

Corporate Strategy

British Land seeks to achieve long-term growth in shareholder value by:

- **focusing on prime assets** in the office and retail sectors;
- **creating exceptional long-term investments** with strong covenants, long lease profiles and growth potential;
- **enhancing property returns** through active management and development; and
- **maximising risk-adjusted returns** through optimal financing and partnership with others.

The key to high returns is flexibility, in terms of business organisation, deals and financing, to take advantage of shifts in the property market.



From industrial premises to city squares and seaside piers, the **Georgian Group** protects a unique group of structures from demolition and unsympathetic alterations. Each year it advises local authorities on around 6,000 planning applications that may compromise the architectural integrity of Georgian buildings.

Forging ahead *At his smithy in Dorset, Duncan Meads works on a set of wrought-iron railings – outwardly indistinguishable from ones made 200 years ago – that will be used to restore a period property to its original condition.*

