



## SouthGate Bath to offer Slow Shopping

**Initiative aimed at helping shoppers with additional support needs will be available every Wednesday morning and open to all**

Slow Shopping, an initiative helping people who need a little extra support when visiting the shops, will be rolled out across the SouthGate shopping centre in central Bath from next week onwards.

Slow Shopping caters for individuals with anxiety or mental illness, those who struggle with communication or literacy, the elderly, those with dementia and all those who suffer from visible, invisible or intellectual disabilities. Slow Shopping is an inclusive project which is open to anyone.

Within the SouthGate, a wide range of stores will offer a dedicated time each week where additional care will be available for any shoppers who need extra support. The types of support provided can include staff who have received extra training, help points and chairs in stores to give shoppers the opportunity to rest while browsing.

Slow shopping will be offered every Wednesday morning between 10am and 12 noon, starting next Wednesday (10<sup>th</sup> October). Slow Shopping will be launched in the SouthGate on World Mental Health Day; a day for global mental health education, awareness and advocacy against social stigma. Slow Shopping in the SouthGate shopping centre is being supported by St John's Foundation, a Bath-based charitable foundation.

Nicole Jemson - Customer Engagement Manager, SouthGate Bath, said:



“This has been a fabulous project to be a part of and we are delighted with how engaged the retailers are, they really understand that providing this valuable service encourages an environment where everyone feels comfortable to shop”

Slow Shopping was founded by Katherine Vero, following her experiences of shopping with her Mother as she developed dementia. Katherine has worked to rollout Slow Shopping across the country. This partnership with SouthGate Bath will provide access to Slow Shopping to potentially thousands of shoppers in and around Bath.

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## Notes to editors

### 1. About Slow Shopping

Slow Shopping® caters for those who suffer from anxiety or mental illness, those who struggle with communication or literacy, the elderly, those with dementia and all those who suffer from visible, invisible or intellectual disabilities.

It is aimed at anyone who needs more time and presents a space in which it is safe to take time to think. This might include those who suffer from anxiety, those with communication or literacy difficulties, the elderly, those suffering with dementia as well as those who have more visible disabilities. This is an inclusive project and is not meant to exclude anyone.

Shopping is an essential part of our lives and involves social interaction, health, financial awareness and being out in the everyday day world. Many carers and friends and families also find shopping very challenging.



Slow Shopping offers:

- Dedicated times within the week where staff are aware of the needs of their shoppers and allows them time and space to shop.
- Chairs are available within the store so you can pause and take your time whilst inside the store.
- Help points in the store where staff are aware of the particular needs of their shoppers.

## 2. About SouthGate Bath

SouthGate is Bath's number one retail, dining and socialising destination in the heart of the city. Situated opposite Bath Spa train station, the centre opened in 2007 and now boasts over 60 stores and restaurants. From high street fashion and hosiery to toys and technology, SouthGate mixes big, high street names with local independents. Its stores include Debenhams, Boots, Apple, Topman/Topshop, New Look, H&M, Urban Outfitters, Fat Face, All Saints, Mac, Accessorize, Curry's/PC World, Hollister, North Face, Tommy Hilfiger and many more.

Restaurants include Franco Manca, The Cosy Club, Nando's, Comptoir Libanais, Pizza Express, GBK, Prezzo, Thaikhun, Tapas Revolutions, Smashburger, Absurd Bird, Giraffe World Kitchen and Graze.

If you'd like to keep up to date with everything that's going on in SouthGate Bath, including all the latest offers and events, find us on Facebook.

For further information, please visit [www.southgatebath.com](http://www.southgatebath.com).



### 3. About St John's Foundation

St John's Foundation has been building resilience in people, enterprises and communities in Bath and the surrounding area since 1174. Today, the charity operates a Funding Support programme supporting organisations and individuals, a Community Outreach Service providing inspiring opportunities that reduce loneliness and isolation in people aged over 55 and are a provider of Almshouse accommodation across 5 sites in Bath. St John's Community Outreach Service is at the heart of the charity's work, providing inspiring opportunities for people aged 55 plus, tackling loneliness and isolation among people in this age group.

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