

A photograph of two women smiling warmly at the camera. They are framed by a large, semi-transparent hand shape that appears to be holding them in place. The woman on the left has short, wavy blonde hair and is wearing a blue denim shirt. The woman on the right has long, wavy brown hair and is wearing a light blue t-shirt and a brown leather belt. The background is a light blue wooden wall. The overall mood is positive and community-oriented.

# **Wereldhave Social & Community Impact assessment**

# Introduction

This document presents the combined results of the in 2023 conducted social and community impact assessments. Wereldhave is committed to creating a positive impact on the community and promoting social engagement. With this research, we aim to gain a deep understanding of the risks and opportunities presented by our centers, both within the center's environment and in relation to the surrounding neighborhood.

The objective of this assessment, executed in H1 of 2023, was to conduct a comprehensive evaluation and gain insights into the current social dynamics in and around our Full-service centers. We wanted to identify strengths that we can enhance and understand potential risks that need to be addressed in order to create a safe, inclusive, and thriving community environment. For our own employees, our tenants, visitors and wider society.

We define social impact as the tangible changes that the center or a specific project actually brings about in society, particularly in the vicinity of the asset. It relates to sustainable changes we make in addressing societal challenges such as "how can we make the neighborhood safer and more inclusive?" or "what can we do for the large group of young people who drop out of school prematurely in the area?" or "how can we ensure that everyone in our city can participate and progress?" It can involve impact on residents and visitors in general, as well as on specific target groups, such as individuals with significant barriers to employment.

This assessment report is a summary of the individual asset reports. Please contact our ESG & Sustainability manager ([mart.van.kuijk@wereldhave.com](mailto:mart.van.kuijk@wereldhave.com)) for information about specific Wereldhave assets.

## Assessment scope

**Centers in scope**  
Cityplaza, Nieuwegein  
Eggert, Purmerend  
Kronenburg, Arnhem  
Presikhaaf, Arnhem  
De Roselaar,  
Roosendaal  
Winkelhof, Leiderdorp



In H1 2023 Wereldhave has assessed seven centers. This assessment has been kick started by the BREEAM recertification of these centers, but ultimately provides vital information on the social risks and opportunities that lie in and around our assets. These type of assessment will become an integrated part of the management of an asset, informing asset management and higher management of Wereldhave.

In 2024 the rest of our assets will be assessed following the same methodology as outlined in this document.

*Figure 1: Map of the Netherlands with location of all centers included in assessment*

# Social & community impact

## – our parameters

The selection of parameters in a impact assessment (focused on risks and opportunities) is a critical step in evaluating the impact of a business or organization on the community and its surroundings. The parameters in this assessment are carefully chosen to encompass various dimensions of social responsibility, community awareness and sustainability, aiming to provide a comprehensive understanding of the business's role in the community.

Choosing relevant parameters ensures that the assessment captures the most significant aspects of social impact. In this context, the selected parameters reflect the key areas of concern and opportunity for a real estate company operating within a community. Each parameter addresses specific aspects of safety, inclusivity, environmental stewardship, community engagement, and economic contributions. Together, they provide a holistic view of the company's social impact, aiding in informed decision-making and the development of strategies that benefit both the business and the community it serves. In this paragraph we provide a rationale for each selected parameter.

### **Safety and Security**

Safety and security are fundamental concerns for any community and business. Assessing the safety measures in and around the shopping center is essential to ensure the well-being of customers, employees, and the community. It also impacts the perception of the center as a safe and secure place, which can influence visitor numbers and overall community trust.

### **Accessibility and Inclusivity**

Ensuring accessibility and inclusivity is vital for accommodating diverse groups of visitors, including those with disabilities or mobility challenges. A shopping center that is inclusive and accessible fosters a sense of belonging within the community and can attract a broader customer base. It also demonstrates social responsibility and compliance with regulations.

### **Customer Experience**

The customer experience directly affects the satisfaction and loyalty of shoppers. A positive customer experience can lead to repeat visits and word-of-mouth recommendations, while a negative one can deter customers. This parameter assesses the center's efforts to enhance the overall experience and maintain a clean and pleasant environment.

### **Noise and Air Pollution**

Noise and air pollution can impact the quality of life for the surrounding community. Assessing efforts to minimize these forms of pollution demonstrates a commitment to the well-being of neighbors and can contribute to a positive relationship with the community.

### **Community Engagement**

Engaging with the local community through collaborations, support for events, and philanthropic activities helps build a strong sense of community. It also enhances the center's reputation as a responsible and socially conscious entity, potentially fostering customer loyalty and goodwill.

### **Employment Opportunities**

Creating job opportunities for local residents contributes to economic development and social well-being in the community. Promoting diversity and fair employment practices demonstrates a commitment to social equity.

#### **Traffic and Parking Management:**

Traffic and parking management directly impact the convenience and accessibility of the center. Well-managed traffic and parking can improve the overall customer experience and reduce congestion and disruptions in the neighborhood.

#### **Environmental Sustainability**

Sustainability practices, such as energy efficiency, waste reduction, and promoting eco-friendly products, align with environmental and social responsibility. They can reduce the center's ecological footprint and enhance its reputation as an environmentally conscious entity.

#### **Support for Local Businesses**

Rationale: Collaborating with and supporting local businesses fosters economic growth within the community. It can lead to job creation and increased economic resilience for the neighborhood.

#### **Community Integration**

Rationale: Integrating local culture, organizing community events, and providing meeting spaces contribute to a sense of community and shared identity. It demonstrates a commitment to preserving local heritage and fostering community connections.

#### **Positive Economic Impact**

Contributing to local employment and economic growth is a significant factor in assessing the center's social impact. Supporting small businesses and entrepreneurs can further stimulate economic development.

#### **Social Integration and Inclusivity**

Providing services and facilities for diverse communities and promoting inclusivity and accessibility align with social responsibility and demonstrate a commitment to serving the broader community.

#### **Public Perception and Reputation**

Public perception and reputation are critical for the success and sustainability of the center. A positive perception and reputation can lead to increased foot traffic, customer loyalty, and strong community support.

#### **Local Art and Creativity**

Showcasing local art and supporting local artists enriches the cultural fabric of the community. It adds vibrancy to the center and can foster a sense of pride and identity among residents.

#### **Overall Assessment of Impact - Risks and Opportunities**

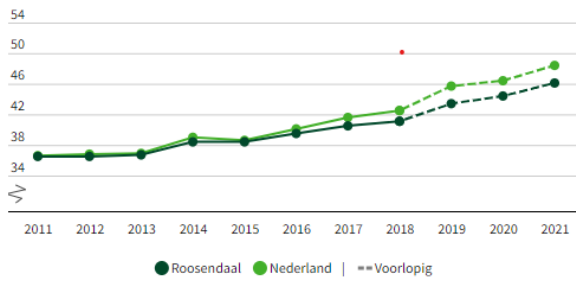
This section provides an opportunity to highlight any specific social risks or opportunities that may not have been covered in the standard assessment, ensuring a comprehensive evaluation of potential impacts.

Next to these social impact parameters, we also gathered general information about the location, demographic, economical and societal data. This provides more insight into the situation and gives the reader a more profound background for interpreting the data.

Example of general indicators included in the Social Impact Assessment – City of Roosendaal & Arnhem

**Besteedbaar inkomen per huishouden**

x €1.000



CBS | 2011 - 2021

Figure 2: Spendable income of households in the city of Roosendaal

**Misdrijven per jaar**

per 1.000 inwoners

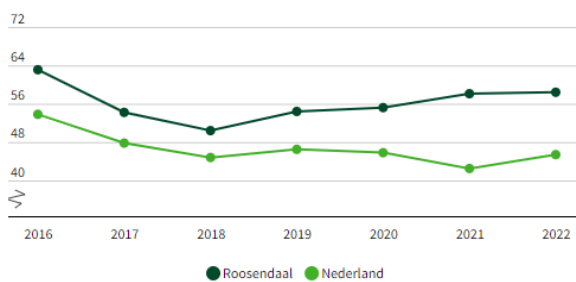


Figure 3: crimes per year in the city of Arnhem

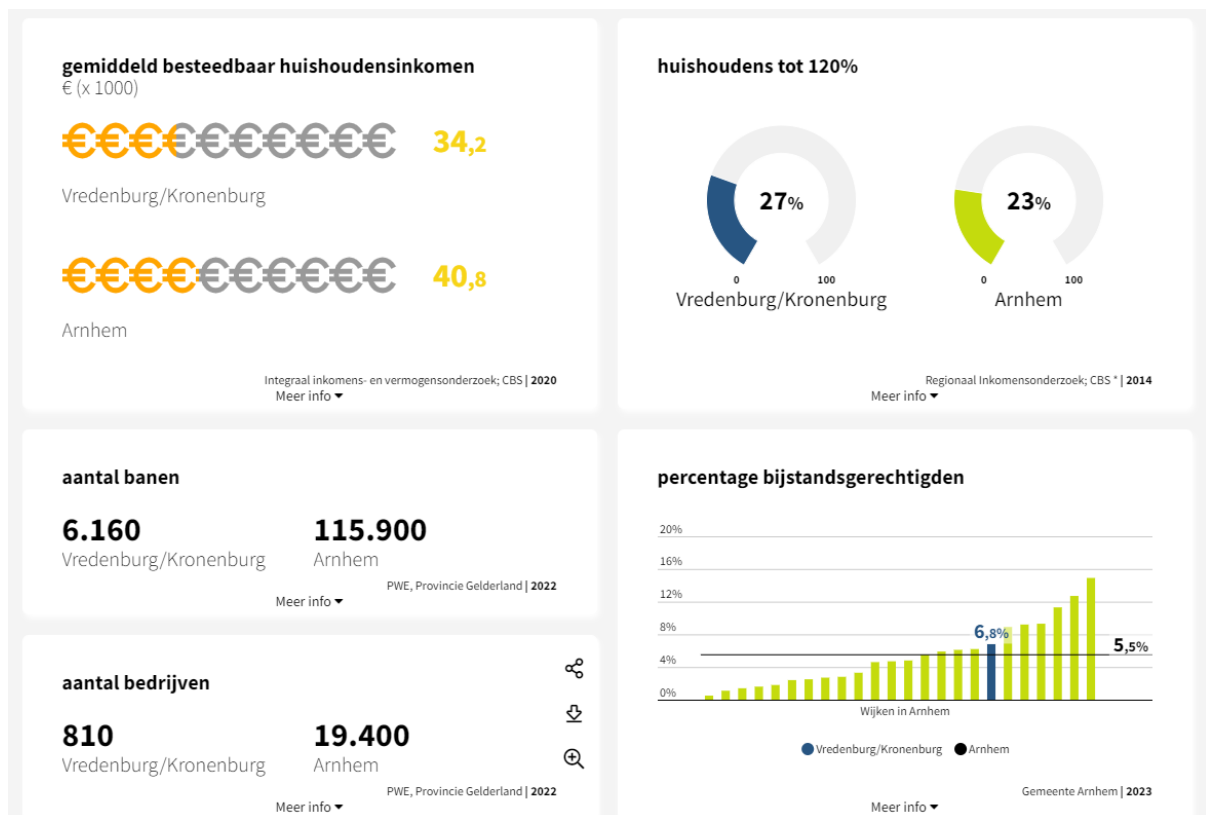


Figure 4: Socio-economic data of the city of Roosendaal

# Summary of scores

	Kronenburg	Winkelhof	Presikhaaf	De Roselaar	Middenwaard	Cityplaza	Eggert	Average
<b>Safety and Security</b>	4	4	4	4	4	5	4	<b>4.14</b>
<b>Accessibility and Inclusivity</b>	4	4	5	5	5	5	4	<b>4.57</b>
<b>Customer Experience</b>	4	3.5	5	4	4	5	4	<b>4.14</b>
<b>Noise and Air Pollution</b>	4	4	4	4	5	4	4	<b>4.14</b>
<b>Environmental Sustainability</b>	3	3.5	3	3	3	4	3	<b>3.29</b>
<b>Community Engagement</b>	4	4.5	5	4	5	4	4	<b>4.29</b>
<b>Employment Opportunities</b>	3.5	3.5	4	3.5	4	4	4	<b>3.79</b>
<b>Traffic and Parking Management</b>	4.5	4.5	4.5	4.5	5	5	3	<b>4.36</b>
<b>Support for Local Businesses</b>	3	3.5	4	3	3	4	3	<b>3.36</b>
<b>Community Integration</b>	3	3.5	3	3	3	3	3	<b>3.14</b>
<b>Traffic Effects on the Neighbourhood</b>	4	4	4.5	4.5	5	4	4	<b>4.21</b>
<b>Positive Economic Impact</b>	4.5	4.5	4.5	4.5	4	4	4	<b>4.29</b>
<b>Social Integration and Inclusivity</b>	3	3	3	3	3	4	1	<b>2.43</b>
<b>Public Perception and Reputation</b>	4	4.5	5	4	4	4	4	<b>4.29</b>
<b>Local Art and Creativity</b>	3	3	3	3	3	4	1	<b>2.14</b>

# Important findings per center



**Location:** Leiderdorp

**Size:** 21748m<sup>2</sup>

**Footfall:** 3.365.170 visitors/year

## Findings of social impacts, risks and opportunities assessment, including possible solutions

**Safety and Security** - Winkelhof Center prioritizes the safety of its visitors with a commendable score of [4]. Robust security measures, including well-lit parking areas, the presence of security personnel, and surveillance systems, contribute to a secure environment. Moreover, the proactive maintenance of fire safety measures and emergency exits enhances overall safety, instilling confidence among shoppers and tenants.

**Accessibility and Inclusivity** - The center scores [4], reflecting a commitment to accessibility. While one lift and a convenient escalator system connect the parking garage to various locations within the center, attention is warranted for the outdated southern gallery. Recognizing this, plans for its refurbishment are integrated into upcoming development strategies, ensuring a more inclusive and modern environment for all visitors.

**Customer Experience** - Winkelhof boasts nearly full occupancy, scoring [3.5], yet public spaces exhibit signs of aging. The management acknowledges this concern and incorporates it into future development plans, demonstrating a commitment to enhancing customer experience. Despite these challenges, the provision of free toilets and active maintenance efforts by servicemanagers contribute positively to the overall atmosphere.

**Community Engagement** - With a score of [4], Winkelhof actively engages with the community through diverse events, philanthropy, and innovative initiatives like the Maxmobiel. Collaborations with Includio and support for local causes not only contribute to a positive community impact but also foster a sense of belonging among visitors.

**Traffic and Parking Management** - Scoring [4.5], the center excels in traffic and parking management. Ample free parking, convenient bus stops, and efforts to minimize congestion showcase a commitment to providing a hassle-free experience. The only caveat is the consideration needed for the maximum height limit for parking, an aspect that requires attention for comprehensive parking inclusivity.

### Additional Comments and Suggestions:

- Acknowledging the shared responsibility for cleaning in public areas, active management remains essential to address potential gaps and ensure a pristine environment.
- The strategic relocation of youth activities underscores the need for ongoing collaboration with local authorities and security measures to maintain a harmonious environment.
- As the demographic landscape evolves, strategies to attract and retain a younger audience are vital for sustaining foot traffic and vibrancy.

In uncertain economic times, proactive management strategies become pivotal to address potential challenges, ensuring the continued success and resilience of Winkelhof Center.

**Overall evaluation and conclusion** - While excelling in safety, accessibility, and community engagement, Winkelhof faces challenges in customer experience and potential demographic shifts. Proactive and strategic management is pivotal to address these concerns and sustain the center's positive trajectory. Wereldhave will continue to strengthen its relationship with local authorities to boost community engagement and infrastructural projects.





**Location:** Arnhem

**Size:** 39.735m<sup>2</sup>

**Footfall:** 4.677.563 visitors/year

## Introduction

In general terms, Kronenburg is a very clean and tidy shopping center with highly active management and local administration. This has a positive impact on safety in and around the center. The center is highly rated by visitors for its cleanliness, integrity, and safety. The mix of functions that has developed in recent years serves the environment in a broad way, both through the diverse range of shops and various community functions such as the library, public health service (GGD), diagnostic center, etc.

In addition, since 2019, Wereldhave has actively started a transformation into Full-Service Centers. For Kronenburg, this means that strides have been made in several areas: additional functions have been added (including the GGD), the opening of the service center The Point with many extra services such as the Max Mobile, organization of numerous social and community events (job fairs, Kronenburg Tastes, summer activities, cleaning days, Beyourselfietour, Closet Sale, etc.). Similar to Presikhaaf, collaborating on a city level.

Furthermore, on the initiative of Wereldhave as the owner of the shopping center, in collaboration with the municipality, a development perspective for the area has been initiated, and work is underway on many aspects. Accessibility, greenery, preventing vacancy, adding housing, etc., are key principles in this plan. As part of this development perspective, Wereldhave is actively involved in the transformation into a Full-Service Center, and there is an investment plan ready for the next 10 years to redevelop the center and to realize 700 homes (in collaboration with the partner Amvest). There is active participation with the neighborhood to give them a voice in the developments.

## Findings of social impacts, risks and opportunities assessment, including possible solutions

**Safety and Security:** The center scores a 4 in this category. While there is sufficient lighting and security personnel, safety around the center is a focal point. However, active steps, such as collaboration with the municipality and the community, are being taken to address this.

**Community Engagement** - With a perfect score of 5, the center demonstrates strong community engagement. There are various collaborations with local organizations and schools, support for local events, and philanthropic activities. The center contributes to the local community in multiple ways, such as with the community living room – The Point.

**Employment Opportunities** - In this category as well, the center scores high with a rating of 5. It provides opportunities for local residents, promotes diversity and inclusion in the workplace, and adheres to fair employment practices. Initiatives such as an annual job fair and partnerships with local organizations are in place.

**Support for Local Businesses** - Scoring a 5, the center exhibits strong support for local businesses. There is long-standing collaboration with various local organizations and enterprises, including Vitesse and Gelredome. This contributes to economic support and local employment.

**Public Perception and Reputation** - In the category of public perception and reputation, the center scores a 4. There is a positive impact on the neighborhood through initiatives like The Point, Max Mobil, and various social events. Active participation in developmental perspectives is appreciated and enhances the positive image of the center.

**Overall evaluation, conclusion and action plan** - The Kronenburg center generally scores well in risk and opportunity assessment, with strong community engagement, employment opportunities, and support for local businesses. We are very proud of the high scores for several elements, as the environment in which the center operates can be challenging. Nonetheless, the center's management is eager to improve on multiple areas. There are active efforts to address specific social risks, including safety concerns and cleaning issues. These issues will be discussed in the 2024 plans for this center and potentially included in development opportunities for this center in the coming years.



**Location:** Nieuwegein

**Size:** 60.522m<sup>2</sup>

**Footfall:** 6.097.872

## **Introduction**

At this center, we ensure that events, campaigns, and initiatives appeal to various target audiences. These events, campaigns, and other initiatives align with the full-service strategy, addressing themes such as social inclusion, diversity, sustainability, circular economy, loneliness, awareness of social media usage, and immobility.

Cityplaza aims to be socially and community engaged with the surrounding area and its residents. We want to involve residents in various matters that we initiate in the city center of Nieuwegein.

We achieve this through collaboration with social and community organizations such as Stichting De Ruilfabriek, Sport ID, Movactor, UWV, Mooi Rijnhuizen, Voedselbank, Vrijwilligershuis, Maxmobiel, Gemeente Nieuwegein, Bibliotheek de Tweede verdieping, and more.

In collaboration with the mentioned parties, we have added the following to this center. In the coming years, this center will be developed into a full-service center with a stronger local and regional function. Mixed-use elements will be incorporated into various locations in the center, resulting in a greater diversity of functions. Over the next few years, 1600 homes will be built in the city center, further enhancing this center's impact on the social and community heart of the city. The overall score is 4.

## **Findings of social impacts, risks and opportunities assessment, including possible solutions**

Cityplaza actively engages with various social and community organizations, offering a wide range of initiatives and events to address social issues and promote diversity, sustainability, and social inclusion.

**Noise and Air Quality Management** - While Cityplaza demonstrates efforts to minimize noise from construction activities and ensure proper ventilation and waste management, achieving a score of 4 suggests there might be areas for improvement. Ongoing initiatives to reduce noise and enhance air quality could further contribute to a more pleasant environment.

**Community Integration** - Cityplaza scores a 3 in community integration, indicating potential areas for improvement. While the center facilitates local events and collaborates with organizations, enhancing efforts to integrate local culture, heritage, and providing more dedicated spaces for community gatherings could contribute to a higher score.

**Sustainable Practices** - The score of 4 in environmental sustainability suggests that Cityplaza is making commendable efforts but may have room for improvement. Strengthening energy-efficient infrastructure, expanding recycling programs, and promoting more eco-friendly products and services could elevate the center's commitment to sustainability.

**Local Art and Creativity** - Cityplaza achieves a score of 4 in supporting local art and creativity. While providing spaces for local artists and organizing art-related events, there might be opportunities to further showcase and promote local talent. Increased collaboration with the artistic community and expanding events could enhance this aspect.

**Overall evaluation and action plan** - This analysis identifies areas where Cityplaza can focus on improvements, including noise and air quality management, community integration, sustainability practices, and the promotion of local art and creativity. Addressing these aspects could lead to an even more well-rounded and resilient center.

Cityplaza's development into a full-service center with mixed-use areas and increased housing is expected to have a substantial social and community impact in the coming years.



**Location:** Arnhem

**Size:** 39.735m<sup>2</sup>

**Footfall:** 4.677.563

### **Findings of social impacts, risks and opportunities assessment, including possible solutions**

Presikhaaf shopping center is a neighborhood shopping center that is the heart of the district. Residents often and enjoy coming to the center. 80 nationalities live in the district, all of whom do their shopping at the center but also use the center as a meeting place. The Point is the social heart of the center where the various organizations and neighborhood partners come together, so that the visitor/resident of Presikhaaf is involved in the initiatives in the neighborhood and at the center.

Wereldhave supports and organizes many neighborhood initiatives to bring residents together or to provide information to residents. Presikhaaf is a best practice in our portfolio in this regard. Examples include:

- Fundraising campaign by an LBO school for the people in Turkey and Syria who were victims of the earthquake.
- Children's activities during the summer holidays from the Municipality of Arnhem initiative
- Celebrating Eid-al-Fitr with the World Women's Choir.
- Presikhaaf Tastes where residents have lunch together, provided by the shopping center's entrepreneurs.
- Closetsale shop (circular shop where residents of Presikhaaf can be entrepreneurs for 1 day.
- Big Draw, Arnhem allows local artists to make drawings with side events where children draw together with artists.
- The Point as a social meeting place for residents where various services are also offered, such as a free loan wheelchair and buggy, passport photo booth, ATM, public transport charging point, parcel locker. You can also book a Maxmobiel ride here.
- Students in The Point do an internship as part of their social work training and support residents; young and old.
- Job market where residents of the neighborhood meet employers and entrepreneurs in the Presikhaaf shopping center in an accessible way and can apply for vacancies.

### **Findings of social impacts, risks and opportunities assessment, including possible solutions**

**Security and Safety Measures** - Presikhaaf prioritizes safety with round-the-clock security, visible surveillance through cameras, and collaboration with law enforcement. The systematic maintenance of fire safety measures and clear emergency exits contribute to a secure environment. However, addressing shoplifting concerns and enhancing theft prevention strategies should be considered.

**Inclusive Accessibility** - Presikhaaf excels in accessibility and inclusivity, achieving a perfect score of 5. The environment is designed for universal access with features like ramped entrances, ample handicapped parking, and a commitment to providing mobility support services. Presikhaaf has established free wheelchair lending services and affordable transport options, ensuring inclusivity for residents with mobility challenges.

**Customer Experience and Facility Management** - Presikhaaf offers a diverse shopping experience with a variety of stores and services, earning a high score of 5. The availability of essential amenities such

as toilets, seating areas, and overall cleanliness contributes to a positive customer experience. Presikhaaf's full-service center concept, including a range of healthcare and lifestyle services, enhances its appeal.

**Environmental Sustainability** - Presikhaaf demonstrates commitment to environmental sustainability with a score of 4. Efforts include waste separation, the use of eco-friendly cleaning products, and collaboration with environmental services for recycling. However, addressing challenges related to noise pollution during construction activities remains an opportunity for improvement.

**Overall evaluation and conclusion** - These key categories showcase Presikhaaf's strengths and areas for enhancement in ensuring safety, promoting inclusivity, providing an excellent customer experience, and embracing environmental sustainability within its center environment. Presikhaaf is a best practice, but as a center needs constant attention regarding social risks and opportunities. Wereldhave will continue to do its best to keep this center attractive and safe for the surrounding community. No specific action plan is active, but continuous progress is made.

# middenwaard

Heerhugowaard

**Location:** Heerhugowaard

**Size:** 42.975m<sup>2</sup>

**Footfall:** 6.134.778 visitors/year

## Introduction

The center Middenwaard is located in the middle of Heerhugowaard and has many options for living, shopping and working. The great thing about a city center location is that everything is within reach. However, there are also disadvantages such as loitering, nuisance and theft.

In the shopping center there is active management and intensive cooperation with stakeholders in the area, which creates a very pleasant and safe atmosphere. By connecting with the various stakeholders, the management aims to connect with the environment and contribute to a pleasant living environment in the center in sometimes challenging situations.

## Findings of social impacts, risks and opportunities assessment, including possible solutions

Middenwaard has undergone a transformation into a Full Service Center, with added functions and a focus on social and community events. The center collaborates with various local organizations to address social and community issues and promote social inclusion and awareness.

**Security Dynamics** - With a security score of 4, Middenwaard showcases a commitment to safety, yet recurrent shoplifting incidents pose a significant risk. Explore the vulnerabilities, scrutinize security measures, and discover opportunities to enhance theft prevention within the center.

**Inclusivity Challenges** - Despite an excellent accessibility score of 5, Middenwaard confronts potential risks tied to store vacancies, impacting the diversity of the shopping experience. Examine the challenges, evaluate risks, and uncover opportunities to maintain inclusivity while managing the delicate balance between variety and vacancies.

**Sustainability elements in and around the center** - Middenwaard's environmental commitment, scoring a 4, emphasizes initiatives like solar panels and waste separation. However, challenges exist, such as minimizing noise pollution during renovations. Investigate environmental risks, assess ongoing initiatives, and identify opportunities for a more sustainable and eco-friendly future.

**Community Integration Dynamics** - Despite an engagement score of 4, Middenwaard contends with risks linked to store vacancies impacting the overall shopping experience. Delve into the complexities of community integration, from supporting events to fostering job opportunities, and uncover opportunities to mitigate risks posed by vacancies on the economic and social fabric of the local community

**Overall evaluation and conclusion – Middenwaard is a well-balanced center and an addition to the city of Heerhugowaard.** Disabled people can easily reach the center. Wheelchairs can also be borrowed from security. There are some matters that are influenced by external factors over which Wereldhave has little influence. Other matters are handled adequately by Wereldhave as best as possible. Next year the south entrance will be closed for a number of months due to construction work. The municipality, contractor, local parties involved and Wereldhave work together to minimize possible traffic problems. This is the main focus point for the upcoming year, minimizing congestion and improving accessibility

# ROSELAAR

**Location:** Roosendaal

**Size:** 21.887m<sup>2</sup>

**Footfall:** 4.454.421 visitors/year

## Introduction

De Roselaar has been a household name in the city center of Roosendaal for more than 50 years. Research has shown that 90% of visitors to the city center also visit the Roselaar, with 5.5 million visitors per year, the Roselaar is the most busy part of the city center. De Roselaar offers many employment opportunities at its (inter)national retail chains and local companies.

## Findings of social impacts, risks and opportunities assessment, including possible solutions

**Security Spotlight** - Our commitment to safety is underscored by well-lit parking areas, security personnel, and robust fire safety measures, scoring a commendable 4. However, concerns linger around limited CCTV coverage and an absence of surveillance throughout the entire mall. Dive into our efforts to fortify safety amidst ongoing improvements.

**Accessibility in Tandem** - Navigating the heights of inclusivity, De Roselaar scores a 5 in accessibility, offering a plethora of services for patrons with mobility challenges. However, evolving vacancies pose a potential threat to the diversity of the shopping experience. Join us as we explore the delicate balance between variety and vacancies in our pursuit of a shopper-friendly haven.

**Ambivalent Sustainability** - While environmental consciousness is evident with a score of 4, there's room for improvement. De Roselaar embraces solar panels, LED lighting, and waste separation, but challenges persist in minimizing noise pollution during renovations. Explore our strides toward a greener future and the hurdles faced in our eco-conscious journey.

**Community Connections** - With an engagement score of 4, De Roselaar is deeply woven into the fabric of Roosendaal's community. Yet, the impact of store vacancies on the overall shopper experience raises concerns. Uncover the myriad ways De Roselaar integrates with the local community, from supporting events to fostering job opportunities, and explore our commitment to being a positive force in Roosendaal's economic and social landscape.

**Overall evaluation, conclusion and possible actions** - Thanks to a wide range of services (such as seating areas, playground, public toilets) and facilities (including family parking spaces, wheelchair lending, disabled toilets), it is a place where everyone feels at home. The shopping center is closely involved with its environment and collaborates with it, for example by offering internships for a day (e.g. Prokkelinternship), collecting deposit bottles for a local charity or organizing events (such as the Smart Lap Day or a Children's Free Market). Sustainability is of paramount importance, which is reflected in, among other things, solar panels and LED lighting, but also ecological facilities for birds and bats.



# Eggert

**Location:** Purmerend

**Size:** 24.296m<sup>2</sup>

**Footfall:** 4.022.142 visitors/year

## Introduction

In general terms, it is a neat and tidy center with active management and local management. This has a good impact on safety in and around the center. The center is therefore rated very well for being (usually) clean and very safe by visitors. Due to the mix of functions that has emerged in recent years, the area is served in a broad manner.

In addition, Werelhave has actively started a transformation into Full Service Centers since 2019. For Eggert, this means that progress has been made in a number of areas: extra functions have been added, the organization of many social and social events (job fairs, summer activities, Closet Sale, etc.). Work is currently still underway on the Play&Relax square and the parking garage. To take the customer journey to the next level.

## Findings of social impacts, risks and opportunities assessment, including possible solutions

**A Safety Challenge: Addressing Concerns Amid Renovations** - Despite our commitment to security, ongoing renovations and occasional parking limitations pose challenges, impacting the safety score. We acknowledge these external factors and are actively working to mitigate their effects on Eggert center.

**The Accessibility Struggle** - While strides have been made in creating accessible spaces, challenges persist, particularly during ongoing garage renovations. Eggert center is committed to resolving these issues, evident in the current accessibility score of 4.

**Shopper Experience under Strain: Navigating Leverage in the Face of Vacancies** – Center Eggert provides a diverse shopping experience, yet the looming issue of vacancies affects the overall customer experience. Despite this, ongoing efforts aim to enhance the variety of offerings, with a current score of 4 reflecting our determination.

**Attractive and kids proof, but improvements are needed** - A new play&relax is currently also being developed. This is a small "playground" for children. Parents can also enjoy a cup of coffee. The play&relax is being renovated because the old play&relax had too many height differences, which caused children to jump back and forth, resulting in noise pollution for other visitors. In terms of cleanliness, this center scores a 4. An independent party regularly carries out inspections. Areas for improvement are discussed with the cleaners.

**Sustainable Endeavors: Balancing Eco-Conscious Practices** - While Eggert center actively promotes sustainability, there's room for improvement. The current score of 3 indicates ongoing efforts, including waste reduction initiatives, but highlights the need for more extensive environmental practices. Join us as we strive for a more eco-friendly future.

**Overall evaluation and conclusion** - The center is quite inclusive, with accessibility in place and touching the lives of more vulnerable people living in the neighbourhood (e.g. job markets). With an upcoming renovation the current issues will be tackled. Eggert will also discuss cleanliness issues with its main supplier to prevent cleanliness issues in the near future. The management of the center aims to improve all elements that it has under its control, but unfortunately not all measures are under direct control and therefore require further assessment (building nuisance). The asset manager will take an integrity analysis under employees into consideration for a potential improvement point, but is not seen as crucial for the social impact of the center.