

Made in Sheffield

MADE IN SHEFFIELD

Meadowhall Shopping Centre

Meadowhall
always something new

A source of pride for the region

Fifteen years of innovation and Meadowhall is still leading the way. In September last year Meadowhall celebrated its 15th birthday providing a time to celebrate the Centre's successes and reflect on the support it has received over the years.

Meadowhall first opened its doors in 1990, and over the years the Centre has gone from strength to strength. Footfall continues to see positive growth and over 25 million customers visit each year and enjoy the shopping experience.

The Centre is renowned for being more than a shopping and leisure destination; it has become a well respected and well loved Centre by the community and many loyal customers. Meadowhall has always strived to be a part of the community and believes it is very important to give something back to local people who have made the Centre the success it is. This has manifested itself in Meadowhall supporting important community initiatives such as the annual Star Superkids event.

Meadowhall was delighted to

celebrate its fifteenth birthday with a massive charity campaign, "Funky Feet", welcoming the community, local businesses and customers to join in and play their part in the celebrations. The month long Funky Feet campaign saw lots of larger than life decorated shoes displayed on the malls, a sponsored mall walk, a mall entertainment programme, celebrity endorsement and charity gala ball, all aimed at raising money for the Sheffield Children's Hospital Charity. The celebrations gave a real opportunity for the local community, customers, staff and businesses to get involved but also raised thousands of pounds for this local charity which helps improve the lives of so many local children and their families.

The Source, Meadowhall's training and leisure facility, further illustrates Meadowhall's community involvement. The training and education centre, which opened in 2003, has already helped thousands of local people get the skills and training they need to find jobs and enhance their employment prospects. The Source has created carefully tailored programmes that specifically help



key groups within society, such as its "Source of Your Own Destiny" programme, for women returning to work and an active schools programme, which aims to bridge the gap between learning and the world of work.

Retail is a dynamic industry that never stands still and over the years Meadowhall has often been at the forefront of innovation, quickly establishing its name nationally and

internationally as an industry leader. Over the years Meadowhall has implemented many forward thinking strategies including GO SHOP the first ever Shopping Centre loyalty Scheme, The ARC, Meadowhall's Logistics and Warehousing facility and The Source.

Meadowhall is nationally and internationally renowned for its award winning initiatives and over the years has won over sixty awards. Recent

accolades include The ARC, which received a top accolade from International Council Shopping Centres, presented in San Diego. Meadowhall was the only Centre to receive an award of this high standard.

The Centre has proved a

The last 15 years have witnessed many positive achievements

great source of pride for the region, a positive result of the many partnerships formed with people from across South Yorkshire and even further afield, all working together. Over the past decade and a half Meadowhall has acted as a catalyst for many changes, including the regeneration of the Lower Don Valley, the birth of Magna, ice Sheffield and the Hallam FM Arena.

The last 15 years have certainly witnessed many positive achievements and the future is looking just as exciting. Mohammed Dajani, Centre Director, comments, "We must now continue striving to improve. Retail is a dynamic

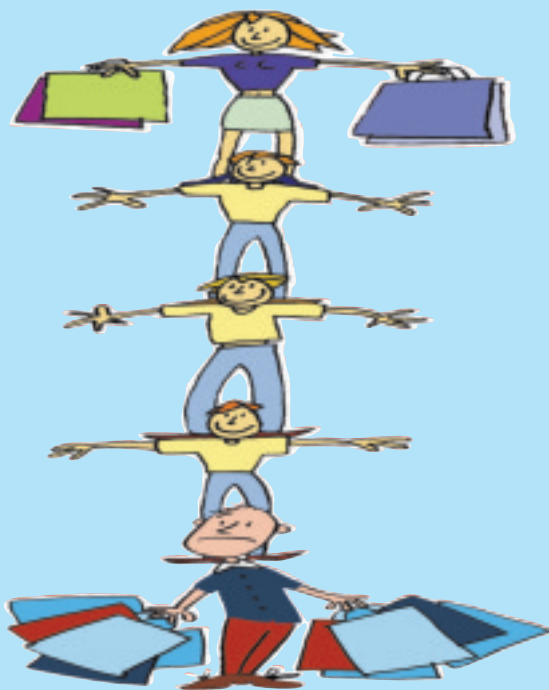
industry. Today's demanding customers want the very best retailers and the highest standards of service. We live in competitive times and we cannot afford to rest on our laurels. We are currently undertaking a number of important initiatives, not least the current £30 million mall refurbishment programme. This has been developed as a result of customer feedback and will include big changes to make the malls more comfortable, including the installation of energy efficient mall cooling, comfy seating and architectural changes designed to make the malls lighter and brighter.

"We are also undertaking a major masterplanning initiative, in conjunction with Sheffield City Council, to make best use of the surrounding lands - an illustration of our firm commitment to the future development of Sheffield and the South Yorkshire region.

"I would like to thank those who have played their part in making Meadowhall the well established and recognised destination it is today.

Let's hope that the next 15 years are just as successful for Meadowhall!"

"We're continuing to build upon 15 years of success"



Meadowhall has recently celebrated its fifteenth birthday and is proud to acknowledge the great links the Centre has established with the local community, businesses and the surrounding area.

We would like to say thank you to the people of Sheffield for all their support over the years.

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