

Derbion introduces helpful initiatives for shoppers timed to Autism Acceptance Week



Derbion has announced it will reintroduce its Quiet Hour initiative from next week, coinciding with Autism Acceptance Week, as well as debut Sensory Bags to enhance the shopping experience for individuals with autism and anxiety.

The Quiet Hour scheme is set to relaunch at Derbion from Tuesday 2 April 2024, to coincide with World Autism Acceptance Day and the start of Autism Acceptance Week (2 – 8 April). The reintroduction of Quiet Hour will offer a dedicated time, six days a week, where lights and noise will be reduced to help make Derbion more accessible to visitors who might be overwhelmed by a typical shopping experience.

From Tuesday 2 April, Quiet Hour will take place at the centre every Monday to Saturday from 9am to 10am. More than 40 retailers, including M&S, LUSH and JD Sports will be participating in the scheme, which will see stores turn off music, reduce announcements and dim lighting where possible, to create a calming environment for those who need it.

As part of the relaunch, Derbion is introducing Sensory Bags, available for use by shoppers seven days a week, during centre hours. The bags, which can be collected at Customer Services on Level 1 near Boots, contain ear defenders, sunglasses and fidget toys to provide additional support for individuals with sensory sensitivities*.

As part of its Derbion Cares initiative, Derbion has recently announced it is providing local children and young people's charity, Umbrella, with ongoing fundraising, free in-centre activity space, employee volunteer time and centre resource throughout the year. As part of the charity partnership, Umbrella will also be providing Derbion employees with training in understanding autism and how to support autistic children and adults.

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Beth McDonald, Managing Director of Derbion, commented: “We’re extremely proud to reintroduce Derbion’s Quiet Hour from Tuesday 2 April, plus announce the launch of our Sensory Bags, to mark World Autism Acceptance Day and the start of Autism Acceptance Week. Over the coming weeks, Derbion is also set to welcome a brand-new calming experience for shoppers, and we look forward to sharing further details soon.

“We know that busy public spaces can sometimes prove challenging for people because of factors such as bright lights, loud noises or crowded areas, and we’re confident that the relaunch of Quiet Hour will make a real difference to many of our visitor’s shopping experience.

“At Derbion, we’re committed to creating an inclusive and welcoming environment for our autistic shoppers, not only across the centre and in-stores, but also by providing important training for our employees.”

Jake Hopkins, Autism Community Engagement Officer at Autism Information Service, added: “Raising awareness and creating positive experiences for autistic children and adults across Derbyshire is at the heart of what we do at Autism Information Service.

“It’s wonderful to hear what Derbion, and its retailers, are implementing across the centre timed to World Autism Acceptance Day and the start of Autism Acceptance Week, and we’re sure the reintroduction of Quiet Hour will create an inclusive and welcoming environment for those who need it.”

For more information on the relaunch of Quiet Hour and to view the full list of stores participating in the scheme, please visit www.derbion.com/quiet-hour/.

ENDS

**A valid form of ID is required as a deposit for the Sensory Bags and any missing items will be charged for.*

Press Enquiries:

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Notes to Editors:

About Derbion:

Derbion is the East Midlands’ premier retail and leisure destination, offering a full family-day out within a contemporary and safe environment.

The centre has an attractive lineup of famous brands with over 200 household names, including Next, Zara, Mango, H&M, M&S, Hobbs, Hugo Boss, Whistles and JD Sports, with new additions in the last 12 months including Miniso, Rituals and TAG Heuer Boutique. We’re proud to also be home to a 127,000 sq. ft department store for Frasers, Sports Direct, USC and GAME and a new TAG Heuer boutique.

With Showcase Cinema de Lux, Paradise Island Adventure Golf, Hollywood Bowl and the 640 seat Derby Theatre, Derbion has an extensive leisure offer for visitors to enjoy. The venue’s Food Terrace offers a wide variety of grab and go options for visitors to choose from,

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with eight further standalone restaurants and many more cafes and eateries throughout the centre.

The scheme is supported by an integrated, secure car park facility, offering 2,700 spaces in the heart of Derby city centre.

Find out more at <http://www.derbion.com>.