Community Life
Supported by the ASDA Foundation

Showcasing Success

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The results are in!

In March of last year I spoke about Asda’s proud history of supporting the local communities we serve. Since then, this on-going ambition has truly flourished through the creation of Community Life.

Community Life’s Vision

Community Life is about making the communities around our stores better places to live and work for our colleagues and customers.

To achieve this vision, we created four pillars that together represent the areas of life that local people feel are most important to them: health, employment, family and environment.

In the past nine months over 500 of our stores and depots have been dedicating themselves to raising money, engaging with their communities, and improving their environments. Now, for the first time, we’re able to get an exciting overview of how hundreds of local endeavours have combined to improve the country’s communities on a national scale.
The Asda Mile

While Community Life’s four pillars help us focus on what to improve, the Asda Mile concept pinpoints where we do it.

Each store and depot serves the community within a one mile radius of its doors.

The map on the right shows all Asda locations and provides a sense of Community Life’s impressive, country-spanning scale.

Every dot is an actual Asda Mile shown to scale!

500+ Asda stores and depots playing a passionate part of Community Life

1000+ GSMs and Champions engaging with local people and causes

18 million people visiting Asda stores every week

The Asda Miles collectively cover a geographical area the size of Bedfordshire. The stores within the Miles, and the Community Life boards they contain, are visited by 18 million people a week.

It’s the sheer scale of Asda’s national store & depot distribution that has empowered Community Life to have far-reaching and truly positive social benefits right across the country.
The inspiring work of Asda colleagues, Champions and General Store Managers has been the subject of massive local and national media interest since Community Life’s full launch in April 2012.

The average store/depot receives one piece of media coverage a week through TV, radio, the internet, or Asda Green Room.

The Cambrian Newspaper covered Asda Pwllheli’s presentation of a cheque for £1,325.56 to the R.N.L.I.

CLC Claire Fosbeary landed herself a new community radio show at Sittingbourne FM 106.9.

Asda colleagues went along to Ainsdale beach to help clean up the litter with celebrity Ben Fogel.

To see lots more Community Life media coverage, visit Asda Green Room online: greenroom.asda.com
The number of times all Asda stores and depots were used as Community Centres

23,637 times in 9 months

2,626 times per month

656 times per week

Community Centres are Asda’s way of welcoming people into the foyers, training rooms, cafés and car parks of our stores and depots. This gives our colleagues and customers the chance to meet up, feel safe and build a sense of community - all for free!

Since Community Life launched, we’re happy to report that the public has enthusiastically flocked into the 500+ Community Centres we have across the UK.

Charlotte’s Brightside
Community Life Champion Becky teamed up with her GSM Frank Tobin to add the finishing touches to a community centre in Wallasey. It will give young people the chance to meet up and gain new opportunities and experiences.
Community Activity

For the past 40 weeks, hundreds of Community Life Champions and General Store Managers have been putting their passion for the communities in which they live and work to amazing use.

They’ve visited schools, picked up litter, helped charities, encouraged employment, and generally dedicated huge amounts of time and effort to doing all they can for the environment within their Asda Miles and the people who inhabit them.

Well done and thank you!

115,000 hours
in total spent by Asda stores and depots in their communities.

3000 hours
of time every week helping people, places and good causes.

Three working days
per month spent by each store & depot improving their Mile.

Meeting With Local Forces

On 30th October (mischief night), Asda Bootle’s Community Life Champion met with local youth services and police officers to find out how best to tackle the anti-social behaviour that is common in the local area. Thanks to their co-operation with youth and police forces, the night went smoothly with no incidents!

Job Centre Meet

Asda colleagues spent a day at their local Job Centre Plus to discuss employment opportunities, especially for Local Forces wives.

A good tidy up!

Community Life Champion Joe Barclay arranged for Asda Wigan to use their Big Litter Pick Kit to tidy up the local area.

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Before

After
‘Chosen by you, given by us’ puts the power to decide which causes Asda supports literally in the hands of our customers. They have been voting for months, in their tens of thousands, for the local causes they most wish to see supported by Community Life donations.

Each store’s Community Life board also provides opportunities to promote charities, communicate the funds raised previously for other good causes and highlight upcoming community activities and events.

What a result!

9000+ different good causes chosen by customers and given to by Asda

£700k awarded to the winners and runners up of ‘Chosen by you...’

Turn over to see just how many charities and causes have been nominated by our customers as part of ‘Chosen by you, given by us’. 
Here is a list of just 15% of 9000+ charities, societies, associations, groups, and guilds that have been nominated and supported through the ‘Chosen by you, given by us’ initiative.

Thank you!
Great causes deserve great amounts of money to achieve their goals

Community Life has been using three different methods of fundraising over the last nine months to raise money for charities and also empower them to collect it for themselves, through bag packing and collections within Asda stores. An enormous amount has been collected so far. Take a look!

Regional averages

Here’s how each region of the UK performed over the last nine months in their fundraising activity. Great work everyone!

The average total raised per store/depot per month

1. Northern Ireland £4,463
2. Scotland North £3,367
3. Scotland Central £2,911
4. Tyne Tees £1,941
5. Central £1,800
6. North West £1,771
7. South East £1,739
8. Border £1,606
9. Yorkshire £1,581
10. Wales & West £1,496
11. London £1,438
12. West Country £1,393
13. Anglia £1,351
An overview of Community Life’s success so far

From the day it began, Community Life has been a truly unique idea. Hundreds of stores and depots, and thousands of people, have all been working on a local scale for great causes while the bigger picture takes care of itself: national improvements in the way people eat, work and live. It’s something to be genuinely proud of, not least because beyond these pages the results have far-reaching and long-lasting social benefits for millions of people.

Money raised through and given by Community Life:
- £2.9m from Bag packing
- £3.8m from Charity collections
- £2.1m from Local fundraising
- £700k ‘Chosen by you’

Total: £8.8m

- 115,000 hours in the community
- 23,637 as Community Centres
- 9000+ started电台
- 15,000+ stories spreading the word

What’s next for Community Life?

2013 is now in full swing and Community Life continues to go from strength to strength, with more good causes helped and more money raised every single day. Let’s aim to make this year an even bigger success than 2012!

Making your community a better place to live, work and grow up.
- Community Life
A huge thank you for all the passion and commitment you’ve shown in Community Life.

... and this is just a selection of the amazing things we’ve achieved so far through Community Life. To find out more, visit http://greenroom.asda.com

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