



CASE STUDY: JLL AND LEGAL & GENERAL'S APPROACH

JLL and Legal & General

Location: UK



At JLL we have been exploring the opportunities to work with our clients to enhance the 'healthiness' of the shopping centres that we manage and also looking at how we might be able to prove a link between enhancing the environmental factors associated with health and wellbeing and the commercial success of shopping centres.

Many of our clients are starting to look at this area and trying to understand how they might be able to incorporate improvements to health and wellbeing into asset management strategy and refurbishment plans. Landlords such as Legal & General Real Assets, Aberdeen Asset Management, LaSalle Investment Management, Standard Life Investments and Aviva are all starting to explore these issues. In conjunction with these clients, we will be undertaking research in 2016 to understand customer perceptions of the 'healthiness' of a sample of shopping centres, using the customer survey developed by the UKGBC task group. Once we have this information we will undertake an analysis against indicators such as footfall, dwell time, customer satisfaction and tenant satisfaction to understand better if there is a link between these measures of success and the perceived healthiness of a shopping centre.

In the meantime, many of our clients are proactively trying to integrate health and wellbeing factors into refurbishments. Legal & General Real Assets have recently started on one refurbishment and are planning a second, that will include improvements in the health and well-being factors. Comparison of footfall, dwell time and customer satisfaction before and after refurbishment



Grosvenor Centre © Legal & General

will enable JLL and Legal & General Real Assets to hopefully better understand the commercial impact of these enhancements. More detail is provided below:

THE GROSVENOR CENTRE, NORTHAMPTON

TIMEFRAME: Work started in 2013, due to complete in 2016

SCOPE OF WORK: Refurbishment of internal malls, including new flooring, lighting, entrances, plant and toilets

Health and wellbeing improvements:

- Improvements to lighting
- Reconfiguration of mall areas in line with active design principles, with accessibility fully considered
- More contemporary and clean look and feel
- A staff garden has been introduced and a disused external area has been planted
- Plans to enhance food and beverage offer
- Specific space for community activity has been introduced (the Greenhouse)

CASE STUDY CONTINUED:

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UK

THE GRAFTON CENTRE, CAMBRIDGE

TIMEFRAME: Work starts in 2016, due to complete in 2017

SCOPE OF WORK: Refurbishment of internal malls, replacement of glass roof, replacement of elements of plant, floor, entrances, public realm improvements.

Health and wellbeing improvements:

- Improvements to lighting
- Foot flow, ease of use, active design and accessibility are all being factored in to refurbishment plan
- More contemporary and clean look and feel
- More family and community spaces introduced
- Plans to enhance food and beverage offer



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