



# Westfield Stratford City



24<sup>th</sup> November 2011

Dear Member,

It was great to see so many of you at the best practice tour today. We hope that you gleaned nuggets of information that you can implement in your day to day business. If you didn't or can't remember them then here are our top 10. (Well 16 actually)

1. Connectivity is key. Only 30 % of people arrive by car. 10% bike and 60% on public transport. Other than having the transport hub near to the centre has Westfield done enough to keep their customers informed? What lessons can we learn about office buildings and links to travel information?
2. 800,000 people per week come through the shopping centre. Wow this is a lot of people! I wonder how it compares to the shopping centres within the RSBPG, especially in relation to amount of staff on site.
3. 4.1 million catchment 200 sq. miles catchment - this raises an interesting question about the reactions of its main competitors. What are Lakeside and Bluewater doing to raise their game? This is a common problem in commercial property, how do we react to the challenges that new and improved buildings bring?

The entire scheme will eventually provide:

- 1.9 m sqft of retail
- 1.1 m sqft office
- 1200 Resi apartment



4. 9.5 million people will come to the Olympic park in the 5 weeks of the games and it is estimated that 70% will come to the shopping centre!
5. Retail mix - Westfield have clearly worked very hard on this. The strategy seems to be separate the different offers over the three floors. Push on top, family in the middle and basic on the bottom. Is this a sustainable/ integrated strategy? Does it need to be?
6. They also used some interesting terminology, "Fully crockeried food court at the World food court with the premium brands" and the "paper (fast) food court" where the retail mix is more "youth" orientated.

7. Challenge the internet- why should people come to a shopping centre when they can get everything online? A leisure offer is key. Top shop have just employed a Full Time events manager. Also the collection of best practise from central London markets (Borough) has led to the creation of the "Eastern Market" which has brought a different shopping experience into a shopping centre environment.
8. "A safe and secure environment" this was trotted out over and over again, giving the perception of an oasis in a poor town. Is it? Is Stratford that bad? Since opening they had extended their concierge service to midnight to help people to their cars after using the leisure facilities.
9. Westfield gift shop - combining products from different retailers to provide a unique offer. How can this be used over the commercial property in general.
10. 78 new concept stores..... new (or modernised) brands create excitement adding to the customer experience.
11. Technology - Interactive signage using iPhone type user interface. The ability to "bump" info onto your smartphone is clever.



- Digital signage - not static, very adaptable
- Digital media department growing very fast. Social networking is a challenge but free advertising on the other hand
- Security concerns over flash mobs found via social media
- Local consultation panel to directly feedback into the development process. Huge applications in commercial property market?

12. Gas fired chip - (can do wood chip) is providing 75% of the power needs.
13. The skills place - Newham BC and Westfield partnership to train all staff - online learning and testing through smart phones etc. Partnerships with technical skills providers and apprenticeships. Skills Academy is on site to train staff using mock shops and barrister areas.
14. 5 star hotel service aspiration. Unique concierge desk with designer uniforms. We have heard this before!
15. 12 Roaming concierge with technology. Sell gift cards... Sign up for Westfield competitions and information.
16. Loyalty card - "Discover London card"

The service charge was glossed over and the management suit was the antithesis of everything they presented ( as is often the case), however the car-park was amazing and they have thought about the customer journey in depth. A very enjoyable visit although too short as there was no time to test if the rhetoric was reality.

I will be going back to test it out though!

