



Welcome to Meadowhall

With a choice of over 270 stores under one roof, Meadowhall, on the outskirts of Sheffield, is one of the UK's leading shopping and leisure destinations.

Its wide selection of shops, cafés, restaurants and leisure attractions, including an 11-screen cinema complex, attracts millions of visitors every year and its convenient location, combined with free parking and excellent public transport facilities, make the Centre easy to get to from all corners of the country.

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Meadowhall
Land of Shoppertunity

Meadowhall's Loyalty Scheme - Customers

GO SHOP™ is the first ever interactive, shopping centre loyalty scheme. It is designed to reward customers for their visit and loyalty to the Centre by offering them a range of targeted discounts and offers redeemable at many stores throughout Meadowhall.

- Registration
- GO SHOP™ card and kiosks
- Interesting offers
- What's new?
- Seasonal promotional calendar
- Additional benefits


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Registration

GO SHOP™ is easy and FREE to join. Customers can register at the lower Customer Services Desk in the Centre. Alternatively, it is possible to register for the scheme online at www.meadowhall.co.uk.

GO SHOP™ card and kiosks

GO SHOP™ kiosks situated around the malls utilise the latest touch-screen technology to provide the user with easy access to a range of promotions, competitions and Centre information, including customer services, store directories, and a product/brand search.

Once a member of the scheme, customers are issued with a GO SHOP™ smartcard. The customer can then insert this card into any of the kiosks situated around the malls, at any time, to receive details on a variety of targeted discounts and offers. Any promotions or services that appeal to the customer can be printed off in coupon format and redeemed at the relevant Meadowhall store. These coupons can also be printed off from the Meadowhall website, www.meadowhall.co.uk.

Fantastic offers

The questionnaire, completed by members on registration, gives Meadowhall basic information on the lifestyle preferences of each customer. This means that each GO SHOP™ member will only receive offers and discounts that are of particular interest to them.

For further details, please contact the Marketing department on: (0114) 256 8800 or email: marketing@meadowhall.co.uk


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What's new?

Many different offers, ranging from 'money off' and 'buy one get one free' promotions to preview invitations and product launches, are available to GO SHOP™ members via the kiosks and internet. Offers change constantly, allowing cardholders to view a new set of offers from different stores regularly.

Direct Mail

A targeted direct mail programme supports calendar and in-Centre events to keep customers up-to-date with events.

Additional benefits

GO SHOP™ cardholders also receive additional Centre privileges, such as:

- Free cinema screenings
- Competitions
- Ticket giveaways
- Gift Wrap discounts
- Birthday card with special offers

Additional benefits will also be added in the future.

“GO SHOP™ is easy and free to join.”

“GO SHOP™ offers change constantly.”

Meadowhall's Loyalty Scheme

Customer Statistics

Since its opening ten years ago, Meadowhall has had a detailed and consistent research programme in place. By undertaking this research, Meadowhall has an in-depth knowledge of its customers and their shopping habits, plus an insight into their future needs.

- Socio-economic profile
- Distance frequency
- Duration of visits
- Spending values and types
- Extensive database


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Socio-economic profile

The overall customer profile for Meadowhall is upmarket relative to both national and local population profiles.

- 64% of customers are ABC1.
- 47% of customers are aged 25-44 years.
- 78% of customers are female, 22% male.

In addition to this, Meadowhall segments its customers into lifestyle groups using Cameo™ classifications, and attitudinal groups.

- 59% of shoppers have children.

Distance frequency

- Average distance travelled is 13 miles.
- Average party size by car is 2.1 off peak, 2.4 peak and 1.6 by public transport.
- 71% of all customers travel less than ten miles to Meadowhall at off-peak times.
- 86% of all customers travel less than 20 miles to Meadowhall at off-peak times.
- Average visit frequency is 44 times a year.

Source - HI Europe Consumer Research
2005

“The overall average party spend is £102.00.”


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Duration of visits

- Off-peak, the average time spent on a shopping trip is 1 hour and 55 minutes.
- At peak times the average time spent on a shopping trip is 2 hours and 23 minutes.

Spending values and types

- Average party spend per visit is £102.00.

Extensive Database:

- Meadowhall has an extensive database containing up to date information on customer shopping habits.

“64% of customers are ABC1.

47% of customers are aged 25-44 years.

78% of customers are female, 22% male.”

Location & Locality

Situated approximately 3 miles north east of Sheffield City Centre in the Lower Don Valley, Meadowhall is directly adjacent to junction 34 of the M1 motorway.

- *Catchment area*
- *Surrounding area*



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Catchment area

Meadowhall is within a 60 minute drivetime of a staggering 8.2 million people – that's equivalent to one in eight of the UK population (Demograf 2004).

This area includes many of the country's major towns and cities:

- To the west – Sheffield, Manchester.
- To the north – Leeds, Barnsley, Huddersfield, York, Harrogate.
- To the east – Rotherham, Doncaster, Worksop.
- To the south – Nottingham, Derby, Chesterfield, Leicester.

Surrounding area

Sheffield, England's fourth largest city, has always been famous for its steel, cutlery, engineering and toolmaking industries. Until the early 1980's the Lower Don Valley was the very heart of the booming steel industry. However, a national recession and an increase in automated steel manufacturing processes led to its decline. Much of the area in and around where Meadowhall now stands was derelict by the late 1980's.

Since Meadowhall was constructed there has been an incredible level of investment and a great deal of development in the Lower Don Valley region. The area is almost unrecognisable from how it was in the 1980's, with the traditional steel manufacturing industry replaced by one based on leisure and retail.

Within a couple of miles of Meadowhall you can now find the following:

- **The Don Valley Stadium** – this multi-purpose stadium with seating for 25,000 has hosted many athletic and music events.
- **Hallam FM Arena** – a 12,000 seat, multi-purpose arena opened in 1991 and now stages world-famous musical and sporting events throughout the year.
- **Valley Entertainment** – an 18,000m² leisure development, which incorporates a multiscreen cinema, bowling alley and restaurants.
- **Meadowhall Retail Park** – a 19,000m² retail development anchored by Toys 'R' Us.
- **Carbrook Hall Office Park** – offering over 1,115m² of office accommodation.
- **Magna** – a Millennium funded \$40 million visitor attraction which receives more than ½ million visitors per year.
- **Ice Sheffield** – a \$15.7 million world class skating venue offers recreational skating, classes, ice sports development and training.
- **English Institute of Sport** – Sheffield (EISS) opened in December 2003 and is one of the country's most impressive indoor sports venues. It forms part of a nationwide network of world class support services to foster the talents of elite athletes.

The venue has hosted a number of major sporting events and in addition to the facilities there are also a number of representatives from key influential sporting organisations and NGB's based within EIS-Sheffield.



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The Meadowhall Team

Over 270 members of staff, from nine different departments – Marketing, Customer and Retail Services, Cleaning, The Oasis Food Court, Human Resources, Premises, Security, IT and Finance – are involved in the day to day running of the Centre.

- Marketing
- Customer and Retail Services
- Cleaning
- The Oasis Food Court
- Human Resources
- Premises
- Security
- IT
- Finance

The majority of work is carried out in-house, with specialist work or major construction contracted to external suppliers. This enables Meadowhall to keep a tight control over standards of work and quality of customer service at the Centre.

Marketing

It is the responsibility of the Marketing department to communicate effectively with visitors, potential visitors, employees and retailers. Specific activities of the marketing department include:

- Market research – formulating marketing strategy.
- Events & Promotions – control and organisation of all events around the Centre.
- Public Relations – including all media communication, measurement and analysis.
- Production – of all mall literature including the 1.5 million mall maps used by customers each year, posters, internal and external brochures and information booklets.
- Advertising Campaigns – utilising the full media mix.
- Sponsorship – generation, control and management of sponsorship deals.
- Videowall – overall management of the videowall.
- Website – development and management of www.meadowhall.co.uk.
- GO SHOP™ – Management of interactive customer loyalty scheme.
- Plasma screen network.

Customer and Retail Services

Retail Services – a unique department providing the link between retailers and Centre Management.

There is also a dedicated team of Customer Services staff.

- Four Customer Services Desks are located within the Centre – Lower Arcade, Market Street, The Atrium and just outside The Oasis Food Court on the lower level.
- Over one million customer enquiries are dealt with each year at the Customer Services Desks.
- Meadowhall Careline, local rate call line – 0845 600 6800 – receives over 200,000 calls each year.

“Four Customer Services Desks are located within the Centre.”

“There is a dedicated team of Customer Services staff.”

Cleaning

- Over 80 individuals work within the Cleaning department.
- Internal and external teams work in shifts to provide 24 hour cover, 7 days a week.
- 134 toilets are cleaned at least 7 times per day.
- 12,600 car parking spaces are cleaned weekly.
- 84 bins throughout the Centre are checked every 15 minutes.
- 285,000 black bags are used each year to remove rubbish from the malls.
- Over 21,000 sq ft of glazing is cleaned regularly.
- Absellers are contracted in to clean the glazing on the 180ft high main dome.
- Each night over 1,000 chairs, 495 tables and 40 high chairs are removed from The Oasis Food Court to enable the floor to be cleaned.
- Care and maintenance of 117 trees and 1,200 plants along Meadowhall's malls.
- Care and maintenance of external landscaping.
- 4,000 tonnes of waste per year is segregated, compacted and removed from the Centre.
- Wherever possible waste is recycled!

“84 bins throughout the Centre are checked every 15 minutes.”

“There are over 1,000 chairs, 495 tables and 40 highchairs in The Oasis Food Court.”

The Oasis Food Court

- A team of over 40 individuals work in The Oasis Food Court.
- 12 million customers each year pass through The Oasis Food Court.
- The Oasis Food Court has capacity for over 2,000 people.
- There are over 1,000 chairs, 495 tables and 40 high chairs in The Oasis Food Court.
- 10,000 food trays are in circulation within The Oasis Food Court.
- Every hour approximately 2,400 food trays are collected, washed and re-distributed to the units.
- Each year 750 tonnes of waste are removed from The Oasis Food Court area alone.
- It is the Centre's main entertainment area.
- Over the years a string of stars have appeared in The Oasis Food Court including Sean Bean, Catherine Zeta Jones, Pavarotti, Cilla Black, Julie Walters, Frank Bruno, Sir Steve Redgrave, Dale Winton, Lesley Garrett, Simon Cowell, Peter Andre and Katie Price.
- The Oasis Food court underwent an £8 million refurbishment in 2003.

Human Resources

- This department is responsible for the recruitment, training and welfare of Meadowhall's 360 staff.
- Approximately 150 training courses are run each year in subjects such as customer service, health and safety, law, computer training and first aid, as well as supervisory and management courses.
 - Annual turnover of staff at Meadowhall is very low in comparison with the national average.

Premises

- A team of over 20 individuals are responsible for the structural wellbeing of Meadowhall and the health and safety of visitors, employees and retailers.
- Specific responsibilities of the Premises department include:
- Ensuring Government legislation on health and safety is adhered to.
 - General maintenance of the building and operations.
 - Architectural planning and co-ordination of all Centre developments, extensions and refurbishments.
 - Overseeing the planning and co-ordination of all proposed retailer developments and shopfitting work within the Centre.
 - Changing the 3,000 light bulbs on Meadowhall's roof.

Design and Development

- Design & Development are responsible for major projects in and around Meadowhall from inception to completion:
- Architectural design and co-ordination of extensions, refurbishments and developments.
 - Cost control and project management.
 - Liaison with consultants and contractors on site to ensure projects run smoothly and on programme.
 - Co-ordination of retail developments including refits and new shopfitting projects.
 - Control of the work permit system to ensure all contractors comply with health and safety.

Security

- Meadowhall's Security team is responsible for providing a safe and secure environment for visitors.
- Teams consisting of uniformed and plain-clothed Security officers work shifts to provide security cover 24-hours a day, 7 days a week.
 - Thanks to the highly trained Security team and controlled environment, levels of crime at Meadowhall are low in comparison with open locations such as towns or city centres.

- In the last ten years the Security department has brought to justice over 3,500 shoplifters and recovered £350,000 worth of stolen goods.
- All mall areas and car parks are monitored by closed circuit television (CCTV).
- The Security team works closely with the UTC (Urban Traffic Control) to ensure optimum traffic flow on the ring roads surrounding Meadowhall.

IT

- IT systems are vital in the day to day running of Meadowhall. The IT team is responsible for:
- Developing specific software programmes to facilitate the various departments.
 - Maintaining and developing the existing systems, including:
 - The 'building management system' - this controls the temperature on the malls, the lighting around the building and operations such as the lift system.
 - Pedestrian and vehicle counting systems.
 - The CCTV (closed circuit television) system has advanced IT functions such as the ability to search, freeze and store required images.
 - Work permit system - over 6,000 work permits each year are issued to external contractors working on fitting out new stores or refurbishing existing stores.
 - Plasma screen network.

Finance

Meadowhall's Finance department manages all financial aspects of running the company.

This includes:

- Service charge
- Budgetary control.
- Management accounts.
- Payroll.
- Cashflow management.

Customer Services

Customer care is the top priority for Meadowhall. The Centre has a dedicated team of Customer Services staff and all Meadowhall employees receive thorough training in customer service.

- Customer Services Desks
- Customer Lockers
- Shopmobility
- Meadowhall Careline
- Children's Facilities

Customer Services Desks

There are four Customer Services Desks located in the Centre.

Over one million enquiries are dealt with each year by the dedicated team of Customer Services Desk staff.

All desks provide mall literature, travel and Centre information, along with general help and advice in addition to the services detailed below:

Lower Arcade Customer Services Desk (located beneath the escalators):

- Lost and found property.
- Gift Cheque purchases.
- GO SHOP™ sign up.

Market Street Customer Services Desk (located on the lower mall at the entrance from the Orange Car Park):

- Shopmobility services.
- Wheelchair hire.
- Electric scooter hire.
- Walking stick and wheelchair cushion hire.
- Accompanied shopping is available.

The Atrium Customer Services Desk (located on the lower level of The Atrium):

- Shopmobility services, as Market Street Desk.
- Comprehensive travel information.
- Pushchair hire.

The Gift Wrap Customer Services Desk (located just outside The Oasis Food Court on the lower level):

- Gift Cheque purchases.
- GO SHOP™ sign up.
- Gift Wrap bag collection and text to collect service.

Further services will be introduced throughout 2006.

Customer Lockers

66 lockers are located in The Atrium. These can be used free of charge via a returnable deposit from the lower Arcade Customer Services Desk.

Shopmobility

An award winning Shopmobility scheme is operated by Meadowhall. This entitles members to free wheelchair and scooter hire plus other benefits to make shopping easier, including:

- Braille information guides.
- Induction loops and other sensory aids - available on request.

Meadowhall also has 350 designated disabled parking spaces.

Meadowhall Careline

Introduced in 1996, The Meadowhall Careline is a local call rate line - 0845 600 6800 - that customers can phone for information relating to all aspects of the Centre.

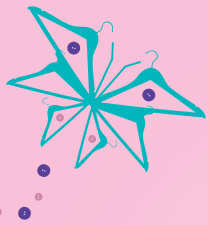
The Meadowhall Careline answers over 200,000 calls each year. The majority of enquiries relate to opening times (especially over bank holiday periods) and also include Gift Cheque sales, comments & suggestions and the GO SHOP™ loyalty scheme.

Children's Facilities

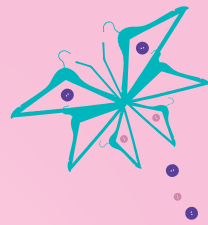
Little Tikas - a free of charge, soft play area for young children located on Market Street. Parents must supervise their children at all times.

Crèche - for a small charge, fully qualified staff look after children aged between 2-7 years.

Parent and tot - facilities available include bottle and baby food warming facilities in The Oasis Food Court and selected restaurants, dedicated toilets, pushchair hire and complimentary nappies in case of emergencies.

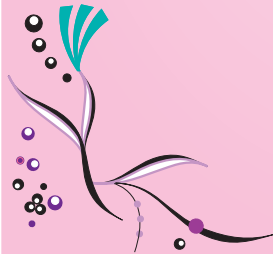


Transport

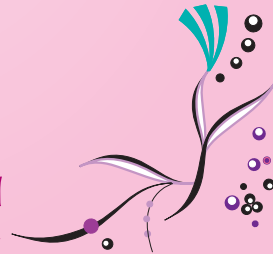


Thanks to the dedicated Meadowhall Passenger Transport Interchange (PTI), the Centre has arguably the best public transport service of any shopping centre in the UK.

- Bus
- Train
- Supertram
- Car
- Coach
- Cycling
- Transport Plan




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The Passenger Transport Interchange (PTI) has facilities for local and regional bus, train and Supertram services. A covered walkway links the PTI to Meadowhall Centre.

Bus

- The PTI has 16 bus bays and 200 metres of covered shelters capable of accommodating 120 buses per hour.
- Meadowhall is on the route of 84 local and regional bus services.
- A further 14 bus stops are located around the Centre.

Train

- The PTI has two regional train stations.
- Up to 400 regional trains pass through the PTI each day.

Supertram

- Sheffield's Supertram system was completed in 1995 at an overall cost of \$270 million.
- The PTI acts as a terminus for the Supertram.
- 88 trams per day, every ten minutes during peak times, link Meadowhall with major suburbs and the City Centre.

Car

- There is direct access by car from junction 34 of the M1 motorway, both north and southbound.
- Internal dual carriageway ring road servicing 12,600 free car parking spaces.
- Traffic around the Centre is managed by a computer-controlled, CCTV system to ensure optimum traffic flow at all times.

Coach

- Meadowhall provides free parking for 300 coaches, with bridge connection to the Centre.
- A 'Meet and Greet' service is offered upon arrival by phoning the Meadowhall Careline on 0845 600 6800 prior to the visit.

Cycling

- There are several miles of cycle paths surrounding Meadowhall Centre.
- Cycle lockers have been installed located in the orange car park, plus further cycle stands located around the Centre.

Transport Plan

In 2000, Meadowhall launched a 5 year Travel Plan designed to encourage use of greener forms of transport. It's 3 broad objectives are to:

- Increase the attraction of walking and cycling.
- Increase the use of Public Transport.
- Reduce traffic congestion in the area.

Already various steps have been taken to fulfil these objectives, including the installation of additional cycle facilities, customer lockers and plasma screens, giving the latest transport information.

A new Travel Plan is underway for 2006.

“Free parking for 12,600 cars.”


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Marketing Opportunities

- External

As one of the UK's top leisure destinations, attracting millions of visitors every year, Meadowhall is regularly approached by external organisations looking to undertake promotional activity in the Centre. Meadowhall offers various marketing opportunities and these can be selected either individually or as a package, to suit specific campaigns, timings and budgets.

- Videowall
- Plasma screens
- Mall events and promotions
- GO SHOP™
- Sponsorship
- www.meadowhall.co.uk
- Local media/PR
 - Mall maps
 - Poster sites
- Retailer Intranet



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Videowall

Around 400,000 visitors per week sit or stand within view of the Videowall which is located in The Oasis Food Court. Airtime packages to reach this impressive number of captive viewers are available on request. There are also full production facilities and a technical team on site.

Plasma screens

A network of 21 plasma screens have been installed in carefully identified locations, on the upper and lower malls. The 51" suspended plasma screens form part of Meadowhall's existing innovative and highly effective raft of communication tools to appeal to today's 21st century shopper.

Mall events promotions

There are several carefully selected promotional event sites around the Centre situated at the highest shopper-traffic areas, right at the point of sale. The majority of events incur an event fee and Meadowhall has set criteria regarding events and promotions offered in the Centre.

GO SHOP™

GO SHOP™ is Meadowhall's interactive loyalty scheme, which rewards the Centre's loyal customers with exclusive offers and discounts tailored to their individual preferences. These are accessible through each of the 20 mall kiosks or online at www.meadowhall.co.uk.

Meadowhall welcomes GO SHOP™ promotions from external organisations*, who can enjoy a host of benefits, including:

- Prime promotional space on the malls.
 - Access to some of the most advanced interactive visual displays.
 - A dedicated target audience.
 - Analysis of the offer.
 - Kiosk advertising banners.
- *A fee may be charged dependent on type and length of promotional offer.

Sponsorship

Various opportunities exist within the Centre. These range from long-term deals to sponsorship of individual events.

www.meadowhall.co.uk

Relaunched and redesigned, Meadowhall's award winning website receives over 50,000 hits each day. The popular site enables virtual visitors to plan their shopping trip, take advantage of exclusive offers, and receive regular updates from the Centre. The website also offers a range of creative promotional solutions for external organisations. All mall events feature in the "What's On" section and website banners and hyperlinks to a company's own website can be included.

Local media/PR

Meadowhall has a great relationship with the local media and the Marketing department is very happy to work with you to ensure promotional opportunities for all parties are maximised.

Mall maps

Every two weeks 25,000 mall maps, used by visitors to navigate their way around the Centre, are reprinted. Details of major external promotions may be included, dependent on space available.

Poster Sites

There are a number of 6-sheet poster sites available to book around the Centre.

Retailer Intranet

Information on external promotions is communicated to retailers on a continuous basis via the Retailer Intranet, which provides up to the minute details on forthcoming events, customer trends, performance indicators and general Meadowhall news.

All external partnerships are judged on an individual basis. Meadowhall may be happy to look at part contra-deals, dependent on the size, value and potential customer appeal of the promotion.

For further details, please contact the Marketing department on: (0114) 256 8800 or email: marketing@meadowhall.co.uk

Marketing Opportunities - Retailers

Meadowhall's Marketing department has the facilities and resources to help retailers promote their individual stores through a host of different channels.

- Mall maps
- Videowall
- Plasma screens
- Poster sites
- Retailer Intranet
- www.meadowhall.co.uk
- Local media/PR
- In-store activity
- GO SHOP™


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There are many marketing opportunities offered by Meadowhall that Centre retailers can take advantage of. Please remember to inform the Marketing department of any special events/ promotions, taking place.

Mall maps

Every two weeks 25,000 mall maps, used by visitors to navigate their way around the Centre, are reprinted.

Videowall

Meadowhall Television (the Centre's in-house production team) compiles an exciting weekly programme, which includes the latest retailer news, product information, music, videos, and general Meadowhall news. The Videowall is free. To take advantage please keep the marketing department updated with your latest store news and promotional activity.

Plasma screens

A network of 21 plasma screens have been installed in carefully identified locations, on the upper and lower malls. Retailers can book advertising airtime on these as well as the Centre's Videowall.

Poster sites

There are a number of 6-sheets poster sites available around the Centre, which can be booked by retailers.

Retailer Intranet

Information is communicated to retailers on a continuous basis via the Retailer Intranet, which provides up to the minute details on forthcoming events, customer trends, performance indicators and general Meadowhall news.

www.meadowhall.co.uk

The award winning Meadowhall website, which receives over 50,000 hits per day, is fast, interactive and fun.

It lists every single retailer with store description, photograph and location - both in alphabetical order and by store category.

It also features a product/brand directory to enable users to search for what they want to buy and see who stocks it.

Other bonuses include:

- Hypertext link to retailers' own web sites (where applicable).
- Sales, store offers and unit re-fits displayed on retailer store page.
- Online job vacancy board - giving details of positions available in stores throughout the Centre.
- Website advertising banners.
- Additional store information pages.
- Event listings.

Local media/PR

Meadowhall has a great relationship with the local media and the Marketing department is very happy to work with you to ensure promotional opportunities for all parties are maximised. To help increase press activity for your store, please ensure Meadowhall is on your mailing list to receive press releases, information packs and visuals.

In-store activity

Although Meadowhall has restrictions regarding promotional activity on the malls, any activity within the unit's demise line is at the discretion of the store, providing all Centre health and safety guidelines are adhered to.

GO SHOP™

GO SHOP™ is an interactive loyalty scheme available to all Meadowhall visitors, which is designed to reward customers for their loyalty to the Centre. For retailers it is an excellent medium to promote their store to a loyal Meadowhall audience and drive additional sales through tailored offers and promotions.

For further details, please contact the Marketing department on (0114) 256 8800 or email: marketing@meadowhall.co.uk

The History

Until 24 February 1984, the land on which Meadowhall stands was occupied by a steelworks owned by Hadfields Ltd.

• Before the Centre opened

- Construction
- The opening
- The Source
- The ARC

Before the Centre opened

When the steelworks closed, the land lay derelict until the construction of Meadowhall began. Before work could commence, 100,000m³ of contaminated waste had to be removed from the site.

Construction

Construction began in June 1988 and took 27 months to complete. 2,500 construction jobs were created with approximately 75% recruited locally.

Construction of Meadowhall included:

- 2,000,000 bricks.
- 10,000 tons of steel.
- 98,000m³ of concrete.
- 21,000 sq ft of glass.
- 10 miles of drainage pipes.

There were 15,000 trees planted in and around the Centre.

Meadowhall finally opened on 4th September 1990 – on time and on budget!

The opening

Meadowhall first opened its doors to customers at 10am on Tuesday, 4th September 1990.

By the end of the first morning over 50,000 people had visited the Centre and ten days later Meadowhall's one millionth visitor walked through the doors.

McDonald's served over 12,000 customers on the first day alone, smashing their company's previous record and in the first week Pizza Hut actually sold out of food.

British Land

In 1999 British Land bought Meadowhall from Stadium Developments for £1.17billion, one of the largest property deals of all time. Meadowhall is British Land's biggest retail asset.

British Land is one of the UK's largest property, management and investment companies. The company has an extensive portfolio, including shopping centres, retail parks and office property.

The Source

In March 2003, The Source at Meadowhall was officially opened. The 3,000m² flagship centre offers a fully equipped IT learning centre, conference facilities, employment services, research library, gym, aerobics studio and crèche, for the benefit of all sectors of the local community.

The ARC

Meadowhall has partnered with Exel Logistics to create The ARC - an innovative on site warehousing and stock management facility. This provides solutions to retailers' storage and logistics challenges and allows them to have stock delivered to their store as and when they need it. In turn this frees up store space and staff time to concentrate on the most important business of selling.

“Meadowhall finally opened on 4th September 1990 – on time and on budget!”

Design

Classical rather than contemporary architecture was utilised in the design and construction of Meadowhall to prevent it from dating too quickly.

- On the malls
- Tenant mix
- High Street
- The Arcade
- Park Lane
- Market Street
- The Oasis Food Court
- The Lanes
- Mall refurbishment

On the malls

- Sloping floors provide excellent sight lines for customers.
- Strategically located entrances maximise the flow of customers on both levels.
- There are 18 customer access points – 8 on the upper level and 10 on the lower level. Vertical movement is maximised through 30 escalators and lifts located throughout the Centre.

Tenant mix

Meadowhall's malls are arranged into six areas each with a distinctive character and complementary mix of retailers. This 'retail mix' is constantly reviewed and many new names join the Centre each year as part of an active asset management programme.

High Street - the backbone of the Centre. As you may expect High Street offers all your favourite high street stores – a total of 95 units over two levels – including HMV, Gap, JJB Sports, Body Shop, Clinton Cards, banks and building societies anchored by Boots and WHSmith.

The Arcade - anchored by a Marks & Spencer flagship store, comprises 44 stores over two levels. Reminiscent of the grand Victorian arcades, the emphasis here is on fashion and accessories.

The Atrium is an extension to The Arcade, which links the malls directly to the Passenger Transport Interchange, where all bus, train and Supertram services operate.

Park Lane - is Meadowhall's most exclusive area, with a select retail mix. The mall is anchored by House of Fraser, Next and Debenhams. Traditional names including Crabtree & Evelyn, Laura Ashley and Jaeger share Park Lane with designer boutiques such as Karen Millen.

Market Street - Major high street names including Bhs, H&M, Argos Extra, Sports World and a large Mothercare are all situated on this exciting mall.

The Oasis Food Court - with its spectacular Mediterranean setting inspired by the famous Orange Square in Marbella, The Oasis Food Court is one of the largest food courts in Europe, seating over 2,250 diners. The lower level offers a choice of quick service restaurants including Pizza Hut, KFC and McDonald's, as well as Nandos and La Tasca restaurants. On the upper level, there's a choice of continental cuisine from a range of waitress service restaurants such as Mamma Amalfi, Margarita's, Pizza Express and Ma Potter's Chargrill. The Oasis Food Court is also home to an 11 screen cinema, giant Videowall and a host of family entertainment.

The Oasis Food court underwent an £8 million refurbishment in 2003.

The Lanes - is an exciting mix of individual, independent stores stocking a wide range of unique products. The Lanes is the perfect place to find unusual gifts.

Mall refurbishment

A £30 million mall refurbishment, the biggest in the Centre's history is currently underway. It includes major improvements to the Centre architecture, lighting, mall cooling, seating, escalators and signage - all aimed at creating a lighter, brighter and more comfortable atmosphere for the Centre's shoppers. The project is due to finish in early 2007.

Centre Layout

The entire Meadowhall site, including car parks, covers an area of 2,000 acres within Sheffield's Lower Don Valley.

- Over 270 stores
- 8 major stores
- Over 30 restaurants and cafes
- The Oasis Food Court with Videowall
- 26 speciality stores within The Lanes
 - 11-screen Vue Cinema
 - 6 themed areas



Within Meadowhall

Built on two levels within a crescent-shaped mall, Meadowhall has a total leasable area of 1.4 million square feet.

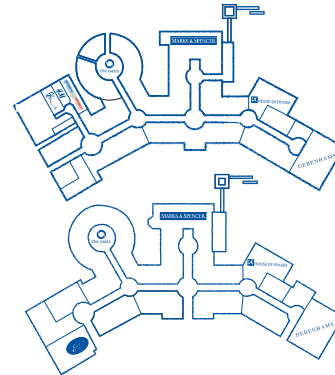
When Meadowhall opened on 4 September 1990 there were 217 retail outlets. Ten years later, 45% of the original stores remain, although 20% of these stores have relocated to new addresses within the Centre.

Meadowhall currently has

- Over 270 stores all under one roof
- 8 major stores
- Over 30 restaurants and cafés
- The Oasis Food Court with giant Videowall
- The Lanes speciality shopping area, including 26 speciality stores
- 11-screen cinema
- 6 themed areas:
 - Market Street
 - High Street
 - The Arcade
 - Park Lane
 - The Oasis Food Court
 - The Lanes

	Gross lettable area m ²	
Marks & Spencer	2 Levels	14,250
House of Fraser	2 Levels	9,250
Debenhams	2 Levels	11,700
Boots	1 Level	3,350
NEXT	2 Levels	3,650
Bhs	2 Levels	7,150
H&M	2 Levels	3,100
Sports World	3 Levels	3,200

*All sizes are approximate



“On two levels within a crescent-shaped mall, Meadowhall has a total leasable area of 1.4 million square feet.”



Awards

Over the years, Meadowhall has received numerous national and international awards from independent bodies:-

- Industry awards
- National standards
- Commercial awards/related awards

Industry awards include:-

- Estates Times - Best Shopping Centre Award - Winner 1991, 1992, 1993.
- Daily Telegraph First Direct Customer Service Award - Winner 1994.
- Tommy's Campaign Parent Friendly Award - Winner 1994 & 1995.
- Jean-Louis Solal Award for Excellence in Customer Service - Winner 1996.
- British Council of Shopping Centres (BCSC) Award for Trader/Sales Development - Winner 1996.
- Bali Landscaping Award for Internal Maintenance - 1996.
- Daily Express Ease of Access Award - Winner 1997/98.
- BCSC Established Shopping Centre Award for Excellence - Winner 1997.
- Bali Landscaping Award for Grounds Maintenance - 1998.
- Jean-Louis Solal Award for Tenant Motivation - Winner 1998.
- Sheffield Business Awards for Employee Development - 1998.
- Arthur Andersen Global Distinction for Exceeding Customers' Expectations - 1998.
- Jean-Louis Solal Merit for Community Relations - 1999.
- Jean-Louis Solal Merit for Marketing Through the Internet - 1999.
- Ease of Access Award - nomination in the Special Award category - 1999.
- BCSC Purple Apple Award for Best Single Piece of Creative Advertising - 2000.
- BCSC Purple Apple Award for Best Single Event - 2000.
- Bali Award for internal landscaping - 2000.
- BCSC Purple Apple Award for Best Overall Marketing Campaign - 2001.
- BCSC Purple Apple Award for Best Use of New Media - 2001.
- BCSC Merit Award for Best Single Piece of Creative Advertising - 2001.
- Internet Business Awards - Best Website Design - 2001.
- Internet Business Awards - Overall Winners - 2001.
- Jean-Louis Solal Award for Consumer Advertising - 2002.
- BCSC Purple Apple Award for Best Advertising Campaign - 2004.
- BCSC Purple Apple Award for Community Relations - 2004.
- BCSC Purple Apple Award for Best Sales Promotion Campaign - Merit 2004.
- Jean-Louis Solal Award for Community Relations - 2004.
- Jean-Louis Solal Award for Best Business to Business Campaign - 2004.
- Jean-Louis Solal Merit for Consumer Advertising - 2004.
- BCSC Purple Apple Award for Retail Partnership - Merit 2005.
- BCSC Purple Apple Award for Commercialisation - Merit 2005.
- Jean-Louis Solal Merit for Centre Productivity - 2005.
- ICSC Maxi Award for Revenue Impact - 2005.
- BCSC Purple Apple Award, Merit Award Media Public Relations - 2006 - BBC Flashmob.
- BCSC Purple Award, Merit Award Retail Partnership - 2006 - The ARC.
- BCSC Purple Apple Award for Best Single Event - 2006 - Funky Feet.
- Jean-Louis Solal Award for Public Relations - 2006 - Flashmob The Opera.
- Jean-Louis Solal Award for Community Relations - 2006 - Funky Feet.

National standards

- ISO 9002 Quality Standard Award - May 1995.
- Investors in People - since March 1998 (re-assessed annually).
- British Safety Council 5 Star Award - 2000.
- British Safety Council Sword of Honour - 2000.
- ISO 14001 Environmental Management Standard - 2001.
- British Safety Council 5 Star Environmental Audit - 2001.
- Secure Car Park Status - 2003.
- OHSAS 18001 Operational Health and Safety Standard - 2002.

Commercial awards/related awards

- Guinness World Record for the 'most human mannequins in a shopping centre' - 2000.
- Poulter Partners - Rose Award for Meadowhall's 1999/2000 radio sales commercials.
- Poulter Partners - 3 x individual Cream Awards for Best Radio Commercial with Meadowhall's three radio commercials promoting the 1999/2000 sale period - 2000.
- Poulter Partners - Cream Award for Best Radio Campaign with Meadowhall's radio commercials promoting the 1999/2000 sale period - 2000.
- Poulter Partners - Overall 'Grand Prix' prize at the Cream Awards for the Meadowhall 'Always Something New' marketing campaign - 2000.
- Severnside Recycling Award - Manager Commitment to Recycling - 2004.
- Action Against Business Crime 2005.

Retail Services

Meadowhall has a dedicated Retail Services team who ensure that any issues or concerns, raised by retail partners are dealt with as quickly and efficiently as possible. They are also committed to working with store managers to promote their business, maximise opportunities available and to cement a strong relationship between Centre management, store and head office.

- Relationship Building
- Welcoming new Retailers
 - Employee Pack
 - Retailer Intranet
 - Meetings
- RPA (Retail Partner Association)
- Retail Surgeries



Relationship Building

The Retail Services team pay regular courtesy visits to stores to ensure that personal contact with the local store management is maintained and to encourage a constant crossflow of information.

Welcoming new Retailers

All new store managers are invited to attend a welcome meeting with the Retail Services team and at that time are issued with a Welcome Pack. This includes information about procedures and guidelines relating to the operation of the Centre, in addition to outlining the different marketing opportunities available.

Employee Pack

All store personnel are eligible to receive an employee pack, which contains useful information. It also includes a free GO SHOP™ staff card, which entitles the holder to discounts and benefits whilst they are working in the Centre.

Retailer Intranet

The Retailer Intranet is installed within individual units at Meadowhall, providing store management with useful Centre information at the click of a button at a time convenient to them. Performance indicators, marketing opportunities, school holidays for the local area and advertising a job vacancy are just a few of the things frequently accessed.

There is also an email facility which enables store personnel to communicate with Centre Management.

“Central point of contact for all retailer enquiries.”

Meetings

At Meadowhall, there are a number of meetings available for store managers and head office representatives to meet with the Centre management team. These range from “one to one” general chats with Retail Services, to collective briefing sessions to introduce retailers to new initiatives or to present marketing opportunities etc.

RPA (Retail Partner Association)

The Centre is divided into zones, each one having a representative (Zone Director) who meet on a monthly basis with representatives of Major Space Users and Meadowhall Centre Limited to formally discuss Centre issues.

It is within these forums that Centre trading hours, and new policies are discussed and if required, voted upon.

An annual general meeting is held each March, and all store managers and head office representatives are invited to these.

Retail Surgeries

Retail Surgeries provide store managers and head office representatives with an opportunity to discuss specific issues such as staff recruitment and storage requirements or to find out more about marketing initiatives available to them.

At the end of the session a prescription will be given outlining recommended solutions available, together with additional information for further consideration. Follow up appointments can also be made with management representatives to ensure that a tailored approach to individual requirements can be met.

“Useful information available 24 hours per day via the Retail Intranet.”



The Environment

Sustaining the environment is core to everything Meadowhall does and the Centre's commitment has been recognised by a number of awards in this area.

- History
- Environmental Policy
- Education
- Awards

History

Meadowhall's work on environmental issues began soon after opening, when few other businesses were considering the impact of their activities on the environment.

Back in 1992, the Centre's management team established it's own 'Green File' stating its environmental objectives and acknowledging that good environmental practice can bring significant business benefits.

Environmental Policy

Over the years, what began by providing retailers with facilities to undertake simple separation and recycling of waste, has developed into a comprehensive strategy to minimise the environmental impact of all Meadowhall's activities.

Today, as well as recycling waste, the Centre is committed to reducing its environmental impact in a number of areas. These include minimising energy consumption, promoting the use of public transport and playing its part in improving the air quality around Meadowhall by working with partners in the local community and local councils.

Education

Education has a vital part to play in achieving Meadowhall's environmental objectives, as targets can only be met through the co-operation and understanding of all employees that good environmental performance also means business efficiency.

The environment is dealt with in training manuals, group meetings and training sessions, with practical examples used to show how easy it is to minimise the environmental impact of everyday activities, such as turning off lights, shutting down computers and closing doors to retain heat.

Awards

Meadowhall's forward thinking environmental management policy has also been recognised externally. The Centre has been awarded the ISO 14001 standard and achieved the highest 5 Star rating in the British Safety Council (BSC) Environmental Management Audit.

“ Meadowhall recycles over 2,000 tons of waste each year. ”

“There are bottle banks and facilities for recycling plastic, paper, glass, batteries and clothes around the Centre.”

Innovation

Meadowhall has consistently led the retail industry in launching exciting new initiatives, which have brought considerable benefits to both retailers and customers.

- Opening hours
- Events
- Technology
- Plasma screens



Opening hours

Meadowhall has always led the way in giving customers more time to shop.

In 1994 Meadowhall was the first shopping centre to introduce Sunday trading, then in 1995 it was the first Centre to open until 10pm every weeknight in the run up to Christmas.

Events

Meadowhall is not just about shopping, it's about entertainment and we work hard to ensure our shoppers find Meadowhall a fun and friendly place to visit.

Over the years Meadowhall has wowed the crowds with some fantastic customer events including celebrity appearances, fashion shows, birthday celebrations, light switch-on ceremonies and who could forget the world record breaking Living Doll Event - when 300 store mannequins were replaced with real people, who posed for six hours in shop windows around the Centre.

In 2005, Meadowhall launched the Funky Feet campaign to mark the Centre's 15th anniversary. The innovative month long promotion involved customers, retailers, staff and local businesses and raised thousands of pounds for a local charity.

Who knows what the future holds?

“In 1994 Meadowhall was the first shopping centre to introduce Sunday trading.”

“Creation of the world's first interactive customer loyalty scheme for a shopping centre - GO SHOP™”



Technology

- **Website** - The Centre has been proactive in adopting new technology. The Meadowhall website www.meadowhall.co.uk receives over 50,000 hits per day and has won awards for its simple navigation, bright bold design and the wealth of easy to access information it provides about every aspect of the Centre.

- **GO SHOP™** - Meadowhall's adoption of the latest touch screen and smart card technology has facilitated the creation of the world's first interactive customer loyalty scheme for a shopping centre - GO SHOP™. This allows customers to access a raft of tailored offers and Centre information, via special kiosks situated around the Centre.

- **Retailer Intranet** - Retailers can now access Centre information and communicate instantly by email with Meadowhall personnel, via the UK's most advanced Retailer Intranet. Up to the minute information, previously communicated via memos, on everything from marketing opportunities, to work permits, to security and customer trends information, is now available at the click of a button, via a dedicated in-store computer.

Plasma screens

A network of 21 plasma screens have been installed in carefully identified locations, on the upper and lower malls. The 51" suspended plasma screens form an important part of a Centre-wide communications network.

Meadowhall's Loyalty Scheme - Retailers

GO SHOP™ is the first ever, interactive, shopping centre loyalty scheme. It is designed to increase spend and frequency of visit among customers and offer Meadowhall's retailers a unique opportunity to drive visitors into their stores.

- Loyalty
- Straightforward concept
- Retailer offers
- Seasonal promotional calendar
- Benefits to retailers
- How does it work?
- Database



Meadowhall
Land of Shoppertunity

Loyalty

GO SHOP™ is a unique loyalty scheme available to all Meadowhall visitors. It is designed to reward customers for their visit and loyalty to Meadowhall by offering a range of offers and services available within the Centre.

Straightforward concept

Customers register for a GO SHOP™ smart card, which can be used at any of the 20 branded kiosks located on the malls. The latest touch-screen technology enables GO SHOP™ cardholders to access a variety of targeted discounts and offers, plus general Centre information including customer services, store directories and a product/brand search.

GO SHOP™ is not confined to the mall kiosks and the scheme is constantly evolving to give customers additional added value offers and services, which will make shopping at Meadowhall better than ever.

Retailer offers

GO SHOP™ is a fantastic promotional opportunity for retailers to drive traffic into their stores. All Meadowhall retailers are eligible to join the 'GO SHOP™' scheme by providing an exclusive discount or added value offer to loyalty scheme members.

Alternatively, promotions that add value to a customer's visit are also welcomed, for example, invitations to preview evenings, sampling or competitions.

Seasonal promotional calendar

At different times of the year cycles are themed to support calendar and In Centre events.

For further details, please contact the Marketing department on: (0114) 256 8800 or email: marketing@meadowhall.co.uk

Benefits to retailers

With thousands of Meadowhall shoppers registering every month, there are many benefits:

- Added footfall and spend at your store.
- Enhanced customer lifestyle and demographic information.
- Increased awareness of store location and product.
- Inclusion on direct mail (where applicable).
- Prime promotional space on the malls.
- Access to some of the most advanced interactive visual displays.
- Kiosk advertising banners.

How does it work?

Joining the GO SHOP™ scheme couldn't be easier. Once the offer or promotion is agreed with Meadowhall's Marketing department, it is published on the kiosk and can be printed out by cardholders in a coupon form. This is then presented to the relevant retailer at point of purchase to redeem the discount.

Meadowhall collects all the redeemed vouchers and provides the retailer with feedback on the success of their offer.

Meadowhall can communicate with specific target groups through a range of media, including email, SMS messages and postal mailings. Coupons are also now printable from the Meadowhall website.

Database

With Meadowhall's sophisticated, relational database, retailers can be confident that their offers are targeted to specific individuals that meet their desired customer profile.

The registration process involves the customer completing a simple questionnaire, which allows Meadowhall to build an intelligent database containing lifestyle information about its customers.

These details are subsequently used to target promotions to specific individuals.



Meadowhall
Land of Shoppertunity

Meadowhall and the Community

Meadowhall's impact on society is far greater than simply a source of shopping and leisure. Involvement and support for the local community is key to the Centre's philosophy.

- Education
- Environment
- Community
- Charity


Meadowhall
Land of Shoppertunity

Education

Meadowhall is proud of the excellent links with local schools and educational authorities that have been established over the years and are developing further all the time. Aspects of the Centre have even been used to create innovative teaching aids which are part of the local school curriculum.

Meadowhall has developed its own schools' programme to help and support local schools and community projects. The Centre has excellent links with local teachers and pupils and is regularly involved with school visits and work placements.

A major new addition to Meadowhall is The Source, an on-site training and leisure facility, open to all sectors of the community and local businesses. The emphasis is on flexible learning and the Centre offers a broad cross-section of training at all levels – for young people as part of their school curriculum, jobseekers in need of back to work skills, local companies with workforce development needs and those people who drop-in to learn online as part of their visit to Meadowhall.

Environment

Meadowhall is extremely committed to helping the environment. The Centre has gained the ISO 14001 excellence accreditation, illustrating that Meadowhall has reached and exceeded international standards. All staff undergo environmental training and are encouraged to consider the environmental goals in all business activities, such as recycling of waste and conservation of energy.

The Source has been designed and built to environmentally sound requirements and includes energy saving lighting controls, recycling bins and energy efficient computers. Meadowhall also spearheads the Lower Don Valley Air Action initiative. Meadowhall actively encourages the use of public transport and boasts one of the best services around, through the on-site Passenger Transport Interchange (PTI).

This offers excellent bus, train and Supertram links between Meadowhall and the surrounding area. Cycle paths and lockers are also provided.

The Resource Recovery Centre (RRC) has been built and now receives and processes the Centre's general waste.

93% of all the waste which enters the facility is now being recycled which includes cardboard, paper, plastic bottles, coat hangers etc.

Under future proposals we aim to extend this process to the contractor's waste.

The Centre is dedicated to maintaining the environmental areas surrounding Meadowhall and has a dedicated team responsible for the landscaping and maintenance of the grounds.

Community

For many years Meadowhall has enjoyed close links with the community and involvement in a number of exciting initiatives. Meadowhall annually sponsors The Star Superkids Awards, which acknowledge children who have battled against the odds to come out on top. The Centre is also a keen supporter of the Young Fire Fighters Scheme, South Yorkshire Police and local community football teams, to name a few.

Meadowhall regularly organises employee activities that involve the community, such as regeneration projects. A recent example was the restoration and improvement of an outside play area for a local community by a team of Meadowhall staff.

Charity

Every year the Centre donates thousands of pounds to local charities through the money donated by the public into the fountain, which is then match funded by Meadowhall. Recent beneficiaries have included the NSPCC, Breakthrough Breast Cancer and Help The Aged. The Centre is also a regular venue for charitable events including fashion shows and free mall promotions.


Meadowhall
Land of Shoppertunity

The Source

The Source at Meadowhall is a unique public / private initiative offering some of the region's leading business and conference facilities.

The flagship training centre, which opened in 2003, was created to meet the needs of local businesses, employers and the surrounding community and provides a holistic package of training for both the mind and body. This includes a drop-in IT Learning Centre, conference and meeting rooms, gym, café and crèche.

- Fitness suite
- IT Learning
- Community Partnership
 - Conferencing
 - Library
- The Source Crèche
- Coffee bar
- Beauty salon



The Source is a unique, \$5.5 million training centre adjacent to Meadowhall that opened in 2003. The three-storey 3,000m² development consists of three floors:

Ground Floor - Reception, gym, aerobics/dance studio, sauna, health and beauty treatment rooms, crèche and coffee bar.

First Floor - IT Learning Centre and training/seminar rooms

Second Floor - Lecture theatre and exhibition area, additional training/seminar rooms and resource library.

Fitness Suite

The Source is equipped with fantastic fitness facilities, including a fully equipped gym, aerobics studio, sauna and treatment rooms, all in a relaxed friendly environment.

IT Learning

Run by Sheffield College, the dedicated IT Learning Centre in The Source has over 100 hi-spec PC's and is open to learners seven days a week. The majority of courses are taught online and the emphasis is on flexible learning to fit in with busy lifestyles. Training is available for both individual and group teaching and learners can study towards a wide range of nationally recognised qualifications.

Community Partnership

The Source has a dedicated Community Liaison team, which is committed to meeting with schools, community groups and local organisations, to help improve links with the community.

Conferencing

The Source boasts a range of conference facilities, including a selection of rooms available to hire, all at competitive rates. These range from a flexible 150 seat lecture theatre and exhibition area (ideal for new product launches and company conferences) to seminar rooms and smaller rooms for interviewing, appraisals and meetings.

Library

Learners can access the latest research and information from a dedicated resource library containing articles, reference books, magazines and databases.

The Source Crèche

Parents with young children can take advantage of the crèche, which boasts a wide range of fun and educational play equipment with both indoor and outdoor play areas. All staff are fully trained and OFSTED registered.

The crèche can take children aged 3 months to 10 years. Birthday parties can also be arranged with the option of party food at an extra cost.

Coffee Bar

The Source has it's own coffee bar serving drinks, snacks and light refreshments throughout the day, in a modern and relaxed setting. The perfect place to have a break during training and relax with friends and colleagues.

Beauty Salon

The Source has its very own beauty salon offering a full range of treatments for face and body, including facials, massages, manicures, waxing, self-tanning and sun showers. Treatments are available for both men and women.

For more information about any aspect of The Source please contact
(0114) 263 5500 or email:
enquiries@thesource.meadowhall.co.uk

The Source - Retailers

The Source at Meadowhall is a unique public/private initiative offering some of the region's leading business and conference facilities.

The flagship training centre, which opened in 2003, was created to meet the needs of the Centre's retailers, local businesses, employers and the surrounding community and provides a holistic package of training for both the mind and body. This includes a drop-in IT Learning Centre, conference and meeting rooms, gym, café and crèche.

- Training and Development Programmes
 - Modern Apprenticeships
- Meeting and Conference Rooms
 - Research
 - The Source Crèche
 - Gym and Fitness Suite



Located adjacent to Meadowhall, The Source has a range of fantastic facilities including a fully equipped IT learning centre, employment services centre, research library, gym, aerobics studio and crèche. There are a selection of rooms available to hire at competitive rates - everything from small rooms for interviewing, appraisals and meetings, up to a 150 seat lecture theatre and exhibition area, ideal for new product launches and company conferences.

Training and Development Programmes

Preparing individuals for work is a key focus and the Centre offers courses to prepare individuals for entering employment such as recruitment, interview techniques, presentation skills and literacy.

- **Accredited Training Programmes** - Nationally recognised qualifications available to all eligible Meadowhall retailer employees. NVQ courses are available in retailer and customer service.
- **Retailer Focused Training Courses**
Training courses include:
 - First Aid at Work
 - Health and Safety
 - Manual Handling
 - COSHH
 - Security Guarding
- **Conferences and Lectures** - A varied series of conferences and lectures by leading retail figures.

Modern Apprenticeships (MA's)

- Apprenticeships provide both on and off the job training, allowing employees to gain well respected qualifications, while developing skills and competencies vital to their job. Apprenticeships are free training programmes designed for young people aged 16-24 who are currently in employment. An apprenticeship lasts between one and three years depending on the level of study.

Each learner will have an Assessor who works together with you and your employee to ensure that all the required tasks are covered successfully. Support, encouragement and a little time to meet with the learner are all that's required from the employer. Apprenticeships are available in Retail Operations, Customer Service, Distribution/Warehousing and Business Administration.

Meeting and Conference Rooms

The Source offers a large number of well equipped training and meeting rooms, giving retailers the chance to interview, induct and train staff using the state of the art facilities based on Meadowhall's doorstep. Meadowhall retailer room hire offers are available.

Research

- To ensure that Meadowhall and its retailers stay ahead of the competition, the research library provides reports and articles containing the latest thinking in retail, employment and training, as well as reference books and links to academic databases.

The Source Crèche

- The Source has its very own crèche, run by trained staff, which provides indoor and outdoor play areas for children aged 3 months to 10 years. A child can be placed in the crèche for up to 4 hours whilst parents are using any of The Source facilities, or working at Meadowhall. The crèche is equipped with lots of exciting toys - creative, physical and educational. All the staff are fully qualified and OFSTED registered.

Gym and Fitness Suite

- The Fitness Centre is run by a team of fully trained, friendly staff, and offers a state-of-the-art gym, fully equipped with free weights, cardiovascular and strength machines and an aerobics/dance studio, with a wide choice of fitness classes. There is also a beauty salon offering a full range of treatments and sun showers.

For more information about any aspect of The Source please contact (0114) 263 5600 or email: enquiries@thesource.meadowhall.co.uk

The ARC

The ARC (Accelerated Response Centre) provides more than a storage solution for Meadowhall retailers, it is a total service that allows the retailer to concentrate on the main business of selling.

Meadowhall has partnered with a nationally recognised logistics provider to offer retailers a comprehensive off-site storage facility and suite of services to add value directly to the trading experience at Meadowhall through...

Benefits

- Increasing Sales
- Consolidation
- Lowering Shrinkage
- Store Configuration
- Space/Storage Difficulties
- Increased Staff Motivation

Services Offered

- Stock Crisis Line
- Stock Build Service
- Tailored Stock Service



The ARC is an innovative on site warehousing and stock management facility. This provides solutions to retailers' storage and logistics challenges and allows them to have stock delivered to their store as and when they need it. In turn this frees up store space and staff time to concentrate on the most important business of selling.

Winner of the ICSC Solal Award for Centre Productivity 2005.

Winner of the European Retail Solutions Award 2006 - for supply chain excellence.

Benefits

More and more retailers are taking advantage of the facility and benefiting from:

- Increasing the sales floor area by minimising the need for stock holding areas.
- The ARC staff pre-retail and/or merchandise stock, enabling store sales staff to concentrate on generating sales.
- Increasing the sales staff's customer facing time, whilst The ARC staff concentrate on stock replenishment.
- Increasing the range of stock the store can hold because of the 'virtual' increase in back of house storage.
- The ARC staff trickle feed stock (as required) into the store, allowing accurate replenishment of stock.

Services Offered

Stock Crisis Line

This service offers collection and storage of stock at the retailer's convenience.

- Emergency replenishment **within the hour** and handling of sales/promotional stock.
- Management and collection of surplus stock from stores.

Stock Build Service

This package is designed specifically for stores who may receive a large amount of stock in a very short time. The ARC can receive the stock and either prepare it on the store's behalf or make an area available for store staff to prepare. Stock can then be delivered into stores at times and in quantities to suit retailers.

Tailored Stock Service

This service is tailored to the retailer's individual store needs (this list is not exhaustive):-

- Receipt and inspection of any size of delivery at any time.
- Pre-retail/merchandising of stock (such as tagging, debagging etc.)
- Stock management at a single item level with in-store visibility via the Intranet.
- Multiple deliveries to store every day.
- Marshalling and co-ordination of returns to company depot.
- Handling of consumables and equipment.
- Store start up, refurbishment and stock take assistance.

The ARC



To take advantage of the services provided by The ARC or for more information please contact Vanessa Hope (0114) 235 4575 or email: vanessa.hope@meadowhall.co.uk