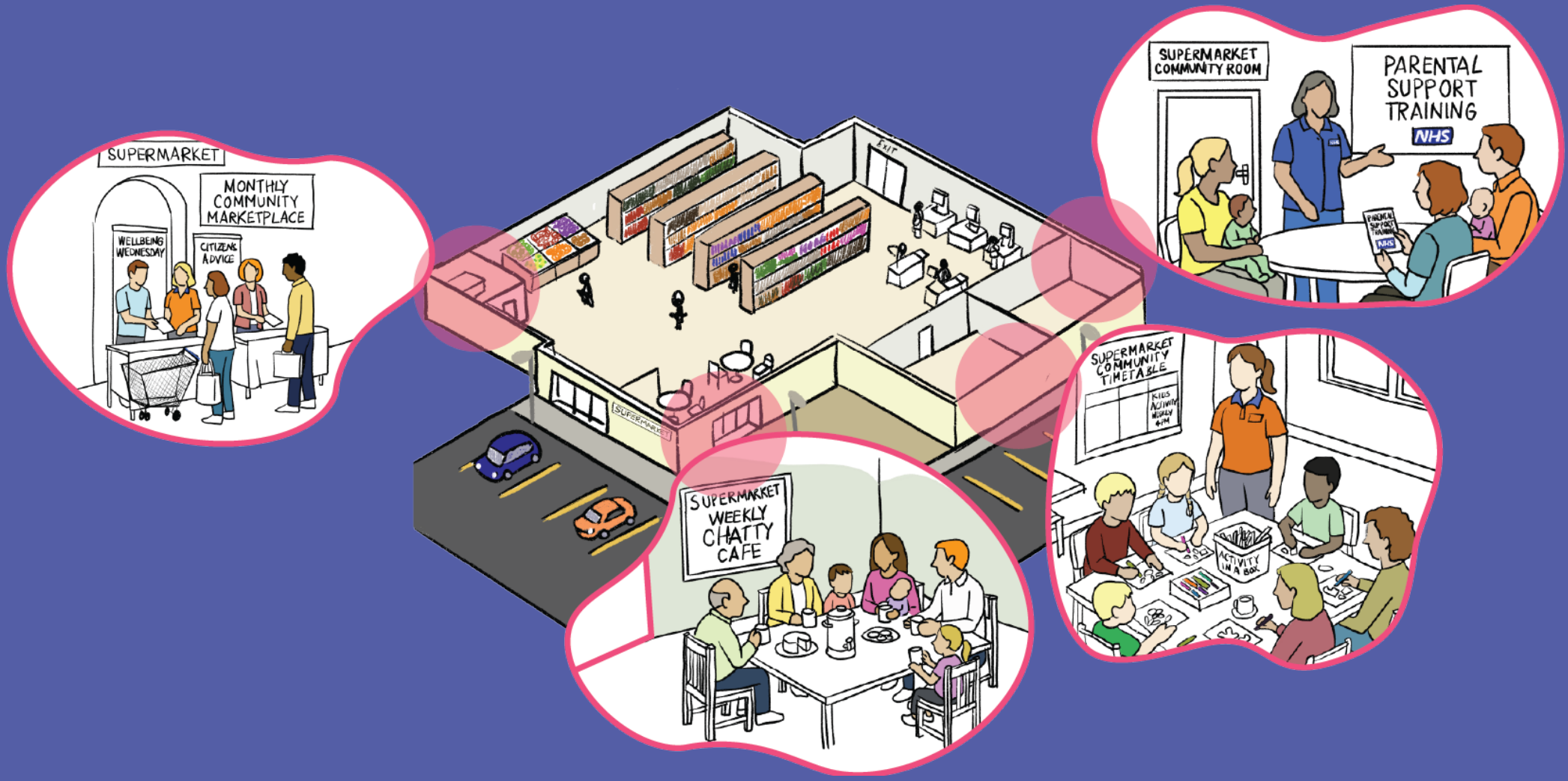
Our Space: Opening up your store to support communities - A guide for supermarkets



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COMMUNITY FUND

Written by Neighbourly Lab

Foreword

We all have experiences of supermarket shopping. Everyone visits in ways that suit them, whether a weekly shop, to pop in and grab your dinner ingredients or as a destination in itself. They are also seen as vital spaces for connection for people, for opportunities to chat to staff, sit and meet a friend in a cafe or pick up a prescription; they are increasingly able to offer a range of services for their customers.

That's why, when Neighbourly Lab thinks about supermarkets, we are excited by their potential to reach and connect with people, especially those that are isolated or lonely, have poorer health outcomes and are missing out on the benefits of community based support and social connection to support their own health and wellbeing. We feel that there is a huge 'space' asset that is often underutilised and has huge potential to offer the communities they are located in.

Thanks to the generosity of the National Lottery Community Fund, a selection of Asda and Tesco supermarkets in Glasgow, Birmingham and Sheffield and local public and community organisations in each location, we were able to put our hunch to the test and see whether supermarkets and their underutilised spaces could play more of a supportive and connecting role for local residents.

Whilst it is a simple idea in theory, in practice there were challenges to overcome - such as the practicalities of working with large supermarket brands with competing priorities, differing remits of supermarket staff as well as working with small, yet busy local organisations trying to deliver their own support offer. It was all valuable learning.

The idea of reaching people in a place and space the community visits was welcomed by local organisations and the opportunity for internal activity supported various Community Champion roles and ambitions of benefiting the community. We also saw a great interest and participation from supermarket staff that supports the notion of increasing their wellbeing. Customers enjoyed participating in activities and finding support and appreciated that this was available in their supermarket.

We have turned these insights into a range of engagement models to make it easy for supermarkets to open up their space to support their communities, get the help and support they may need and increase their social connection. We really hope you can see the opportunity and social value in implementing this in your stores.

About this Guide

We have developed this guide to make it simple and easy for supermarkets to open up their spaces so customers can get the necessary support and advice when they need it and meet and mix with people reducing their social isolation.

It is written for Head Office Staff and Store Managers to read at a high level with practical ideas and steps for Community Champions (or similar roles) to adapt. It helps you to recognise the assets in your stores and understand how they can be mobilised for better social value whilst also meeting your business objectives.

This guide has been created from insight of trials in stores across the UK and sets out how supermarkets can offer their space for wider community use whilst also supporting their social value goals.

- It takes you through the **assets supermarkets** have of Space, People and Organisations, Activity, Business Operating Environment and Local Context and the steps needed to understand these as a starting point.
- It recognises the **supermarket staff** that need to be involved in developing and delivering this initiative and what their roles need to be.
- It provides **four adaptable models** with practical steps on implementation for supermarkets to utilise depending on their assets. Under each we identify the strengths of the model, the space and people needed and share a range of activity ideas.

Our work recognises the key role supermarkets play in our communities as a business and therefore the insights and recommendations follow these principles:

- To be easy to implement and fit with your current operational needs.
- To work commercially for you to retain and attract new customers.
- To become sustainable and become part of your social infrastructure.
- To have opportunities to increase your staff wellbeing.

If you would like further information about this programme of work, please see our report *'Understanding the role shops and supermarkets can play in supporting community health and wellbeing: An insights report and guide for local services.'* This shares the learning of a two year innovation trial thanks to funding from the National Lottery Community Fund.

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1. Introduction

Why is there a need for community space?

Disparities in health and wellbeing in the UK have been growing, particularly between 2010 and 2020, when life expectancy improvements slowed, especially in deprived communities. These health inequities stem from the 'wider determinants of health', such as unequal access to education, housing, employment and social infrastructure. Focusing on the latter, several factors have contributed to a decline in places to connect, including the closure during the COVID-19 pandemic of many community spaces, austerity measures reducing public sector provision of buildings, and the ongoing cost of living crisis limiting people's budget for social activities.

There is therefore a need to support the development of happier, healthier neighbourhoods where people meet and mix easily and can participate and flourish - in other words be socially connected. Research shows that social connectedness can lead to longer life, better health, and improved well-being. It can also contribute to more deeply connected communities that are healthier, safer, and more prosperous. (World Health Organization, 2023)

The importance of connected communities is emphasised as a protective factor for health, building resilience through mobilisation of local resources and social relationships to address challenges like poverty and isolation, and to cope in times of crisis. There is a need for sustaining existing and creating more community spaces to facilitate connection across our places to support this ambition.

Why Supermarkets could be part of a solution

Supermarkets have been part of all our lives and they are often vast spaces in and around our communities where people feel safe to visit for a weekly shop and are open much longer hours than other retailers and services. This huge asset and therefore opportunity is with the space you offer and the value a supermarket visit has for many customers such as addressing loneliness (Marks and Lee, 2024).

Supermarkets are best placed to support residents get the necessary support and advice when they need it and meet and mix with people reducing their social isolation because:

- You already do this as part of your role as a convener and provider as a place of infrastructure in our communities.
- You have a unique position to achieve these goals by providing a space and opportunity that few other organisations or settings can do.
- You have social value ambitions that align with this to support the community and your local staff's wellbeing.

Supermarket Community Champions

Most large supermarkets have a ‘Community Champion’ or similar community role that holds a remit of community value for your supermarket. They are best placed to deliver on these initiatives because:

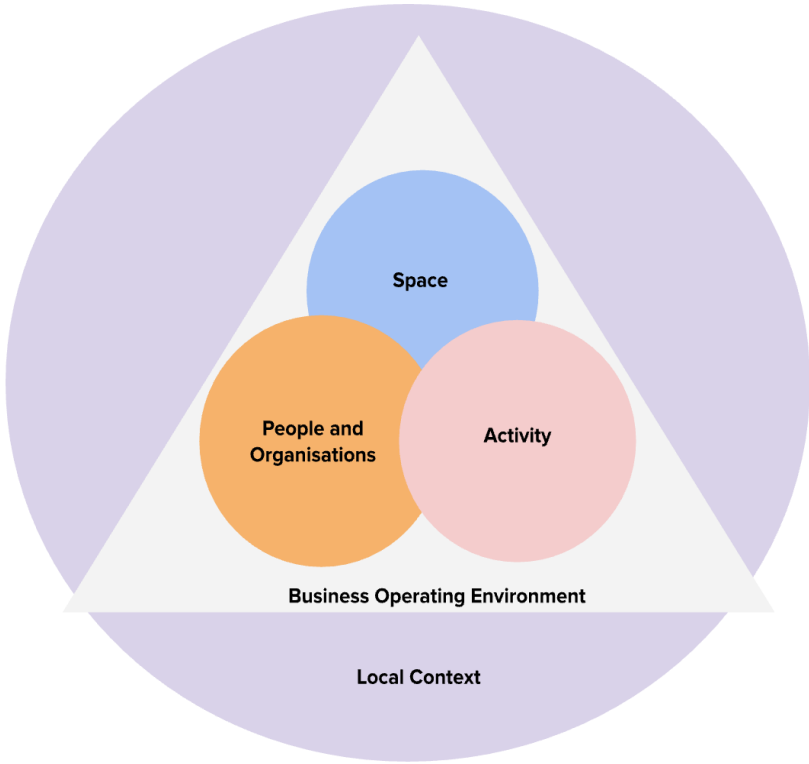
- The role of Community Champions is common amongst supermarkets and your key asset for your community value work.
- They are the natural connection between the store and local community organisations and the public sector.
- As a collective group of champions they can support one another across their locations.

We recognise that although this feels a natural fit each organisation will need to adapt the remit and role description of your Community Champion to enable this to take place. This guide has been written with their role in mind. However both Store Managers and Head Office staff are vital to the success of these initiatives and can follow the recommendations in section 5 to best support their Community Champions deliver and succeed.

2. The opportunity in using supermarket assets for social value

Throughout the trials we identified a range of influences on the ability to mobilise supermarket spaces for social goals. In deciding whether these assets could be mobilised as part of local support, it was important to find out about context and influencing factors. Five interrelated factors shaped our hypotheses and guided the models we tested:

- **Space**
- **People and Organisations**
- **Activity**
- **Business Operating Environment**
- **Local Context**



As Supermarkets, you can mobilise your underutilised spaces in store to provide opportunities for social connection and gathering and information giving and awareness raising for your customers and local communities. The following table identifies the strong assets you have and the opportunity they provide for your business and customers.

Supermarket Asset	What you have	The opportunity
1. Space	• Underutilised space that can look empty / unloved, such as quiet or closed cafes/ concession spaces, foyers, community rooms, car parks.	• An opportunity to fill your supermarket's spaces with exciting activities to create a buzz of activity for your customers and attract new customers with the offer of information sharing and social connection in a place they regularly visit.
2. People and organisations	• Loyal customers who regularly visit your store. • Staff that are members of your local community, especially Community Champion roles. • Existing partnerships with local organisations through your existing community initiatives and nationally through partnerships.	• Offering ways for your customers to socially connect and bet support when needed in your stores. • Increase your existing partnership opportunities and find new ones by responding to local community needs. • Utilise skills and connections of Community Champions to bring in the community to the store. • To increase staff wellbeing and job satisfaction by enabling them to engage with your social value goals.
3. Local Context	• Data on customer insights. • Are a key resource to the local community.	• To offer locally appropriate opportunities and solutions for your customers and the community which includes your staff. • To be seen as a supporter of the local community you operate in.
4. Business Operating Environment	• A huge brand that has dedicated customers visiting your space on a regular basis. • High level processes and agreements across the company. • Social value targets. • Open 7 days a week with long opening hours.	• Running a range of community focused activities can add to the social value you offer, benefit your marketing, increase customer brand loyalty and attract new customers to your store. • Can be a way to focus promotions based on activities. E.g. Food sales alongside healthy eating sessions. • Offers a vast range of times and days activities can take place through a community timetable.
5. Activities	• Lots of ideas, examples and resources for activities that can take place in supermarkets. • Contacts with organisations with activities to run who need space.	• To utilise existing resources created from your partnerships as an engagement tool. (E.g. colouring activities for kids created by a charity partner) • To offer space for activities to be run by external organisations to support their community engagement.

3. The steps to set-up your supermarket community space

Here are five steps that a Community Champion or equivalent role can do to get you set up to offer your space for the community based around the five key assets you have in your supermarket.

1. Space

Identify what space you have and how it could be used.

2. People and organisations

Identify the people and organisations you have or want as your stakeholders.

3. Local Context

Understand your local community needs and how your space and people could support that.

4. Business Operating Environment

Understand your supermarket business context of what is possible.

5. Activities

Decide on what activites can run.

1. Space

Why this is needed

- Space is the asset that all supermarkets have to offer the community. It's important to identify what spaces in and around your store you are able to offer for the community models to set you up to run any of the models.

What to do

- Identify spaces that can be utilised. Do you have a cafe that closes at 5pm that then sits empty? Or is your store cafe permanently closed in a prime space? Is there an empty concession store? Foyer space, Do you have a community room that could be utilised further?
- Ensure sign off of the space is agreed with the store manager and/or head office.
- See if you are able to fill the space with tables and chairs either permanently or temporarily for activities.
- Identify facilities close by such as location to toilets, visibility for customers, access, temperature, wall space, storage, plugs, etc. This will be useful to share with organisations coming in to use the space.
- Consider how to make the space inviting - by painting the walls, adding furniture, signs and plants.
- Create a visual of the space for marketing materials to help advertise it to external organisations.

Hints and tips

- Ask the community to help out by decorating the space.
- Refreshments are a real benefit to running activities and groups - how can the store support this for groups whether reduced costs in the cafe/ offers or by providing self serve refreshments.

Watch out

- Buy-in is key from head office and store managers - get an agreement in place in case of staff changes.
- Consider your internal insurance processes for using the space.

2. People and Organisations

Why this is needed

- People are at the heart of the community as your customers, your colleagues and external organisations all working to support your local area needs. It's important to build connections to support the delivery of these models from the start.

What to do

- Reach out to your local council as they have a remit to reach and support the community in your area and know about the priorities. They will be able to suggest further connections and activities that could take place.
- Reach out to existing networks through your work with community/grants with your new offer of space.
- Your local VCS are a great way into what's happening in the voluntary sector and a great way to share your space opportunity and build connections.
- Attend local community gatherings/ meetings etc to wider networks.
- Consider your stores existing partnerships to see how they can be part of this. Charity partners, brands etc can be great opportunities to host and deliver activities in store.

Hints and tips

- Identify your Head Office support.
- Your colleagues are also your allies and community - utilise their support and connections.
- Use the suggested stakeholder list in the appendix to see who to reach out to.

Watch out

- Priorities of Store Managers will differ. Ensure the community opportunity is high on the agenda and give regular updates to show progress and impact.
- Ensure there is an agreed protocol for what organisations can use the space and how they can use it for all to see.

3. Local Context

Why this is important

- The success in offering your space will ultimately depend on the needs of your local community.

What to do

- Utilise your supermarkets data insights to understand your community demographics, local need, etc
- Engage with local organisations and partners to understand the needs they are trying to address to ensure they are matching so you have a joined up approach.

Hints and tips

- Local insight is key to every store to ensure the activities you run are suitable and have the potential to succeed.
- People and organisations are key to getting your insights on the local context.

Watch out

- One size does not fit all, be careful of a national roll out idea that doesn't suit your customer/ community profile.

4. Business Operating Environment

Why this is important

- It's key to understand the operating environment of your store, what is flexible, what is fixed and how this all links to your wider company goals.

What to do

- A community timetable is a great way to start developing activities in store. Look for a good space customers will see to place this. (a chalk board enables it to change on a regular basis)
- Get a written Internal agreement of the space, this may need to be flexible depending on store needs.
- If it doesn't exist, set up a booking system for organisations to request the space. Ask for head office support to implement this.
- Ensure the booking calendar can be seen across the store so managers, cleaners and others with booking rights so there is a coherent understanding of the space.
- Plan your advertising of the activities and see who in your people network can support.

Hints and tips

- Fill a timetable with activities in store so customers get used to seeing opportunities and regular opportunities for information and engagement. This could include things like quiet hours for those with sensory needs or meet the Community Champion drop ins. The more normal it is the more it will become a routine.
- Regular slots will help your external partners plan and deliver their services in your space.

Watch out

- Business needs can prioritise community activity. Be prepared to be flexible and negotiate depending on what is needed by the Store Manager and Head Office.

5. Connecting and Supporting Activities

Why this is important

- This is ultimately what your customers will be engaging with to either increase their social connection and/or link them up with the support they may need. The opportunities are endless!

What to do

- Consider the space and people you have available as to what activity may be possible (see summary of the models in section 4.)
- Look at what resources you have in store already such as through charity partnerships that can be an activity you can run. E.g. using activity packs/colouring sheets (see list in Appendix for ideas).
- Run an engagement session with customers about what they would like to see in the space you have identified.
- Refer to your supermarket data to support you to understand the needs of the community as well as the best times for the models to run. i.e. quiet or busy times, after school, evenings etc.

Hints and tips

- Run engagement sessions with customers to get their views if they have a say they will be more likely to engage with it. Look at different times of the day and week/ online and in person ways to leave ideas.
- Opportunities are endless in what can take place, be imaginative!

Watch out

- Be sure to have agreed policies and agreements in place in your store for different types of activities to run. E.g. are electrical items needed (urns, cooking facilities).

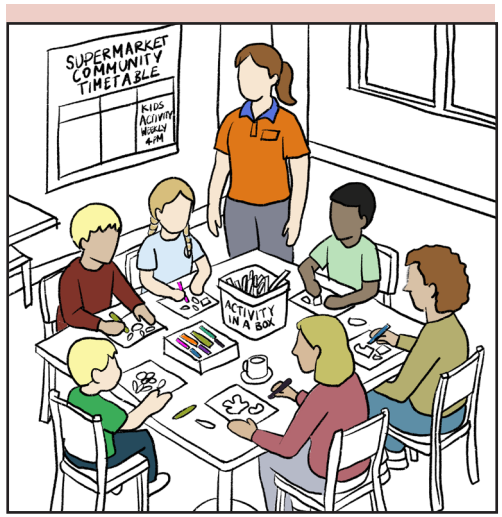
4. The four models you can use in your supermarket

We have produced four different models to help you support your local communities, through the spaces you have:

1. Marketplace

2. Talk and Support Space

3. Living and Learning



4. Ready-to-go Sessions

The table below shows what supermarket assets are needed to deliver each of the models.

	Activity	Space	People and Organisations
1. Marketplace	• Information exchange by local organisations on various themes such as health, financial advice etc.	• Thoroughfares, cafes, empty spaces. • Space for pop up banners, small tables.	• Run by external organisations such as the public sector or charity/ voluntary groups. • Engages with customers in store.
2. Talk and Support Space	• Private space in store for organisations to utilise for the community. E.g. community meetings, training.	• Community room or closed space. • Needs tables, chairs and refreshment options.	• Run by external organisations such as the public sector or charity/ voluntary groups. • External organisations responsible for those that attend.
3. Living and Learning	• Existing activity formats that can be run in the space. E.g. coffee mornings, cooking demos, exercise classes.	• Cafes, empty spaces. • Needs tables, chairs and refreshments available.	• Run by external organisations such as the public sector or charity/ voluntary groups. • Engages with customers in store.
4. Ready-to-go Sessions	• Simple, easy to run activity formats, E.g. Colouring sessions, craft activities, board games, that can utilise existing partnership resources or frond in store.	• Cafes, empty spaces, community rooms. • Need table and chairs.	• Community Champion or staff lead. • Engages with customers in store.

1. Marketplace

Description:
External organisations such as charities or public health teams coming into store to offer information and signposting to support the community's health and wellbeing. This can be run in a pop up space in stores so customers can easily engage as part of their shopping visit. E.g. regular awareness sessions where local health organisations and charities attend to provide information, give advice and /or do health checks such as blood pressure.

Key features:
- Supports your customers and local community with health and wellbeing information and support.
- Addresses barriers to access by bringing information to a space the community regularly visits. So help reaches people who may not receive it otherwise.
- Has a clear structure and can easily be part of a community timetable making it easy for organisations to plan ahead for and customers to know when sessions are on.

Space needed:
- These can be run in most types of spaces in your store. A larger space is needed if you have multiple organisations at one time.
- It should be in sight of customers to encourage participation.
- It's useful for organisations to have a small table and space for a banner.

People needed:
- Community Champion can lead the engagement to get organisations interested and signed up through existing and new networks.
- External organisations such as public sector, Charities/ voluntary groups lead the sessions.
- Staff contact for logistics in store is needed.
- Existing customers engage with the marketplace during their visit.

Activities possible:
- External organisations share and provide information, conversation and support to customers such as:
  - Health charity sharing key knowledge and doing blood pressure checks.
  - Local voluntary groups sharing advice and signposting to local support for connection.
  - Financial charity supporting customers and delivering their remit in store.
  - Multi organisational Marketplace runs on a monthly basis.

Steps to make it work:
1. Identify your space you have to offer for the Marketplace to take place.
2. Set times and dates as part of the store's community timetable.
   - Consider busy times to capture customers.
3. Community Champions can reach out to existing contacts through their community work and contact new stakeholders with the offer (see list in appendix).
4. Run an engagement session with your customers on what they would like to see.
5. Advertise the sessions in store and with local organisations with a booking process and agreement.
6. Identify staff or teams in store to support with set up of logistics on the day I.e. The customer service desk.
7. Consider regular themed slots to be filled in the community timetable. I.e. weekly health and wellbeing sessions with organisations on rotation or monthly sessions with a group of organisations together that public sector teams can take the lead in organising.

2. Talk and Support Space

Description:
External organisations such as charities, health teams or public service teams running sessions in the supermarket private in-store space. Responding to a need for community space in the area. E.g. Charity meetings, NHS training sessions, Kids dance classes.

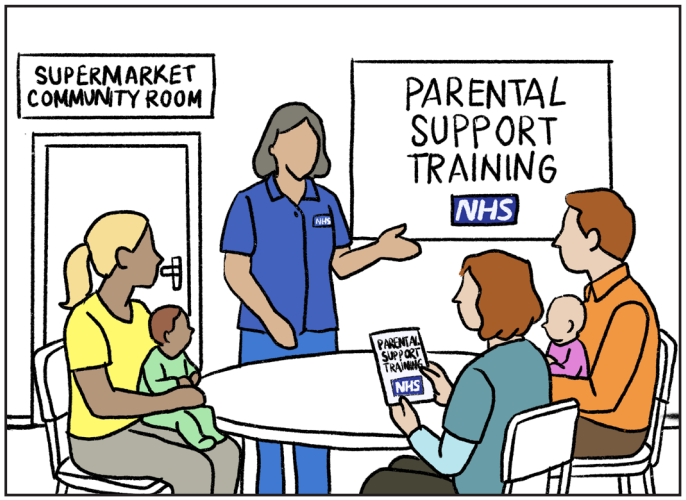
Key features:
- Makes use of many existing community rooms or spaces within stores for community benefit.
- Has a reliable booking and logistical process , meaning it's simple for external organisations to take ownership of.
- Supports local needs and offers much needed space for communities at various times and days of the week.

Space needed:
- Needs to be a private room that is accessible to customers.
- Useful to have movable tables, chairs for different use and in reach of toilets and refreshments.

People needed:
- External organisations book and run sessions. They are responsible for gaining entry, bringing in community members, offering refreshments, setting up the space and clearing up.
- A Supermarket staff contact is needed to support logistics. e.g. customer services.

Activities possible:
- A variety of activities can be run depending on the flexibility of the room such as:
  - NHS courses (e.g. Parent training course).
  - Charity meetings (e.g. Trustee meetings).
  - Training courses. (e.g First aid training).
  - Private meetings (e.g. offering safe space for communities to gather without prejudice).

Steps to make it work:
1. Community room or similar space identified and made available for the community.
2. A booking system is set up for organisations to easily use which includes agreement on use of the space.
3. Staff in store identified to support communicating with external organisations and logistics in store for the space.
4. Community Champions can reach out to existing contacts through their community work and contact new stakeholders with the offer (see list in appendix).



3. Living and Learning

Description:
External organisations such as charities, health teams or public service teams come into store to offer a set activity session to support customer social connection and or learning opportunities. Sessions take place in a cornered off space in the store. E.g. A local charity supporting older adults runs monthly coffee mornings in stores to bring isolated residents together over refreshments and activities.

Key features:
- Has an existing structure that external organisations already use that can be run in your space.
- Can support various community needs and offer social connection and information sharing in a safe and welcoming environment.

Space needed:
- Works best in a cornered off space in store where tables and chairs are available.
- Considerations are needed around access to toilet facilities, refreshments and temperature of the space.
- It is useful to be in sight of customers to encourage participation but could take part in closed rooms too.

People needed:
- External organisations lead activities.
- A Supermarket staff contact is needed to support logistics. e.g. customer services.
- Community Champion can lead the engagement through wider advertising and existing links to the organisations.
- Existing customers are attending but this will also bring in new customers to store.

Activities possible:
- The structure of the session comes from the external organisations to run that has been done elsewhere such as:
  - Coffee mornings run by local charity supporting older people.
  - Exercise classes such as chair yoga.
  - Job and CV workshops run by an employment charity.
  - Cooking demonstration looking at healthy eating/affordable meals run but a social enterprise.

Steps to make it work:
1. Identify your space you have to offer for the Living and Learning sessions to take place.
2. Set times and dates as part of the store's community timetable. Consider quieter times where customers may have time to stop and engage.
3. Run an engagement session with your customers on what they would like to see and follow up with organisations who may be able to respond.
4. Community Champions can reach out to existing contacts through their community work and contact new stakeholders with the offer and agreement (see list in appendix).
5. Advertise the sessions in store and with local organisations.
6. Identify staff or teams in store to support with set up of logistics on the day. I.e. the customer service desk.
7. Consider regular themed slots to be filled in the community timetable. I.e. weekly health and wellbeing sessions with organisations on rotation.

4. Ready-to-go Sessions

Description:
A box of activities that has everything a supermarket staff member (Community Champion or other) needs to run a simple engaging session for customers in empty spaces or cafes. E.g. 'Colouring and drawing sessions' that includes colouring sheets, paper, pens etc sources from store or through charity partnerships.

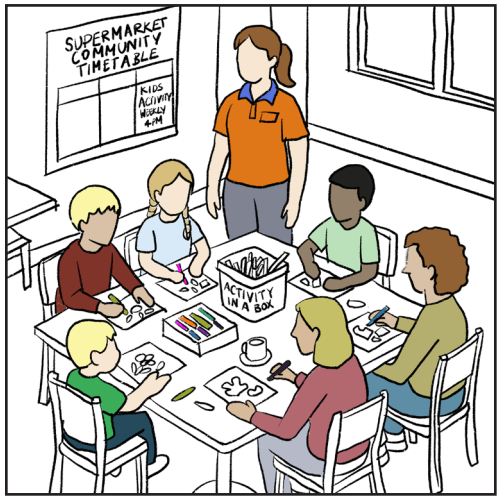
Key features:
- Is an easy session to put together and run by one person in any store with no external organisations needed to support social connection between customers.
- Showcases Community Champions role being in store and helping the community which is a positive for your supermarket sharing your social value.
- Offers some familiarity to shoppers, knowing what the simple activity is and how they can easily take part.

Space needed:
- Can be run in most types of spaces such as Cafes, empty spaces or Community rooms.
- Should have a few chairs and tables to support that activity.
- Should be in sight of customers to encourage participation whilst they shop.

People needed:
- The session needs some basic facilitation to get people in and engaged with the activity and each other.
  This can be Community Champion led or other staff if they have the remit.
- Other store staff can support the advertising and awareness of the sessions in store and through their networks.
- Existing customers are attending but this will also bring in new customers to store.

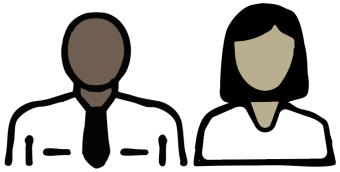
Activities possible:
- This model utilised existing resources in store, such as colouring sheets or crafts from existing partnerships, existing supermarket collections such as books or school uniforms, or can utilise store merchandise such as books, toys or games. Sessions could be:
  - Kids after school activity club with crafts. (e.g. using charity partnership activity packs).
  - Board games club (e.g. using games found in store).
  - Book swap/storytime (e.g. utilising book donations or books in store to create storytimes sessions).
  - Graba cuppa and chat sessions. (e.g. providing an urn for free drinks and a place to sit and connect).

Steps to make it work:
1. Community Champion to identify the right space in store to run activities
2. Engage with customers to see what activities they would like to see and what days/times this will suit them
3. See what resources your store and/or head office can provide to help resource the sessions.
4. Trial out some sessions and gather feedback.
5. Share the opportunities with your community contacts to invite people to join.
6. Add this to the community timetable which can also be filled with other models.
7. appendix)
8. Advertise the sessions in store and with local organisations
9. Identify staff or teams in store to support with set up of logistics on the day. I.e. the customer service desk
10. Consider regular themed slots to be filled in the community timetable. I.e. weekly health and wellbeing sessions with organisations on rotation.



5. Next steps

The previous sections provide details for a Community Champion or similar role to lead in your store. However, we recognise the key role of both Store Managers and Head Office to support your Community Champions being able to deliver these models. We have produced the following recommendations:



Five Actions for Store Managers

The role of the store manager is key for these initiatives to run and sustain. Each store manager can contribute to this through the following actions:

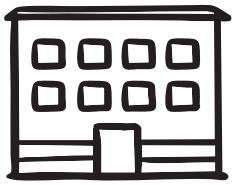
1. **Agreement of the use of Space** - Work with the Community Champion to ascertain what space in store can be used whether a community room, cafe, foyer or empty space and when it will be available and make an agreement. Use a timetable for the space to ensure all staff know its use.

2. **Give permission to your Community Champion** - Be an ally for your Community Champion in their set up and preparation for implementing community
activities as well as involvement in the ongoing running and sustainability of them. This in turn will become an asset to your store.

3. **Offer practical support** - Support the initiative by having clear agreement in store to support the activities such as an allocated storage space, refreshment agreement (depending on the space) and where to advertise in store and ensure the space is on the regular cleaning rota.

4. **Support partnership engagement** - Share your own contacts across partnership and organisations and be available where possible to meet new community connections that will build up your stores reputation and engagement with your customers

5. **Enabling your staff to engage** - Allow other staff to get involved whether sharing their skills in activity sessions, finding information and support useful to them or supporting advertising and marketing. All will benefit your staff's wellbeing.



Five Actions for Head Office

The role of Head Office is key for these initiatives to run and sustain. Head office teams can contribute to this through the following actions:

1. **Enable your Community Champions** - Support the work of the store Community Champion in their work within their role description. Encourage them to share and work with one another to support learning and support staff wellbeing.

2. **Create organisational process** - Head office process will ensure that set up and delivery is streamlined across your stores. Decide and share your policies for hiring the space, organisation checks and information sharing with organisations.

3. **Create a booking system** - Ensure there is a clear digital booking system that can be used across stores in different spaces for internal use and an external facing process so organisations can easily book into the spaces.

4. **Support with Advertising** - Create templates and branding of marketing posters, social media posts etc as a suite to use. Offer social media guidance, use your official comms channels to celebrate the work as well as enabling local community social media engagement to engage with local residents and organisations.

5. **Share resources** - both with customer insights and practical tools. Utilise your knowledge of local customer data to enhance the offer your Community Champion can support to benefit the local community. Also ensure existing activities and resources are shared with all stores Community Champions so they can utilise them for running activities.

6. About the trials

With the support from the National Lottery Community Fund Neighbourly Lab were able to research and trial innovations over 2 years of the grant funding from June 2023 to June 2025.

We ran a range of trials in the following supermarkets in different types of spaces and locations.

- Asda Maryhill, Glasgow - in a closed cafe space
- Tesco in Maryhill, Glasgow - in an open foyer space
- Asda in Small Heath, Birmingham - in a closed optician space
- Asda in Drakehouse, Sheffield - in an underutilised community room
- Asda, Handsworth, Sheffield - in an existing cafe space

The Asda Foundation and Community leads were a key stakeholder for our trials who have a shared interest in understanding the potential of wider community spaces other than their community rooms that some stores have. This relationship helped connect with Asda stores for trials. We also utilised opportunities from our previous work in Maryhill with Tesco to run trials with them again.

Through regular engagement and feedback collected from Community Champions, Public and Voluntary organisations in each location and customers we were able to put forward the models for community engagement and future recommendations.

7. Acknowledgements

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- The National Lottery Community Fund for their funding of the programme.
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- Local Programme Coordinators, Rickie Josen in Birmingham and Gina McNulty in Glasgow for running trials on the ground.
- Carys Clyde, Local Community Manager and Carolyn Francis, Local Community Advisor, Asda for their support of trials across their stores and introductions to Community Champions.
- Asda Community and Customer Champions involved in the research and trials, especially Ryan, Tracey, Liam and Bethany.
- Tesco Community Champions involved in the research and trials, especially Amanda.
- All of the local community, voluntary and public sector organisations that ran sessions throughout the trials.
- Neighbourly Lab colleagues: Iain Corbett, Marnie Freeman, Harry Hobson, Chioma Wuchee and Annette Holman.

About Neighbourly Lab

We are a non-profit organisation with a mission to find new ways for people to better connect. We believe that connected communities are strong communities, where people can access the support and care they need to flourish and participate.

Our focus is on modifying environments and providing tools to enable more social connectedness to occur. We also help public service organisations to serve everybody in their area equitably and inclusively, so all people have opportunities to thrive in their local place.

We do this through research, innovation, training and sharing evidence around ‘what works’.

www.neighbourlylab.com

Appendices

A. Activity list
B. Resource links
C. Stakeholder suggestions

A. Activity list

Below is a list of possible ‘Ready-to-go Session’ ideas for you to put on in your store.

Colouring	Toy swap	Shop visit for kids e.g. behind the scenes
Drawing	Book swaps (kids/adults)	Shop hunt - e.g. find a fruit
Painting	Making cards	Santa's grotto
Board games	Planting/growing sessions.	Present wrapping
Crafts	Basic cooking	Drawing competitions
Biscuit decorating	Origami	Jewellery making
Crochet/knitting/sewing	Story writing	Singing
Dancing/disco	Watch films/sport	Bingo
Quiz	Jigsaws	Desert island disks

B. Resource links

Below is a list of useful resources from organisations that can be utilised to run activities:

Resource	Link
Mind-Mental health support	• https://timetotalkday.co.uk/download-a-pack/
Engagement activities for kids	• https://www.twinkl.co.uk/search?q=engagement+activities • https://www.supercamps.co.uk/free-activity-resources-for-children#mindfulness
Resources for older adults	• https://www.ageuk.org.uk/sheffield/our-services/dementia-services-professionals/corona-virus-resources/resources-for-activities/ • https://www.activitiestoshare.co.uk/product-category/free-activity-downloads/?yith_wcan=1&product_tag=activity-sheets
Warm welcome toolkit	• https://www.ageuk.org.uk/bp-assets/globalassets/camden/abc/the-warm-welcome-toolkit-ageing-better-in-camden.pdf
Loneliness awareness week toolkit - Marmalade Trust	• https://www.lonelinessawarenessweek.org/meeting-loneliness-together-toolkit

C. Stakeholder suggestions

Below is a list of stakeholders to consider engaging with in your local area to support this work:

- Community ‘Connectors’ or Community ‘Builders’ (Council or Voluntary/Community Sector)
- Community Teams at your local council
- Public Health teams at the council
- Councils for Voluntary Service (CVS) in your area Search NAVCA can help find your local members https://www.navca.org.uk/find-a-navca-member
- Citizens Advice/local equivalent
- Health and wellbeing charities
- NHS teams (Vaccines/ prevention/community)
- Health inequality teams
- Community groups
- Age UK/older people focus groups
- Adult social care team
- Police/safety teams
- Housing teams in local council
- Other community champions in your organisation and other companies
- Faith groups
- Schools
- Youth clubs
- Scout/guide groups
- Existing commercial partnerships