



**PROSPECT CENTRE
ROOFTOP ALLOTMENT**

**GREEN APPLE
AWARDS 2017**



OVERVIEW

As part of its commitment to environmental sustainability and reducing the carbon footprint of the shopping centre, Prospect Centre has put in place a number of environmentally-friendly initiatives.

These initiatives, such as the introduction of a rooftop allotment and beekeeping facilities to house thousands of bees, are now nationally-renowned and have won many local and national awards, including a Green Apple award.



OBJECTIVES

Prospect Centre set out the following goals as part of its environmental initiatives:

- Establish Prospect Centre as environmental pioneers
- Reduce the centre's carbon footprint
- Gain credibility from a leading environment agency
- Create annual savings for the centre and retailers
- Achieve regional award recognition
- Reduce the food mile effect

WINNERS: Hull Daily Mail's Pride of East Yorkshire Awards 2015, Business in the Community Award

WINNERS: Workman Environmental Awards 2016

FINALISTS: The Humber Renewable Awards 2016, Engaging the Community Award

This initiative has also been praised on social media by the likes of the Cambridge University Botanic Garden and retail giant Marks and Spencer, which shared an article on the allotment to its 535k followers.



THE ROOFTOP WHEN IT LAUNCHED IN 2015



THE FULLY-FLEDGED ROOFTOP TODAY



THE ALLOTMENT

The rooftop allotment has grown rapidly from the initial ten plots that it boasted and it now warrants the requirement for a workforce to tend to it permanently, as well as the greenhouse that we've been able to install on the service yard.

Prospect Centre has also partnered with The Work Company, a regional agency that helps people who are struggling to find work back into employment. People have learned new skills on the allotment in order to help them seek further employment.

The Centre has also worked with Hull HARP to donate the fruit and vegetables to aid their activity. From the produce they have been able to make roast dinners for between 15-30 people every Sunday for six weeks.

Now the allotment is fully fledged, we asked EMS to carry out a risk assessment and the area has been deemed safe for children.



BEEKEEPING

The colony of honey bees is a first for Hull city centre and now has produced its first jars of honey.

Working alongside Beverley Beekeepers Association, the unique eco project has been developed to a high standard.

Local schoolchildren have been invited in to visit the urban eco-habitat to understand more about the nature of the bees.

The allotment provides a great resource for the bees to gather pollen.

OTHER INITIATIVES

Alongside the allotment and the bees, the development of Amy's Garden on Prospect Street has created a visually impactful and environmentally-beneficial area on one of Hull's busiest high streets.

The team decided to give it a new lease of life in time for the launch of the Amy Johnson Festival in 2016. Thanks to the savings made by the allotment, it took the team at the centre one week to transform the area surrounding the statue in to a pleasant area for shoppers and passers-by to enjoy, which includes wooden seating surrounded by plants.

It has been an enormous success and after just three short days of it being installed shoppers were flocking to enjoy their lunch there and our Greggs store also reported an increase in sales since its installation.





RONALD TYSON



HARRIET SMITH, TILLY MCNULTY AND HANNAH GREEN

SURVEY SAYS...

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."



IN THE NEWS

The regional press coverage both online and radio for this project has been incredible. There has been a keen interest at every stage, including the launch of the allotment, installation of the bees, collaboration with homeless shelters and development of Amy's garden.

We have worked out the EVA amounts to more than £20,000.



HARVEST HELP: Food grown on the new rooftop allotment at Hull's Prospect Shopping Centre has been given to Hull Homeless and Rootless Project (Hull Harp). Centre manager Lee Appleton presents Hull Harp volunteer David Nolan with some fresh produce. Picture: Kate Woolhouse



NEWS

Rooftop allotment taking shape at shopping centre

Green-fingered volunteers help create plots as part of environmental project

HULL'S first city centre allotment is taking shape on the roof of a busy shopping centre.

Green-fingered volunteers are helping to create a rooftop allotment at Prospect Shopping Centre in Brook Street.

The community-led project will be run in partnership with Environment and Management Solutions (EMS), which is based in Preston Road.

When complete, the allotment will boast more than ten plots of newly planted seeds and crops, which the volunteers will be able to tend to and, once harvested, they will be able to take it home and eat it.

Jan Boyd, chief executive at EMS, said: "We are delighted to work with Prospect Shopping Centre on its first community allotment.

"This is such a great initiative and it's really positive to see so many local people already starting to volunteer to help the centre with its project."

The environmental charity supports communities in east Hull to decrease their carbon emissions, helping them to save money on their household bills.

EMS currently runs regular workshops at East Hull Community Farm and is also backing plans to introduce a new city farm in Hull, which will be housed in old shopping containers.

They hope to welcome further volunteers who are interested in getting involved in the allotment project across the city.

"We are always looking to match keen gardeners, or those just interested in having a go with local initiatives," said Mrs Boyd.



COMMUNITY: Sam English tending to plants on the rooftop allotment. Picture: Peter Harbour

Alot of work for a fruitful scheme

Those who need it most are given fresh fruit and vegetables, thanks to the city's first city centre allotment at Prospect Shopping Centre.

Green-fingered volunteers have created the rooftop allotment, which is a community-led project, run in partnership with Environment and Management Solutions (EMS).

It boasts more than ten plots of newly planted seeds and crops and the aim is to bring the community together and encourage people to think about their food from field to fork.

Prospect Shopping Centre has long been committed to pioneering environmental schemes and has won awards for its eco-friendly initiatives.

It was this initiative and all the charity fundraising staff at the centre do, which earned the Prospect Shopping Centre the Business Award to the city's first city centre allotment and this award is testament to the time and effort invested into making it a success.

"Our team have all rolled their sleeves up and really dug in to get this project of the ground and we are all proud to be growing fresh produce that is donated to some of the city's most vulnerable people.

"The sense of pride and achievement we are enjoying as a result of providing the blue community with such a valuable resource is unbelievable.

"The awards ceremony was a fantastic event and we all felt humbled by Hull's real community heroes and the difference they are making. Hull is without a doubt a city to be proud of."

Mr Appleton was surprised by his team when he won the award.

He said: "We are delighted to have won.

"We have been absolutely overwhelmed by the level of support and positive feedback for our rooftop allotment and this award is testament to the time and effort invested into making it a success.

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Raising the prospect of a fruitful space in the city

In the heart of Hull, a new allotment garden is thriving on the roof of a shopping centre.

The Prospect Shopping Centre has a new rooftop allotment garden in the heart of Hull. The allotment is a community-led project, run in partnership with Environment and Management Solutions (EMS).

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Roots growing around the city

ROOTED in Hull is another new environmental project that plans to make the city a greener place.

Organisers of the roaming city farm in the centre of Hull hope the site will be built in old shopping containers or derelict land.

The environmental project encourages residents in the city to grow their own food.

Developers also hope to build a shop and cafe, which will sell produce grown on the farm and educate people about the food they eat.

Preparing the city's first rooftop allotment

Hull's first city centre allotment is up and growing thanks to the Prospect Shopping Centre.

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PROUD: Lee Appleton, centre manager at Prospect Shopping Centre. Picture: Jack Harland

which earned the Prospect Shopping Centre a nomination in the Pride Awards.

Lee Appleton, centre manager at Prospect Shopping Centre, said: "I didn't even know I had been nominated for the

was a very nice surprise.

"The whole team at Prospect Shopping Centre have worked really hard to establish ourselves as one of Hull's most community-focused shopping centres. "I'm proud to have been

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