

# Press Release

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## **LAND SECURITIES BUILDS ON ITS POWERFUL PRESENCE IN LEEDS**

Land Securities continues to build on its powerful presence in Leeds.

The UK's largest property company is making excellent progress with the £350m Trinity Leeds development and is investing in its northern flagship, the White Rose Shopping Centre.

The landmark Trinity Leeds scheme, which is already transforming the city centre, is almost 60% pre-let just under two years ahead of opening in spring 2013.

At White Rose a 20,000 sq ft H&M opened before Easter and planning permission has been granted for a 40,000 sq ft expansion for existing retailers, demonstrating the success of the centre as a thriving trading environment.

Land Securities' portfolio director Gerald Jennings, who heads the company's Leeds office, said: "We are creating an excellent 1m sq ft shopping and leisure destination in the heart of the city that is set to lift Leeds above Manchester from seventh to fourth place in the UK's retail league table. At the same time we are continuing to invest in White Rose, where retailer demand for space is strong.

He added: "For Trinity Leeds the recent Primark letting for a store of 90,000 sq ft gross is the largest space taken by a single fashion brand. It's another milestone for the project and a real demonstration of our strong relationship with retailers such as Primark.

"The successful progress with pre-lettings is a vote of confidence in Leeds and our scheme, which was the first major retail-led development in the UK to start on site since the economic downturn."

The Primark deal followed the announcement that international restaurant operator D&D London had booked two places at the Trinity Leeds table, where it will have stylish Conran-designed roof-top restaurants, linked from ground level with an external glass lift and enjoying views over the Grade I listed Holy Trinity Church.

This puts Leeds on the international map, alongside London, New York, Paris, Tokyo and Copenhagen, as cities around the world where D&D wants to be.

During the financial year, White Rose achieved a number of notable highs. In December the centre attracted almost 1.5 million visitors and set several footfall records.

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Some 353,000 visitors in Christmas week (Monday 20<sup>th</sup> to Sunday 26<sup>th</sup> December) was almost 1% up on the same week in 2009 and on Boxing Day the centre had the busiest hour since its opening in March 1997, when 8,700 shoppers came through its doors between 11am and 12 noon.

Jennings pointed out: “On 27<sup>th</sup> December 67,616 visitors – more than twice the average attendance at Elland Road – came to shop and enjoy themselves, underlining the continuing popularity of White Rose.

“It is this enduring popularity that makes leading brands such as H&M want to be at White Rose and for existing retailers to increase the space that they have at the centre.”

Land Securities ended a busy financial year on another high note when the ARISE South Leeds initiative, which it supports in alliance with fellow property companies, Evans Property Group and Munroe K, won the Social Responsibility Award for the second time in three years at the Variety Club Yorkshire Property Awards.

The initiative provides funds for grass-roots voluntary sector activities and since its launch in September 2005 more than £140,000 of funding has been approved by an independent awards selection committee for projects and initiatives that have benefited thousands of people across south Leeds.

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Contact Tim Flanagan  
Polo PR Partnership Limited  
Tel. 01423 870134