



# Child Safe - Update

## News

### On target for 100 Child Safe Zones by 2008

It's been a busy Spring and early summer with 80 Child Safe Zones now set up, we are well on our way towards our target of 100 zones by the end of the year.

In April, **Inverness** became the first Child Safe City in Scotland to introduce the scheme; this launch being part of a broader Family Safe Inverness initiative. The project is being run as part of the Inverness Business Improvement Scheme Pilot Project and the BID CO-ordinator Stefan Krause sees Child Safe as an important service as the city endeavours present itself as more 'family friendly'. "The scheme has been very well received and it really helps us to position Inverness as a safer place for all".

Like buses, Scotland launches seem to come in threes! Following quickly on the heels of Inverness we now have the **Regent Centre** in Hamilton, **East Kilbride** and **St Enoch Centre** Glasgow in quick succession.

### Mall Monster kicks off a Mall Summer Campaign

Further to support from the Mall Corporation the Mall Middlesbrough kicked off a summer of launches across the group with six more launches planned for June and July.

David McNee, General Manager (pictured here on launch day with the Mall Monster and Richard Manville from Child Safe - Richard is on the left!), was impressed with feedback from shoppers and tenants alike. "It's fantastic to launch something that is so well received by everyone. We got some brilliant coverage and all our staff enjoyed getting involved in the launch day".



### TV Star Miriam O'Callaghan offers support in Navan

Irish TV personality Miriam O'Callaghan, pictured here with centre manager Pat Mullaney, brought her youngest son to **Navan Shopping Centre** in April to support the launch of Child Safe.

**Scotch Hall** in Drogheda and **Merchants Quay** in Cork kept an Irish theme running through April, bringing the total of Irish centres on the 'emerald isle' to 12.

### Child Safe team up with ABTA & GMTV

Child Safe and The Association of British Travel Agents (ABTA) have teamed up to launch a new free service to help keep families safe on holiday this summer.

A sponsor is helping to provide the technology to support this service without charge and a number of media partners are in discussions with ABTA in regard to promoting this to the nation.

GMTV will promote the service to 5 million viewers through July and 1 million Family Safe Holidays wristbands are being advertised by GMTV to be picked up at our Child Safe Shopping venues.

### Child Safe and The Retail Shopping Centre Directory

The 2008 edition of the Retail & Shopping Centre Directory will highlight Child Safe Shopping venues. This directory is designed to save centres both time and money by providing all the key information you need in one place. Each order comes with free online access – call **FREephone 0800 6526512** to order quoting ref **CSN/RSW/0607/AD**.



# Child Safe and Schools

Child Safe offers lots of opportunities to work with schools. Below is the winning entry for a drawing competition arranged by Middleton Grange in Hartlepool. Over 30 primary schools entered and a selection of the best which made a stunning display during April.



### Family Friendly at Junction 32

Junction 32 is a family friendly place to visit, shop and have fun. Our Child Safe Shopping scheme helps families, schools, clubs & small independent children.

**Free Wristbands**  
A mobile number on a wristband is the simplest and quickest way to receive a text message. These free wristbands are bright, waterproof and tough.  
Available at all times from Junction 32

**Window Stickers**  
Bright orange balloon window stickers carry a safety number 08700 62 27 93. They also include useful information with our security control room.  
Stick your child to look for the orange balloon window stickers, if they get lost or need help.

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### Family Fun & Events this Easter

**Easter Fun at Junction 32**

**Friday 6th April 12pm - 4pm**  
Free admission for school to parking

**Monday 9th April 10am - 4pm**  
Free admission with Child Safety and prizes

**Tuesday 10th April**  
Come and meet from very special guests, **Mr and Mrs Haddock**, who will be bringing a special message to the children and adults alike.  
12pm - 12.30pm, 1.30pm - 3.15 pm  
2.30pm - 3.30pm, 3.45pm - 4.30pm

**Junction 32**

### Safety First in the Sun

It's time to get ready for the summer months. Children should always be protected from the sun. Sunburn can be painful and lead to skin cancer. Children should always be protected from the sun. Sunburn can be painful and lead to skin cancer. Children should always be protected from the sun.

**SLIP - SLAP - SLOP**

S - Slip on a hat  
L - Slip on a hat  
S - Slip on a hat

**Be Sun Smart - Stay Cool!**

### Child Safe Prize Draw

Key Dates, when our Child Safe Prize Draw! £1000 in prizes, £1000 in prizes, £1000 in prizes.

1. The Child Safe Baller has lost its owner. Find the Child Safe window sticker in the shops and tell me what colour the baller should be. Is it...  
Green  Yellow  Orange
2. Find a security guard and ask what his or her first name is and write it below.
3. The free Child Safe wristbands are great for shopping. Can you think of something else where they could help you keep safe?

The prizes will be drawn on 15th April 2018. The prizes will be drawn on 15th April 2018. The prizes will be drawn on 15th April 2018.

Child's Name: \_\_\_\_\_ Child's Age: \_\_\_\_\_  
Telephone Number: \_\_\_\_\_

Or email answers to [Answers@childsafeschools.co.uk](mailto:Answers@childsafeschools.co.uk)

Child Safe provides services to schools across the country and in particular concentrate on schools local to shopping centres that run the Child Safe Shopping scheme. We write to schools every term, providing posters and handouts, promoting the scheme in the centre and highlighting centre holiday activities or retail offers.

Child Safe also provides seasonal safety fact sheets and can also help co-ordinate competitions and other activities with schools.



Child Safe can help arrange school visits to a centre and provide ideas and content for this visit. All schools are provided partner status on our [www.schooltrips.co.uk](http://www.schooltrips.co.uk) trip venue website and given passwords to update their account and promote themselves to schools.



School trips also offer an opportunity for security staff to get involved, by talking to the children about safety in the centre. In our experience children are very interested in security and in particular fascinated by CCTV.

Retailers can get involved by providing offers that could encourage children to come back with mum and dad. This could be part of a safety pack we put together for centres that schools can take away with them.

School Trips Plus, our service set up to help manage offsite trips and improve communications with parents is now up and running and proving very popular. We will provide a free School Trips Plus account to a primary school local to each centre and will include a free pack of trip accessories, courtesy of the centre.



The Presentation of these packs provides a good PR opportunity, as demonstrated here by Andrew Bauer of County Mall, Crawley and Gill Buchanan below (2<sup>nd</sup> left) of Swan Walk, Horsham.



For Information on Child Safe Shopping please call 08700 62 49 19 or email: [Richard.Manville@childsafeschools.com](mailto:Richard.Manville@childsafeschools.com) or [Maggie.Kelly@childsafeschools.com](mailto:Maggie.Kelly@childsafeschools.com).