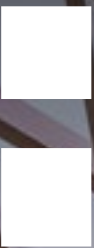


True Value of Retail. Victoria Leeds Leads Footprint

Positive
Places

Hammerson





FOREWORD

In 2013, I had the pleasure of introducing “True Value of Shopping Centres”, our first portfolio wide review of the local social and economic impacts of our assets. That work proved invaluable for us in demonstrating to key stakeholders the value generated for communities, towns and cities, by the presence of a well-managed shopping centre.

Five years on, I am delighted to introduce the next iteration of our social impact study, “True Value of Retail”. This work reveals that our retail destinations across Europe are responsible for creating 40,000 jobs, the vast majority (over 80%) of which are taken by people local to the communities that we serve. Altogether, this generates some £800 million in employee wages, a large proportion of which will be redistributed into the local economy.

David Atkins
Chief Executive, Hammerson

NET POSITIVE AND OUR SOCIO-ECONOMIC FOOTPRINT

In 2017 our sustainability vision became even more ambitious, with a new objective to become Net Positive for carbon, resource-use, water and socio-economic impacts by 2030.



Carbon

Net Positive for carbon means carbon emissions avoided exceed emissions generated.



Resource Use

Net Positive for resource use means waste avoided, recycled or re-used exceeds materials used that are neither recycled, renewable nor sent to landfill.



Water

Net Positive for water means water replenished by external projects exceeds water consumed from mains supply.



Socio-economic

Net Positive for socio-economic impacts means making a measurable positive impact on socio-economic issues relevant to our local communities beyond a measured baseline.

Our Net Positive socio-economic objective is to ensure each of our assets has a positive socio-economic impact within its neighbourhood. Achieving this will require measurement of

progress over time against a clear base-line. Updating the initial True Value research and expanding it to include our other portfolios and jurisdictions has provided us with that base-line data.

HAMMERSON GROUP FOOTPRINT

JOBS CREATED

95%
ARE RETAIL
JOBS

82%
OF RETAIL JOBS
TO LOCAL
PEOPLE

48%
OF RETAIL JOBS
TO UNDER 25
YEAR-OLDS

19%
OF RETAIL
JOBS AT
MANAGEMENT
LEVEL

10%
OF RETAIL JOBS
TO PREVIOUSLY
UNEMPLOYED
PEOPLE

40,000
JOBS CREATED
(OVERALL FTE)



2000
SUPPLIER JOBS



£800m
WAGES



£300m
TAXES FROM EMPLOYMENT

GOVERNMENT SAVINGS



£7m

Cost savings to Government from reduced unemployment benefits



£1m+

Cost savings to Government from reduced crime and health and wellbeing benefits from reduced unemployment

INVESTMENT ATTRACTED



£40m

INVESTED BY RETAILERS IN TRAINING



£2.4bn

ESTIMATED ATTRIBUTABLE INWARD INVESTMENT

For our full group footprint see our True Value of Retail: Our Socio-Economic Footprint report available at sustainability.hammerson.com

CREATING A SENSE OF PRIDE

We also found that through focusing on design and asset management we are making a valuable contribution to the quality of places, and the sense of local pride and wellbeing. Our qualitative research with local stakeholders revealed:



14%

IMPROVEMENT IN QUALITY OF LIFE FOR LOCAL PEOPLE



15%

INCREASE IN LEVEL OF PRIDE FELT ABOUT THE AREA

VICTORIA LEEDS FOOTPRINT

KEY FACTS



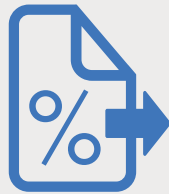
£16m

WAGES GENERATED



£2.2m

INCOME TAX TO THE EXCHEQUER



£4.9m

IN BUSINESS RATES TO THE PUBLIC PURSE

JOBS CREATED



600

600 FTE RETAIL JOBS CREATED

534

534 UNEMPLOYED PEOPLE SUPPORTED INTO WORK

122

122 WEEKS OF WORK PLACEMENTS WERE PROVIDED TO LOCAL YOUNG PEOPLE

35

APPRENTICES WERE EMPLOYED ON THE SCHEME



DIRECT INVESTMENT

£140,000

INVESTMENT TO THE LOCAL COMMUNITY

£300,000

ESTIMATED ADDITIONAL LOCAL SPEND FROM CONSTRUCTION WORKERS

£270,000

SECTION 106 CONTRIBUTION FOR TRANSPORT INFRASTRUCTURE IMPROVEMENTS



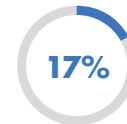
INDIRECT INVESTMENT

£82m

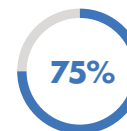
Our research found an estimated £82 million of attributable inward investment will be attracted to the area following the asset's development.

£100m

Over £100 million of indirect value was generated through the construction supply chain, with 18% of contractor spend with local businesses, and 39% of spend within Yorkshire.



OF CONSTRUCTION WORKERS CAME FROM THE LOCAL AREA



OF RETAIL STAFF EMPLOYED ON THE SCHEME ARE FROM THE LOCAL AREA



OF CONTRACTOR SPEND WITH LOCAL BUSINESSES

VISITOR RATINGS



9/10

VISITOR RATING OF BUILDING DESIGN



8/10

VISITOR RATING OF PUBLIC SPACE, INSIDE AND OUTSIDE



9/10

VISITOR RATING OF ASSET SAFE AND WELCOMING, IN THE DAY AND AT NIGHT



9/10

VISITOR RATING OF ASSET IMPACT ON QUALITY OF LIFE FOR LOCAL PEOPLE



8/10

VISITOR RATING OF ASSET'S ROLE IN THE TOWN



8/10

VISITOR RATING OF ASSET'S ROLE IN THE TOWN



8/10

VISITOR RATING OF ASSET IMPACT ON QUALITY OF LIFE FOR LOCAL PEOPLE



EAST STREET ARTS - 130 VICAR LANE ARTS & CULTURAL HUB CASE STUDY

In collaboration with East Street Arts and local partners, Hammerson has transformed a previously derelict building in the heart of Leeds into a unique, temporary arts and cultural hub. The new, striking artwork on the building façade was selected through a competition of local artists.

Through its programme of workshops and exhibitions, 130 Vicar Lane provides a range of initiatives and training opportunities to up-skill Leeds residents, encouraging them to make, create and exhibit their work. Since taking up occupancy at the hub, Leeds Print Workshop has flourished into a vibrant, sustainable printmaking community supporting local people.



WORKING WITH HAMMERSON HAS ENABLED EAST STREET ARTS TO BRING 130 VICAR LANE TO LIFE, AND PROVIDE A MUCH NEEDED SPACE FOR CREATIVE PRACTITIONERS WITHIN THE HEART OF THE CITY.

Nicola Greenan,
East Street Arts
External Relations
Director



THE HUNSLET CLUB CASE STUDY

The Hunslet club provides a wide ranging evening and weekend programme of youth based activities for young people in the city. Activities include football, musical theatre, boxing, performing arts, cheerleading, gymnastics, hip-hop, ballet and other leisure activities. Over 2,000 young people per week use the Hunslet Club whose aim is simply to help them reach their full potential.

A £2,000 grant from Hammerson enabled The Hunslet Club to start the 'Hunslet Club Community Homes Scheme', purchasing their first property, a terraced house in Beeston, South Leeds. The property purchased was a semi-derelict house which had blighted a street for over 15 years. Hunslet Community Homes Scheme's aim was to refurbish the property up to a decent letting standard whilst providing on the job training to local young people.

Over twenty 14-18 year olds gained valuable training and experience in joinery, bricklaying and carpentry skills through the renovation of the property. Through this they will gain valuable BTEC qualifications, dramatically improving their career options.

The Beeston area of the city contains a large number privately rented homes, many of which fall short of the decent homes standard. The refurbished property has been let at an affordable rent on a fixed term tenancy to a family in need, who are members of The Hunslet Club.



THIS INVESTMENT AND INITIATIVE HAS PROVIDED THE HUNSLET CLUB WITH A REGULAR INCOME STREAM WHICH IN TURN IS REINVESTED IN COMMUNITY ACTIVITIES, PROVIDING SERVICES, FACILITIES AND PROVISIONS TO THOSE IN NEED.

James Rogers,
Hammerson
Community Manager



HAMMERSON AND LEEDS RHINOS FOUNDATION CASE STUDY

Leeds Rhinos Foundation is the official charity of Leeds Rhinos rugby club. Their focus is delivering projects in the heart of the community by harnessing the power of sport to make a lasting, positive impact on individuals' lives.

Our contribution to Leeds Rhinos Foundation supports a weekly Work Club. This club assists some of the most vulnerable Leeds residents including victims of human trafficking, refugees, ex-offenders and people who are alcohol dependent.

Work Club support includes CV writing and checking, assisting with registering with job search agencies and preparing for interviews.

SABEENA IS FROM INDIA WHERE SHE WAS WELL EDUCATED AND HAD A GOOD LEVEL OF WORK EXPERIENCE. IN THE UNITED KINGDOM, SABEENA HAD NO WORK EXPERIENCE AND HAD BECOME A VICTIM OF DOMESTIC VIOLENCE. SHE ATTENDED THE WORK CLUB FOR 9 MONTHS, RECEIVING SUPPORT WITH CONFIDENCE BUILDING, INTERVIEW SKILLS AND JOB APPLICATIONS. AFTER FIVE MONTHS IN A VOLUNTEER ROLE, SABEENA GAINED FULL-TIME EMPLOYMENT.

ST LUKE'S CARES - THE SHINE PROJECT CASE STUDY

The Shine Project supports girls who are vulnerable or at risk. It aims to build self-esteem, resilience and empower them to flourish and achieve their goals. A grant from Victoria Leeds enabled St. Luke's Cares to refurbish a shop unit in Beeston Hill, in South Leeds and establish The Shine Nail Bar.

The stylish and professional Shine Nail Bar opened in March 2015 offering a range of affordable treatments, and in 2016 had an average of 40 clients each week with the number steadily increasing. This initiative gives local girls and young women the opportunity to volunteer, gain skills and take part in work placements at the Nail Bar and receive additional support.

EVERY TIME CUSTOMERS GET A TREATMENT, THE MONEY SPENT GOES DIRECTLY TOWARDS WORKING WITH GIRLS AGED 11-18 IN THE LOCAL AREA THROUGH THE WORK OF THE SHINE PROJECT.

LEEDS UNITED FOUNDATION - CORNER FLAG DEMENTIA FRIENDLY CAFE CASE STUDY

The Leeds United Foundation secured Victoria Leeds grant funding towards their Corner Flag Café initiative. The Corner Flag Café supports people with early dementia, acting as a drop in centre and meeting point to interact with other sufferers and support workers alongside ground tours, video presentations and guest appearances.

Our grant funding has enabled The Leeds United Foundation to train local unemployed people who volunteer at The Corner Flag Café each month, gaining new skills, experiences and ultimately become closer to the jobs market.

As part of our inclusivity strategy, we are aiming for all our shopping centres to gain 'Dementia Friendly' status. Awareness sessions have trained over twenty frontline and managerial staff at Victoria Leeds in how to engage with and support visitors with dementia.



SHAPING OUR PLANS WITH KNOWLEDGE

AS PART OF OUR SOCIO-ECONOMIC FOOTPRINT WE GATHERED DETAILED INFORMATION ABOUT EACH COMMUNITY TO HELP US UNDERSTAND KEY SOCIO-ECONOMIC METRICS FOR THE COMMUNITY SURROUNDING EACH ASSET.

What metrics are included?



AGE



DEPRIVATION INDEX



CRIME



HEALTH



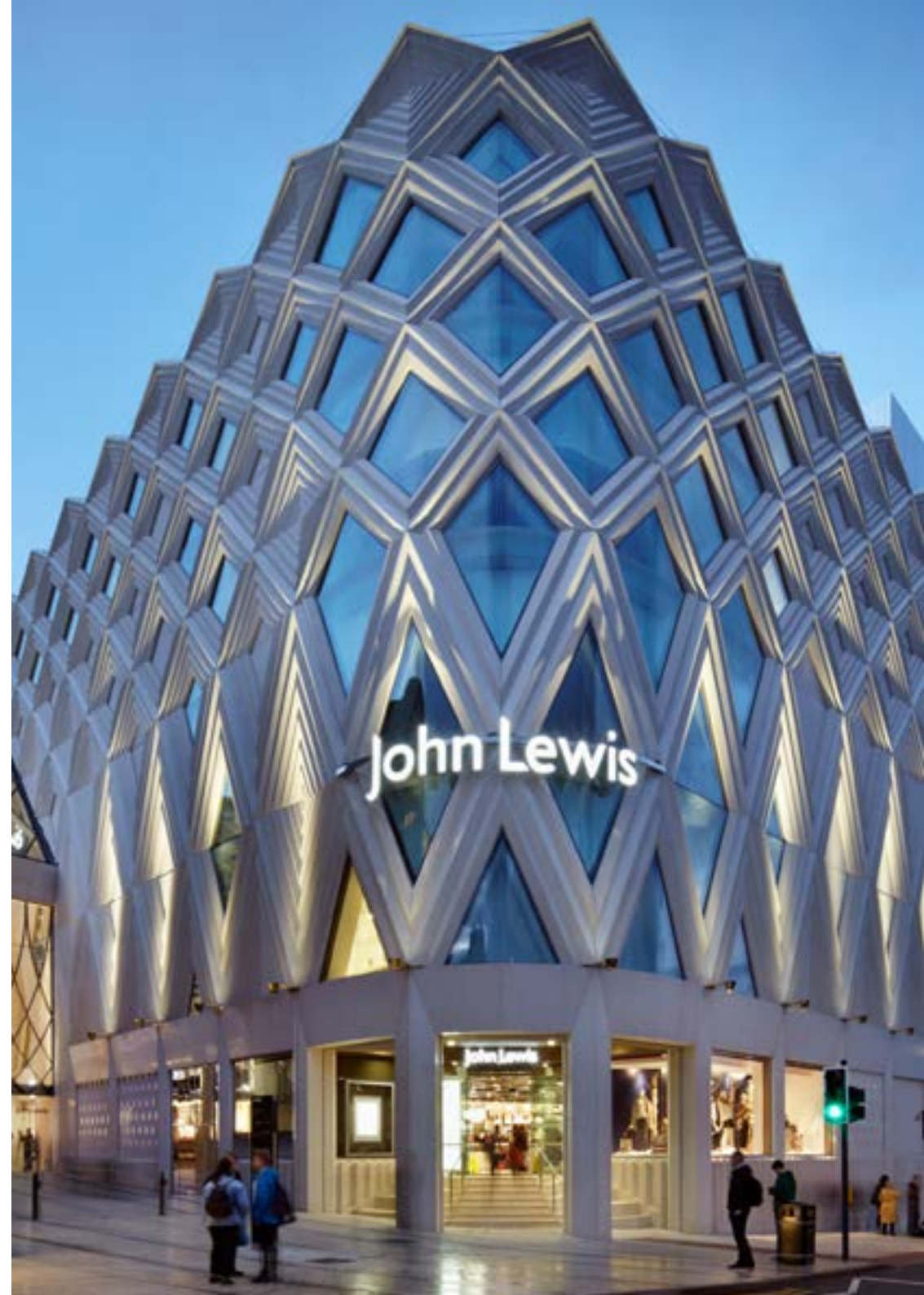
EDUCATION FOR BOTH ADULTS AND CHILDREN



EMPLOYMENT

Why is this important?

Understanding the socio-economic features of a town will help us to shape our community plans and direct our community investment for the greatest impact, as well as ensuring our centre designs and retail offering are shaped to respond to that community.



Hammerson Positive Places

Our sustainability vision is to create retail destinations that deliver Net Positive impacts economically, socially and environmentally.

Positive Places is our strategy for making that happen.

If you have any questions about our sustainability strategy or the information contained within this document please contact the Hammerson Sustainability Team at:

sustainability@hammerson.com

**Positive
Places**