



## **Weblight Projects**

Bullring Shopping Centre, Birmingham  
LED Decorative Lighting Refit



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### Bull Ring Shopping Centre, Birmingham LED Decorative Lighting Refit

#### The Client

The Bullring is a prestigious retail shopping centre which has been awarded many accolades for its appeal as one of the most exciting shopping destinations in Europe. The Bullring attracts approximately 40 million visitors per year

#### Requirements

The overall aim of this project was to uphold the Bullring's reputation as a premier retail centre offering an enhanced shopper experience supported by a sustainable energy efficient lighting solution. Tim Walley, Managing Director of the Bullring explains 'The Bullring is once again the centre piece of the city and as such we wanted to ensure that it remains so. We had two main criteria when selecting the new lighting design. Firstly, it had to support the Bullring's image and secondly but equally importantly it had to be sustainable'.

#### Original Installation

The original installation consisted of cold cathode which is not widely available, is expensive and has high installation costs

#### Weblight Solution

In a partnership agreement with Mitie Engineering Maintenance and Philips Solid State Lighting Solutions, Weblight undertook a replacement of the decorative lighting scheme with a sustainable state-of-the-art LED solution.

The obvious solution was to replace the old cold cathode lighting system with Philips eW® Cove Powercore which delivers a high quality white light and has been specifically designed for interior alcoves and atriums, making it ideal for the Bullring. Here, the eW® Cove Powercore modules were primarily used to illuminate the areas around the main escalators, toilets and lifts as well as decorative shaped facets recessed into the ceiling voids of the main walkways.

Within the main concourse, RGB iColour Cove QL were installed along the walkways while ColorBlast modules were positioned near to major retailers such as Next.

On approaching the main entrances to the Bullring, cutting edge LED City Wing streetlighting luminaires have been installed Their sleek design complements the mix of historic and contemporary architecture which sits comfortably side by side. Nestled between these buildings, St Martins Square plays host to numerous festivities throughout the year. Here, LED's continue to add to the sense of theatre. Positioned within the window boxes and fountains, colour changing modules provide an eye catching backdrop to the many events held in the pedestrian quarter.

#### Results

In addition to the impressive energy savings, the new LED solution brings a whole host of creative lighting displays which shoppers and visitors to the centre can enjoy. As Tim Walley comments 'Selecting LED's has enabled us to enhance the Bullring's aesthetics and visual impact. With around 40 million visitors each year we are extremely proud that it has become the largest retail destination in the West Midlands. In addition to the Bullring's excellent retail mix, we can now offer a spectacular night time vibrancy bought about by the exciting light shows that we can create - and all this has been achieved without compromise to our environmental responsibility'.

#### Benefits

As a direct result of this approach, the Bullring will benefit from a staggering 85% saving in energy consumption, proving that environmentally friendly lighting solutions can be integrated seamlessly into iconic design.

#### Energy Savings and Payback

Switching to this new LED technology will deliver an 85% reduction in energy needed to illuminate the centre which equates to an estimated £34,000 savings in running costs per annum. This equates to some 251 tonnes of CO2 emissions which will be saved annually - the equivalent of 1241 hot air balloons! Maintenance costs can also be dramatically reduced since LED's have an extremely long life of approximately 50,000 hours.

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