



Come In
WE'RE
OPEN

WESTGATE

INSPIRING
CHANGE

TOTAL IMPACT REPORT:
ONE YEAR ON

OXFORD

MAKING AN IMPACT

We want to help make Oxford one of the greatest cities in the world.

ABOUT THIS REPORT

Oxford is a city filled with big thinkers. We knew we would have to think big to create Westgate Oxford. As well as creating a premium retail destination, we wanted to enhance Westgate Oxford's contribution to the city's economy, environment and people. Now, one year after opening our doors to the public, we are pleased to communicate our findings.

We asked local people and businesses, people who work within Westgate Oxford and guests who visit the centre what they thought about the development. Our findings are in this report, the second of two on the total impact of our development. Our previous report focused on the impact of construction. This report focuses on the operational impact of Westgate Oxford.

Like all modern cities, Oxford doesn't stand still. By understanding our impact on the city, this research means we can continue to do what is best for Oxford.

ABOUT THE WESTGATE OXFORD ALLIANCE

We are The Westgate Oxford Alliance, a partnership formed by Landsec and The Crown Estate. Both organisations have a clear track record of delivering exemplary city and town centre regeneration schemes across the country, including those with rich heritage such as Regent Street, London and Trinity Leeds.

The Westgate Oxford Alliance has invested heavily in Oxford and will continue to work closely with Oxford City Council and Oxfordshire County Council to promote and champion our home city. As leasehold owners of the Westgate centre, The Westgate Oxford Alliance has signed a Development Agreement with Oxford City Council.





SETTING THE SCENE

Westgate Oxford is the latest chapter in the story of a city with a remarkable history.

ABOUT WESTGATE

In a bustling part of Oxford, the original Westgate centre was built in the early 1970s on the remains of the ancient city walls. It consisted of over 30,000 m² of shops, a library, 14 flats and some offices. Various ideas were put forward for its redevelopment in the 1980s.

We bought the site in 2010 and began discussing its future with the local community straight away. With their feedback, we created a concept fit for Oxford's historic cityscape that would benefit the city.

After four years of discussions, our plans for a £440 million redevelopment were approved and construction began on site in 2015. We opened our doors on 24 October 2017 with a flagship John Lewis store and we now have over 100 shops, restaurants, cafés and leisure facilities. Westgate Oxford features 59 high quality apartments and is surrounded by a mix of covered streets, arcades, lanes and squares. It is a world-class destination to shop, work and live.

ABOUT OXFORD

Oxford's depth of character makes it an intriguing city to visit. It is one of the fastest growing and most cosmopolitan cities in the UK. Over 30,000 students and nine million tourists per year mean it is full of energy, and its intellectual edge brings success in industries like publishing, healthcare, bio-tech and car manufacturing.

The people of Oxford are working to tackle environmental and social issues. A strong cycling culture reduces pollution and street congestion, while government, local businesses and community groups are addressing issues such as flood risk, housing, labour and space shortages. It is in this eclectic culture that our story begins.

GROWTH FOR GOOD

Oxford has always been an economically successful city. Westgate Oxford has contributed to this success by creating economic growth through construction and in the year since we opened.

ECONOMIC IMPACT

Since opening, we have helped to generate some big numbers for the national and local economy. We have also found that people stay longer at Westgate Oxford now than ever before; enjoying the space and the wide selection of shops and entertainment. People are also spending more time out and about after work and in the evening at weekends, helping to build Oxford's vibrant evening economy.

Local businesses are also feeling positive about the last 12 months. They told us about increases in footfall and that we have had a more positive impact on their revenue than the original centre.

The number of people coming to Oxford has increased over the last year, with footfall data showing a large increase in visitors to the city centre. Through our operations and working together with different communities across the city, we believe this trend will continue to enable Oxford to thrive.



£19.6m

'GROSS VALUE ADDED'
ENABLED THROUGH
OPERATIONS



2,000+

FULL TIME EQUIVALENT
JOBS CREATED



8.9%

FOOTFALL INCREASE
IN OXFORD





94

NUMBER OF
UNEMPLOYED PEOPLE
INTO EMPLOYMENT



£2m

LOCAL SPEND
BY STAFF ANNUALLY



£29m

WAGES
GENERATED



EMPLOYMENT

The creation of jobs has helped an estimated 64 people out of unemployment and into work. A further 30 employees have come through a dedicated route we set up for unemployed people. These successful individuals will soon be joined by more as we continue to promote this opportunity. Working closely with our partners Oxford City Council, Oxford County Council, Department for Work and Pensions, City of Oxford College and Aspire Oxford, we are dedicated to equipping those in unemployment with the skills to compete for jobs.

The economic benefit of these new jobs is plain to see. The spending power of new employees has enabled more people to shop, eat, drink and make use of leisure facilities locally within Oxford.



“The retail offer is much nicer. This is better for business and the city’s image.” – Jenny, sales assistant

*“Westgate Oxford is good for us because more people are coming to the high street.”
– Imran, local high street business*



A PLACE FOR ALL

Oxford has an international reputation; creating a sense of pride in local people, as well as attracting tourists and students not just from the UK, but from across the world.

SOCIAL IMPACT

It is very important to us that Westgate Oxford is inclusive and attractive to everyone who visits the city. We are open from early in the morning to late at night. We strive to ensure that everyone feels welcome at all times whether they come to shop, eat, enjoy the leisure facilities, or just make use of the clean and green open spaces to meet up with friends and family.

So when we asked people on the street what they thought of Westgate Oxford, we were delighted to hear good feedback. People were particularly positive about access to and around the area, and felt safe both during the day and in the evening. Importantly, people liked the quality of public space and the building's design. One of the things we find most fulfilling is that local people and businesses felt that we have enhanced the reputation of Oxford.



8/10

PUBLIC RATING OF DESIGN & ARCHITECTURAL QUALITY



64%

OF VISITORS STAY FOR OVER AN HOUR





8/10

PROUD TO WORK AT
WESTGATE



8/10

EMPLOYEE RATING
OF COMFORT IN THE
WORK SPACE



WORKING AT WESTGATE OXFORD

The people who work at Westgate Oxford are the beating heart of the centre. It is important to us that they work in an environment that they feel happy in and which contributes to their wellbeing. When we spoke to them, feelings of comfort and safety were high amongst the people working here. On top of this, we found feelings of pride were associated with working at the centre. We will keep talking to the staff on site and our brand partners, but also to local businesses, local authorities and many others. Oxford is home to all of us, and we are committed to making sure everyone feels included and comfortable everywhere they go.



“I have lived in Oxford for some time, and now, I have a nice space to enjoy on the weekend for shopping or just a day out.” – Barbara, retail assistant manager

“I like the architecture. It is very comfortable. It is a great space to sit and relax.” – Julie, local worker

GREEN GOALS

A healthy environment benefits everyone. That's why we've worked to create a place that doesn't just reduce its negative impact on the environment, but has positive impacts.

ENVIRONMENTAL IMPACT

When we first started designing Westgate Oxford it was important for us to achieve high environmental standards.

During construction we put in place many environmental targets around minimising waste generation, zero landfill, improving air quality, and many more. We are pleased to report all of these targets were either met or improved upon.

Now that we have been open for a year, we have worked alongside all of our brand partners to commit to industry recognised standards of environmental excellence. Through working together, we believe we can have a bigger and better environmental impact. So far amongst other achievements, we have improved our energy efficiency and increased the amount of recycling.

To champion Oxford's local cycling culture, we have opened a cycle hub and are actively working to encourage its use. To further reduce road traffic, we partnered with Oxford Bus Company and Stagecoach to help improve the bus stops and Oxford's Park & Ride system. This has helped achieve an increase in bus use of over 8% compared to last year.



100%

WASTE DIVERTED
FROM LANDFILL



50

ELECTRIC VEHICLE
CHARGING POINTS, SAVING
18 TONNES OF CO₂
SINCE OPENING



1,000

CYCLE PARKING SPACES
BEING INSTALLED



7/10

STAFF RATING OF
GREEN SPACE



80%

OF FOOD & BEVERAGE
OUTLETS SIGNED UP TO THE
'REFILL ME' CAMPAIGN



8.2%

INCREASE IN
BUS USE

GOING GREEN

In the middle of any city, green space is an important commodity. We recognised the importance of having access to quality green space and wanted to make sure the people of Oxford could enjoy ours.

One year since opening, people told us that they really valued the public realm, green space and landscaping. It is also one of the aspects that we have improved upon the most compared to the old centre. Access to green space contributes positively to wellbeing. This is important not only to those using the facilities at Westgate Oxford, but also to the staff that work here.

We are pleased to see how people have taken to the spaces we have created, and we continue to look for new ways to maximise their use and the appreciation of them.

To help reduce plastic waste, we started our 'Refill Me' campaign which provides free water refills to guests whenever they ask at a food and beverage outlet.



"Westgate Oxford provides a more positive environment than the previous building. It is brighter and has a nicer atmosphere." – Dave, retail assistant

"People love relaxing on the grass in the square. It's a big success." – Sarah, duty manager

REDEFINING SUCCESS

One year after opening, we are extremely proud of our performance.

All environmental targets have been met or surpassed and all social metrics have performed better than predicted.

In the eight years since buying the old site, we have built strong relationships with local people, local businesses, the City and County Council and others at the heart of Oxford. We are excited that this research has shown we have had a positive impact on the city; fulfilling our commitment to create a positive impact both on those who live nearby, those who visit and those who work here.

We have invested in Oxford for the long run. We would therefore love to hear your thoughts on this report or Westgate Oxford in the future. Oxford is our home and we will keep listening and working with the community to manage Westgate Oxford in a way which benefits everyone and champions this vibrant and exciting city.



IMPROVED PERCEPTIONS OF WESTGATE BEFORE & AFTER REDEVELOPMENT

Our on-street and local business surveys show people's perceptions of the new Westgate centre (solid line) are higher than their perceptions of the old Westgate centre (dashed line) across seven impact areas.

SCORE OUT OF 10
(0 = VERY POOR, 10 = EXCELLENT)

ON-STREET SURVEY: OLD CENTRE — NEW CENTRE
LOCAL BUSINESS SURVEY: OLD CENTRE — NEW CENTRE

GREEN SPACE & LANDSCAPING OUTSIDE



BLEND WITH OTHER BUILDINGS & PUBLIC SPACE



DESIGN & ARCHITECTURAL QUALITY



BUILDING'S CONTRIBUTION TO A SENSE OF LOCAL WELLBEING



GENERAL ACCESS TO & AROUND THE AREA



PUBLIC REALM QUALITY



BUILDING'S CONTRIBUTION TO OXFORD'S REPUTATION



OUR METHODOLOGY



This report is based on research conducted in 2018 on behalf of The Westgate Oxford Alliance by JLL and Envoy Partnership.

PRIMARY DATA

Primary data was collected from The Westgate Oxford Alliance, its suppliers and the people of Oxford. We conducted on-street surveys within a 200 metre radius of the centre to engage with local residents, workers, students and tourists. In the previous publication *Inspiring Change: Total Impact*, we asked people for their views of the old Westgate centre and to predict the impacts of the new centre prior to redevelopment. For this current research, we followed up on these questions; asking people for their views on Westgate Oxford now that it is open. Finally, we asked people to estimate how frequently they shop at the new centre, for how long and how much they spend. 103 people responded to on-street surveys.

Surveys of local businesses were also conducted to identify local spending, business revenue and footfall trends (within a larger radius of up to 300 metres from the centre). 62 businesses took part in the business surveys. A survey of the staff of brand partners was also conducted to identify how aspects of working at Westgate Oxford might impact their wellbeing. 71 people representing 46 different brands took part in the staff wellbeing survey.

SECONDARY DATA

Secondary data was collected on many different impacts of Westgate Oxford from sources including the Office of National Statistics, the Police and many more. The most recently available data has been used and data has been used for the smallest geographical area closest to Westgate Oxford.

Throughout this report we refer to Full Time Equivalent jobs, which is a unit of measurement equivalent to one person employed on a full time basis. We also refer to Gross Economic Value. This is the amount of economic growth achieved through: the value of business activity, stimulation in the supply chain and benefits from the jobs created.

Footfall change according to Oxford City Council comparing last 12 months to the previous 12 months.

Unemployment to employment is calculated from the unemployment rate of Oxford plus the 30 individuals who found employment through the Landsec Community Employment Programme.

Join the conversation

#WestgateOxford



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