

LOVE TO HELP: 25 Good Things – Hermes RPI Initiative 2013

Summary

Crystal Peaks has a long standing history of effective community engagement. However this has sometimes been done on a tactical rather than strategic basis. There was an opportunity for a more targeted engagement programme to maximise the potential for the Centre's positive impact upon the community surrounding it.



Opportunity

- ❖ **Continue to build on the positive relationship with our community**
- ❖ **Produce tangible results for local organisations and charitable groups**
- ❖ **Improve the local environment**
- ❖ **Benefit from any associated PR**

Action and Solution

2013 is the 25th Anniversary of the opening of Crystal Peaks Shopping Centre. To celebrate this fact, in January we pledged to support 25 local charities and organisations. The project is entitled 'Love to Help: 25 Good Things in our 25th Year'.

After announcing this to the press we had over 60 submissions for assistance which were reviewed and 25 organisations were chosen. Some of these we have worked with successfully in the past but many were new to Crystal Peaks. The proviso was that the organisations had to have a significant and meaningful specific impact upon the area within our primary and secondary catchment.

The next stage was to meet with all 25 successful applicants and to draw up plans for how we could help throughout the year. We established whether the partners required financial assistance e.g. donation, fundraising or awareness raising or volunteer time. We were then able to plan the events into our year planner.



Challenge

Clearly the challenge would be co-ordinating and running 25 different events and activities with this number of separate stakeholders, many of which have plenty of enthusiasm but not necessarily experience of working in a corporate retail led environment. By making sure that this was one of the number one priorities for the Centre team in 2013 we were able to generate buy-in from across the wider Crystal Peaks team, achieving interest, involvement and pledges of support from across the cleaning, security, maintenance and landscaping teams as well as from a number of retail tenants.

A key part of the project was to communicate these works effectively to our customer base so they can participate and so the project was promoted across our marketing functions including internal POS and web and social media outlets.

Outcome

The launch of the project included a press release, the production of internal information boards, a totalizer, a dedicated web page and information circulated to the local community including community groups, schools, special interest groups, youth centres and charities.



Outcome

1. Panache is a local lingerie manufacturing company. They used Unit L as a pop-up shop for a two day end of line sale. We allowed them to do this on the proviso that 20% of profit went to **The Sick Children's Trust**

- Raised £500 for Sheffield Children's Hospital
- £1,200 EEV Media Value



2. **St Luke's Hospice** is a long established and well known hospice organisation in Sheffield. Crystal Peaks have agreed to let them an empty unit as a charity shop for a 6 month period from September 2013. This will bring much needed awareness and support that is lacking in the South East part of the city as well as much needed funds.

St Luke's Hospice is able to use this shop thanks to one of Crystal Peaks Shopping Centre's 25 good deeds in 2013.

Panache

Bra sale in aid of children's charity

AWARD-WINNING Sheffield lingerie company, Panache, will sell off its end-of-line products to support a charity next week. The company will take a unit at the Crystal Peaks shopping centre in Sheffield on Friday, June 7, and Saturday, June 8. Twenty per cent of profits made from the two days will go to the Sick Children's Trust, one of 25 charities currently being supported by Crystal Peaks.

Poorly babies to benefit from pop-up shop's profits

Sheffield lingerie company Panache is to open a pop-up shop at Crystal Peaks in June.

The international company, based at Drakehouse, will be taking a unit in the mall on June 7 and 8 for a sale of end-of-line products.

And 20 per cent of profits from the two days will go straight to the Sick Children's Trust, one of the 25 charities being supported by the Crystal Peaks Silver Jubilee Love to Help campaign.

Could you sign up to help out at new charity shop in mall?

St Luke's Hospice is coming to Crystal Peaks with the opening of the charity's 11th shop.

As part of its 25th anniversary

AUGUST. The hospice is starting to recruit volunteers already to work at the mall once it opens.

"We are delighted St Luke's is coming to Crystal Peaks," said the hospice's Darren Sterling. "Our existing chain of 10 shops is vital to the future of St Luke's, making a major contribution to the £4.5 million we need to raise annually simply to maintain our current excellent levels of support for all the people of Sheffield."

"We are confident this 11th shop, in a popular busy centre like Crystal Peaks, will be a major boost for us." Call 0114 2357542 to help.



Love to help

CHARITY:

Kate's in Peak condition for climb

Student Kate Algar is aiming for one of the world's highest peaks - with the support of Sheffield shopping centre Crystal Peaks.

Kate, aged 20, of Brinsworth, Rotherham, is raising £2,650 for the Meningitis Research Foundation by climbing Mount Kilimanjaro in Africa. And she has been given a great start after receiving £250 from the Crystal Peaks Love to Help campaign.



Student Kate Algar is gearing up for the challenge of a lifetime

3. Meningitis Research Foundation -

Student Kate Algar was keen to take part in Love to Help and Crystal Peaks were able to sponsor her to the tune of £250. This will help support her aim of scaling Africa's highest peak. We can't wait to see her photos from the summit!

4. Cruse Bereavement Care

Cruse is a bereavement counselling service that relies entirely on volunteers and donations. Crystal Peaks have donated £500. We also noticed on the first meeting with Steve at Cruse that the literature they were using was crudely produced and didn't reflect well on the quality of service they were offering. We've set our designers to work for them and we'll be producing a whole new suite of literature to help support their good works.



5. Cavendish Cancer Care

Cavendish have been really enthusiastic about Love to Help. We have produced some jointly branded shopping trolley tokens and bookmarks that are being sold at our customer Caredesk with all proceeds going to Cavendish. They have also held information days in Centre and we are proud to host one of their information boards on the hoarding of an empty unit. Brass bands and choirs will be collecting on their behalf at Christmas and we will be running an Xmas card campaign using designs from local schools children.



6. Bluebell Wood Children's Hospice

Bluebell Wood is an organization close to our hearts that provides end-of-life care for children and their families. We held a 25th Anniversary 'Back to the '80s' event day in conjunction with Hallam FM which had retro arcade games, '80s sweets and music which raised several hundred pounds for BBW as well as featuring them widely on the radio. The CP team have organized a raffle with prizes donated by retailers and we'll be holding a spooky Halloween bake sale for them later in the year.



Bluebell Wood
CHILDREN'S HOSPICE

 **hallamfm**

7. Whirlow Hall Farm

Whirlow Farm is real working farm that provides educational and outreach visits to children from across the city. It creates an understanding of nature and where food comes from to kids, predominantly from inner-city backgrounds who are unaware of how food ends up on their plate. They also provide alternative educational qualifications for permanently excluded children.

For a whole week in August we sent 36 Crystal Peaks staff from all departments 'down on the farm' to help out. Our main task was to put a large meadow area back into use after many years of neglect. This included digging holes for fence posts, fencing, ground clearance, grass cutting and dry-stone walling. The team worked hard and had a great time and the new Crystal Peaks field will soon be put back in use for grazing livestock.

CRYSTAL PEAKS Swapping the mall for life on the farm

Staff from Crystal Peaks shopping centre are taking time out to spend a week volunteering at Whirlow Hall Farm Trust.

The Trust, which gives inner-city children the chance to experience the wonders of the countryside, is one of 25 charities and organisations being supported by Crystal Peaks as part of its 25th anniversary Love to Help campaign.



New Hope FoodBank

Please help us combat hidden hunger in our community by making a donation from the list below?

BREAKFAST CEREAL
TEA BAGS
COFFEE
SUGAR
UHT MILK
DRINKING CHOCOLATE
SQUASH/CORDIALS
LONG LIFE FRUIT JUICES
TINNED PASTA
TINNED FISH/SEAFOOD
TINNED COLD MEATS
PACKET RICE/RICE MEALS
PACKET NOODLES
PACKET RICE
PACKET PASTA
PASTA SAUCES
PACKET PIZZA BASES
TINNED HOT MEATS/MEALS
TINNED PIES
TINNED POTATOES
TINNED VEG
TINNED TOMATOES
TINNED FRUIT
TINNED/PKT PUDDINGS
SWEET BISCUITS
CRACKERS/SAVOURY BISCUITS
CRISPS, NUTS AND SNACKS
JAMS/PRESERVES/SPREADS
TOILET ROLLS
NAPPES
WET WIPES
SEASONAL TREATS
CLEANING PRODUCTS
LADIES TOILETRIES
MENS TOILETRIES

Contact us:
New Hope Food Bank, Unit 3, Norwood Industrial Estate,
Rotherham Close, Kilmarsh, S21 2JU

Tel: 07939 950713

Charity No. 1151328

STAGE 1

The public donate non perishable items to the food bank from a prescribed shopping list



STAGE 2

Volunteers sort and pack the food into parcels according to the amount of people in the family



STAGE 3

Front line professionals such as Gp's CAB Hospitals Social Workers refer people to the food bank coordinator



STAGE 4

The food bank coordinator then arranges for volunteers to drop off the food parcels to the recipient



8. New Hope Food Bank

As some of our customers in the Crystal Peaks catchment find themselves increasingly economically hard-pressed, food banks have been on the increase. We were delighted to assist the recently created New Hope Food Bank with collecting and distributing food to those in crisis. We host a food bank on our mall which is manned every Friday by volunteers, including some Crystal Peaks staff on their days off. We also have information boards in the mall.

Shoppers can donate to food bank as they visit the malls

A special food bank is providing a New Hope for people in Sheffield and North East Derbyshire thanks to the Crystal Peaks Love to Help Campaign.

The award-winning shopping centre is celebrating its 25th anniversary by supporting 25 charities throughout the year.

9. Westfield Sports College – Olympic Legacy

Westfield Sports College Trustees were keen to run an event day for local primary schools one year on from London 2012 to consider the legacy of the games. Hosted by Westfield School the legacy day involved a range of games, competitions and activities including beat Usain Bolt, creating an Olympic themed giant artwork and recreating their version of the memorable opening ceremony. Crystal Peaks match funded the donation made by the School Sports Fund to help make this day possible and gave the kids T-shirts and certificates to remember the day and celebrate the lasting success of the games.



10. Ochre Dike Clean up

The Ochre Dike is a water course that runs adjacent to Crystal Peaks and the nearby housing estate. It is frequently overgrown and littered. As part of Love to Help we pledged to work with the Riverside Stewardship Company to get it cleared out and put it on a management programme to enhance accessibility and bio-diversity. The RSC are a Sheffield based not-for-profit organization who specialize in bringing together business, local volunteers, residents and schools to enhance their watercourses. CP now host monthly volunteer days attracting upto 25 volunteers including our cleaning and landscaping teams and staff from our tenants including McDonalds and M&S. So far this year they have cleared litter and debris and cut back overhanging branches and improved footpaths and sightlines. This project also links into the Wildflower Corridor Project (see later).



Organisations unite to clean up the Ochre Dike

Crystal Peaks shopping centre has joined forces with city organisation the Riverside Stewardship Company to restore a neglected waterway close to the mall.

Ochre Dike is a small stream that rises in Gleadless Townend and meanders past Crystal Peaks before joining the River Rother in Beighton. It takes its name from the

pollution of the Industrial Revolution years ago that used to turn the water a distinctive yellow.

Now, as part of Crystal Peaks' 25th anniversary Love to Help campaign, the centre's management team has teamed up with the Riverside Stewardship Company to manage a scheme that will clean up the waterway.

The organisation will co-ordinate and supervise a volunteer force needed for a monthly clean-up throughout the centre's 25th anniversary year, with a first volunteer date scheduled for June 14. The Riverside Stewardship Company will provide all equipment.

Crystal Peaks manager Lee Greenwood said: "We are very committed to working in the wider community, and this particular project is one part of a wider campaign to create green spaces and even a wildflower corridor in the months and years to come."

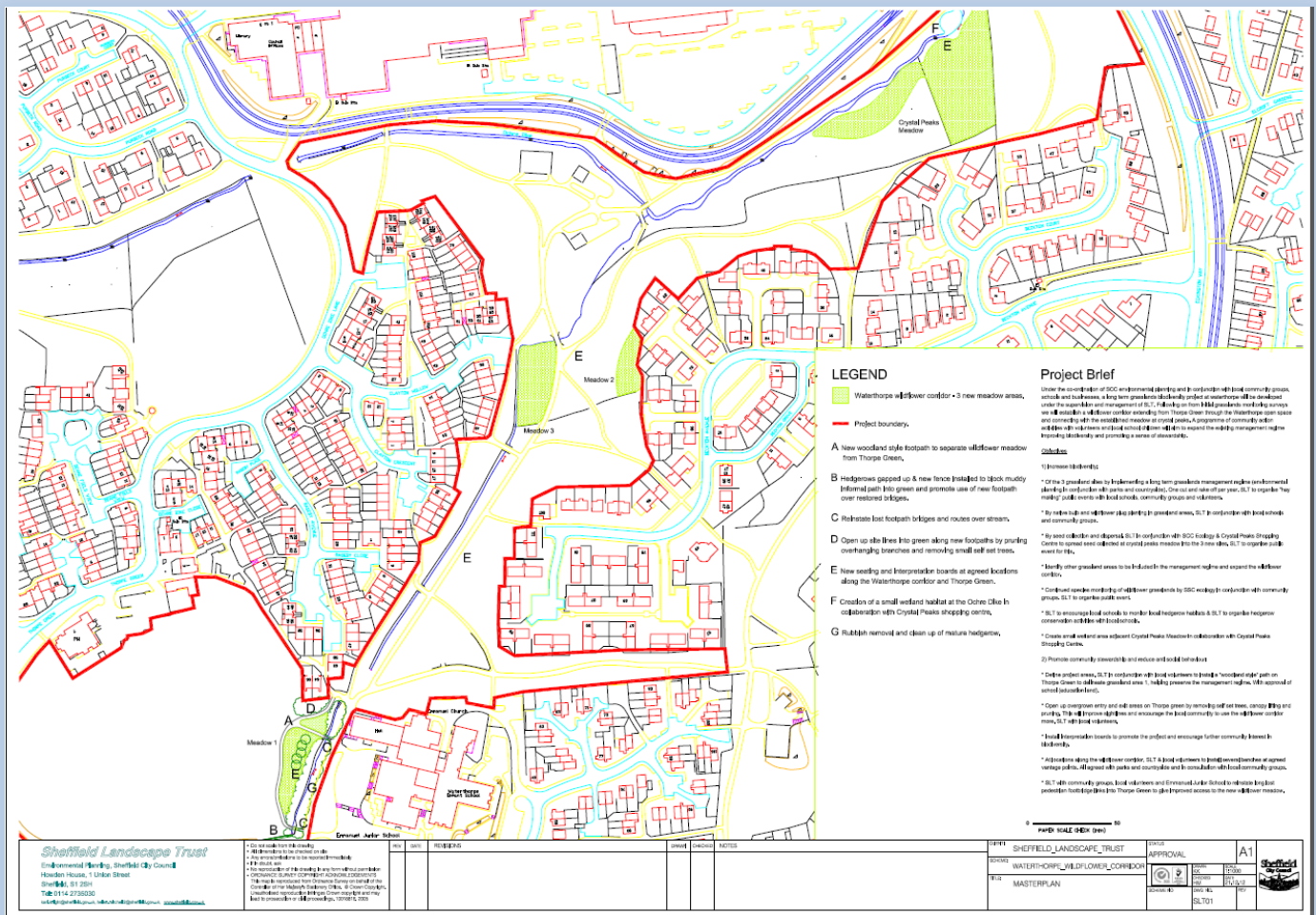


11. Birley Spa School Nature Area

This local primary school has a great area for encouraging bio-diversity and for the kids to plant flowers and vegetables. Unfortunately the school lacks the resources to maintain the area sufficiently to get the best out of it. We sent a crack team of landscapers over to dig over the beds and do some prep work on the nature area. Later in the year (when the frogs have vacated the pond) they'll be going back to clear the water and open up this great resource so its back in use for the pupils.

12. Crystal Peaks Wildflower Corridor Project.

Over recent years CP has worked hard to support the maintenance and promotion of the existing Crystal Peaks Meadow – a site of ancient woodland on our boundary. It is our now our ambition, working with Sheffield City Council and the Landscape Trust to create a legacy project that will emulate the meadow on a much bigger scale. CP and Hermes have agreed to support the Landscape Trust with £50k worth of investment over the next 5 years. What is now just utilitarian grassland will be turned into glorious wildflower meadows attracting a host of exciting bio-diversity. New footpaths will be created and existing ones improved and the Ochre Dike will be improved and become a beauty spot rather than an eyesore. In Year 1 the areas have been pegged out and the groundworks undertaken to kick start what will be a long lasting improvement to the surrounding area for decades to come. Local environmental groups and the local primary school are all on board and ready to help develop and nurture this project. (Further detail available separately)



13. Crystal Peaks Runners Sponsorship

We continue to support Crystal Peaks Runners in 2013. This running group meets every week at CP before heading out on their exhausting runs. They represent CP at races throughout the country and are helping us to raise funds for many of our 25 organisations this year. We have also pledged to promote and support the 2nd Moss Valley Madness 10km run raising funds for the Ryegate Childrens Centre. Tenants have donated items for the competitors goody bags and three of our first aid trained security team will be helping to marshall the race in September.



Beighton is blooming

Beighton is blooming this summer, thanks to the Crystal Peaks Love to Help campaign.

A donation of £5,000 to the Beighton Environment Group has bought 20 flower-filled planters for local residents to enjoy – and will even ensure they are regularly watered.



"This is a great example of the many different ways that our Love to Help campaign is reaching out into the wider community," said Crystal Peaks centre manager Lee Greenwood.

"While many other communities have been hit by funding cuts, we are pleased that Beighton will once again have a splash of colour throughout the coming months."

14. Beighton in Bloom

Due to budget cuts Sheffield City Council have stopped providing planters and hanging baskets for the village of Beighton. Crystal Peaks stepped in and this year we have provided £5,000 worth of planters and are even helping to pay for the maintenance and watering of them. Beighton has won Britain in Bloom prizes in the last few years and CP couldn't stand by and watch years of hard work go to waste.



Runners on their marks for top year

THE Crystal Peaks Runners are looking forward to a great year of sport after receiving a sponsorship cheque for £1,118 from Crystal Peaks shopping mall as part of the centre's 25th anniversary campaign.

The donation will give the members a year's sponsorship and pay for their participation in the annual Moss Valley Madness race.

15. Wizz Cats

Local lady Yzanne Fletcher has single handedly run Wizz Cats rescue charity for a number of years. We've helped her out this year by purchasing a number of temporary cat shelters for the charity and by helping with fundraising throughout the year.

16. Beighton Magpies FC

Local football club Beighton Magpies run over 30 different teams for boys, girls and adults alike. 2013 is also their 25th anniversary but unfortunately their existing sponsor has had to pull out due to financial difficulties. Not wanting to leave the team without kit for this season we have entered into a 3 season sponsorship deal and we are looking forward to working with the Magpies in future. Our cleaning manager has also once again pledged his support by coaching the Under 8's boys team.



17. Mum's the Boss

In July we joined forces with 'Mum's the Boss' a local networking organization who support Mum's in growing and promoting their new business ventures.

The Centre agreed to host Mum's the Boss week, inviting a range of local business women to showcase their small businesses and services. We also hosted a range of free daily kid's activities.

As well as providing mall space we assisted with promoting the event via 5,000 leaflets and using our website and Facebook and Twitter pages.



supporting



Mum's
THE BOSS
Supporting Mums in Business

presenting a showcase from Mum's in Business for Mum's

29th July to 2nd August

10am - 4pm at Crystal Peaks Shopping Centre

Are you a mum trying to set up a new business, or grow an existing business, around the demands of a family? Come to our showcase at Crystal Peaks for help, advice and support to move your business forward and meet the mums who are doing it already.

- Business information and support
- Style, nutrition and health advice
- Pamper treatments
- Win a Mini
- Book signings
- Fundraising for Sheffield Children's Hospital meet Theo the Bear
- Meet the characters from Kidz Kingdom

FREE Children's activities

Monday	Baby Sensory	
Tuesday	Jofli Bear	
Wednesday	Pyjama Drama	
Thursday	Creation Station	
Friday	Calm Kids with Elaine	

FREE sessions running at 11 am, 1 pm and 3 pm daily

There's something new everyday!

18. From Crystal Peaks to the Three Peaks

A team of 4 CP staff will be tackling the Yorkshire Three Peaks in September – 25 miles up and down Pen-y-ghent, Wharfedale and Ingleborough to raise money to build a new wing of Sheffield Children's Hospital. This photo is from a training walk – they won't be smiling when they've done the real thing!



From Crystal Peaks to the Three Peaks for hospital

A team from Sheffield's Crystal Peaks shopping centre will prove they Love to Help by tackling one of the country's toughest walking challenges in aid of Sheffield Children's Hospital.

The mall is celebrating its 25th anniversary by supporting 25 local charities and organisations in a Love to Help campaign.

We've not finished yet...

With 18 down and only 7 remaining we're not done yet and have the following activity planned between now and the end of the year...

- ❖ National Guide Dogs Week – hosting them for a week in October to include some guide dog demonstrations and fundraising. They are also hoping to provide a Christmas present wrapping service for our customers.
- ❖ Helen's Trust – the Centre Manager is volunteering to don the mascot costume of Bakewell Bear at the annual Chatsworth Show. We will be raising funds later in the year.
- ❖ Sophie's Wish – we'll be making a donation to this small local children's charity
- ❖ Roundabout Youth Homeless Charity – we'll be sending in our maintenance team to redecorate a halfway house for homeless kids getting back into the housing system.
- ❖ Points Learning Network – our financial support will be helping to get qualified sports coaches into local schools
- ❖ South Yorkshire Badger Group – we have setts on our boundary and so we will be making a donation to help SYBG protect the local badger population from badger baiting.