

The Bluewater Apprenticeship Scheme



*A unique initiative to find
the retailers of tomorrow*



There's shopping...and there's **Bluewater**[®]
www.bluewater.co.uk

Creating tomorrow's industry leaders

The Bluewater Apprenticeship Scheme is a unique long-term initiative to identify and train ambitious 16 to 24 year olds as the future of the retail industry.

Created for the local community in Bluewater's tenth anniversary year, the scheme provides a foundation of knowledge and skills, combined with experience of working across every aspect of Europe's most successful retail and leisure destination.

*"...a unique initiative...
created for the local community"*



Devised and delivered through partnership

The Bluewater Apprenticeship Scheme is the latest in a series of initiatives developed by Bluewater and The Learning Shop, a pioneering partnership between Lend Lease, North West Kent College and Jobcentre Plus.

In the last ten years the partnership has created over 22,000 jobs, and more than 10,000 people have received training from The Learning Shop, with over 8,000 qualifications awarded. Around 40% of the people employed by Bluewater fall within the 16 to 24 year old age range.

Key to this success are the close relationships with Bluewater's retailers and caterers. The resulting shared commitment to providing direct social and economic benefits to the local community, is a template for the industry.

"...the partnership has created over 22,000 jobs"



A unique initiative

The Bluewater Apprenticeship Scheme is the first of its kind in the UK, and has been recognised as such by the National Skills Academy for Retail. Unlike other programmes, the Bluewater Apprenticeship Scheme provides an insight into every aspect of running a successful retail business, from working on the shop floor, to being part of the Bluewater management team. This is combined with classroom-based learning to achieve a Level Two Certificate in Retail Knowledge and a Level Two Diploma in Retail Skills.

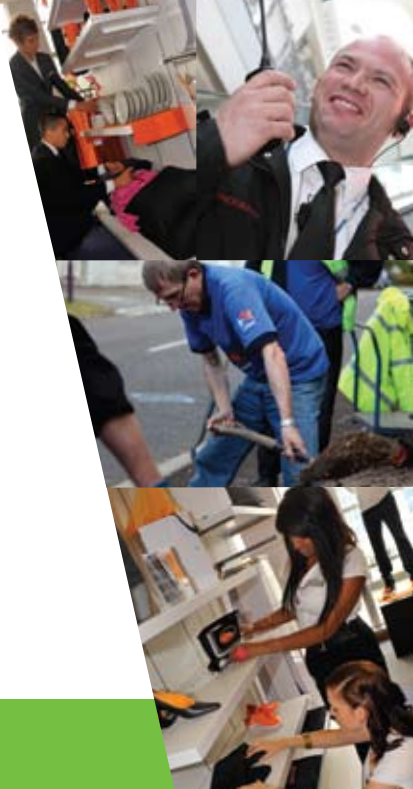
"...the first of its kind in the UK"

A template for the industry

The apprentices will receive training in the following areas of the industry:

- Customer service
- Selling process and maximising sales
- Teamwork
- Effective retailing
- Health and safety
- Security and loss prevention
- Visual merchandising and display
- Marketing
- Operational management

This will be provided through classroom-based learning and placements with Bluewater's retailers and management team.



Introducing the apprentices...

Following a two-part interview process, which attracted over 50 applicants, the five candidates for the first year began their 12-month apprenticeship on September 7, 2009.

Ruden Tamang



Katie Barnard



Danny Rogers



Piri Longendran



Nick Jeffs



Ruden Tamang

Ruden, aged 18, lives in Chatham and views his apprenticeship at Bluewater as the next step in pursuing a career in fashion and establishing a business of his own.

Since starting the scheme, Ruden, has already gained new skills and is embracing the challenge: "Due to the hands on nature of the apprenticeship, I feel that I will gain a practical sense of the industry, which I may not have if I had embarked on another educational course."



Danny Rogers

Danny, aged 18, lives in Dartford and holds a National Award and Diploma in Animal Management, but decided to change direction in search of a more challenging role.

Danny is proud to be one of the first Apprentices: "It's a privilege to be part of the Bluewater Apprentice Scheme. We are paving the way for the future of the programme and we've got a reputation to build, not only for ourselves, but for Bluewater as well."



Katie Barnard

Katie, aged 18, from Welling, is an award-winning public speaker for Kent. After completing her A-Levels at Beth's Grammar School, Katie worked at Wimpy, where she enjoyed the customer service element of her role. So much so, in fact, that she applied to the Bluewater Apprenticeship Scheme as soon as it was advertised on the website.

"I would definitely recommend the Apprenticeship scheme, it's a really good opportunity to get into any sector of retail and would be really beneficial to anyone."



Piri Longendran

Piri is 18 and lives on Bluewater's doorstep in Stone. Piri is passionate about Bluewater, having worked at retailers including John Lewis, Envy and Topman. After initially studying 3D design, Piri applied to be a Bluewater Apprentice.

Piri feels it is important to get both an education and hands on experience, which she feels will help her pursue her chosen career: "The Bluewater Apprenticeship Scheme will allow me to gain a qualification, and practical experience, whilst being exposed to a large retail environment."



Nick Jelfs

Nick, aged 19 and from Dartford, is a county tennis player with a love of fashion, receiving his first Gucci suit at the age of ten. After finishing college in September 2008, he applied to the Bluewater Apprenticeship Scheme.

Nick feels the course has given him the chance to see behind the scenes. "I've always loved Bluewater and I still do, but after going on a tour of Bluewater, I learnt about the architecture and the different themes. When you come to shop you don't really soak up the design details and you don't appreciate the thought that has gone into creating Bluewater."



1999 to 2009: a decade of achievement

Bluewater celebrated its tenth birthday on March 16 2009. The following are some examples of the positive impact that Bluewater has had on the local community and industry-at-large over the last ten years.

1. Over a quarter of a billion guests have visited Bluewater
2. £325 million contribution to the UK economy through business rates
3. Created 22,000 jobs
4. Trained over 10,000 people and awarded 8,000 qualifications
5. Launched 40 new brands in the UK
6. 662 million litres of water supplied to the local aquifer
7. £2.25 million donated to local charities
8. 9,000 local contractors employed
9. Canvassed opinions of 2.5 million guests
10. Still regarded as the industry's frame of reference



For further information, please contact
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