



PROSPECT
SHOPPING CENTRE

AMY'S GARDEN

WORKMAN ENVIRONMENT AWARDS

2017





BEFORE



AFTER

PREPARE FOR TAKE OFF

Amy's Garden is a community seating area outside Prospect Centre, which surrounds a statue of aviation pioneer Amy Johnson.

The centre has been home to the statue since 1974 and its dishevelled state was sparking controversy in Hull as the city prepared to host The Amy Johnson Festival to commemorate the 75th anniversary of her death.

It was a prime opportunity to enhance the area and support Amy's legacy in the city, while creating a pleasant space for visitors and the community to enjoy.

Preparation for the launch was minimal, since the plants were already available from the greenhouse and we could recycle the soil from the rooftop allotment.

The team rallied round and got stuck in making the seating area and containers for the shrubbery, which was also a fantastic team building exercise.

In just one short week the garden was complete and being enjoyed by members of the public.

AIMING HIGH

The success of Prospect Centre's rooftop allotment, which launched a year prior to Amy's Garden, had been a catalyst for a number of projects since its launch including a bee hive and a fully-fledged greenhouse.

The greenhouse enabled the centre to become completely self-sufficient in supplying the hanging baskets which align the centre externally, saving us a staggering £4000 per year and significantly reducing the centre's carbon footprint. Therefore, a community garden seemed like the perfect solution to transform the statute.

The objective of the seating area was to encourage more people to purchase their "food-to-go" from the centre and increase dwell time by providing a pleasant area for people to sit and eat outdoors.

We were also keen to expand the number of bee hives on the roof, which was proving difficult due to the lack of food source in the city centre that allows them to thrive. The creation of Amy's Garden has made that possible.





ALLOT OF WORK

The maintenance of Amy's Garden, the greenhouse, the bee hive and the rooftop allotment warrants the requirement for a workforce to tend to it permanently for up to 30 hours per week.

We have partnered with The Work Company, an agency that helps some of the city's most vulnerable back into employment, and we have job opportunities for people up to 30 hours per week.

Our green-fingered community volunteers who tend to the rooftop allotment also help with the maintenance of Amy's Garden, which provides a fantastic central space for everyone to work together to create a more sustainable environment.

As a result of the above, the cost to maintain Amy's Garden is relatively low. We also harvest the rainwater to water the plants and the only thing we have to pay for now is new seeds and bulbs.

A SMOOTH RIDE

In its first three days of existence it already proved to be a massive success. Dwell time on the centre's demise increased on average by 10 minutes and sales increased for our Gregg's store as people now had somewhere pleasant to sit and eat their lunch. It also provides a fantastic backdrop for our summer events and encourages more people to sit, watch and participate in activities we have going on.

The feedback we have received from visitors is fantastic and it also encourages more people to sit and watch our outdoor events during the summer.

Ronald Tyson, of east Hull, was enjoying a well-deserved break and taking advantage of the new space. He said:

"I think it is a very good idea. It is stylish, sensible, modern and something that is needed."

Tilly McNulty, 18, was enjoying some lunch with her friends. She said:

"It is nice to have more space. It is just nice to have somewhere different to sit. If there was nowhere to sit, I probably wouldn't have got dinner, I would have gone home."



One Great Day 2017



'Ullympics 2016



One Great Day 2017



A HIVE OF ACTIVITY

Since the installation of Amy's Garden, which is the biggest eco development to date since the rooftop allotment, Beverley Bee Keeper's Society has granted us permission to install a second bee hive on the roof as there is now more food for the bees to thrive.

The dramatic decline in populations of a lot of bee species is a well-documented problem and projects like this all help to keep them part of the UK habitat. The more bee hives we install the bigger the impact on other local plantation from the increased pollen.

The bee's are expected to produce up to ten kilos of honey this year, which will double after the second installation. This will be donated to local charities to benefit some of the city's most vulnerable people such as the homeless.

Local school children will also be invited to visit the urban eco habitat to understand more about the nature of bees.

Prospect Street in Hull has new street seating installed

By Hull Daily Mail | Posted: July 01, 2016 | By Sophie Kitching

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PLEASANT: The new outside seating area outside the Prospect Shopping Centre.

A STATUE of aviation pioneer Amy Johnson in Hull city centre has been given a new lease of life in time for the launch of the **Amy Johnson Festival**.

An area surrounding Amy's statue in Prospect Street has been turned into a "pleasant" seating area for shoppers and passers-by to enjoy. And the seating is to be permanent.

It took the team at Prospect Centre less than one week to transform the area, which includes wooden seating surrounded by plants.

Today, shoppers could be seen enjoying a few minutes rest or taking time out for a bite to eat.

Ronald Tyson, of east Hull, said he thinks it is a great addition to the area.

He was enjoying a well-deserved break and taking advantage of the new space.

He said: "I think it is a very good idea. It is stylish, sensible, modern and something that is needed."



Tilly McNulty, 18, was enjoying some lunch with her friends.

She said: "It is nice to have more space. It is just nice to have somewhere different to sit.

"If there was nowhere to sit, I probably wouldn't have got dinner, I would have gone home."



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Recommended Local Listings

Flowers By Rasa
 FLOURISTS
 11 Dunstall Street, Scunthorpe, DN15 8LD
 ☎ 07562 1...

Humberside Wills
 WILL WRITING SERVICES
 82 Westborough Way, Hull, North Humberside, HU4 7SW
 ☎ 01482 3...

Westlands Heating
 BOILERS SERVICING AND REPAIRS
 287-291 Cleethorpe Road, Grimsby, DN31 3BH
 ☎ 01472 4...

Lee Appleton, centre manager at Prospect Centre, said there has been a great response.

"We couldn't have asked for a better reception from the public to Amy's Garden," he said.

"It has been an enormous success in its short few days of existence, with shoppers flocking to enjoy their lunch there and it fantastic that our Greggs store has also reported an increase in sales since its installation."



The Amy Johnson statue with new seating

He said the celebrations to mark the 75th anniversary of Amy's death was a prime opportunity to enhance the area and support Amy's legacy in the city.

"As proud sponsors of a Moth for Amy, we wanted to create a pleasant space for visitors and the community to enjoy and with the launch of the festival on Saturday, it couldn't be more timely," he said.

And this is said to be "just the beginning" for Amy's Garden, with further plans in place to install educational plaques that tell the journey of Hull's Queen of the Air.

READ ALL ABOUT IT

Amy's Garden has also raised the profile of the centre on a local and national level through positive press coverage.

THE SKY'S THE LIMIT

This is just the beginning for Amy's Garden. We have further plans in place to install educational plaques that tell the journey of Hull's Queen of the Air, which will form part of the workshops for local school children being ran by EMS (Environment Management Solutions).

The bee's are expected to produce up to 10 kilos of honey this year, which will double after the second installation.

This will be donated to local charities to benefit some of the city's most vulnerable people such as the homeless.

This summer will also see the relaunch of our successful Busk Central initiative, which originally invited local musicians to perform in the centre to keep warm during the winter months.

A survey we carried out suggested people would be more likely to purchase food and stay longer if there was live entertainment. Amy's Garden now provides the perfect area for this to take place and for visitors to sit and enjoy.

