

# Marking our commitment

Business in the

Community



CommunityMark

developed by Business in the Community



# Chairman's introduction



## 2010 was a momentous year for Capital Shopping Centres Group. We started the year as Liberty International and in May completed the demerger which saw the birth of Capital & Counties Properties as an independent London-based FTSE 250 business.

As the year drew to a close we completed negotiations to acquire The Trafford Centre from The Peel Group. This significant deal, giving CSC ownership of four of the top six UK prime regional shopping centres, labelled by some a transformational event, involved a process which culminated in an EGM resolution approving the acquisition which was supported by over 82.5% of CSC shareholders. Adding The Trafford Centre to our portfolio not only serves to emphasise the importance we place on the characterisation of our centres as destinations and meeting places for all the community which we serve, but emphasises the importance of our involvement in those communities. I am happy to report, particularly against this backdrop our community engagement and sustainability initiatives, under our corporate responsibility umbrella, have gone from strength to strength.

### Marking our commitment

We retained our ranking in all the external indices with which we have engaged for several years. In addition to the BitC Corporate Responsibility Index, FTSE4Good, JSE SRI Index, Dow Jones Sustainability Indexes and the Carbon Disclosure Project we were delighted to achieve a significant new community engagement award (BitC CommunityMark) and a valuable certification acknowledging CSC's thorough approach to energy and carbon management (Carbon Trust Standard).

### Promoting the green approach

CSC has spent a very considerable amount of time and staff have also demonstrated their own personal commitment to comply with the requirements of the UK Carbon Reduction Commitment Energy Efficiency Scheme (CRC). The real estate sector along with other commercial energy users is disappointed that the positive and competitive aspects of the CRC have been removed, without consultation, by the recent government Comprehensive Spending Review, leaving us to deal with what is simply a carbon tax. Notwithstanding these changes CSC has achieved the strongest bases available for CRC compliance by successfully achieving the Carbon Trust Standard certification in April 2010.

Our centres continue to deploy relevant technology to optimise efficient energy use and to explore new ways to bear down on energy demands. Water has been described as the new oil; and CSC is working at all our centres to ensure that unnecessary water use is minimised and the recycling of rain and other water (grey water) is promoted. We have set up a Carbon Alternative Review Group, drawing together different segments of our business, to explore the next generation of low carbon/carbon neutral sources of energy, commission expert advice and carry out trials as appropriate.

The good of the environment is also promoted when waste, of all types, is reduced. We continue to place great importance on driving annual improvements in the volumes of waste generated at the centres which go to be recycled rather than disposed of by other means. We are proud to report an increased volume of waste sent for recycling: at 71% in 2010 up from 56% in 2009. Useful linkages have been made between community and environmental issues in our CR programme. We have worked with BTCV for several years and support Green Gyms near Braehead and The Harlequin. These projects promote care for local public green spaces and give healthy outdoor volunteering opportunities to people who will directly benefit from the experience and the chance to engage with others living and working locally. As a founder member of the new Bromley Environmental Partnership The Glades is piloting water saving measures at the centre and, with CSC at Group level, is working with Bromley Council and BTCV to launch a new Green Gym for local people in the Penge area.

### Continuous community engagement

CSC is focused purely on prime regional shopping centres. These assets take time to assemble and are intended to be commercial and social hubs for the communities they serve. As such they represent long-term investments for us and for everyone who interacts with them including customers, retailers, suppliers and other local stakeholders including local authorities and residential communities. As the largest owner of such centres in the UK CSC has the opportunity to work with people in many locations. The issues faced by these communities are often strikingly similar.

We have also sponsored, and continue to do so, the Engaging Experience Philanthropy Network gatherings in London where younger workers in the City and a broad cross-section of those who have founded and acted as the energy centres in charitable initiatives, not only in London but across the country, can meet and discuss the problems and opportunities faced in the third sector and how, in kind and in skills, the business community and particularly its younger members can be encouraged and inspired to contribute to the healing and mentoring of individuals and groups across our communities.

The BitC CommunityMark programme is unique. It gives special prominence to corporate community engagement initiatives and once the award has been gained it is valid for three years and creates a stimulating partnership between the winning organisation and the BitC CommunityMark assessors. This ensures that the best practice of the winner is further developed and supported. Only 38 organisations have achieved the CommunityMark and CSC were proud to be announced as amongst the four 2010 winners last November. Amongst a complex process of submission and verification the CommunityMark takes confidential feedback from employees and community partners of the organisation submitting for the award.

CSC scored very highly in these crucial areas. We will continue to devote a great deal of energy and thought to our community engagement which not only contributes so directly to the standing of our business in the eyes of those we serve and amongst all of the stakeholders who, in one way or another, invest in our future, and in the aspirations of those of us employed in the Group, but also substantially complements the quality of all our endeavours.

**Patrick Burgess**  
Chairman

## Environment

**97%**  
energy procured  
from good quality  
CHP

**71%**  
of waste recycled  
in 2010, up from  
56% in 2009

**12%**  
incinerated for energy

**17%**  
consigned to landfill



# Carbon Trust Standard

**As public recognition of our commitment to reduce our carbon footprint and building on practical initiatives to achieve this, we were delighted to learn in April 2010 that CSC had successfully achieved the prestigious Carbon Trust Standard certification.**

The Standard was launched in June 2008. It builds on other international standards for the measurement of corporate carbon emissions.

The award of the Standard is particularly valuable to us as it is achieved only through a process of intense scrutiny of all aspects of our energy management plans, practices and performance by independent assessors. Not only does the assessment consider what steps we are currently taking, but it also contains guidance and suggestions as to how performance may be further improved. CSC has set up a Carbon Alternative Review Group with membership from all operational parts of the business to map out further progress in terms of reducing dependence on fossil fuels and reviewing/costing alternatives to assess viability.



## Green Gym Watford

**In 2010 The Harlequin launched the Watford Green Gym in partnership with Watford Borough Council and BTCV.**

The Green Gym has started work in Colne River Park. This is an area of public space which had become overgrown and as a result underused by the local community.

The launch in the presence of the Elected Mayor of Watford took place at The Harlequin and was followed by a visit to the Green Gym site. Those present learned that research undertaken by Oxford Brookes University supports the Green Gym concept; showing that physical activities such as those being undertaken at the Watford Green Gym help to improve fitness and energy levels for volunteers, reduce anxiety, depression, and improve mood, self-worth and at the same time, reduce the risk of heart disease, stroke, blood pressure and osteoporosis. The Green Gym also cares for the local environment and the public are returning to enjoy those parts of the Park which have already witnessed improvements as a result of the hard work of the local Green Gym volunteers.

The experience of Green Gyms and our work with BTCV has been very positive. We have begun a partnership with Bromley Borough Council to set up another Green Gym in conjunction with The Glades shopping centre and BTCV. CSC will be supporting three Green Gyms by the end of 2011.



## Thurrock cycle map

**CSC and Lakeside shopping centre have sponsored the latest edition of the Thurrock Cycle Map published by Thurrock Council.**

This dovetails with our desire to support sustainable travel in Thurrock and the surrounding area. The cycle map links well with Lakeside's Sustainable Travel Plan designed to encourage more shoppers and staff to travel by bus, rail, cycling and walking. Lakeside have increased provision for cycle parking and the map will encourage people to cycle to Lakeside to work, shop or simply pop in for a coffee by the lake.

CSC cares for the environment and has created sustainable travel plans for all its directly managed shopping centres.

# People

## Awards

**BitC Community Mark**  
Capital Shopping Centres Group  
**International Shopping Centre of the Year, The Global Retail Leisure International Awards**  
St David's Partnership

**BCSC Gold, In-town Retail Scheme (more than 300,000 sq.ft)**  
Eldon Square  
**Sceptre Awards, Marketing Manager of Year – Michelle Moffitt**  
The Chimes



## Chairman's CR Prize

2010 saw the launch of the Chairman's Annual CR Prize. All of the directly managed shopping centres were invited to enter a submission talking about local community projects/partnerships of particular value to them and the communities they serve.

### The 2010 winners

**First Prize: £3,000 to City Academy Norwich, nominated by Chapelfield, Norwich**

This project, with City Academy Norwich, looks at new ways to combat youth crime and anti-social behaviour. The new Academy has seen a transformation in student achievement, attendance, behaviour and reputation from its predecessor which had been marked by Ofsted as one of the worst schools in the country.

**Joint Second Prize: £1,000 to Cash for Kids in partnership with Metro Radio and Magic 1152, nominated by Eldon Square, Newcastle**

Eldon Square has a long-term project supporting Cash for Kids in partnership with Metro Radio and Magic 1152. The Cash for Kids project brings resources together for a huge and diverse range of support initiatives happening under the banner "Cash for Kids" and this has enabled the team at Eldon Square to interact with a host of local good causes and demonstrate public support for them.

**Joint Second Prize: £1,000 to Chartwell Cancer Unit at the local Princess Royal Hospital, nominated by The Glades, Bromley**

This ongoing project involves the centre supporting the Chartwell Cancer Unit at the local Princess Royal Hospital. It was developed from the centre's long-time support for the annual Breast Cancer Awareness Campaign which has been supported by all CSC centres over the last few years.



City Academy Norwich



## Health and safety

We are passionate in our determination to achieve our ambition of providing the highest standards of health and safety in all our operations. We are acutely aware of the overriding need to offer our shopping public a secure and safe environment in which to shop. Our commitment to upholding the highest standards is underpinned by the degree of dedication that our staff put into ensuring that we are able to live up to our expectations.

Our International Safety Award winning training initiative, featured as a calendar and devised by Eldon Square, has been adopted across our directly managed centres and in a humorous way provides a focus on getting across the serious messages that are essential to a successful Health & Safety education. The innovative training has been used as an illustration of best practice on the Health & Safety Executive website.



## Community



Cadet150 at Braehead

## Cadet150

**2010 saw the celebration of the 150 Anniversary of the Armed Forces Cadet Movement.**

The Army, Royal Navy and Royal Air Force combined to showcase the aims, objectives and achievements of all three cadet forces in Cadet150, a year long, nationwide series of events.

Our long-standing support of the Sea Cadets provided the catalyst for CSC to offer to sponsor and host one of the high profile national celebrations at Braehead shopping centre.

Participants and shoppers were thrilled by a weekend of activities including musical parades, exhibitions, demonstrations and displays of drill and other skills. More than 300 cadets took part together with leaders and instructors.

## Crimestoppers

**The Lord Mayor of Nottingham launched Crimestoppers Awareness Weekend at Victoria Centre in April 2010.**

The events held over the weekend resulted from a local partnership initiative between the national charity Crimestoppers and Victoria Centre. The aim of the project was to implement, manage and evaluate an awareness campaign giving members of the Crimestoppers' youth team the opportunity to engage and interact with shoppers, especially young people, around the issue of crime.

"Working with CSC and The Harlequin was an amazing experience. The relationship was a real partnership. We devised a programme that closely met CSC's CR objectives and the company was equally committed to ensuring that we met ours. We are thrilled to be working with such a forward-looking company again in 2011 and are delighted that CSC was awarded BitC's CommunityMark. What a fantastic reflection on its commitment and dedication to the needs of the wider community."

Nicky Goulder Executive Director of Create

## Victim support

**In August 2010 The Chimes shopping centre promoted local work with Victim Support, the only independent charity for victims and witnesses of crime in England and Wales.**

The centre management team welcomed the Mayor of Hillingdon and other local dignitaries to a display and presentation at the centre.

The objective of the activities at The Chimes was to increase awareness of Victim Support and its volunteer service. The charity aims to recruit volunteers from the Hillingdon area. All volunteers undergo a training programme. Once fully trained there are a variety of areas in which they can carry out valuable work for Victim Support locally.

The event also introduced customers to the new Well Being Centre now opened in the Boots store in The Chimes. One of the objectives of the Well Being Centre is to increase accessibility of Victim Support services to customers visiting The Chimes and enable them to have an opportunity to meet their local staff and volunteers.

Michelle Moffitt and Mandy Bhullar of The Chimes personally supported Victim Support by taking up the challenge of a fire walk which meant walking across 15 feet of embers burning at 800 degrees Celsius to raise further funds for volunteers.



Victim Support Fire Walk



## Create

**Create is a dynamic charity that uses the creative arts to help transform the lives of the most disadvantaged and vulnerable people in our society.**

Working with The Harlequin shopping centre they designed a project specifically to team up students from a mainstream secondary school, Parmiter's School, Garston, with a special secondary school, Breakspeare School, Abbots Langley, both serving the Watford area.

The project, "sound:images", was designed to break down barriers, build friendships, enhance life experiences and increase self-fulfilment for two sets of young people. The project consisted of two elements, photography and music, led by a professional photographer and professional musicians.

16 pupils, 8 from each school, were paired together in the photography workshops and explored The Harlequin over three days, using it as a backdrop for their photographs.

The music workshops took place over six days. Working with 22 pupils from the two schools music and lyrics were created to accompany the images chosen from the photography sessions. A variety of instruments from around the world were used to produce the musical pieces. All the hard work culminated in two joint performances by students from the schools in July 2010, hosted by The Harlequin in the malls in the presence of the Elected Mayor of Watford.

# Get in touch!



## Corporate responsibility at CSC

**Our 2010 CR Annual Report presents a wealth of information covering all our CR activities.**

Environmental, community and charitable action is undertaken throughout Capital Shopping Centres Group. Internal and external partnerships are the bedrock on which much of our work is grounded and the primary "partnership" is the highly visible relationship between our wide-ranging CR engagement and the primary needs of our business.

We hope that you will find much that is of interest and visit our website for the full story.



Vipers at Eldon Square




Young Leader 2010



Uxbridge Outwood Bound

## Your feedback

We would welcome your feedback. Send your comments to:

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