

MEADOWHALL SHOPPING CENTRE, SHEFFIELD

LOCATED IN SHEFFIELD, MEADOWHALL IS ONE OF ONLY SIX SUPER-REGIONAL SHOPPING CENTRES IN THE UK AND HAS BEEN IN BRITISH LAND'S PORTFOLIO SINCE 1999.

**FINALIST
PAN EUROPEAN AWARD**
for Workplace Mobility Plans.

In February 2009, we formed a new 50:50 joint venture partnership for Meadowhall with London and Stamford Property Limited and its joint venture partner. The Centre is home to 250 shops and 30 restaurants, attracting 25 million visitors a year. It brings up to 7,000 jobs to the area at peak times and provides popular shopping facilities. The Centre is managed by an on-site team, with the support of managing agents, the Smith Young Partnership.



MEADOWHALL SHOPPING CENTRE

SERVICE CHARGE SAVINGS

MEADOWHALL CUT FORECAST SERVICE CHARGE COSTS BY 18%, SAVING RETAILERS £2.3 MILLION.



These savings are the result of three months of collaborative work between British Land, managing agent, Smith Young, the on-site management team and major retailers.

Successful initiatives included more efficient delivery of security, cleaning and customer services, energy saving measures, and revised preventative maintenance plans, as well as better integrated reporting structures across the on-site management team and managing agent.

WINNER

of the British Land Cost Reduction Award 2010.

RESOURCE EFFICIENCY

THE TEAM AT MEADOWHALL REDUCED ENERGY USE BY 22% THIS YEAR, SAVING 2.9 MILLION KWH OF POWER AND AN ESTIMATED £242,000 ON RETAILERS' ENERGY BILLS, AS WELL AS 1,500 TONNES OF CARBON.

They also reduced water use by 11%, saving 2.8 million litres of mains water and an estimated £3,500 on retailers' water bills. In 2006, Meadowhall invested in a rainwater harvesting system which now supplies non-drinking water to the Centre and its landscape.

Meadowhall is a responsible business and was the first UK Shopping Centre to develop an on-site Resource and Recovery Centre (RRC), which sorts, separates and sends material for recycling. The team also sent zero waste to landfill, recycling 1,500 tonnes and incinerating 2,800 tonnes, saving £175,000 in landfill taxes at the same time.

In June, Meadowhall teamed up with the Energy Saving Trust to promote World Environment Day, empowering shoppers to make a difference in their own homes. Meadowhall gave 3,000 shoppers a free bag for life containing energy efficient lightbulbs and literature on how to make these changes. A team of experts was on hand to help and advise shoppers on the small steps they can take to make a big difference on the overall impact we have on the environment.

In March, the iconic Meadowhall dome went dark for Earth Hour, as the Centre joined thousands of companies and millions of people around the world in switching off non-essential lighting.

SOMETHING FOR THE KIDS

MEADOWHALL HOSTS A RANGE OF CHILD-FRIENDLY EVENTS THROUGHOUT THE YEAR.

In June 2009, the Big Friendly Giant, one of Roald Dahl's most popular characters, stomped his way to Meadowhall. Together with his trusted companion Sophie, he recreated aspects of the much-loved story before giving children the chance to ask imaginative, dream-catching questions. Later in the summer, Nickelodeon and Meadowhall teamed up to offer two days of fun with SpongeBob SquarePants and Dora the Explorer. There were meet-and-greet photo opportunities with Dora and SpongeBob, as well as lots of activities and daily prize giveaways. In September, the Teletubbies kicked off their UK dance tour in front of hundreds of young fans at Meadowhall. Tinky Winky, Dipsy, Laa Laa and Po, superstars in the eyes of millions of children worldwide, showcased their best moves and encouraged children to get active and get dancing.



In January, much loved TV characters Peppa Pig and her little brother George made a guest appearance in the Centre.

MEADOWHALL SHOPPING CENTRE

MUSICAL MEADOWHALL

IN AUGUST, A U2 TRIBUTE BAND BROUGHT IN THE CROWDS TO MEADOWHALL, IN THE BUILD UP TO THE LEGENDARY BAND'S SHOW AT DON VALLEY STADIUM.

In February, Yorkshire's very own Elvis, Christoff Hawkins, came to Meadowhall for a pre-show party before the Ultimate Elvis Tour performed at the Sheffield Arena. The event included a competition to find Yorkshire's Biggest Elvis Fan, won by lifelong fanatic Alison Thorpe.

On a more sedate note, weekly tea dances are held at the Centre, with complimentary tea and coffee, as well as the chance to win a meal at a Meadowhall café.

"We served 25% more customers yesterday as U2 pre-concert goes and fans visited Meadowhall to enjoy a bite to eat, while enjoying the music and listening to the next best thing!"

Kate Allatt
Business Development Manager at
Out of Town Leisure Group

"It was really great that Meadowhall hosted this event to get us all in the mood for the concert at the Arena. I am absolutely delighted to be named Yorkshire's Biggest Fan. I was confident that there was not a lot about Elvis I did not know but to have that confirmed was an honour. I was particularly pleased about winning as the prize was a guitar - something my daughter has been asking me for, for the past year, so to be able to give that to her was fantastic."

Alison Thorpe
Yorkshire's Biggest Elvis Fan



MEADOWHALL SHOPPING CENTRE

THE SOURCE AT MEADOWHALL

ADJACENT TO MEADOWHALL IS THE SOURCE, A TRAINING AND DEVELOPMENT CENTRE SPECIALISING IN RETAIL AND CUSTOMER SERVICE.

The Source was set up in 2003 by Meadowhall's joint venture owner, British Land, in partnership with Sheffield City Council. It has held the prestigious Centre of Vocational Excellence in Retail status since 2005. In 2009, it launched as a National Skills Academy for Retail for South Yorkshire.

The Source offers recruitment and training support to all 250 retail stores at Meadowhall, sourcing £425,000 of funding which is going directly to training for Meadowhall retailers. It also provides a range of facilities including conference facilities, a gym, an IT learning centre, a crèche, a library and a coffee bar.

In February, Meadowhall hosted an event in partnership with The Source to promote the Government's Backing Young Britain campaign. The event was led by BBC1's The Apprentice winner, Tim Campbell, with

the support of local MP, Rosie Winterton. The campaign aims to bring national and local Government, businesses, and the public and voluntary sectors together to create new opportunities for young people aged 16-24. Tim Campbell and Rosie Winterton met with young people and business people from across the region.



"I am delighted to be 'Backing Young Britain' and supporting young people. Together, even in these tough economic times, we can help this generation fulfil its potential."

Rosie Winterton
Minister for Yorkshire and The Humber (2009)

For more information read our case studies on The Source

SHOP FOR A JOB

THE SOURCE, MEADOWHALL AND JOBCENTRE PLUS WORKED IN PARTNERSHIP TO RUN A FOUR-DAY JOB SHOP IN A VACANT RETAIL UNIT IN THE SHOPPING CENTRE.

This helped retailers to fill seasonal vacancies at their busiest time, as well as making it easier for local people to find work at Christmas. Over 30 retailers filled 300 vacancies, with 729 individuals registering their details and 1,941 applications completed.

In April 2010, Meadowhall also hosted a free Enterprise Show, giving local people an opportunity to get professional advice on starting and developing their own businesses. A range of organisations were on hand to give business advice, including HMRC and the Business and

Patent Information Services, as well as accountants and bankers. There were also seminars covering essential topics such as marketing and how to start your own business.



"We are working with The Source to advertise our vacancies and the recruitment team are sifting through CVs and shortlisting our applicants. It's a great way to support businesses, but also of helping people into employment."

Lisa Edwards
Store Manager at USC Meadowhall

MEADOWHALL SHOPPING CENTRE

ALL FOR A GOOD CAUSE

IN NOVEMBER, NINE MEADOWHALL SECURITY GUARDS TOOK PART IN A 24-HOUR CYCLE RELAY AROUND THE CENTRE, RAISING £2,285 FOR CHILDREN IN NEED.

The cycle team pedalled through the night, cycling some 400 miles. Meanwhile, their colleagues supported them with a range of fundraising events from a cake sale to online bingo. This followed the success of their fundraising efforts for the 'Wear it Pink' campaign in aid of Breast Cancer Research in October.

The security team at Meadowhall patrols external areas by bicycle, cutting carbon emissions, speeding up rounds by 20% compared to using a fuel-powered vehicle, and helping them to train for their sponsored cycle relay.



GET ON YOUR BIKE

IN DECEMBER, LOCAL PARALYMPICS HOPEFUL, DOM HURLEY, HOSTED A BIKE-A-THON AT MEADOWHALL.

The weekend-long event raised money for Rotherham charity, Headway, and boosted awareness of Dom's own Paralympics bid. Dom, who aims to cycle in the 16-mile time trial or 40-mile road race in 2012 is currently in the second tier of the Paralympic squad, and has been boosting his training regime by staging bike-a-thons across the region.

Headway promotes understanding of brain and head injuries, providing information, support and services to help local people with injuries, as well as helping their families and their carers.

"I was told I would never walk or talk again after sustaining a severe brain injury in a moped accident three years ago, so my fundraising activities are a natural way to say thank you to charities like Headway, which supported me during my rehabilitation. I have worked closely with Meadowhall over the past six months and they have been very supportive of my charity activities and my own Paralympics aspirations."

Dom Hurley
Local Paralympics hopeful

SHOP FOR LIFE

IN MARCH 2010, CANCER RESEARCH UK LAUNCHED 'SHOP FOR LIFE'.

This fun initiative combines some gentle training with an opportunity for retail therapy, before the five-kilometre Race for Life takes place in Sheffield during June.

The Shop for Life map provides shoppers with a training route around popular Meadowhall retail stores. The two-kilometre route is typical of many good shopping sessions, including a wander around the stores, a few visits to the fitting room, and a stop for a bite to eat.

Shop for Life is part of the 'If I can do it...' campaign, which is about inspiring women everywhere to take part in Race for Life whatever their age, shape, size or fitness level.

MEADOWHALL SHOPPING CENTRE

DANCING ON ICE

IN FEBRUARY, DANCING ON ICE STAR HAYLEY TAMADDON AND HER SKATING PARTNER DANIEL WHISTON CAME TO MEADOWHALL.

Hayley and Daniel went on to skate to victory in the finale of the ITV show in May 2010. Local girl Hayley is a former Emmerdale actress and Daniel is a British Gold Medallist. Together they wowed television viewers with their skating skills, and thousands of shoppers were delighted to see them in the Centre.

Meadowhall worked with specialist sports store Sweatshop, located in the Centre, to provide Hayley with a personal training pack to help aid her progress. Hayley comments:

“The regional support that we have received since the start of the series has been seriously overwhelming. Daniel and I are so grateful for this and just hope that the public will keep us in! Meadowhall has been particularly great and I am really thankful to them for organising the training pack and their ongoing campaign.”



BACK TO SCHOOL

IN AUGUST, MEADOWHALL LAUNCHED A NEW CAMPAIGN TO SUPPORT CHILDREN'S CHARITY BARNARDO'S.

Generous mums, dads and grandparents were encouraged to support disadvantaged local families by buying an extra 'Back to School' item to help children less fortunate than their own. The campaign was backed by Barnardo's ambassador and actor on the Channel 4 Teachers series, Andrew Lincoln. He asked shoppers: "When you're having a family day out shopping this summer, taking your children round the shops to get their new school uniform and pencil cases, spare a thought for children who are less fortunate and buy an extra jumper or, if you can't afford that, an extra packet of pencils. As an ambassador for Barnardo's, I have seen firsthand how your support really helps our children."

At Christmas time, Meadowhall also teamed up with Barnardo's to encourage shoppers to buy one extra gift. Generous shoppers donated toys for vulnerable children across Yorkshire.

“We have linked up with Meadowhall on this campaign for the past two years and never fail to be surprised by the generosity of their customers. Christmas is a time when we all think back to our fun childhood memories, but unfortunately not every child has the opportunity to enjoy this time of year. These gifts really help us to make a child's Christmas.”

Peter Allinson
Director of Barnardo's Yorkshire

MEADOWHALL SHOPPING CENTRE

FASHION AND FAME

IN OCTOBER, THOUSANDS OF SHOPPERS VISITED THE MEADOWHALL FASHION SHOW.

The three-day fashion show was hosted by celebrity stylist and fashionista, Bradley Taylor, who has worked with designers Vivienne Westwood and the late Alexander McQueen. Stylists were on hand to offer personal advice. Finalist of the BBC Apprentice 2008, Claire Young, also made an appearance.

In May, the Gillette Venus Embrace team gave female shoppers the chance to win an exclusive photo shoot with national magazines, Heat and More! Five women from Sheffield were shortlisted to represent the area in the final, with a top style consultation and glossy magazine photo shoot for the overall winner.

SHOPMOBILITY

IN MAY 2009, SHOPMOBILITY AT MEADOWHALL HAD A MAKEOVER AND RELAUNCH.

With nearly 24,000 people on incapacity benefits in the Yorkshire region, there is a large demand for mobility aids at Meadowhall. To address this need, Meadowhall has formed a partnership with the Parkgate Group to improve and support the mobility facilities already in the Centre. The team offers accompanied shopping services, as well as wheelchairs and self-drive scooters for shoppers to borrow.

Meadowhall prides itself on being a wheelchair-friendly centre, with accessible facilities including the cinema, the children's entertainment area, an area in the Oasis Food Court and 350 disabled parking spaces.

“Shopmobility and the Parkgate Group are committed to making Meadowhall an enjoyable and stress-free environment for all disabled customers and their families.”

Dawn Osborne

Head of Operations at Meadowhall

FESTIVE FUN

SANTA'S WONDERLAND AT MEADOWHALL SAW A MASSIVE 53% INCREASE IN VISITOR NUMBERS COMPARED TO LAST YEAR.

The experience starts with the children walking through Santa's workshop, where the elves are busy finishing the toys in time for Christmas Eve. The children are then treated to a magical 3D feature show, starring Rocket the Reindeer® and the Naughty Snowman, lasting 15 minutes. The children's journey then continues through the elves' workshop, where they can hop onto Santa's sleigh for a chat and a photograph with the man himself. The children then leave the Wonderland with their own Rocket the Reindeer® as a memento of their experience.



“We are extremely proud of Santa's Wonderland this year and have worked very hard to make sure we provide the best Christmas experience in Yorkshire. The visitor figures certainly speak for themselves and are proof to us that all of the hard work has been worth it – the faces of the children when they come out of the Wonderland are truly magical.”

Richard Pinfold

Head of Marketing at Meadowhall

GREEN TRAVEL

THE MEADOWHALL PASSENGER TRANSPORT INTERCHANGE IS SERVED BY UP TO 400 TRAINS PER DAY, 120 BUSES PER HOUR AND A TRAM EVERY 10 MINUTES.

The Centre continues to work with staff, retailers and local transport providers to encourage people to travel to Meadowhall by public transport, cycling or walking.

Transport and Environment Manager at Meadowhall, Alice Truswell, presented Meadowhall's innovative approach to green travel to 500 delegates at a European conference on mobility management.



THE SOURCE AT MEADOWHALL, SHEFFIELD

THE SOURCE IS AN INNOVATIVE AND UNIQUE £5.5 MILLION TRAINING AND DEVELOPMENT CENTRE SET UP BY BRITISH LAND AND SHEFFIELD CITY COUNCIL IN 2003.

Established as a charity, The Source provides a range of facilities including conference rooms, a gym, an IT learning centre, a crèche, a library and a coffee bar. Located adjacent to Meadowhall Shopping Centre, it has held the prestigious Centre of Vocational Excellence in Retail status since 2005. In 2009, it launched as a National Skills Academy for Retail for South Yorkshire.

ICSC BEST OF THE BEST AWARDS 2010

Albert Sussman International Community Support Award

YORKSHIRE TRAINING PARTNERSHIP AWARDS 2010

Employee of the Year and Employer of the Year.

RATED NUMBER 17

in The Times Best Small Companies to Work For 2009.

YORKSHIRE BUSINESS TOURISM AWARDS

Small Venue of the Year 2009.

ICSC FOUNDATION

European Community Support Award 2009.

HOSPITALITY SHEFFIELD AWARDS 2009

Sheffield Smile and Unsung Hero.



THE SOURCE AT MEADOWHALL

SUPPORTING RETAILERS

553 BUSINESSES BENEFITED FROM RECRUITMENT AND TRAINING SUPPORT PROVIDED BY THE SOURCE. THESE INCLUDED 250 MEADOWHALL RETAILERS.

The Source attracted £1.7 million of funding, of which £425,000 is going directly to training for Meadowhall retailers.

The Source and Leeds City College are now delivering a wider range of retail training programmes to employers across the region. These include management, stock control, health and safety, budgeting, sales, customer service, marketing and employment law.

The team has been able to reduce the cost of bespoke training courses by 60% for local businesses, covering topics such as security, first aid, risk assessment, manual handling and safety.

“Emma has made excellent progress on her qualification. She has grown in confidence and now applies the fantastic retail skills she has learnt to her role in Pumpkin Patch. She is an asset to our organisation and we are so impressed with the retail qualifications delivered by The Source.”

Stephanie Wilman
Assistant Manager at Pumpkin Patch, Meadowhall

£1.7m

OF FUNDING

of which £425,000 is going directly to training for Meadowhall retailers.



“I have really enjoyed my qualification as I am able to learn whilst working. It has opened so many doors in my future. I have gained practical experience in addition to a nationally recognised retail qualification and it has been brilliant – this really is my time to shine!”

Emma Ollivant
Work-based learning student

SKILLS AND EMPLOYABILITY

2,000 LOCAL PEOPLE BENEFITED FROM TRAINING AT THE SOURCE IN 2009. THE TEAM ALSO HELPED 360 JOBSEEKERS TO FIND EMPLOYMENT.

573 learners combined work-based learning with lectures at The Source. An impressive 1,846 people aged from 16 to 71 years old have participated since 2004, with 529 adults with no previous qualifications gaining a nationally recognised Level 2 award.

161 long-term unemployed people enrolled on Skills for Jobs courses with all participants who completed the training attending interviews with Meadowhall retailers. 480 people have benefited from Skills for Jobs training and Retail Preparation courses since 2005. More than 50% have successfully gained employment within six weeks of completion, with over half coming from ethnic minorities.

100 young people enrolled on Short Employability courses lasting up to

seven weeks, covering topics such as customer service, employability and money management. 369 young learners have benefited from these courses since 2006.

27 learners with autism participated in the Supported Employment Programme, with 130 people gaining life-changing work experience since the Programme began in 2003.

The Source Centre Manager, Dianne Wainwright, is delighted that The Source, in partnership with Sheffield and Rotherham Councils, was successful in its recent bid for £585,000 of Future Jobs funding. She explains: “This will help us to support unemployed 18 to 24 year olds in gaining employment, subsidising the salary costs of these young people over a six-month period.”

THE SOURCE AT MEADOWHALL

THE QUEEN OF THE HIGH STREET

THE SOURCE WILL BE DELIVERING THE NEW AND EXCLUSIVE RETAIL MASTERCLASS PROGRAMME, DESIGNED BY MARY PORTAS IN PARTNERSHIP WITH SKILLSMART RETAIL.

Renowned for her BBC2 show 'Mary, Queen of Shops', retail icon Mary Portas has helped to revive many flagging retail businesses.

'The Mary Portas guide to successful retailing – an inspirational programme for shop owners/managers' offers insights into improving retail businesses. It includes Mary's advice on essential elements such as visual merchandising, marketing, buying, finance and the all-important vision. Each module also has an invaluable set of 'Mary's Top Tips' designed to improve the performance of any retail business.

The Source will be hosting the official launch of the Mary Portas Retail Masterclass in July 2010.



Mary Portas

"The innovative Masterclasses, created with the input from Mary Portas and delivered exclusively through the National Skills Academy for Retail skills shops, give management essential knowledge to run a successful business. The Source is proud to deliver these innovative Masterclasses in South Yorkshire and support businesses to achieve their aspirations."

George Elliott

Business Communication Executive at The Source

SHEFFIELD SHOWCASE

STUDENTS FROM THE SOURCE ARE TRANSFORMING VACANT SHOP WINDOWS IN THE CITY CENTRE, WITH THE SUPPORT OF EXPERIENCED PROFESSIONALS.



Students in front of one of their window displays, together with Sheffield City Council leader, Paul Scriven, and representatives from The Source.

Young students on a Visual Merchandising course at The Source are working with professional artists and designers to makeover shop windows left vacant in the city centre, until a multi-million pound redevelopment gets underway. They are learning firsthand how to create eye-catching images that appeal to the public, with new displays going up each month.

More than 80 businesses have already benefited from free advertising. Over the next two years, up to 60 students will participate in this project, which is coordinated and funded by Sheffield City Council, and delivered in partnership with The Source and Creative Sheffield.

At Christmas time, the Sheffield Showcase students designed a festive display for a good cause, encouraging people to fill Santa's sleigh with food for the homeless.

80

BUSINESSES

have already benefited from free advertising.

"It's a brilliant idea that gives artists and small companies the chance to display new projects and products in the public eye in a subtle and exciting way."

Joe Scarborough

Artist

THE SOURCE AT MEADOWHALL

YOUNG APPRENTICES

AS A NATIONAL SKILLS ACADEMY FOR RETAIL, THE SOURCE IS HELPING TO ENSURE THAT YOUNG PEOPLE HAVE THE SKILLS THAT THE RETAIL SECTOR WILL NEED TO MEET THE MAJOR CHALLENGES IT FACES.

63 young people enrolled on courses to gain nationally recognised retail and customer service qualifications in 2009. They came out of school for one day a week, combining lectures at The Source with shopping centre work placements – a first taste of the working world for many of them. 289 students from 30 schools have participated since 2003, gaining qualifications equivalent to over 1,000 GCSEs grades A to C.

In February 2010, The Source held a two-week Apprenticeship Exhibition in Sheffield city centre, in partnership with the National Apprenticeship Service. This offered employers and young people the opportunity to find out more about Apprenticeships. One of The Source's key priorities is supporting local businesses and their training needs, particularly with Apprenticeships, meaning that they are well placed to give advice to any local employers thinking of hiring an apprentice.

289

STUDENTS

from 30 schools have participated since 2003.



“The Retail Skills Shop is a great opportunity for young people and employers to call in for an informal chat and find out the opportunities that Apprenticeships can offer. A recent survey also revealed that 74% of consumers in the region prefer to use a business which employs apprentices.”

Nick Wilson

Regional Director at the National Apprenticeship Service

“Each apprentice has gone above and beyond to meet our expectations and the scheme has been such a success, we are encouraging other areas of Insight to follow suit. We have a great partnership with The Source and this is reflected in how much the apprentices enjoy their work.”

Hayley Buxton

Recruitment Resourcer at Insight

THE SOURCE AT MEADOWHALL

ALL FOR A GOOD CAUSE

THE TEAM AT THE SOURCE RAISED VALUABLE FUNDS FOR CHILDREN IN NEED, THE JANE TOMLINSON RUN FOR ALL APPEAL AND WESTON PARK HOSPITAL.

Five members of The Source team trained for six months to get fighting fit for the Jane Tomlinson Run for All challenge in June. After injuring her leg before the race Clare Smith was worried that she was going to have to pull out, but colleagues Ann Jones and Franca Kelly stepped in to help, pushing her round the 10 kilometre course in a wheelchair.



Two of the chattiest gym members at The Source raised money for Children in Need by participating in a sponsored silence on 23 November 2009, during their 60-minute workout. Fitness Instructor, Clare Cole, commented: "We can always count on our gym members for support when it comes to charity. It was a difficult challenge for Mike and Javid as they are never quiet whilst they are in the gym, but they did it and we are all really proud of them. Thanks to all our gym members for supporting Mike and Javid by donating to Children in Need."



The Source also donated 4,000 one-month gym memberships, worth £70 each, to the Charity Unleashed gift book scheme. These gift books brought together over £1,000 worth of experiences for only £50, giving people the chance to benefit from savings with local retailers and service providers, such as spas, restaurants and gyms. They quickly sold out, raising £60,000 for Weston Park Hospital Cancer Charity.

The Source is now raising money for Bluebell Wood Children's Hospice, through the Master Cutler Challenge. All departments are getting involved, with fundraising events including a 'rags r us' collection, a race night, a sponsored bungee jump and a bring-and-buy sale.

"The Source was proud to support the innovative Charity Unleashed scheme. As a charity ourselves, we understand how imperative it is to have the support of local businesses and the community and we are always impressed by the never-ending encouragement Sheffield offers. This was our opportunity to give back to a fellow charity and support a fantastic cause."

Mike Denby
Business Communication Manager at The Source