



Child Safe - Update

News

DJ Campbell helps launch the first Child Safe City.

The Birmingham City striker helped to formally launch Birmingham as the first Child Safe City in the UK at the Bullring on April 6th. The scheme which is strongly supported by the West Midlands Police covers the main shopping centres, the markets area and the city centre itself.

Jonathan Cheetham, Chair of Birmingham City Centre Partnership said "We have worked very closely with the West Midland Police, security teams and retailers across the city to enable us to bring the Child Safe initiative to Birmingham. We are delighted to be the first city centre in the UK to offer the scheme city wide to include retailers around New Street, High Street, Corporation Street, Bull Street and Great Western Arcade, as well as those situated within the Bullring, The Pallasades Shopping Centre, Pavilions, The Mailbox and the Markets area".



Manchester and the West End to follow

In time for the summer, the City of Manchester and the West End of London are also to adopt the scheme. Manchester Arndale launched the scheme before Christmas and will now work closely with the City Centre Management to extend the scheme across the City Centre shopping areas.

Child Safe breaks 50 in Ireland

With the 5 new centres, all part of the Fitzwilliam Partnership launching across Ireland this month, Child Safe breaks through the half century barrier ahead of schedule. Aengus McCarthy, Property Surveyor at Fitzwilliam, came across the scheme at Fairgreen Carlow. "I was very impressed with how the scheme operated in Carlow, as well as an excellent addition to our centres operationally; it will offer us benefits in health & safety, risk management, and obviously marketing and PR".

Schools Out, This Summer!

The National Confederation of Parent Teachers Association has agreed a three year deal to support and exclusively promote School Trips Plus, the school trip management and messaging service from Child Safe.

Any centre running the Child Safe scheme is provided with a complimentary accessory pack of tags, lanyards and wristbands to provide to a local primary school, along with an ongoing licence for use of the messaging service. Andrew Bauer, the centre manager of County Mall, Crawley is pictured right presenting a pack to a class from a local school.



First Choice extends sponsorship through 2007



After receiving tremendous feedback from families, First Choice the Tour Operator has extended its partnership with Family Safe Plus through 2007. Family Safe Plus allows the safe storage of important information and personal details that can help families wherever they travel.

Product Manager Luke Gaskins is pleased to extend the partnership. "This service has been really well received and we are delighted with the feedback from our retail stores. The service can provide additional peace of mind for our customers when they are on holiday".

Current Child Safe Zones

County Mall, Grays, Kingfisher, Eastgate, The Mall Eastgate, Treaty Centre, Clock Towers, The Maltings, Newlands, Airedale, Festival Place, Touchwood, Swan Walk, The Lewisham Centre, The Brewery, Regent Arcade, Beechwoods, Cameron Toll, The Beaumont Centre, The Quays, Merseyway, Darwin/Pride Hill, Telford Shopping Centre, The Royal Quays, Freeport Fleetwood, Junction 32, Lakeside Village, Freeport Talke, Freeport Braintree, Clarks Village, Atlantic Village, Manchester Arndale, Canary Wharf, Templars Square, Fairgreen, Rochdale Exchange, Manchester City Centre, Birmingham City Centre, Bullring, Pallasades, Pavilions, Markets, Crompton Place, Galway, Laois, Donaghmede, Letterkenny, Longwalk, Whitgift, West End, West Wittering, Weymouth.

Feature

Using Child Safe as a Marketing Tool

Child Safe helps toddlers who are lost, anyone losing or finding a child, anyone worried about a child-related issue and teenagers out on their own who need help or have a concern. However, Child Safe is also a powerful marketing opportunity, where it can be used to proactively advertise and promote centres to families, schools and the community.



Through sponsors & supporters, H Tempest, First Choice, the NAHT & the NCPTA, Child Safe will reach over 5 million families & 60,000 schools in 2006. Each of our Web Services will feature our **'Find your nearest Child Safe Shopping Centre'** search button. All Child Safe Shopping Centres are given partner status within our www.schoolhols.co.uk and www.schooltrips.co.uk search sites. They will also receive sponsored link advertising within Google, with individual Google adds linking directly to a centre Web Site.



Promotional Opportunities

Child Safe provides many opportunities to promote centres as 'family friendly', either through posters as featured below, additional website information, direct mail information, school promotions, window sticker competitions and co-branded information or safety fact sheets.

Although Child Safe provides generic leaflets and wristbands etc, we are happy to provide artwork and allow centres / towns to develop their own branded materials, or add a logo to our wristbands. A Family Friendly website feature, will allow centres password controlled access to a co-branded page, where centres can promote offers, information and discounts from retailers and concessions directly to families.

If you use external PR or Marketing companies Child Safe can offer either cost saving alternatives or assist these companies in promoting your centre across the community.

