ownership.



## VANGARDE SHOPPING PARK, YORK

**Client:** Associated British Foods

**Rent roll:** circa £3.2m

**Size:** 390,000 sq. ft.

**Annual service charge:** £465,000

### Key projects / initiatives:

- Worked with retailers, public transport bodies and the City council during the initial build phase to minimise car-borne travel by the 1,200 retail staff, helping to ensure the scheme achieved the BREEAM 'Excellent' rating.



## BROADWAY SHOPPING CENTRE, BEXLEYHEATH

**Client:** NewRiver Retail

**Rent roll:** circa £10m

**Size:** 535,000 sq. ft.

**Annual service charge:** £2m

### Key projects / initiatives:

- Comprehensive due diligence for the client ahead of purchase
- Retendered cleaning and security services, resulting in circa £90,000 savings across service charge and Landlord-controlled car park budgets.



## BROTHERHOOD SHOPPING PARK, PETERBOROUGH

**Client:** Abrdn

**Rent roll:** circa £2.5m

**Size:** 154,000 sq. ft.

**Annual service charge:** £295,000

### Key projects / initiatives:

- Advised the client during development of the site including the creation of new service charge budget and appointment of contractors
- Introduced new security measures to tackle anti-social behaviour including car meets.



# SOME EXAMPLES OF OUR RETAIL & LEISURE ASSETS



## THE ROYAL EXCHANGE, CITY OF LONDON

**Client:** Ardent

**Rent roll:** circa £3.4m

**Size:** 47,500 sq. ft.

**Annual service charge:** circa £1.5m

### Key projects / initiatives:

- Re-structured existing centre management team including appointment of new Centre Director
- 'Root and branch' review of service charge including re-tendering of cleaning and security contracts to achieve significant savings to the budget and best value for occupiers



## THE BOARDWALK, PORT SOLENT

**Client:** CBRE Global Investors

**Rent roll:** circa £1.5m

**Size:** 175,000 sq. ft.

**Annual service charge:** £500,000

### Key projects / initiatives:

- Created expanded marketing and events programme, including 'ComicCon' event
- Record turnout of 21,000 customers in one day, increasing footfall by 11% and increased trading reported by occupiers.



## HOUDSHILL SHOPPING CENTRE, BLACKPOOL

**Client:** Blackpool Borough Council

**Rent roll:** circa £5.4m

**Size:** 335,000 sq. ft.

**Annual service charge:** £1.7m

### Key projects / initiatives:

- Worked with Ellandi on a joint asset management / property management pitch to manage the Houndshill Shopping Centre and other town centre assets for Blackpool Borough Council.
- Re-apportionment of service charge to include new Phase 2 development of cinema and F&B operators ahead of this completing later in 2023.



## LION YARD SHOPPING CENTRE, CAMBRIDGE

**Client:** Abrdn

**Rent roll:** circa £3.25m

**Size:** 135,000 sq. ft.

**Annual service charge:** £1.5m

### Key projects / initiatives:

- Restructuring of centre management team
- Implementation of smart meters through occupier engagement to assist client GRESB return
- Modelling of service charge for various potential unit reconfigurations to assist with Landlord asset management projects

# BUILDING CONSULTANCY - SERVICES

## STAFF

Team of 100+ nationwide

## KEY CLIENTS INCLUDE

BlackRock, Columbia  
Threadneedle, Hammerson, intu,  
Grosvenor, Landsec, Hermes

## SERVICES

### BUILDING SURVEYING

Range of professional services including retail delivery, planned preventative maintenance programmes, dilapidations, alterations, defect diagnosis, CDM, expert witness, party wall awards and land registry plans

### PROJECT MANAGEMENT

Schemes ranging from £2m-£20m

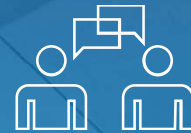
### DUE DILIGENCE

Pre-acquisition surveys and development monitoring.



**£30M**

Settlement value of dilapidations (2021)



**£1BN+**

Estimated value of transactions of due diligence advice (2021)



**533**

Number of Project Management Instructions (2021)

# WHY WORKMAN RETAIL & LEISURE?

## PROACTIVELY ENGAGING WITH OCCUPIERS

Team of 100+ nationwide

## CREATING THE RIGHT ENVIRONMENT

To increase footfall and dwell times

## MAINTAINING INCOME

Strong emphasis on both commercialization and the collection of core revenue

## INVESTING IN THE FUTURE

We continue to invest in our people, processes, offices and systems to develop our service for the future

## UNDERSTANDING TOTAL OCCUPANCY COSTS

Sensitive to occupiers and their overheads through careful review of service charge levels and ensuring the balance of value for money and maintaining service levels is achieved

## REDUCING VOID COSTS

Through the efficient management of service charge and car park costs. Ensuring properties present well and are in a 'ready to let' condition.

## DEDICATED SPECIALIST PROFESSIONALS

A breadth of experienced staff at all levels across Workman Retail & Leisure. We provide sector specialist advice and exceed expectations.

“

Workman Retail & Leisure adopt a professional approach and understand the challenges and opportunities of the retail environment. They deliver a 'best in class' service to the management of our community shopping centres.

Alex Brooker, Director and Head of Asset Management - Ellandi

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