



Retail Park Portfolio | Case Study

Asset Space was instructed on the commercialisation of a retail park portfolio in 2008, consisting of 16 retail parks and two town centre shopping centres. All additional income streams were taken under the management of the team.

There was no strategic commercialisation of the retail parks. The commercialisation at the shopping centre had been carried out onsite by the centre team, who, without specific industry expertise, had understandably struggled to source the best activity for the centre, to apply any sort of strategy to the activity that was implemented, have the time to manage the activity in a way to generate best income, or document it in a way to both drive the net asset value as well as properly protect the landlord's interests.

COLLAPSE

Aim

Through a true strategic approach and proactive performance management of the various activities to:

- Increase income
- Improve net asset value
- Enhance the mall atmosphere
- Encourage dwell times and spend

How We Did It

Across the retail park portfolio, we concentrated on implementing the core activities that are most easily achievable on an external scheme. These included hand car valeting, mobile food and beverage, external kiosk units and promotional activity. Our brief did not include outdoor advertising.

For the shopping centre we worked hard, in conjunction with the landlord, and the centre and management teams, to improve the quality and positioning of the promoters on the mall as well as the level of income.

There were softer benefits from this approach in creating an additional draw to the schemes, and encouraging dwell times and basket spend at the all of the properties.

Results

Activity	Problem	Solution	Results
Retail Parks	No strategic approach to income generation, and very little income being received (c. £20,000 per annum)	By the end of the first year, landlord income had jumped to £65,000 pa, and there has been a significant income uplift year on year since then. In 2012 we are projecting a landlord income of c. £140,000.	Uplift of 700%
Shopping Centre	Although the centre team generating a healthy income, there was no strategic approach to income generation, and the quality of the activity and licensing/ administrative standards were poor.	Application of a dedicated commercialisation expertise and resource resulted in an uplift in income in year one revenue by 10%. Since then the landlord income has consistently increased year on year by 10%.	Uplift of 10% year on year