



# Marshalls

## Retail Landscapes



[www.marshalls.co.uk/retail](http://www.marshalls.co.uk/retail)



# Marshalls

## *Creating Better Landscapes*

Marshalls plc is the UK's leading hard landscaping transformation company. It's a reputation earned by providing high quality products and support services for retail projects across all sectors.

### **Integration**

Marshalls' unique collection of specialist businesses is carefully structured to provide a comprehensive, integrated landscaping offer with the expertise to deliver real benefits. These specialists provide a suite of services that includes paving, block paving, natural stone, decorative stone, water management, walling, mortars, kerb, traffic management, street furniture, lighting and structures.

### **Quality**

Marshalls is unequivocally committed to excellence in all areas of our business, aiming to be the benchmark trading organisation within the construction products industry. Our management systems are externally audited by the British Standards Institution (BSI) and are compliant to PAS99:2006, BS EN ISO 9001, OHSAS 18001 and BS EN 14001.

**Paving**



**Block Paving**



**Kerb**



**Water Management**



**Outdoor Furniture**



## Sustainability

We consider the implications of all our actions in the quest for economic, environmental and social sustainability, working in partnership with our suppliers and leading our industry to showcase a sustainable approach in everything we do. We have won many external recognition awards for our groundbreaking sustainability work.

Marshalls was the first company in the world to carbon label its entire concrete product range to PAS 2050. This has been verified by the Carbon Trust. More details can be found at:

**[www.marshalls.co.uk/sustainability](http://www.marshalls.co.uk/sustainability)**



## Ethical and Responsible Sourcing

Marshalls has been a member of the ETI since 2005. We are committed to ethical supply chain management, looking after the communities we work with overseas and achieving real improvements in the lives of workers and their families.

Our commitment to responsible sourcing is demonstrated through our integrated management systems which control the way we source constituent materials.



**Ethical Trading Initiative**

**Structures & Shelters**



**Lighting**



**Traffic Management**



**Walling & Decorative Stone**



**Mortars**



# Retail Landscapes matter

With retail sales accounting for a significant proportion of the national economy and more than a third of total consumer spending in the UK, attracting footfall is a vital element in retail success. So devising strategies to improve customer satisfaction and enhance occupancy levels and rental incomes is imperative.

The concept of the retail park is not new. Persia's legendary Grand Bazaar in Isfahan dates back to the 10th century, whilst the Grand Bazaar of Istanbul, built in the 15th century, remains one of the largest covered markets in the world. Closer to home, the elegant Burlington Arcade in London was opened in 1819.

The modern US concept of the shopping mall has now been exported all over the world, following on from a development in Dallas believed to be the first planned shopping centre with store fronts facing inward away from the streets. The

ongoing popularity of these developments has matched the rise of suburban living, based around one or more 'big box' stores attracting footfall to the benefit of smaller chains and independents.

In the UK, the out of town shopping development now focuses increasingly on retail parks, consisting of groups of warehouse-style shops with individual entrances from outdoors. The concept has evolved to attract and engage the customer before they enter the main shopping area, aiming to develop both an expectation and a mindset for the retail experience.

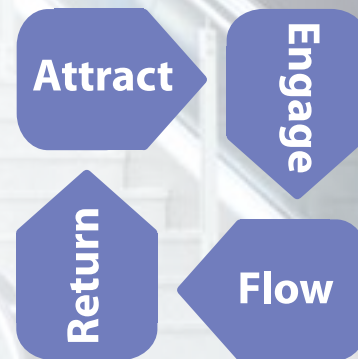
Today's retail experience begins with the exterior, making the first connection with the consumer and setting the tone. To achieve this, exterior design has a vital role to play. It must integrate into the fabric of new retail projects attractively and sustainably to create a unique sense of place.

Integral to this objective is achieving an essential balance of soft and hard landscaping. The use of paving colour, street furniture and signage to accent the buildings, manoeuvring people and traffic in the right direction. Selecting subtle yet effective lighting creating a safe environment that actively encourages visitors to relax, to enjoy the surroundings and to return in the future.

The shopping experience has been analysed and can be summarised in behavioural terms as a journey of “attraction, engagement, flow and return”. The first two are emotional responses that both retailer or customer might experience subconsciously, or perhaps deliberately on the part of the retailer wishing to attract customers.

The other two, ‘flow and return’ are mechanical reactions to the first and can be heavily influenced by the design of the retail landscape.

Let us see how influential this sequence of behaviour might become.



# Attract, Engage, Flow, Return

## Attract

Hard landscaping is a key visual component in achieving effective and attractive use of the urban landscape. Research demonstrates that good amenities enhance usage of public spaces, encouraging feelings of ownership and belonging. Thoughtfully designed and well cared for spaces promote appreciation of the surroundings.

Good design does not happen by accident. Effective and sustainable development demands specialist planning, expertise and a certain flair. Functional performance is clearly of paramount importance and the engineering must be first rate, but the aesthetic, the human interface, also has a critical role to play. Marshalls has the product and the expertise to make a real contribution in both areas.

## Engage

Understanding the motivations of the shopping experience is essential in order to promote engagement. Shopping in the UK is a leisure activity, involving a wide range of social and business activities designed to fulfil aspirations. Far more than just a purchase, it has evolved into entertainment and indulgence.

Successful, well planned external landscaping promotes early engagement. The car park is the first and last point of contact for the visitor and can improve the experience from the outset, providing an attractive and functional environment to enhance the physical fabric of the development even before the shopping area is reached.





## Flow

People movement, interaction and congestion reduction in a space can be 'designed in' by architects and engineers. Well considered designs look to maximise safety of the users whilst optimising circulation and footfall for retailers.

Many different factors affect optimum flow, including distance, 'pinch points' and crowding. Marshalls' product range is designed to enhance both flow and safety.

The car park is often the most potentially dangerous area of the retail environment, demanding interaction between vehicles and pedestrians. Achieving efficient traffic flow is important to the shopping experience, but ensuring pedestrian safety is of paramount importance.

## Return

Satisfaction is the main driver of loyalty. Key to the commercial success of any retailer is the ability to attract customers back, time and time again. Whilst clearly the external landscape and public spaces may not in themselves give a customer reason to come back, in cases where these are poorly executed they will be enough to deter the customer from a return visit.

External landscaping certainly plays a vital role in creating safe, engaging and user friendly retail environments. A user's ability to navigate a space easily, either through good design, lighting or signage, can contribute to their ability to function and to feel good, enhancing a positive shopping experience and promoting satisfaction and loyalty.

These next pages show how, in typical retail environments, large and small, the landscape products manufactured by Marshalls are integral to the structure and smooth functioning of the retail landscape, whatever its scale.



Canopies

Lighting

Planters

Kerb

Paving

Permeable Paving





**Canopies** Versatile and contemporary designs in a range of styles, colours and finishes.



**Lighting** Specialist ranges which can be coordinated with other street furniture items.



**Seating** Shape, colour and materials can add drama and style to seating solutions.



**Planters** Marshalls offers a large selection of planters in many materials bringing greenery to the retail landscape.



**Paving** Over 30 ranges of flag and block paving are available. Styles range from modern and contemporary to functional.



**Permeable Paving** Sustainable Urban Drainage systems with a permeable surface and calibrated sub-base for effective water management.



**Bollards** Practical and decorative perimeter protection in a range of materials including, anti-terrorist and telescopic options.



**Shelter** Contemporary range of enclosed and open passenger bus shelters.



**Bus Stop Kerb** Variable height kerb systems to suit different public transport entry levels.



**Tree Guard** From tree frames with inset paving to elegant cast iron and steel tree protection.



**Paving** Performance and aesthetics to provide ideal surfacing solutions.



**Cycle Storage** Extensive range of modular cycle stands and racks with optional shelters and bespoke compounds.



Lighting

Bollards

Tree Guard

Cycle Storage

Shelter

Paving

Bus Stop Kerb

# Cabot Circus - Case Study



The new £500m Cabot Circus shopping centre is Bristol's largest city centre regeneration programme, comprised of 120 shops, including 15 major flagship stores in 90,000m<sup>2</sup> of retail and leisure space.

The development features a spectacular and innovative shell-shaped glass roof over its central area, along with three new streets and vibrant public spaces. The mixed-use development offers visitors 25 restaurants, a 13 screen cinema and 260 residential units, along with car parking spaces for over 2,600 cars.

The scheme is one of a series of major redevelopment sites in Bristol, which is designed to help the city centre to compete with out-of-town retail parks, such as Cribbs Causeway.

After careful consideration of all the alternatives, Gwrhyd Pennant Sandstone from Marshalls' Natural Paving Stone range

and Flamed Red Granite were specified to create the main walkways within the centre.

For the steps on the sweeping staircase under the central glazed area, Flamed Red Granite from Marshalls was specified, which also ran the length of the central street.

Ravenswing Black Granite was chosen to define the edgings of the granite paved areas, again from Marshalls' Natural Stone Paving range. Granite Hazard Warning Tactile Paving helped to draw attention to areas such as steps and slopes.

In addition to the provision of high quality natural stone paving, Woodhouse, a Marshalls Specialist Business, supplied seating, signage and lighting for the new centre. This included two high profile lighting features, which play an important part in establishing the centre's distinctive identity.





Cabo  
Circus





# Galleons Reach - Case Study



Development of the Galleons Reach Retail Park formed part of the comprehensive 'Masterplan' regeneration programme for Greenwich Peninsula, designed by Terry Farrell and Partners to provide a mixed-use area of retail, housing, education and leisure facilities.

Retail provision at Galleons Reach aimed to provide local facilities for those living and working on the Peninsula as well as for people visiting the Arena. To achieve the project's objectives, it was decided from the start that the design and integration of the external environment would have a key role to play. Open spaces and corridors should be equally vibrant and aesthetically pleasing, requiring a paving and street furniture solution to provide a stylish pedestrian environment outside the retail centre.

Marshall's Perfecta and Silver Grey Conservation paving provided the ideal solution, complementing the retail centre cladding and creating the link between the internal/external environments. The Yorkstone aggregates provided a smooth ground finish with non-slip properties, ideal for the pedestrian walkways.

In all, Marshall's supplied 9,000m<sup>2</sup> of Perfecta paving, 900m<sup>2</sup> of Conservation paving, 600 Rhino bollards and Sineu Graff street furniture including litter bins and cycle arch guards. The stylish Sineu Graff range provides a contemporary look, giving a clean, modern feel as well as providing the high levels of security required by leading retailers.

Marshall's involvement in the project went far beyond offering a comprehensive product range. To achieve the highest quality results, Marshall's also provided a specialist project management service for the development. Working with the contractors on site, Marshall's ensured effective scheduling of product delivery and use of suitable laying techniques at all times. Chris Lyley, Regional Trading Manager at Marshall's, said: "The Galleons Reach project is an excellent example of how Marshall's can provide a one-stop-shop of products fitting together to create a total landscape solution. It also demonstrates how Marshall's helps clients achieve the very best results from the products they choose." Greenwich now benefits from high quality open spaces, car-free streets and pedestrian-only areas within a vibrant new community where people enjoy living, working and visiting.



# Practical Support


Working in partnership with your designers, site management and regional offices Marshalls' design and technical team can become an integral part of the design process, offering ideas to help deliver aesthetic, practical and cost effective retail landscaping solutions.

Marshalls believes in freeing up the client to project manage the big picture, safe in the knowledge that they have a supplier in place able to provide all of the landscape product services required.

## **Design and Technical support services include;**

- Product advice
- Construction detailing
- Drawing + design advice
- CAD facility & take-offs
- Structural pavement design
- Linear drainage design
- Permeable paving design (SUDS)
- Traffic calming & infrastructure
- Machine lay solutions
- Pre-construction appraisal
- Outline + detailed design planning assistance
- Product scheduling
- Value engineering
- 'Just in time' logistical support
- On site support
- Bespoke products
- Supply chain analysis
- Factory visits
- Continuous Professional Development (CPD) seminars





**For more information on Retail Landscapes**

**Call 0845 300 3207**

**[www.marshalls.co.uk/retail](http://www.marshalls.co.uk/retail)**

**Sustainability**

**[www.marshalls.co.uk/sustainability](http://www.marshalls.co.uk/sustainability)**

**Landscape products**

**[www.marshalls.co.uk/select](http://www.marshalls.co.uk/select)**





## Retail Landscape Projects

Marshalls have supplied a number of retail projects. Some examples include:

**Tesco Store**, Ballymena

**Galleons Reach**, Beckton

**Strathkewin Retail Park**, Bishopbriggs

**Cabot Circus**, Bristol

**The Rock**, Bury

**St Davids**, Cardiff

**Morrisons**, Conyers Quay

**Crown Point North Retail Park**, Leeds

**Latitude Development**, Leeds

**Liverpool One**, Liverpool

**Ancotes**, Manchester

**The Fort Retail Park**, Manchester

**The Trafford Centre**, Manchester

**Centraloft**, Newcastle-Upon-Tyne

**Meadowhall**, Sheffield

**Bishops Square Developments**, Spitalfields London

**Sainsburys**, Urmston

**Galleries Retail Park**, Washington

For the full list and more information on our retail landscapes offer, please visit [www.marshalls.co.uk/retail](http://www.marshalls.co.uk/retail)



# Marshalls

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