



**Integrated Commercialisation**  
**BCSC SCM**  
**March 2010**



*Imagine*



Imagine  
Create

What?

  
Lend Lease  
Retail

# COMMERCIALISATION

*Kommer sheee al eye zay sheeon*

*Εμπορευματοποίηση*

Imagine  
Create

When?

Lend Lease  
Retail

- **When I was a lad?**
- **Back in Australia – maybe?**
- **Past, present and future!**



Imagine  
Create

Today

**Lend Lease**  
Retail

## “Traditional”

- Kiosks & RMU's
- Promotions
- Vending
- Advertising
- Temporary Lettings
- Storage
- ATM's
- Automotive services



**Jenson Button  
races into Bluewater**

Jenson Button, Formula One World Champion, returned to the UK on October 20th for a hero's welcome at Bluewater.

In just 24 hours, Bluewater was included in 44 television news stories. In addition, all of the UK's national newspapers ran the story, in some cases on the front cover and with Bluewater in the headline. The event, and Bluewater, was also world news, with coverage in the Middle East, USA and South America.

Victorious Jenson was at Bluewater as part of the Virgin Media SpeedWeek50. Jenson spent the day meeting fans, talking with the world's media, and taking VIP guests for 'hot laps' in an AMG Mercedes using a specially designed track set in Bluewater's 50 acres of lakes and parkland.

**Bluewater**

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Tomorrow

Lend Lease  
Retail

## ***“Emerging”***

- **Sponsorship & Partnerships**
- **Events**
- **Digital**
- **Media Destinations**
- **Utilities & Telecoms**
- **Filming**
- **External spaces**
- **Sustainability**
- **Pop-up shops**



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## What is wrong?



- **Blocking sightlines**
- **Breaching exclusivity / exclusion zones**
- **High pressure direct sales**
- ***“Certain products”***
- **Doing the deal and forgetting about it**
- **Being too short term**
- **Every single advertising medium**
- **Thinking only about the money!**

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## What is right?

- **Centre specific strategy**
- **Retailer liaison**
- **Design guides**
- **Legal and legislative checks**
- **Operational excellence**
- **Portfolio or local communication**
- **Financial accounting and paperwork**
- **Repeat business**
- **Customer research**
- **Recruitment**

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## Why?



- **Investment returns - £'s Value**
- **Management profits**
- **Enhances customer experience / services**
- **Showcases “must have” products**
- **Supports philanthropic causes**
- **Development business cases**
- **Supports Leasing and Marketing strategies**
- **Service Charge contributions / efficiencies**

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Support



- **BCSC Commercialisation Guide**
- **National Commercialisation Group**
  1. **Stephen Court – Hammerson**
  2. **Jo Morris – Land Securities**
  3. **Nick Early – Prupim**
  4. **Iain Bell – The Mall**
  5. **Ross McCall – Cushman & Wakefield**
  6. **Jackie Tracey – Centre MK**
  7. **Byron Lewis – Lewis Commercialisation**
  8. **Louise Poole – McArthurGlen**
  9. **Jon Levenson – Trafford Centre / Peel**
  10. **Trevor Pereira – Capital Shopping Centres**
  11. **Fiona Kyle – Westfield**

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Final question.....

  
**Lend Lease**  
Retail

***“Can a Commercialisation Manager keep everyone happy?”***

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