

Press release

Title Landsec unites 92 retail brands in fight against single-use plastics
From Landsec
Date 07.08.2018

- *Scheme aims to decrease customer reliance on single-use plastic bottles by partnering with retailers to make free refill points available.*
- *Research highlights that over half of shoppers feel uncomfortable asking for free refills of water when out shopping.*
- *92 retail brands have pledged to join the Refill Me campaign including branches of Caffé Nero, Costa, Lush, McDonald's and Pret A Manger.*

Landsec has launched a Refill Me campaign, uniting 92 brands in the fight to decrease the amount of single-use plastic waste generated at its retail destinations.

It is estimated that UK adults use 7.7 billion single-use water bottles each year. This campaign aims to help cut this number by reducing the amount of single-use plastic bottles used at Landsec's retail destinations. This will be done by encouraging retailers to take part in an initiative which will see them offer free refills to customers using their own bottles. So far 149 individual stores have signed up from 92 brands including branches of Caffé Nero, Costa, Lush, McDonald's and Pret A Manger.

Landsec aims to roll out the scheme across its entire portfolio of shopping centres, outlet malls and leisure parks by 2020.

The Refill Me campaign went live on 1 August, initially across 12 of Landsec's shopping destinations including Bluewater, Trinity Leeds, Gunwharf Quays and Westgate Oxford.

Research commissioned by Landsec found consumer attitudes towards refillable bottles could be a significant barrier to reducing the prevalence of single-use plastics. Landsec's research found that 59% of shoppers would feel uncomfortable asking a retailer to refill their water bottle without first making a purchase.

The Refill Me campaign helps tackle this barrier as consumers are under no obligation to purchase any products from retailers who have pledged to support the initiative. Participating retailers will display stickers to indicate to shoppers that they are a free refill point.

The research also found that while 59% of shoppers do not currently carry a refillable bottle with them, half of all respondents would begin carrying one more often if they knew where they could refill it.

Landsec's research also offers revealing information on consumer attitudes around single-use plastics. 27% of respondents felt that decreasing the amount of single-use plastics in the UK is the responsibility



of Government and local authorities. Only 21% felt that it was the responsibility of businesses, while over 34% believe that the responsibility lies with individuals.

Tom Byrne, Sustainability Manager at Landsec, commented: “At Landsec, we take our environmental responsibilities very seriously. When we discovered that 59% of people felt uncomfortable asking for a water refill without first making a purchase when out shopping, we were determined to help make it easier for shoppers to embrace sustainable practices. Wherever customers see our window sticker, they can ask for their bottle to be refilled without feeling pressured to make a purchase or embarrassed to ask. We’re committed to rolling this scheme out right across our 17.6 million sq ft portfolio by 2020.

Over the first week of the campaign, we’ve seen unprecedented levels of support from customers and retailers alike. Single-use plastic is one of the biggest challenges facing our planet; like other refill campaigns, we’re determined to play our part in ensuring that we drive change in the behaviours of shoppers and retailers.”

Oliver Rosevear, Head of Environment at Costa, said: “At Costa we are committed to reducing our impact on the environment and playing our part to tackle the issue of plastic waste. We are delighted to be joining Landsec’s Refill Me campaign and further promote the use of reusable cups and water bottles within our stores – allowing customers to refill their water bottles for free, with no purchase required.”

Ends

About Landsec

At Landsec, we believe great places are for people to experience and are made with the experience of great people. We own and manage some of the most successful and recognisable assets in the country. Our £14.1 billion portfolio spans 24 million sq ft of real estate and is a diverse mix of offices, retail and leisure.

In London, our portfolio totals more than £7.8 billion, and consists of 6.4 million sq ft of real estate. From the world-famous Piccadilly Lights to the transformation of Victoria, SW1, we deliver exceptional experiences for the businesses and people that live and work in, and visit, the capital.

In Retail, across our 17.6 million sq ft of assets, we create outstanding experiences for customers and guests alike. Combined with the strength and resilience of our portfolio, this means we regularly outperform industry benchmarks for footfall and sales. We offer more than convenience and choice, recognising that memorable destinations are key to attracting the shoppers and retailers of today, and tomorrow.



We also aim to lead our industry in critical long-term issues – from diversity and community employment, to carbon and climate resilience. Everything we do is grounded in experience and begins with people. We deliver value for our shareholders, great experiences for our customers and positive change for our communities. At Landsec, everything is experience.

Find out more at landsec.com

Please contact:

Press

Sareen Gosal

+44 (0) 20 7894 5079

+44 (0) 7522 490 587

sareen.gosal@mullenlowesalt.com

or

Henry Kirby

+44 (0) 20 7894 5615

+44 (0) 7714 471 152

henry.kirby@mullenlowesalt.com