

Case Study

WORK EXPERIENCE – FESTIVAL PLACE



THERE'S NO PLACE LIKE FESTIVAL PLACE

Winner of the local Students' Choice Work Experience Award in 2008, Festival Place provides highly coveted work experience placements. A multi-million pound shopping centre in the heart of Basingstoke, it offers students a great opportunity to learn about the fundamentals of working with and promoting a strong brand. Festival Place also recognises the business benefits of work experience, which it acknowledges as:

- ❖ Providing students with a positive image of and heightened respect for Festival Place
- ❖ Building links with local schools
- ❖ Raising the profile of career opportunities within Festival Place, promoting exciting career paths in Marketing and Human Resources in addition to Retail
- ❖ Cultivating 'home-grown' talent - managing and coaching trainees to develop and broaden their interpersonal skills.

As well as work experience, Festival Place is involved in the Consortium's wider work-related learning programme. This sees the centre open its doors to hundreds of students each year for activities as diverse as Recycling Challenges, Business Studies Talks and Retail Working Lunches.

On its Work Experience Award, Jane Stewart, Marketing Manager, said *"Festival Place was delighted to be awarded the Students' Choice Award for Work Experience. We endeavour to give all our students an introduction to the world of work in the hope that we can help them decide what career they would like to pursue in the future. We give them a taste of the different business disciplines in our environment and a live project to work on. We focus on their expectations of the working world and their ambitions, hopefully boosting their confidence for when they make the transition from student to employee."*