

**WESTFIELD**  
**STRATFORD CITY**  
**TUES / SEPT / 13**

THE LARGEST URBAN SHOPPING CENTRE IN EUROPE

*Westfield*  
STRATFORD CITY

**WESTFIELD**  
**STRATFORD CITY**

**IS A £1.45BN DEVELOPMENT COMPRISING 1.9M SQ FT OF RETAIL AND LEISURE AS WELL AS 1.1M SQ FT OF OFFICE SPACE, THREE HOTELS AND HOMES\*. OPENING ON 13TH SEPTEMBER 2011, WESTFIELD STRATFORD CITY IS LOCATED ADJACENT TO THE OLYMPIC PARK AND WILL FORM THE PRESTIGIOUS GATEWAY TO THE OLYMPIC GAMES IN 2012.**

**WESTFIELD STRATFORD CITY WILL BE HOME TO AROUND 300 SHOPS, 70 BARS AND RESTAURANTS AND WILL BE ANCHORED BY; A JOHN LEWIS DEPARTMENT STORE; MARKS & SPENCER; WAITROSE; A 17-SCREEN, ALL DIGITAL, STATE OF THE ART VUE CINEMA; UK'S LARGEST CASINO AND A 14-LANE ALL STAR LANES BOWLING ALLEY.**

**AS THE NEXT GENERATION OF RETAIL DEVELOPMENT, WESTFIELD STRATFORD CITY WILL CREATE A CITY WITHIN A CITY.**

\* RESIDENTIAL AND REMAINING OFFICE TO BE BUILT POST-GAMES.

## ESSENTIALS

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**£1.45bn**

PROJECT IN EAST LONDON  
FORMING THE GATEWAY TO  
THE LONDON OLYMPIC PARK

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**1.9m**

sqft

RETAIL AND LEISURE - THE  
LARGEST URBAN SHOPPING  
CENTRE IN EUROPE

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**300**

SHOPS

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**5,000**

CAR PARKING SPACES

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**4m**

PEOPLE WITHIN 45 MINS;  
£3.24 BILLION AVAILABLE  
WEIGHTED SPEND

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**£150m**

INVESTED BY WESTFIELD  
INTO PUBLIC TRANSPORT

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**£200m**

INFRASTRUCTURE WORKS  
PROJECT-MANAGED BY  
WESTFIELD

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## LEISURE, LIFESTYLE AND ENTERTAINMENT

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**17**

SCREEN ALL-DIGITAL, 3D  
STATE-OF-THE-ART VUE  
CINEMA

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**14**

LANE ALL STAR LANES  
BOWLING ALLEY

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**65,000**  
sq ft

UK'S LARGEST CASINO -  
ASPERS WESTFIELD

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**617**

ROOMS IN 3 HOTELS  
INCLUDING 4 STAR FLAGSHIP  
HOLIDAY INN, EXECUTIVE  
STAYBRIDGE SUITES AND  
PREMIER INN

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**70**

CAFES AND RESTAURANTS  
INCLUDING THE UK'S FIRST  
FOOD MARKET IN A SHOPPING  
CENTRE - THE GREAT  
EASTERN MARKET

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**1.1m**  
sq ft

OFFICE SPACE INCLUDING  
130,000 SQ FT STRATFORD  
PLACE AVAILABLE BEFORE  
THE OLYMPICS (SPACE  
AVAILABLE FROM 20,000 SQ  
FT UPWARDS)

## MAJOR ANCHORS

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JOHN LEWIS

**240,000**  
sq ft

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WAITROSE

**32,000**  
sq ft

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MARKS & SPENCER

**200,000**  
sq ft

300 FASHION, FOOD AND LIFESTYLE  
BRANDS INCLUDING:

**FOREVER 21/ ESPRIT/ NEXT/  
HOLLISTER/ REISS/ HUGO  
BOSS/ TOPSHOP/ RIVER  
ISLAND/ PRIMARK/ BOOTS/  
WHSMITH/ MONSOON/ NIKE/  
TIMBERLAND/ UNIQLO/  
SUPERDRY/ LACOSTE.**

## THE GALLERY



70 PLACES TO DINE INCLUDING:

**WAGAMAMA / GBK / STRADA /  
PIZZA EXPRESS / NANDOS /  
JOM MAKAN / LAS IGUANAS /  
TGI FRIDAY / GIRAFFE / JAMIE'S  
ITALIAN / BUMPKIN / THE COW /  
FRANCO MANCA / TOSSED /  
CAFFE CONCERTO / YO SUSHI /  
INDIGO.**



## CHESTNUT PLAZA



## MASTERPLAN

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**700**

ACRE DEVELOPMENT SITE  
COMPRISING WESTFIELD  
STRATFORD CITY AND  
LONDON'S OLYMPIC PARK

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**2.9m**

RETAIL AND LEISURE SPACE

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**6.6m**

sq ft

OFFICE DISTRICT

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**1.3m**

sq ft

HOTEL SPACE

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**16,400**

NEW HOMES

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**180,000**

sq ft

COMMUNITY FACILITIES

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## OLYMPIC CONTEXT

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**70%**

VISITORS TO THE GAMES WILL  
PASS THROUGH WSC

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**10m**

PEOPLE WILL VISIT THE  
OLYMPICS INCLUDING:

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**20,000**

JOURNALISTS

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**10,500**

ATHLETES

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**5,000**

SPONSORS

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**70,000**

VOLUNTEERS

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**9.7m**

TICKETED SPECTATORS

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**4bn**

TV AUDIENCE

EXTENSIVE ROAD AND BUS NETWORK

**A12, A11, A13 TO  
THE M25 & M11.  
OVER 4 MILLION  
PEOPLE RESIDE  
WITHIN 45  
MINUTES.**

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**6.7m**

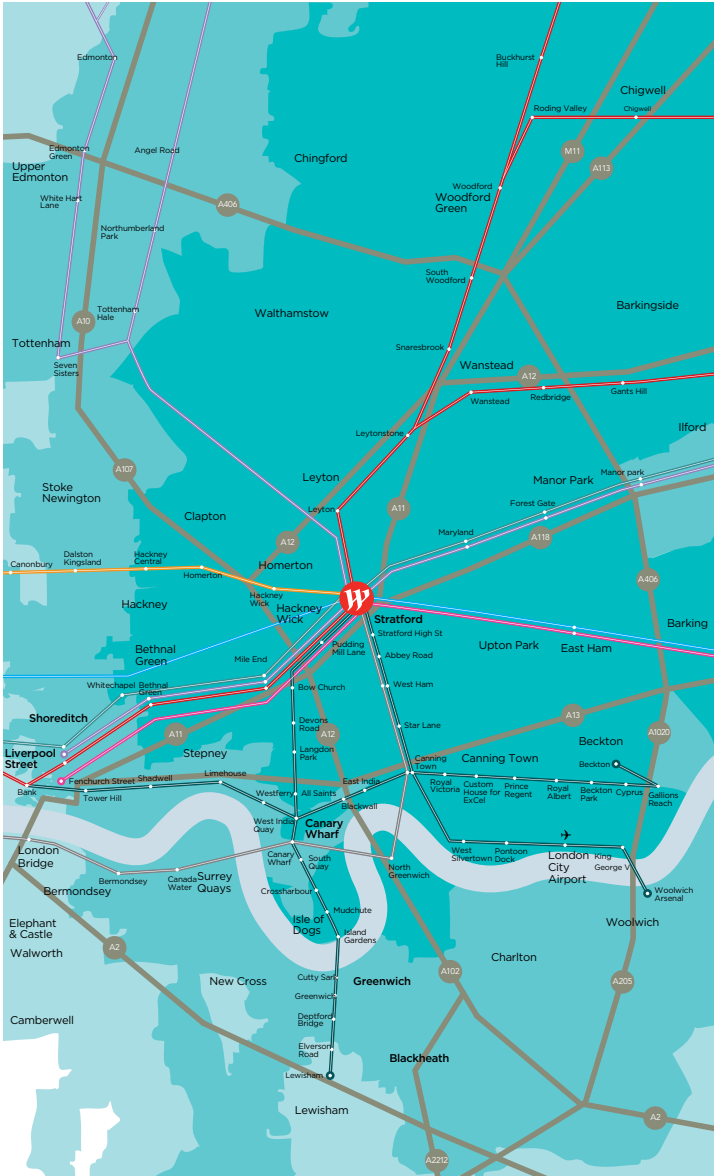
PEOPLE WITHIN 60 MINUTE  
DRIVE TIME

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**5,000**

DEDICATED PARKING SPACES

# TRANSPORT COMMUNITY MAP



## POWERFUL RAIL CONNECTIONS

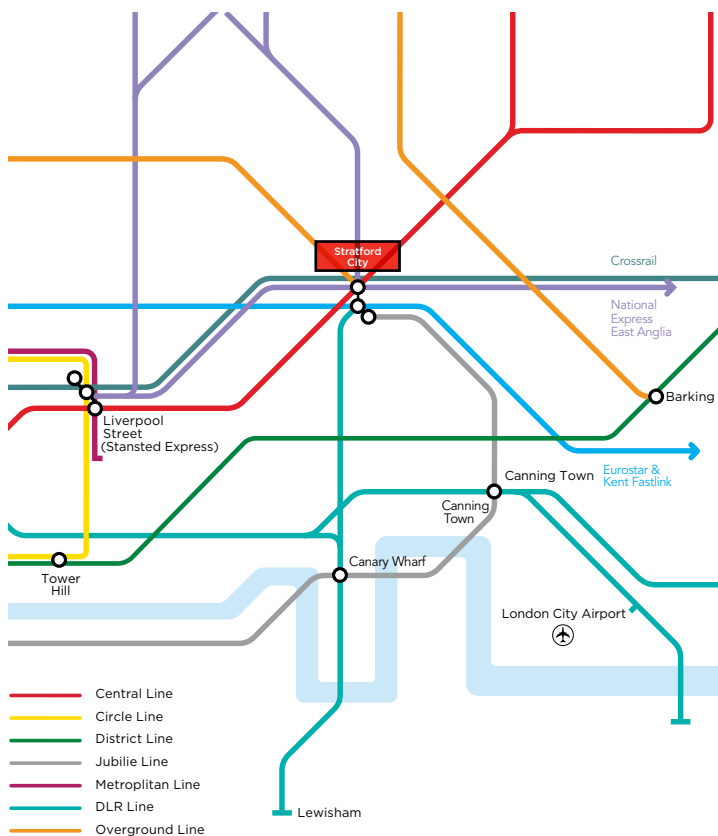
58

TRAINS AN HOUR  
CONNECTING CENTRAL  
LONDON

27.2m

PEOPLE ENTER/EXIT  
STRATFORD REGIONAL  
STATION PER ANNUM

### TUBE MAP



**JUBILEE LINE  
CENTRAL LINE  
LONDON  
OVERGROUND  
DLR**

**SOUTH EASTERN  
KENT FASTLINK**

**NATIONAL RAIL  
NETWORK**

**CROSSRAIL**

(OPENING 2017)

EXPECTED TO CARRY  
MORE THAN 200  
MILLION PASSENGERS  
A YEAR

## ENVIRONMENT & SUSTAINABILITY

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**75%**

ALL STRATFORD CITY'S ELECTRICAL POWER WILL BE MET THROUGH AN ON-SITE COMBINED COOLING, HEAT AND POWER PLANT (CCHP)

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**10%**

MORE ENERGY EFFICIENT USE OF NATURAL LIGHT, EFFECTIVE INSULATION, HIGH EFFICIENCY LIGHTING, HEATING AND COOLING AND CONTROL OF SOLAR GAIN THAN REQUIRED BY BUILDING REGULATIONS

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**50%**

REDUCTION IN CARBON TARGETS BY 2020 THROUGH EFFICIENT BUILDING DESIGN AND ON-SITE CCHP

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**50%**

RETAIL WASTE RECYCLED/ RECOVERED WASTE THROUGH A WASTE MANAGEMENT SYSTEM

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**253,000**

sq ft

RAINWATER HARVESTING SYSTEM WILL BE INCORPORATED INTO THE MAIN RETAIL CENTRE



## EMPLOYMENT

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**27,000**

CONSTRUCTION JOBS WILL BE CREATED DURING THE BUILD OF WESTFIELD STRATFORD CITY WITH APPROXIMATELY 10% OF THE WORKFORCE COMPRISED OF NEWHAM RESIDENTS

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**4,500**

WORKERS ON SITE AT PEAK EVERY DAY AS WORK PROGRESSES TO OPENING IN SEPTEMBER 2011

At least

**2,000**

LOCAL UNEMPLOYED PEOPLE WILL BE EMPLOYED THROUGH WORKPLACE .

THE WORKPLACE INITIATIVE PROVIDES CONSTRUCTION, RETAIL, AND HOSPITALITY EMPLOYMENT OPPORTUNITIES AT WESTFIELD STRATFORD CITY FOR LOCAL NEWHAM RESIDENTS

Over

**180**

APPRENTICES AND TRAINEES HAVE CURRENTLY WORKED ON THE CONSTRUCTION OF WESTFIELD STRATFORD CITY

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**10,000**

PERMANENT JOBS WILL BE PROVIDED BY THE RETAIL SECTOR ON DAY ONE - AT LEAST 2,000 OF WHICH WILL BE FOR LOCAL NEWHAM PERSONS

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**14,000**

EMPLOYEES WILL BE NEEDED FOR THE SEPTEMBER OPENING, WHEN PART TIME WORKING IS TAKEN INTO ACCOUNT

## DESIGN & CONSTRUCTION FACTS

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**12,850**

DRIVEN & AUGURED PILES

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**29**

SLIP FORMED CORES

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**42,000**

tonnes

STRUCTURAL STEEL IN TOTAL

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**410,000**

m<sup>2</sup>

METAL DECKING

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**380,000**

m<sup>2</sup>

CONCRETE TOPPINGS

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**88,000**

m<sup>2</sup>

FAÇADE

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**70,000**

m<sup>2</sup>

ASPHALT & MEMBRANE ROOF

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**24,000**

m<sup>2</sup>

MALL FLOOR

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In excess

**5 km**

ELECTRICAL CABLE

## THE SITE IN MAY 2011



## OFFICES

### ONE STRATFORD PLACE:

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**130,000**  
sq ft

GRADE A OFFICE SPACE  
AVAILABLE FOR OCCUPATION  
FROM SEPTEMBER '11

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**21,000**  
sq ft

FLOOR PLATES

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**20,000**  
sq ft

SMALL BUSINESS ZONE  
DESIGNATED FOR LOCAL  
START-UPS

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**1<sup>ST</sup>**

THE FIRST COMPLETED NEW  
OFFICE BUILDING WITHIN THE  
OLYMPIC ZONE

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### OFFICES GENERAL:

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**970,000**  
sq ft

PRE-LET OPPORTUNITIES  
WITHIN LONDON'S NEWEST  
COMMERCIAL DISTRICT

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**EXCELLENT**

BREEAM RATED OFFICE  
SPACE

## ONE STRATFORD PLACE



## CONTACT

### **LAURA PASSAM**

**CORPORATE AFFAIRS**

**WESTFIELD UK/EU**

**+44 (0)20 7061 1861**

**LAURA.PASSAM@WESTFIELD-UK.COM**

### **LUCINDA HANNINGTON**

**PUBLIC RELATIONS OFFICER - CORPORATE AFFAIRS**

**WESTFIELD STRATFORD CITY**

**+44 (0)20 8221 7274**

**LUCINDA.HANNINGTON@WESTFIELD-UK.COM**

### **B2B PR - INNESCO**

#### **DAN INNES**

**CHRISTINA SANDKUEHLER**

**REBECCA HORNE**

**MICHELLE MOFFITT**

**+44 (0)20 74093434**

**DAN.INNES@INNESCO.CO.UK**

**CHRISTINA.SANDKUEHLER@INNESCO.CO.UK**

**REBECCA.HORNE@INNESCO.CO.UK**

**MICHELLE.MOFFITT@WESTFIELD-UK.COM**

### **B2C PR - YELLOW DOOR**

#### **CAIREEN WACKET**

**LOUISE GREIDINGER**

**MIMI RICHMAN**

**LOUISE TIERNEY**

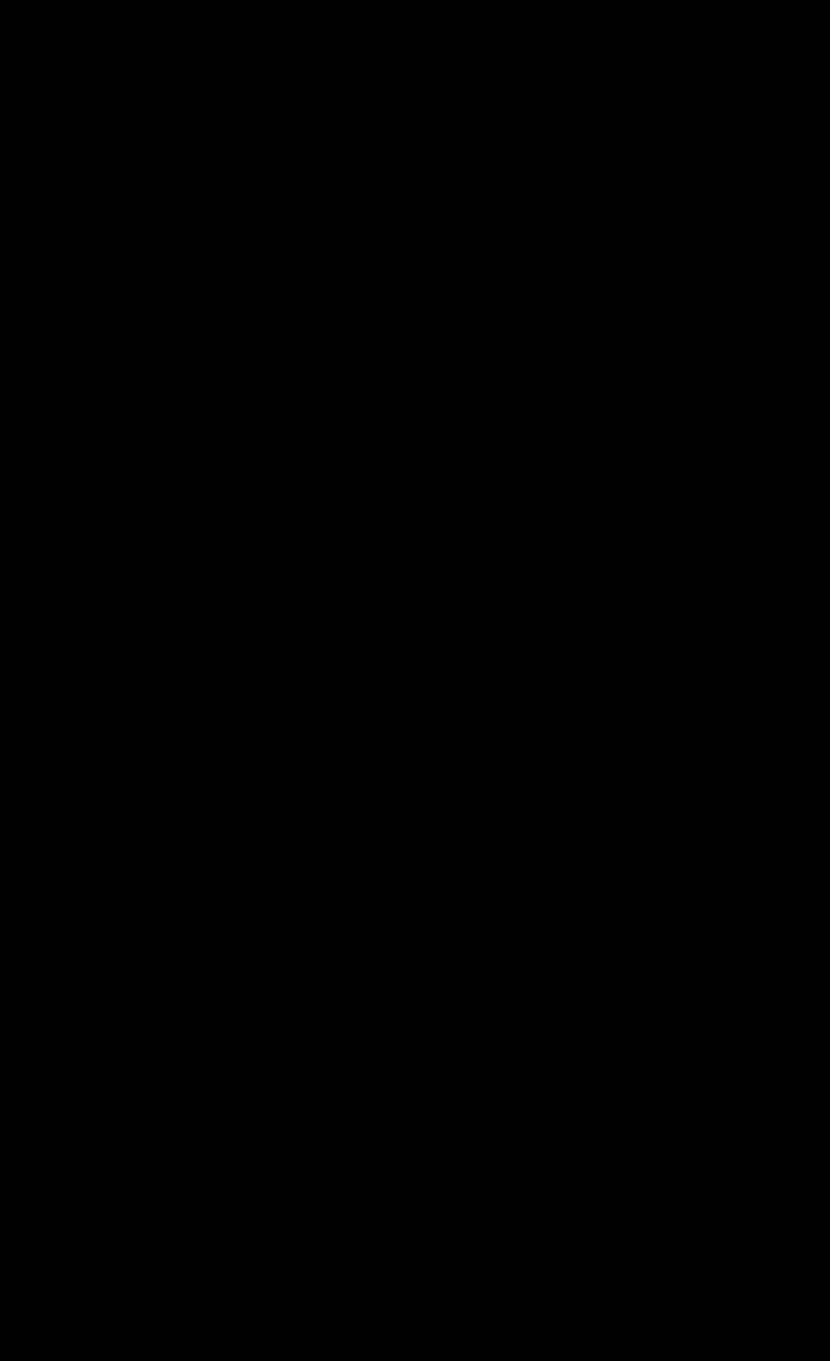
**+44 (0) 20 7580 0707**

**CAIREENW@YELLOW-DOOR.COM**

**LOUISEG@YELLOW-DOOR.COM**

**MIMIR@YELLOW-DOOR.COM**

**LOUISET@YELLOW-DOOR.COM**



The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry, no matter how small, should be recorded to ensure the integrity of the financial statements. This includes not only sales and purchases but also expenses, income, and any other financial activity.

The second part of the document provides a detailed breakdown of the accounting cycle. It outlines the ten steps involved in the process, from identifying the accounting entity to preparing financial statements. Each step is explained in detail, with examples provided to illustrate the concepts.

The third part of the document discusses the various types of accounts used in accounting. It categorizes accounts into assets, liabilities, equity, revenue, and expense accounts. It also explains the normal balances for each type of account and how they are used to calculate the net income or loss for a period.

The fourth part of the document discusses the importance of adjusting entries. It explains how these entries are used to ensure that the financial statements reflect the true financial position of the company at the end of the period. Examples are provided for each of the five types of adjusting entries.

The fifth part of the document discusses the preparation of financial statements. It outlines the steps involved in preparing the income statement, balance sheet, and statement of owner's equity. It also discusses the importance of comparing the financial statements to the previous period to identify trends and changes.

The sixth part of the document discusses the importance of internal controls. It explains how these controls are used to prevent and detect errors and fraud. Examples are provided for each of the five types of internal controls.

The seventh part of the document discusses the importance of ethics in accounting. It explains how accountants should maintain objectivity and integrity in their work. It also discusses the consequences of unethical behavior and the importance of reporting any suspected wrongdoing.

The eighth part of the document discusses the importance of communication in accounting. It explains how accountants should communicate effectively with their colleagues and clients. It also discusses the importance of keeping accurate records of all communications.

The ninth part of the document discusses the importance of continuous learning in accounting. It explains how accountants should stay up-to-date on the latest developments in the field. It also discusses the importance of seeking out opportunities for professional development.

The tenth part of the document discusses the importance of teamwork in accounting. It explains how accountants should work together to achieve the organization's goals. It also discusses the importance of providing support and assistance to colleagues.