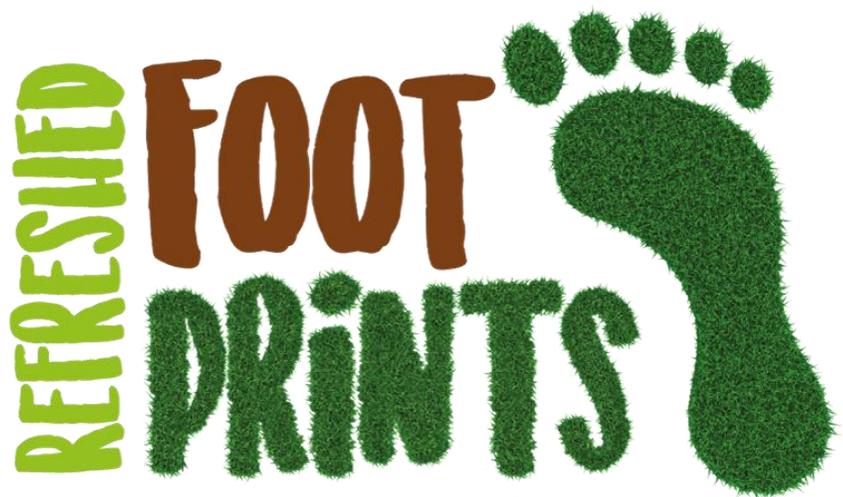




Clifton Down Shopping Centre
'Making art not rubbish'
#RefreshYourFootprint
Environmentally-inspired Community Art Project



GREEN THINKING IN
OUR COMMUNITY



Date: November 2017-January 2018
Client: Blackrock
Property: Clifton Down Shopping Centre
In Partnership with: Christ Church C of E School, Clifton
Centre Manager: Charlotte Jarett



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Introduction

An environmentally-inspired community art project forming an integral part of the Centre's 'Refreshingly Local' marketing strategy.

The innovative initiative **#RefreshYourFootprint "Making Art Not Rubbish"** was undertaken to create an impactful art installation. Larger than Life environmentally-themed footprints were designed and created by local primary school children, to raise awareness of key eco-themes both at their school and in line with the Centre's environmental KPIs.

The permanent artwork display, serves as a reminder to tenants and the community of the importance of being environmentally responsible.

We believe these are the largest feet to step foot into any UK Shopping Centre!



Background

Clifton Down, an indoor Shopping Centre with +90,000sqft of retail and office space located in the Clifton area of Bristol, currently boasts 100% occupancy. Anchored by Sainsbury's, it has national multiples including Boots, WHSmith, O2, Specsavers, Starbucks and EE.

a significant and convenient Shopping Centre within Clifton and the surrounding area the Centre Manager, Charlotte Jarrett has been making positive efforts to establish the Centre as a beacon of local community retailing. The aim is to become firmly fixed in the minds of the area's residents as a 'Refreshingly local' destination where shopping is combined with convenience.

The tenant mix is relevant to the local catchment, with a clear brand identity and a clean, safe and pleasant shopping environment. Engagement with the local community and stakeholders is a key objective within the Landlords and centres CSR strategy. Linking to the Centre's ISO:14001 Accreditation which is being renewed in 2018/19.

The Centre has, and continues to proactively engaged with the local community, developing and staging community-facing events and initiatives through the Refreshingly Local, #RefreshYourFootprint campaign which is strongly linked to the Centres Retailers, local schools, and key locally-based partners including; Christ Church C of E School, YoBike, WWF, Edible Bristol and Clifton Revolution.





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Strategy

- Develop an innovative community-based art project linked to the Centre's Environmental KPIs and ISO 14001 Accreditation;
- Support the Landlords and Centre's CSR strategy;
- Build new relationships with a local primary school in the immediate Clifton catchment;
- Engage with the community, tenants and stakeholders to highlight and educate on environmental issues;
- Deliver a PR strategy to maximise impact across all channels;
- Promote the project through traditional, digital and social media channels;
- Host a series of events with stakeholders, and unveiling of art installation;

Objectives

- Create an innovative art display over a three month period to promote Clifton Down Shopping Centre's desire to reduce its impact on the environment, in line with ISO:14001 and CSR objectives;
- Identify and attract productive relationships with a minimum of **three** new external stakeholders to maximise the impact of the three month project ;
- Achieve **100%** tenant participation in the three month project;
- Increase social media and website reach during the three month period of the project by **5%**;
- Increase Centre footfall during the three month period of the project by **+1%**



Project launch to community via development of the brand, posters and flyers.





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Implementation

Initially the Centre Manager visited all the tenants to insure they were aware of the Centre's environmental objectives. All tenants were willing to support the project as well as complete the operational aspects such as the internal waste audits.

Researched and approached local primary schools for a potential partnership. Clifton Down Shopping Centre partnered with Christ Church C of E Primary School due to the common environmental objectives and the schools involvement in the national Eco Schools Project.

Engaged with the Local School Art Coordinator, who assisted the in delivery of the project with school teachers and students in line with the national curriculum.

Briefed all Centre tenants to ensure the objectives of the project and key dates and tasks were communicated.

Launched the campaign and delivered the giant footprints to Christ Church C of E pupils with a School Assembly take over by Shopping Centre Manager and Mascot, Cliff the Cat!

Briefing sheets detailing each Environmental KPI for the #RefreshYourFootprint Giant Footprints created and delivered to the school with curriculum input from Art coordinator.

Letter sent to 350 families from Christ Church C of E Primary School regarding the #RefreshYourFootprint campaign and launch event. Environmental information boards designed and displayed throughout the Centre and school to engage the whole community.

Environmental information boards designed and displayed throughout the Centre and school to engage the whole community.

Art installation of Giant Footprints launched in the Centre by Centre Manager and Christ Church C of E Head Teacher, with mascot Cliff the Cat!

Local Environmental Partnerships with YoBikes, WWF and Clifton Revolution (Fitness Studio) Events throughout the campaign, with the backdrop of the Art Work installation being on display in the Centre to enhance shopper and tenant engagement. As well as educating on specific targets such as reducing waste, recycling, Government initiatives and Health & Wellbeing.

Giant Footprints go on permanent display within the Shopping Centre demise.





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Footprint's made from reclaimed timber



The children really enjoyed working on the footprints and the assembly was well done. They now have more understanding about what recycling is and how to try and be healthy
- Vicky, Teacher & Parent

Charlotte Jarrett visited Christ Church CofE School to see the children creating the artwork!





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JOIN US FOR OUR 'REFRESHED FOOTPRINTS'
LAUNCH 19TH JAN / 4-5PM
SEE 'CLIFF THE CAT', JOIN IN WITH 'WAKE UP, SHAKE UP'
ENJOY THE COMMUNITY CHOIR... PLUS MORE!



*Since doing the project
Noor has been
reconsidering the
frequent use of straws
for her drinks
- Dellel, Parent*

*I am so proud of the display
and what the children have
learned from the six themes
- thank you to Clifton Down
Shopping Centre for the
opportunity
- Clare Jones, Head Teacher*





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REFRESHED FOOT PRINTS
GREEN THINKING IN OUR COMMUNITY

MAKING ART. NOT RUBBISH.

Clifton Down Shopping Centre is proud to exhibit our environmental partnership project with local primary school Christ Church C of E, titled 'Refresh Your Footprint'.

We asked the children to create six footprints to highlight the choices that impact our environment both now and in the future. 'Refresh Your Footprints' will be on display in-centre until the 26th January 2018.

Join the conversation @cliftdownsc.com and let's discover what we can do together!

SAVING ENERGY
what can we do?

join the conversation @cliftdownsc.com

HEALTHY AND HAPPY
what can we do?

join the conversation @cliftdownsc.com

CLEANING OUR AIR
what can we do?

join the conversation @cliftdownsc.com

DISPOSING OF OUR WASTE

join the conversation @cliftdownsc.com

SAVING WATER
what can we do?

join the conversation @cliftdownsc.com

ON OUR TRAVELS
what can we do?

join the conversation @cliftdownsc.com



Promoting interaction through various marketing material and online channels





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The Project!

Our aim was to encourage the children to design and create the larger than life feet enabling them to be 100% creative. The purpose for this was to capture the children's imaginations and breathe life into the artwork. This also gave the children, school and parents a sense of ownership over the final art installation on display in the Shopping Centre.

The #RefreshYourFootprint '**Making Art Not Rubbish**' brand was created, and used across all communication throughout the campaign. The Shopping Centre will continue to use the campaign branding for leverage of environmental objectives throughout 2018 and beyond.

We believe these are the largest feet to step foot into a UK Shopping Centre! Their presence captured the imagination of our tenants and shoppers once on display, with their colourful and creative impact. The larger than life feet were the anchor to the campaign and a focal point for all other communication. They allowed everyone to interact with them, from creative up to the point of display in the Centre.

Children are innately creative and so the artwork demonstrated their inspiration and thought-processes in a fresh and engaging way, for what can sometimes become a very dry subject when exploring savings and improvements to waste, water and energy.

The children were given the opportunity to plan and design the decoration of the artwork in line with the highlighted environmental themes shared by the Shopping Centre and the school themselves.

This creative feel to the project and impact of the giant Footprints, also had to be apparent and echoed into the information boards and display points around the Centre and at the school, in the briefing packs to tenants and the schools creative packs. This ensuring that all stakeholders were equally as engaged and excited about the campaign.





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The Results

Create an innovative art display over a three month period that promotes the Clifton Down Shopping Centre desire to reduce its impact on the environment in line with ISO:14001 and CSR objectives

- Art display created by **local school children** installed in the Centre.
- Over **350 children** took part in school art workshops.
- Over **400 people** engaged with the project and attended the launch event.
- The #RefreshYourFootprint artwork developed tenant cooperation when completing environmental operational objectives around waste, reducing energy consumption and travel plans.

Identify and attract productive relationships with a minimum of three new external stakeholders to maximise the impact of the three month project

The Shopping Centre successfully partnered with four New stakeholders;

- Christ Church C of E Primary School, creation of the Footprints;
- YoBike; Bristol's bike-rental scheme promoting the benefits of moving around the city on bike;
- WWF, promoting their involvement with Government initiatives to safeguard our planet;
- Clifton Revolution, a local indoor cycling studio ran classes on the mall having a great impact on engagement;
- Existing Partners re engaged: Edible Bristol, helping the city put edible gardens into unloved space.

Achieve 100% tenant participation during the three month project

100% of our tenants participated following briefing of events from the Centre Manager.

Increase social media and website reach during the three month period of the project by 5%

- Total centre website unique visits **increased by 37%**
- **40% increase** in Twitter followers
- **2.5% increase** in Twitter engagement
- **15% increase in** Twitter Reach
- **28% increase** in Facebook likes
- **154% increase** in Facebook engagement
- **43% increase** in Facebook Reach
- **BCfm Radio** and **Bristol Post** coverage
- PR Value of **£48,676.50** achieved

Increase Centre footfall during the three month period of the project by +1%

- On launch day and unveiling of the Giant Footprints footfall **increased YOY 8.6%** and **2.2% WoW**.
- For the three months the campaign was active footfall increased YoY 1.5%, measured against the same months of the previous year.





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REFRESHED FOOT PRINTS

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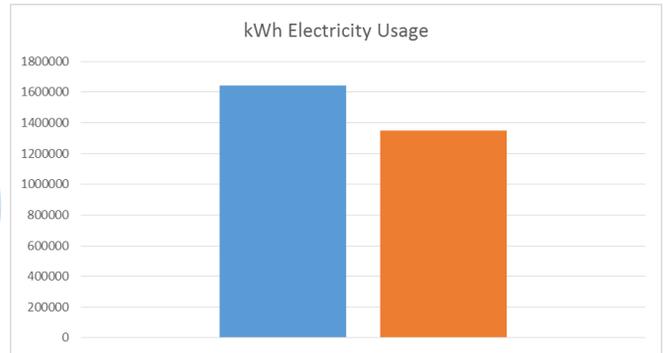
Swan Centre “Back to Basics” Reducing Electricity Usage





**Swan Centre
"Back to Basics"
Reducing Electricity Usage**

**Saving
17.6%
Electricity Usage**

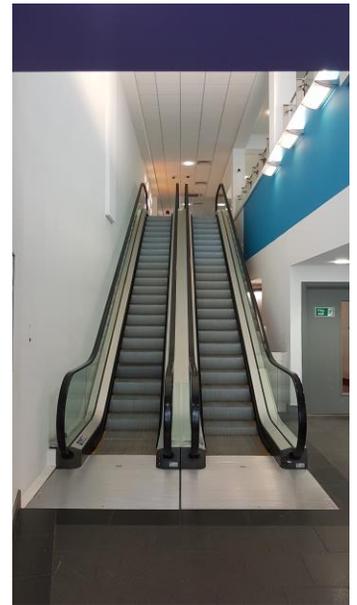


**Saving
293,395
kWh**



**Saving
Over
£34,000**

**Sharing
Best
Practice**



Supporting Data





PROJECT AIM –

To reduce total electricity consumption at the Swan Centre using a “back to basics” approach to engage staff and tenants, maximising the opportunity of this sustainability initiative. Another key element of the project was to ensure the changes made had no negative impact on the services delivered to tenants, retailers, customers or other key stakeholders at the Centre.

PROJECT ACHIEVEMENTS –

The “back to basics” project resulted in a 17.9% reduction in electricity usage at the Swan Centre. This equates to a reduction of 293,395kWh and an annual monetary saving of over £34,000. The involvement and communication with staff working in all functions across the Centre has created environmentally focused culture that now forms a key part of the Swan Centres overall business plan.

SWAN CENTRE “BACK TO BASICS”



Last year the Swan Centre used a “back to basics” approach to reduce electricity usage by 293,395kWh generating an annual monetary saving of over £34,000. The initiative was not primarily about capital investment or new technologies. Instead the campaign focused on engaging the team, thinking out of the box and ensuring the Centre was operating as efficiently as possible.

The “back to basics” process started by asking members of the team at all levels to walk the Centre at various time of the days and look with a fresh pair of eyes. This included the management team, security, cleaners, engineers, admin and marketing departments. Lighting, air conditioning, heating and plant areas both front of house and back of house were all reviewed.

12 key opportunities were identified:

IMPLEMENTED AS PART OF “BACK TO BASICS” INITIATIVE:

NIGHT TIME CLEANER – it was identified that only one cleaning operative works from 18:00 - 00:00 using full Mall lighting. In order to save 6 hours lighting costs throughout the customer mall areas the night time cleaner role was removed. The operation was restructured enabling the centre to reduce the running time of the front of house lighting by 31%. The floor cleaning is now completed in the morning when all other cleaners are also on site.

ESCALATOR RUNNING TIMES – the escalators were seen to be running from 05:15 for cleaners even though the Centre doesn’t open to customers until 08:15. The cleaning team no longer use the escalator before the Centre opens to the general public. This simple change to working practices reduced the escalator running time by 3 hours a day equating to a reduction of 23%.

CHILDREN’S RIDES – were previously running 24 hours a day. By adding timers to the children’s rides electricity usage has been reduced by 14 hours a day, a reduction of 58%.

HIGH LEVEL LIGHTING (MALLS) – the high level lighting in the customer Malls was identified as old high electricity usage 1000w bulbs which were manually controlled rather than linked to the Centres BMS system. This resulted in the lighting being on far longer than required during daylight hours. High level lighting was replaced with new LED Luminaries complete with wireless controls and daylight harvesting. This part of the back to basics project required an investment of £10,927 but is based on a fantastic 2.2 year payback model which will benefit the centre for many years to come.

LOADING BAY HIGH LEVEL LIGHTING – the loading bay lighting was already LED but was noted to be running 24 hours a day. With new technology now available a retrofit wireless sensor system was installed. New day light sensors were added to ensure lights are now only operational when LUX levels drop below the required level. PIR sensors were also introduced so lighting level drops to security mode setting when full LUX levels are not required in the delivery areas. Each of the luminaires is now individually controlled by sensors removing any over use of electricity in these high usage areas. The retrofit project required an initial investment of £5,230 with a 2.6 year payback model.

SWAN CENTRE “BACK TO BASICS”



BMS TIMERS – at time of review it was clear that timers on the BMS controlling both lighting and air conditioning could be tweaked to reduce running hours in most areas. Following a strategic review of all areas a saving of approximately one hour a day was saved on both lighting and air conditioning systems. This represents a saving of over 10% in these areas.

LIGHTING STAFF AREAS – Lighting in the staff room and staff toilets was often left on at time of review. The focus of the “back to basics” initiative has led to the whole team wanting to support the centres aim to reduce electricity usage. With the support of simple signage we have found this has reduced the frequency of lights being left on in staff areas. As part of a future initiative we are looking to add PIR sensors into all staff areas and remove manual controls.

AHU FILTERS – having completed a review of the AHU filters it was clear significant savings could be made by changing to a modern filter allowing for easier passage of airflow. The new filters are a higher cost but the payback was less than a year.

PPMs – the implementation of the above projects along with previous initiatives completed the year before has led to a significant reduction in maintenance hours. This has been reinvested into core plant PPMs with the increased servicing leading to improved operational efficiencies.

FUTURE PLANNED INVESTMENT FOLLOWING “BACK TO BASICS” INITIATIVE:

Front of House LED Lighting – as part of a planned £2m capital expenditure investment by the landlord the front of house lighting will be converted to LED over the next 18 months. Learning from previous projects the installation will include wireless controls and daylight sensors enabling us to specifically control LUX levels by area across the scheme.

Car Park LED Lighting – working with one of our key tenants we are supporting a tender that has just started to change all the old tube and high level lighting across the Swan Centre car parks to LED.

BMS Upgrade – we have just instructed a survey to review the potential savings of adding all site plant to the Centres BMS system. Initial estimate suggest a £10k upgrade could deliver significant savings with a payback of less than 3 years.

SHARING BEST PRACTICE:

The “back to basics” initiative has proved to be a highly successful way of engaging the team at all levels. The project started as a zero cost initiative but expanded to include a £16k investment with a quick payback period. The project has further enabled the Centre Management team to influence future tenant and landlord investment with both the Mall refurbishment and Car Park LED projects both set to start this year. The details of this initiative have been shared with the landlord to see if it could also be used to generate saving across its portfolio of 32 shopping centres.

SWAN CENTRE “BACK TO BASICS”



**GREEN
CHAMPION
AWARD WINNER**



**GREEN WORLD
AWARD WINNER**



**EASTLEIGH
BUSINESS
AWARD WINNER**