

# Case study: East Kilbride Shopping Centre

## Maximising centre performance



### Client

East Kilbride Shopping Centre is Scotland's largest undercover shopping and leisure centre. The Centre contains over 250 retail, leisure and catering operators, spread over an area of approximately 1.2 million sq/ft; key operators include Debenhams, Marks & Spencer, Bhs, Sainsburys, an Odeon Cinema and an ice rink.

### Challenge

The Centre required a better understanding of its customer base and the distance they are willing to travel, as well as the sociodemographic nature of the catchment area and quantification of retail expenditure potential.

Thousands of customers use the Centre every week, although their spend patterns, visit

frequency, duration and purpose of visit vary markedly. Within the increasingly competitive greater Strathclyde market (a catchment with significant housing growth and varying consumer loyalty), gaining an improved insight into the demographics and behaviour of these customers is a crucial input into the marketing and retail mix strategies for the Centre.

### Solution

East Kilbride Shopping Centre appointed Experian to undertake a series of customer postcode capturing exercises at significant footfall locations across the Centre. Once collected, this data was significantly enhanced by Experian's

proprietary datasets and modelling techniques; including Mosaic UK demographics, Retail Planner consumer expenditure and Where Britain Shops catchment areas.

Over time this exercise has been repeated, providing a meaningful time-series comparison to understand geodemographic changes plus enabling the Centre to gain an appreciation of seasonal variations in its customers.

By modelling catchments of competing centres accurately, and by using Experian's Retail Planner forecasts of retail spend, it was possible to measure the relative importance of different battleground areas, providing direction for the marketing of the schemes. Gravity models were used to extend this to how the local retail hierarchy is likely to change in the future, pinpointing the impact of both PRUPIM's and competing developments, and estimating what this means in terms of future productivity across their shopping centre portfolio.

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**“Experian have enabled us to quantify the extent of the attractiveness of the Centre to consumers within the wider catchment area and to better understand how different consumer groups interact with the Centre. This has helped us enormously in prioritising our marketing activity and in communicating these activities both to target consumers and current and potential retail tenants.”**

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### **Result**

The output has been a series of reports and presentations to the management team and key retailers at the Centre, which have helped better understand:

- The socio-demographic nature of the Centre’s customers.
- The variations in demographic interaction, by time of day and day of the week.
- The likely retail repertoire and levels of loyalty displayed by customers.
- The breadth and depth of the core and secondary catchment areas.
- The appropriate media channels for targeting selected demographic groups.
- The geographic bricks to select for tailored marketing campaigns.

Over time these reports have created an invaluable data series that underpins management performance indicators such as enlarging the extent and penetration of the catchment area, capturing more of the more affluent demographic groups resident in the catchment, and maximising the effectiveness of targeted marketing campaigns.

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