



St. David's, Cardiff and NCP

Working in Partnership

Developing positive customer experiences

NCP are proud of our partnerships with retail centres across the country and we understand that customers' shopping experiences begin as soon as they enter the car park. Our management of both the multi-story and John Lewis car parks at St. David's Dewi Sant shopping centre, on behalf of Land Securities and The St. David's Partnership, is an excellent example of our working relationships in the retail sector.

Prior to St David's shopping centre being built, there was a compulsory purchase order of a large area of the city centre to allow for this development. Within that compulsory purchase order, NCP had three MSCPs (multi-story car parks) that were demolished to make way for the St. David's Dewi Sant shopping centre, which was a major redevelopment for Cardiff - with parking being one of the key deliverables. To ensure an efficient and smooth process, and enable continued parking provision during demolition of the old MSCPs, we negotiated with the landowner to agree the handover of our car parks in exchange for a management contract on the new shopping centre car park.

Email: business.development@ncp.co.uk
www.ncpsolutions.co.uk



When a new retail development opens, one of the biggest drivers for its owners is footfall –and whilst not all shoppers who visit the site will do so by car, having good quality parking is crucial. We were tasked with the operation of the car parks and a key deliverable was the desire to increase visitor numbers. By working in a collaborative manner with the client we delivered sustained customer growth, including 31% customer growth since taking on the contract in 2010.

Opened in 2009, St. David's provides:

1.4 million sq ft of retail and leisure space

Over 40 million visitors per annum

1,918 spaces within the MSCP and a further 568 spaces beneath John Lewis

155 resident spaces

Although the customer base is largely for retail visitors, we also work with the St. David's Partnership to provide discounted car parking for over 1,000 employees within the centre.



A smoother parking experience

Annually, NCP manages over 2 million car visits and with our direct responsibility for customer service and commercial performance across both car parks as well as other operational duties, we understand the importance of straightforward, easy to use parking facilities.

NCP staff at St David's are employed by way of a Management Agreement, but work directly in partnership with the centre staff to create tailored parking solutions and services that are fully reflective of the centre.

Working together - delivering more than just spaces

The agreement is not just about managing the car parks; adding value, to both stakeholders and customers, is one of the key deliverables. At St David's, we identified crucial ways to do this and, even before St David's was opened to the public, we were on site helping with the start up and over the years, we've continued to provide support to the client in other areas of the retail development including:

1. Managing repairs and upkeep of the car parks

One key challenge we faced as a partnership was the cost and upkeep of the car park lighting systems. We found a cost effective solution for the replacement of the lighting, including a more efficient LED solution. NCP were responsible for sourcing units, undertaking cost analysis and gaining approval, which resulted in all lights being replaced with three years payback on costs.

2. The customer experience

NCP are involved in the whole of the St David's scheme, not just the car parks, which is a reflection of our commitment to understanding and implementing the right services for customers. This includes helping customers find the shops/activities they are looking for, to getting stranded customers mobile again, supporting repairs and general maintenance and being involved in centre promotions. As the shopping offering has matured, we have taken a pro-active approach to tariffs and have implemented a pricing model to meet the changing needs of the shopping centre, this included launching new products for developing target audiences, special overnight rates and discounted schemes for shop workers.

By working so closely with the management team, developing knowledge and skills along the way, we have also seen how our close and involved partnership helps businesses establish themselves in the centre.



3. Environmental and corporate responsibility

Corporate and environmental responsibility is an important focus for NCP and at St David's, NCP has engaged in a number of initiatives including:

- Business mentoring through The Princes' Trust
- Supporting events for organisations such as Cynnal Cymru
- Working with local charities and schools
- Supporting the RSPB in the centre and cleaning up endangered wetland areas

Our environmental responsibility focuses on the fact that retail centres can have a big impact on our surroundings, as well as those working and living around the centre.

Improving air quality and increasing biodiversity by setting up a green roof area which borders the main car park is something we're particularly proud of. This ongoing project will also extend the roof life of the building and provide thermal insulation to the car park.

In addition to energy savings, NCP work with brands such as Tesla and BMW, which has resulted in the introduction of quick electric charging facilities for the customers. To show support of the electric vehicle program and improving the air quality, we have also changed over vehicles used onsite from diesel to electric power.



Ongoing, quality support

At NCP we value working in partnership with our clients and the chance to build long term relationships with clients will always be at the forefront of our approach. The St David's relationship is something that has grown over the years; our collaborative working approach continues to increase revenue, year on year – 79% increase in revenue since 2010 – even in a stagnating retail market.

Although the car parks are not NCP branded, we still run them to the same high standards that can be found across our estate and provide a service level that is fully reflective of the centre - and we're committed to giving high levels of quality support that will continue over the coming years.