



Child Safe - Update

ZONES

County Mall
 Grays
 Kingfisher
 Mall East Gate
 Eastgate
 Treaty Centre
 Clock Towers
 The Maltings
 Newlands
 Airedale
 Festival Place
 Touchwood
 Swan Walk
 Regent Arcade
 Beechwood
 Lewisham
 Cameron Toll
 The Brewery
 Darwin Centre
 Pride Hill
 Telford
 The Quays
 Beaumont
 Merseyway
 Royal Quays
 Freeport
 Castleford
 Freeport
 Fleetwood
 Lakeside
 Village
 Freeport Talke
 Freeport
 Braintree
 Clarks Village
 Atlantic Village
 West Wittering
 Weymouth

News

18 new centres set up in the last 6 months...

A busy spring / summer have seen the number of Child Safe Zones grow to 35 including firsts for Child Safe in Scotland and Northern Ireland, where The Quays welcomed Newry shoppers with 'striking' car park hoardings.



In early summer, Telford and Shrewsbury brought Child Safe to Shropshire. Victoria Gibson, Darwin Centre Manager was delighted, "The scheme has been very well received, our centre is already a safe place for families to come to, but anything we can add which will enhance this, has to be of benefit to parents". In high summer a successful 'tour of the realm' established eight new zones as the Realm Outlet Centres were set up across the country.

Birmingham set to become the first Child Safe City!

The Birmingham City Centre partnership is to bring together several shopping centres including the Bullring and the City Centre itself, to create the first city wide Child Safe Zone. With Manchester Arndale and Canary Wharf in London also setting up this autumn, it's going to be a high profile run up to Christmas.

The balloon flies abroad...

In January next year the Fairgreen Shopping Centre in Carlow, Southern Ireland will become the first zone outside of the UK; and with interest for Child Safe coming in from across the world the orange balloon can look forward to more trips abroad in 2006.

Pat Morgan joins Child Safe

Child Safe is delighted to welcome Pat Morgan who joins in a consultancy capacity this autumn. Pat who enjoyed seven very successful and happy years with Shopping Centre magazine recently left to run his own business.



GMTV says Good Morning to Child Safe Beaches...

It was an early start for Child Safe in more ways than one, when GMTV who were featuring the launch of the first RNLI Child Safe Beach at Weymouth as part of their 'Child Safety Week', decided to bring forward filming at short notice.

After some hasty reorganising and a mad dash to Dorset everything came together and the Weymouth Child Safe beach scheme was successfully launched.

With support from Walls, Unilever and the surrounding holiday parks, the scheme aims to help the RNLI lifeguards manage the safety of one of the busiest beaches in the UK. On a busy summer's day lifeguards are involved in over 50 lost child incidents. In one high profile incident this summer a 4 year old had wandered 2 miles away, but was happily reunited with mum through a wristband. Over the next two years the RNLI plan to set up all their life guard beaches.



Major UK Tour Operator to partner Child Safe

From 2006 all families travelling on holiday with one of UK's leading Tour operators will receive the Child Safe family registration product, Family Safe *Plus*⁺, free, as part of their package cost.



Feature

Child Safe School Trip Service

Child Safe has joined forces with the National Association of Head Teachers to help improve the safety of children on school trips and to create a national service specifically aimed at increasing the number of trips by raising educational and safety standards.

www.childsafeschooltrips.co.uk
www.schoolhols.co.uk

Communication between schools and venues

A major issue facing a teacher on school trips concerns potential hazards at the venue. If a teacher knows about a hazard they can educate the pupils and take appropriate measures to ensure that it does not become a problem. The Child Safe Schools website provides an interface for schools to search for a venue and read about any potential risks prior to their visit. This website, and its sister site for school holidays, provides trip-related information on over 7,000 destinations in the UK. The information includes:

- Health & Safety
- Contact details
- Education programs aimed at schools
- Emergency procedures
- Guided pre-visits



Messaging Service, Lanyards & Wristbands

The second part of the School Trips service, a simple trip management and messaging service allows teachers to keep parents informed during a trip. A help line number and school ID will enable a parent or venue to communicate directly with a teacher on a trip when necessary. Bright school lanyards and wristbands carry the school ID & helpline number. As well as clearly identifying a child as part of a trip, they enable someone finding a child to contact a teacher quickly.



Benefits to a Shopping Centre

All shopping centres setting up as a Child Safe Zone will be able to nominate two primary schools who will be given a free 'school account' and be provided some complimentary discs and wristbands.

Child Safe will also provide other materials and safety products at cost, if centres wish to develop school relationships further. Centres can also have a free entry onto the 'school trips' and 'school hols' websites.

For More Information

A full explanation of the scheme and its benefits are available from Child Safe, but in essence; it communicates safety procedures and provides useful accessories and signage. This can help 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. As a marketing tool it makes a positive statement that a centre is a safe and family friendly environment.

For more information please contact Richard Manville at Child Safe on 01444 892203, or via email address info@childsafezones.co.uk.