



We do things differently


We do things differently

As a landlord and developer, our impact on communities is not only physical but social and environmental too. We therefore have a responsibility to consider these issues as part of our everyday business. We accept that responsibility, and do things differently and better, because we can and because it's the right thing to do.

To be the business others want to do business with, CR has to be integral to how we do things at all levels of the business. That's why, at Land Securities, we do not separate corporate responsibility from our business strategy.

Embedding CR into our everyday work means our people take personal responsibility for the things that make our business a better business.



 Find out more in our full Corporate Responsibility Report at www.landsecurities.com/responsibility



Perhaps surprisingly for a property company, our business is all about people.

Playing such a significant part in shaping the future of the retail industry means we work with – and for – an extensive network of people. From my own team at Land Securities and our service partner colleagues, through to our retail customers and their staff, we have a responsibility to provide the best working environment possible, for all 32,000 of them. We have a much wider responsibility too; to the communities we are involved with at each and every one of our centres and developments, and to the shoppers who make around 300 million visits a year to our retail destinations.



We maintain that our people on the ground, working in the centres, are best placed to promote a successful local economy and support community groups.

Our business is also about understanding. We are experts in the retail business, but realise that we need to be experts in our communities too. While we want to ensure that we continue to deliver the best possible standards of engagement across the business, we also try and respond to the needs of the local communities wherever we work. We maintain that our people on the ground, working in the centres, are best placed to promote a successful local economy and support community groups.

What pleases me the most about this summary of our CR work is the diversity of its content, and its breadth; we have centres across the country from Aberdeen to Exeter and I am delighted to see that everyone is getting involved. Being part of the community in this way makes our business better.

This is only a snapshot of our activities. To really shape the future of retail, we have to act progressively, think smartly, be experts at what we do and build our affinity with our customers. But most important is the way we behave; with integrity in all that we do. If you would like to find out more about a particular initiative or specific centre, do get in touch.

Richard Akers, Managing Director, Retail Portfolio



▶ We support community groups and charities by giving time, money, expertise and space in our centres for promotional events, awareness campaigns and fundraising activities, like wishing wells for shoppers' donations.

Our communities

Our long-term objective:

To be recognised by local communities as the number one partner for the delivery of positive social and economic impacts.

Training and employment

In addition to Land Securities' 700 employees, our retail destinations across the country employ a further 32,000 people in retail and related occupations. This extends our ability to benefit the long-term unemployed in the areas we operate.

Development

This year, we restarted on site at our development Trinity Leeds. In partnership with our main contractor Laing O'Rourke, and in direct response to Leeds' Social Impact Plan, we aim to deliver training and work experience to more than 100 people, and help at least 40 currently unemployed people into work throughout the lifetime of the project.

Service partners

We encourage key service partners to hire new entrants to the workforce, and also focus on improving the skills of the existing workforce through our 'Land Securities DNA' service partner training.

Local job opportunities

We have the size and reach to help our retailers, and other local businesses, to

attract and recruit new employees by hosting job fairs.

At Cabot Circus in Bristol, for example, we provided the local Skills Centre with free space to run a job fair on-site in 2010, helping retail occupiers such as KFC, Wilkinsons, Burtons and Rituals to fill permanent roles and Christmas vacancies.

In a bid to ensure they had the quantity and calibre of staff required for the important Christmas period, Skills Centre South West – a partnership between Cabot Circus, City of Bristol College and West at Work – also ran free retail courses before the job fair. These day-long events covered CV preparation and interview techniques, and unemployed applicants aged 19 and over could attend for free.

We held a similar careers event in Livingston in Scotland, and two more job fairs are planned in Bristol for 2011.

Retail Skills Academies

We support National Skills Academies for the retail sector, where appropriate, to get young people into employment or training

We have Retail Skills Academies in Leeds, Bristol, Liverpool and Sunderland, and are working towards opening two more in Livingston and Corby.

By the end of this year, all job opportunities in these centres will be made available to participants in the Skills Academies.

Education

Local schools love our development sites, and wherever possible, we will accommodate site visits for groups of school and college students.

They also like getting involved with the centres too. This year, in Lewisham, we commissioned an historian to write a book about the local history, and gave copies to all children in Years 5 and 6 at school. The book has become the best circulated book in Lewisham and is also a valuable resource for local teachers.

Our head office Retail team also engages with Oxford Brookes and Reading universities, offering work experience to students studying for professional qualifications in property-related courses and recruits one graduate per year, if the candidates are right.

Grant-based funding

We actively seek out ways to use our skills and experience for the benefit of the wider community. For example, we established ARISE, a grassroots grants programme to help to regenerate the areas in which our shopping centres and retail parks are situated.

Over the last six years, our original ARISE scheme – in Leeds – has provided funds to more than 160 groups located near the White Rose shopping centre. This year, for the second time in three years, ARISE in South Leeds won the CR award at the Variety Club Yorkshire Property Awards.

We have since extended the programme to other retail locations, including Bristol and Livingston and have plans in the coming year to roll the programme out to further centres.

Providing space for charities

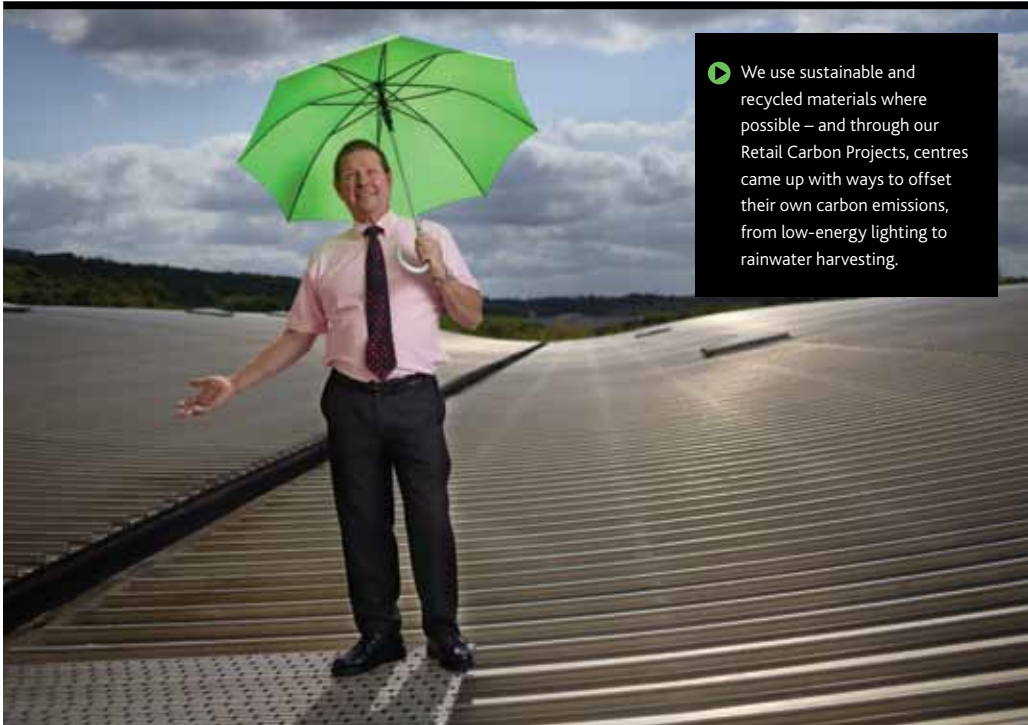
Wherever we can, we offer space in the public areas of our shopping centres so that charities can promote their work. Most of our centres have one 'nominated' charity, which range from national bodies to local hospices and children's hospitals.

Princesshay in Exeter supported its nominated charity, Hospiscare, with an Easter painting competition for children, St David's in Cardiff gave Marie Curie space for an information point about the hospice and its work while St Johns in Liverpool asked shoppers to donate money and a kiss to support the British Red Cross on Valentine's Day, although the 1800 lipstick imprints collected just missed out on setting a new Guinness world record!

For the second year running, we also promoted The Big Donation, a national appeal to get people to donate their unwanted clothes, CDs, shoes, accessories, bric-a-brac, toys and books to the British Heart Foundation (BHF). We provided floor space in 20 of our shopping centres throughout August and September, and more than 8,800 bags were donated, helping to raise over £184,000.

Incubator space and support

During 2010, we let retail units to 30 new businesses across the country. One of our centres, Cabot Circus, provided free space for the Start Living advice centre, a national initiative of The Prince of Wales' Charities Foundation that promotes and celebrates sustainable living. And in September, the Prince, along with the Duchess of Cornwall, visited Cabot Circus to officially open the new facility.



▶ We use sustainable and recycled materials where possible – and through our Retail Carbon Projects, centres came up with ways to offset their own carbon emissions, from low-energy lighting to rainwater harvesting.

Our environment

Our long-term objective:

To reduce our carbon emissions by 30% by 2020.

The built environment and climate change

Carbon reduction plan

To achieve our 10-year carbon reduction objective, we need to design and build more sustainable properties, and manage our existing ones better.

In addition to setting interim reduction targets, we are developing a long-term carbon reduction plan for our Retail portfolio, which will assess the effects of carbon-efficient design, sustainable material use, retrofitting new technology and occupier behaviour.

Environmental plans

Environmental plans are 'business as usual', as all our shopping centres have been required to have one for the last three years. We update them as necessary and engage with centre managers regularly so that they continually improve their centre's performance.

BREEAM ratings

A "Very Good" BREEAM (Building Research Establishment's Environmental Assessment Method) rating has been the minimum standard for all our Retail schemes since April 2010. To date, all completed properties have achieved at least this rating, and we expect the same rating at current refurbishments.

Retail Carbon Projects

After introducing a carbon-offset programme for the energy use associated with the common parts of our shopping centres, we improved it so that the money funded measures to reduce CO₂ emissions, energy and water use on-site. Centres came up with ideas such as rainwater harvesting and low-energy lighting, and the £350,000 invested in realising them is expected to save £1.5 million in energy costs and 30,000 tonnes of CO₂.

This initiative has won a Sustainable Cities Award, a Business in the Community 'Big Tick' and a 'Gold' Green Apple Retail Award. We are now widening its remit to include other community and CR programmes that bring long-term benefits.

World Environment Day

We hold environmental events to promote World Environment Day. On 5 June 2010, our involvement included a promotion of the Big Go and Grow schools gardening campaign at St Johns in Liverpool, and a guess the number of crushed cans competition to promote recycling in Corby.

Natural resources

Achieving the FSC project-specific Chain of Custody Certification Standard for all our developments is just another example of 'business as usual'. In fact, FSC certification is a contractual requirement.

We have also committed to replace each tree we remove or damage with at least 100 new ones. For instance, in the construction of the Trinity shopping centre in Leeds, we had to remove three trees and accidentally damaged another, so we have worked with the South Yorkshire Forest Project to plant 400 new trees in Cantley Park, Doncaster.

Customer behaviour

Waste and recycling

Because of the geographic spread of our shopping centres and the limited number of facilities in the UK, we can't send all our Retail waste for energy recovery. However, by investing in balers and compactors, and encouraging recycling and reuse, our 2010/11 target of 70% diverted from landfill was exceeded, as we achieved a 78% diversion.

All our centres are now working towards 'zero waste to landfill'. Six centres located close to energy recovery plants have already achieved this, and two – Gunwharf Quays in Portsmouth and White Rose in Leeds – won Green Apple Awards for their achievements this year. We expect three more sites to reach the same level during 2011.

Consumer recognition

We regularly measure our communication with the public on sustainability issues. In a survey of our centres in spring 2010, 49% of those questioned were aware of our environmental initiatives, such as reusable bags for life, recycling points for mobile phones and clothes hangers, and energy-efficient hand-dryers.

Low-carbon retail

Our *Design Guide for Low-Carbon Fit-Out*, which was launched in November 2010, encourages retailers to reduce carbon emissions and energy costs through best practice design and energy management for lighting, heating, air conditioning, kitchens and restaurants. Each shopping centre has received a copy, as have our key retail customers.

As part of an environmental drive at Willow Place in Corby, all new tenants are provided with an 'enviro-wheel', which features dozens of ways to save energy and useful contacts for further information.

Our marketplace

Our long-term objective:

To set the standards for innovation, value and service to which others aspire.

We increasingly find that the issues facing our business cross over between our four key areas to form a complex 'web' of issues. For example, employment and training, which could be seen as a 'community' issue, can't be addressed without our 'marketplace' construction partners. We therefore spend a lot of time engaging with local authorities, business partners, suppliers, investors, neighbours and customers.

Customer satisfaction

The satisfaction of our customers is crucial to our business. Among the 122 retail occupiers that participated in our annual survey, we achieved a score of 4.27, above our target of 4.17. And of those respondents, 98% said they'd be willing to recommend us as a landlord.

In addition, thousands of people shop in the properties we own and manage, and our challenge remains continuing to engage and communicate effectively with them on key issues.

In the Retail Eyes mystery shopping surveys we commission every year, we get a snapshot of our customers' impressions of our Retail offer.


Supply chain health and safety

We have policies and procedures in place to underpin our daily activities, and regularly report on RIDDOR accidents, events and near misses at our retail destinations (just 59 across our Retail portfolio in 2010/11).

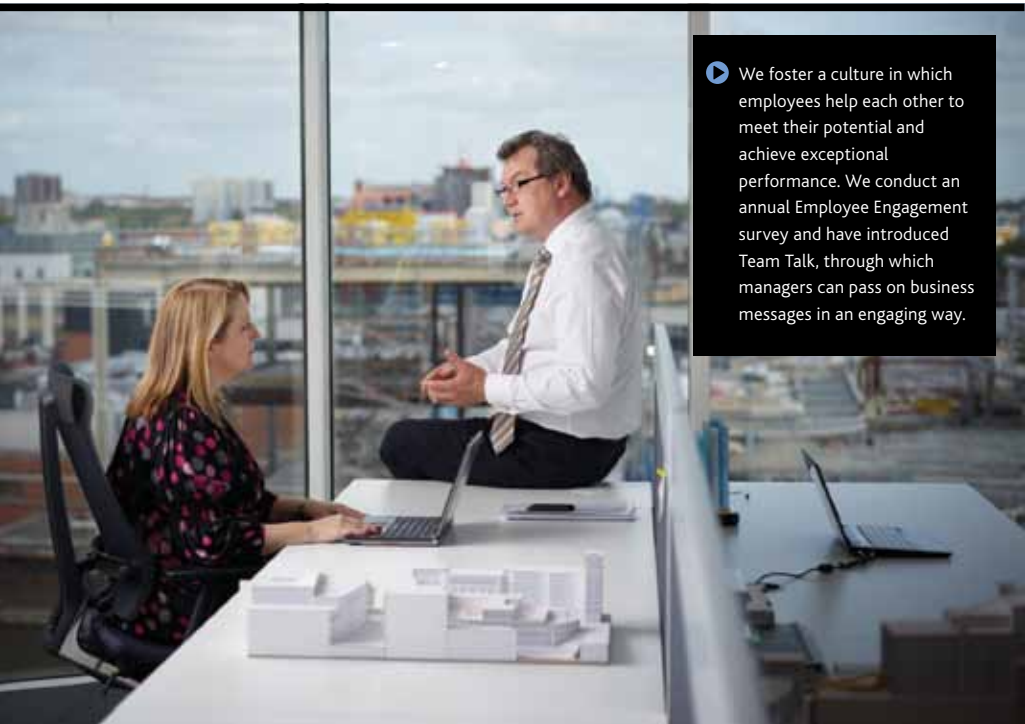
Our reportable accident rate on development and refurbishment projects was 9.45 reportable accidents per 100,000 employee contractors across the portfolio, which is significantly below the industry benchmark of 906.

British Council of Shopping Centres (BCSC)

Land Securities is an active member of the BCSC and regularly provides comment, engages in research, shares knowledge and contributes to policy issues. Richard Akers, MD of our Retail portfolio, is currently BCSC President.



▶ Our shopping centres receive nearly 300 million customer visits a year. We engage with members of the public who visit our customer service desks every day and offer feedback facilities on our websites.



▶ We foster a culture in which employees help each other to meet their potential and achieve exceptional performance. We conduct an annual Employee Engagement survey and have introduced Team Talk, through which managers can pass on business messages in an engaging way.

Our people

Our long-term objective:

To be recognised in the UK as an employer of choice for developing people to be the best that they can be.

Volunteering

All our staff are encouraged to volunteer and in total, 65% of our Retail team volunteered at least one day in the past year.

Where possible, we encourage individual volunteering where staff can use their own expertise and skills to assist charities and voluntary groups through rent renewals, leasing arrangements and facilities management.

For example, the marketing manager at The Centre in Livingston has been a guest teacher at Inveralmond Community High School, teaching marketing and enterprise skills to the Intermediate Retail class.

Team-based volunteering opportunities have included staff at Gunwharf Quays in Portsmouth volunteering to assist various charitable organisations, ranging from acting as Special Constables to providing cleaning services at a local Victim Support Centre.

Getting together

Because our operations are spread across the country, it is important that staff have the opportunity to come together to hear about the other parts of the business and share good practice.

We do this in a number of ways, from quarterly centre directors meetings to an annual conference where we invite everyone on the team to attend, listen and share their views.

We have always seen our role in the community as a positive one, investing in employment, education and enterprise opportunities to support sustainable communities. It's just the way we do things.

This map provides a snapshot of the community support and charitable fundraising our shopping centres around the UK have been involved in during 2010/11 – hosting events, collecting donations from shoppers, and donating time, money, space and expertise.

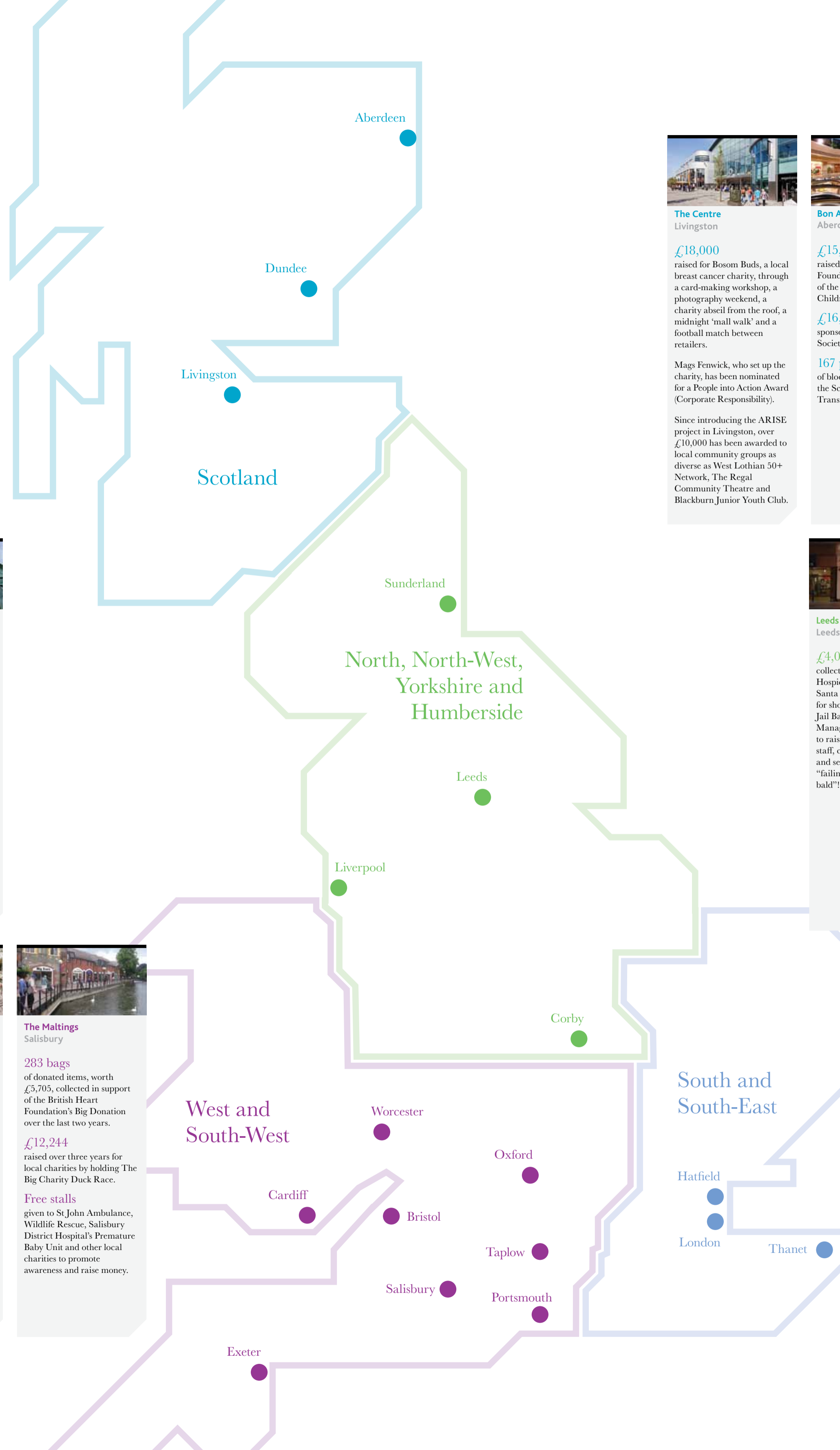
Our Retail Portfolio:

32,000 people at our centres employed in retail-related occupations

£184,000 raised for the British Heart Foundation's Big Donation events across 20 centres

7,415 hours volunteered

£1,475,514 value of our community contributions



The Centre
Livingston

£18,000 raised for Bosom Buds, a local breast cancer charity, through a card-making workshop, a photography weekend, a charity abseil from the roof, a midnight 'mall walk' and a football match between retailers.

Mags Fenwick, who set up the charity, has been nominated for a People into Action Award (Corporate Responsibility).

Since introducing the ARISE project in Livingston, over £10,000 has been awarded to local community groups as diverse as West Lothian 50+ Network, The Regal Community Theatre and Blackburn Junior Youth Club.



Bon Accord & St Nicholas
Aberdeen

£15,860 raised for Archie Foundation, the official charity of the Royal Aberdeen Children's Hospital.

£16,000 sponsorship for National Deaf Society for Kids.

167 pints of blood donated on site for the Scottish National Blood Transfusion Service.



Overgate
Dundee

New centre
Land Securities acquired the centre in late 2010. We look forward to continuing the work it has done in the past to help address some of the local community's needs.



Leeds Shopping Plaza
Leeds

£4,053 collected for St Gemma's Hospice through a sponsored Santa Dash, a Wishing Well for shoppers' donations and a Jail Bail event, where Centre Manager Dave Downes had to raise 'bail' money from staff, contractors, suppliers and service partners for "failing to admit to being bald".



White Rose
Leeds

£29,680 raised for the British Heart Foundation through contributions to The Big Donation by shoppers.

£5,000 collected for nominated charity Martin House Children's Hospice from selling scrap metal (from shop fits) for recycling.

£40,000 raised for Martin House Children's Hospice's respite care services by March 2011 through events including a Santa Run, a Wishing Well collection, several 10km races and a car raffle, and a further £35,000 so far this financial year.



Town Centre/Willow Place
Corby

1,000kg of cans recycled by shoppers and retailers through Every Can Counts, and sold for recycling by a charity that provides employment and training for adults with learning difficulties.

11 disadvantaged young people given retail training through the Jammied In Youth project, in collaboration with Groundworks UK and Northamptonshire Police, and ran a shop for six weeks.

Training exercises for the Police, Army, Fire Service and Prison Service held at office facilities provided by the two centres.



The Galleria
Hatfield

60 people made cardboard shelters and slept rough overnight, helping to raise £15,000 for the Sleep Easy event and help homeless people across the UK.

Record crowds enjoyed the Jive Aces, a swing band that promotes a Say No To Drugs message.

£10,000+ raised for Hearing Dogs for Deaf People through events, and by Technical Services Manager John Burgess participating in the Three Peaks Challenge and the London Marathon.



The O2 Centre
Camden, London

Free space offered in the centre's art gallery for High Tide, a not-for-profit group that sources and develops emerging artists.

2 bays provided for a safer neighbourhood event, which aimed to raise awareness of safe cycling.

16 hours of free promotional space given to representatives from the Greater London Fund for the Blind for collecting donations.



Cathedral Plaza
Worcester

Promotional support given for a campaign to clear up areas of Worcester blighted by litter.

£1,500 raised for the Central England Reptile Rescue and Bird of Prey Sanctuary, which regularly displays birds of prey at the centre.

2 weeks of free window space offered to Art in Minds, a not-for-profit organisation that helps people with mental health issues through art.



Westgate Centre
Oxford

Centre facilities given for Thames Valley Police to train new officers in a real-life environment.

Expert advice provided by the centre's General Manager, Brendan Hattam, during the construction of a local community centre.

Mall exhibition held as part of Green Britain Day to show the public how to reduce their carbon footprint.



The Bridges
Sunderland

6 retail occupiers won categories at the Sunderland Retail Awards, hosted at the centre in conjunction with Sunderland City Council.

24 students studying fashion journalism at Sunderland University provide content for our website, and centre staff offer advice, as part of the biggest project the centre has undertaken to support local students.

Free space given to Sunderland Rotary Club to recruit team members for a Dragon Boat race, in support of its campaign to eliminate polio.



Clayton Square
Liverpool

£4,000 invested in The Big Go and Grow campaign, during which Clayton Square and St Johns donated seeds, compost and gardening equipment to 40 schools.

1,741 underprivileged children given an extra Christmas present thanks to the Liverpool Toy appeal held at Clayton Square and St Johns.

Ongoing support to fund a sensory garden at Zoe's Place, a hospice for terminally ill children, including collecting Valentine's dedications for local radio station Juice FM and a Christmas tree of remembrance.



St Johns
Liverpool

200+ people trained in the Kiss of Life and £1,373 raised for the British Red Cross during the Big Red Kiss event, at which 1,800 lipstick imprints were made in 12 hours.

£50,000 annual saving for tax payers by the local Business Improvement District renting space for a 'cop shop', giving Merseyside Police a city-centre presence.

£1,000 raised for annual charity the NSPCC through fundraising events and the sale of old Christmas decorations to Liverpool City Council.



Princesshay
Exeter

£2,000+ raised for Hospiscare through events including cooking demonstrations and a catwalk show.

6 weeks of performances by community choirs and dance groups, and Tai Chi workshops, in the lead-up to Christmas, allowing local charities to raise money.

Sponsorship of the Exeter Summer Festival, which included free entertainment and an exhibition by the Dutch sculptor Theo Jansen.



The Bishop Centre
Taplow

5 people a month given a day's training by Bluebird Care, a care company that supports adult carers of disabled young adults.



Gunwharf Quays
Portsmouth

14 young people joined the local Sea Cadets Corps as a result of seeing Cadets showcase their organisation during the 150th anniversary event which took over the entire centre.

15% increase in community support from a 'policing through the ages' event, located across all the centre's event spaces.

300 schoolchildren from 12 schools attended the first day of our Food Festival, which included the finals of a schools chef competition and visits to our centre's restaurants and bars.



St David's Dewi Sant
Cardiff

£3,008 raised for the St David's Day Marie Curie Corporate Challenge by selling as many daffodil badges as possible, in competition with other companies in South Wales.

£4,269 raised for their respective charities by hosting 'music in the malls' Christmas concerts by The Salvation Army, Cardiff University Brass Band Society and local choirs.

6 weeks hosting the Iris Prize Exhibition, in association with the UK Film Council and BAFTA Cymru.



Cabot Circus
Bristol

£8,888 raised by selling 4,500 goodie bags for Breast Cancer Care at the Ultimate Fashion Weekender, featuring TV fashion guru Gok Wan.

25 groups performed Christmas concerts, raising more than £3,000 for their own nominated charities and Breast Cancer Care.

£500+ raised in just one day for Breast Cancer Care by hosting charity skating rink sessions.



The Maltings
Salisbury

283 bags of donated items, worth £5,705, collected in support of the British Heart Foundation's Big Donation over the last two years.

£12,244 raised over three years for local charities by holding The Big Charity Duck Race.

Free stalls given to St John Ambulance, Wildlife Rescue, Salisbury District Hospital's Premature Baby Unit and other local charities to promote awareness and raise money.

West and South-West

South and South-East

Exeter

Cardiff

Worcester

Bristol

Salisbury

Oxford

Taplow

Portsmouth

Hatfield

London

Thanet



One New Change
City, London

One partner charity has benefited from the launch of the City's One New Change – The Prince's Trust.

1,000s of shoes and bags were donated by retailers to a Handbags & Heels sale to raise nearly £10,000.

Live music events run throughout the year, all in aid of The Prince's Trust.



W12, Shepherds Bush
Hammersmith & Fulham, London

616 bags of clothes and other items donated to the British Heart Foundation's Big Donation – 280 more bags than the previous year.

Free retail space offered to Mama Biashara, a charity giving HIV-positive women in Kenya the opportunity to start a business.

A theatre group given free space to rehearse and train at Atlantic House for upcoming productions.



Lewisham Centre
Lewisham, London

£32,000 raised through sponsored bike rides and a Christmas wishing well to part-fund a minibus for Demelza Children's Hospice.

Every child in Years 5 and 6 across the borough given a book about Lewisham's history, commissioned by the centre. This will provide a valuable resource for teachers.

62% reduction in retail crime since the centre was the first to be endorsed as a City Safe Haven, through an initiative to combat the fear of crime.



Westwood Cross
Thanet

The Hub converted from an unused, boarded-up stairwell into a dedicated room, from which charities and local organisations can raise funds or promote their activities.

823 charity bags collected for the British Heart Foundation's Big Donation, with the event opened by the Mayor of Broadstairs.

£5,000 raised for Guide Dogs for the Blind, which has enabled Westwood Cross to sponsor Doris, a trainee guide dog puppy.

About Land Securities

Land Securities is a Real Estate Investment Trust and a FTSE 100 property company.

We have 26 shopping centres and 17 retail parks, which puts us at the heart of local communities across the UK. We also own and manage office space, mainly in central London, with an estimated 50,000 people spending their working day in a Land Securities building. Increasingly, we are involved in residential development as part of our mixed-use approach to city centre development.

Contact us

We would love you to share your ideas and initiatives with us. Please do get in touch.

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