

ST STEPHEN'S SHOPPING CENTRE, KINGSTON-UPON-HULL

ST STEPHEN'S IN KINGSTON-UPON-HULL OPENED ON SCHEDULE IN SEPTEMBER 2007. THE £200 MILLION SCHEME HAS TRANSFORMED THE CITY CENTRE AND IS NOW HOME TO 50 SHOPS, ATTRACTING 9 MILLION VISITORS EACH YEAR AND BRINGING 1,300 JOBS TO THE AREA AT PEAK TIMES.

It features a dramatic, glazed canopy roof, spanning the 250 metre curved street, which is as wide as London's Oxford Street. The street is open all day, every day, creating a vibrant 24-hour area for local people. It is managed by an on-site team, with Munroe K acting as managing agents.

**REGENERATION AND
RENEWAL MIXED USE
SCHEME AWARD 2009**

61%

RECYCLING

61% of all managed waste was recycled, up from 56% last year. Some 345 tonnes were diverted from landfill, equivalent to £13,800 in landfill taxes.



ST STEPHEN'S SHOPPING CENTRE

FUNDRAISING FUN

WITH THOUSANDS OF SHOPPERS VISITING THE CENTRE EVERY WEEKEND, ST STEPHEN'S IS A GREAT PLACE FOR CHARITIES TO RAISE AWARENESS – AND FUNDS.

A family fitness day encouraged shoppers to get active, at the same time as raising funds for the Teenage Cancer Unit at nearby Castle Hill Hospital. There were celebrity keep-fit tips by players from local football clubs, Hull Kingston Rovers and Hull City, as well as martial arts demonstrations and a chance to learn some dance steps.

In October, St Stephen's encouraged shoppers to 'Think Pink'. Volunteers offered shoppers the chance to enjoy pink smoothies and cup cakes, with donations going to Breast Cancer Research and local charity, HER Breast Friends. Volunteers from HER Breast Friends and the NHS Breast Screening Service were on hand throughout the weekend, providing support and information to shoppers.

Members of the St Stephen's team joined volunteers from the Nuffield Health Centre and some of Hull's finest sports stars to do their bit for Children in Need. They cycled the 250 miles from Hull to Holland, without leaving St Stephen's, by pedalling on stationary exercise bikes in the Centre. Pudsey Bear opened the fundraising event, with children enjoying face painting and balloon modelling.



9%

MORE VISITORS

Footfall increased by 9% compared to 2008, outperforming the national average.

The Centre also welcomed nine new retail stores, including an 8,000 sq ft CULT store.

CASH FOR KIDS

18 COMPUTERS DONATED TO LOCAL CHILDREN AND CHILDREN'S CHARITIES.

Finance and Administration Manager at St Stephen's, Ruth Truelove, comments: "12-year old Jamie from Driffild suffers from chronic renal failure, as well as methylmalonic acidemia, a rare metabolic disorder. Due to his condition he spends an awful lot of time at home and, as you can imagine, finds himself getting bored. His new computer helps him to keep on top of his school work, at the same time as providing a welcome distraction from his condition."

Charity Manager with Viking FM's Cash For Kids appeal, Rebecca Poppleton, asked for

a computer for 12-year old Damien from Bridlington. Damien had meningitis when he was younger, leaving him with physical and learning disabilities. His father passed away two years ago, and so his mother cares for Damien and six other young children on her own.

At Christmas time, members of the St Stephen's team participated in a charity fun run in aid of Cash for Kids. Santas of all ages took to the streets of Hull, running the three kilometres from St Stephen's to the KC Stadium.



One of the children collecting his new computer with his mum.

ST STEPHEN'S SHOPPING CENTRE

GET INTO RETAIL

ST STEPHEN'S RAN ITS GET INTO RETAIL COURSE FOR THE THIRD CONSECUTIVE YEAR, IN PARTNERSHIP WITH THE PRINCE'S TRUST AND RETAILERS.

Over 20 unemployed young people completed two weeks of training, with a week of work experience in the middle. Retailers at St Stephen's provided work experience placements for all the candidates.

Some 60 people have benefited from this programme since 2007, with 65% going on to positive outcomes, such as employment, education or volunteering, with two of the trainees working in H&M and Peacocks at St Stephen's.

In June 2010, the Get into Retail programme will launch in Sheffield, in partnership with The Source at

Meadowhall, based on the successful St Stephen's model.

British Land and The Prince's Trust fund these courses jointly, with funding for further courses agreed for the next three years.



"Not only is this a great community project for Hull, but it is fantastic the way local businesses come together to provide support. For instance, East Yorkshire Motor Services gave the candidates free bus passes for the three weeks, Holiday Inn provided meeting rooms free of charge, and Tesco provided complimentary lunch trays for the classroom days."

Jim Harris
Centre Manager at St Stephen's

LIFE'S A BALL FOR YOUNG FOOTBALLERS IN HULL

ST STEPHEN'S SPONSORS THE GÉRARD SCHOOL OF FOOTBALL, HELPING LOCAL CHILDREN TO DEVELOP THEIR FOOTBALL AND ATHLETIC SKILLS.



Nigel Barmby, Gérard Jones and Jim Harris with the four young players.

Set up by local student Gerard Jones, the School of Football focuses on teaching the skills of the game, rather than rushing children into competitive matches. Located at Hull University, it offers sports nutrition, rehabilitation and psychology, as well as a wide range of coaching services. British Land's funding is providing additional training materials, as well as supporting free soccer Talent Days for local schools and providing financial assistance to less well-off parents.

In February, four talented young players received the first St Stephen's Skills Level One Awards. England International and Hull City FC player, Nick Barmby, was on hand to congratulate the players before presenting them with their awards. Players who achieve this level have shown they can manipulate the ball by dribbling and two-footed juggling, intelligently move into and create space, and perform a driven and inside pass with both feet.

ST STEPHEN'S SHOPPING CENTRE

MAKE £5 BLOSSOM

ST STEPHEN'S CONTINUED TO SUPPORT THE AWARD WINNING 'MAKE £5 BLOSSOM' SCHEME.

This innovative project, run by Hull City Council's Hull Ready team, involves primary schoolchildren receiving £5 each, which they then work with business mentors to turn into a profit. The team at St Stephen's, together with retailers, is happy to invest time and money to develop children's entrepreneurship skills and help to change attitudes towards enterprise.

All 77 children in Year 6 at St Stephen's partner school, St Andrew's Church of England Primary School, are taking part. They have already turned their original £385 into over £600 - whilst having lots of fun. They created Christmas cards, gift bags, festive cakes and jewellery, selling them at school and at St Stephen's.

In February, St Stephen's and Hull Truck Theatre welcomed children from nine local primary schools as they presented their entrepreneurial achievements. The audience included the Lord Mayor of Hull, who congratulated the successful young entrepreneurs who have learned enduring skills to take them into the new decade. This followed an event held earlier in the year at the Reel Cinema in St Stephen's to celebrate the first success stories.

St Stephen's is sponsoring Hull's Global Entrepreneurship Week 2010, thanks to funding from British Land.

"One of the most rewarding elements of the programme for me is seeing how the young people have developed their ideas with the help of their Business and Enterprise champions, and are looking to invest their profits back into the business or to help the school or local charities. We at the Council would like to thank St Stephen's and Reel Cinemas, as without their support this programme would not have been as successful."

Christine Randall

Deputy Leader of Hull City Council, Councillor



Young entrepreneurs receiving an award from the Lord Mayor, Karen Woods, together with their teacher, Rebecca, and mentor from St Stephen's, Ruth.