



Press Pack for Shopping Centres



Talent Week: Press Pack for Shopping Centres

BCSC has produced some key information about Talent Week, which is designed to ensure that messages communicated locally are consistent and tie-in with any national PR activity.

The information includes a set of 'key messages' to guide any communications that local shopping centres or their PR agencies may produce. It also includes a template press release that can be adapted locally, along with some additional quotes for inclusion if required.

This information will also be given to BITC regions.

Key Messages

- 1 **Talent Week** is a national project, which has been developed in partnership by the British Council of Shopping Centres (BCSC) and Business in the Community (BITC), with funding from central government
- 1 Shopping centres lie at the heart of communities, and are ideally located as a hub through which to engage with young people in their leisure time
- 1 **Talent Week** provides a platform to celebrate local talent in the community. The event is designed to raise aspirations of young people aged 13-21, and realise and celebrate their skills and talent
- 1 **Talent Week** provides a platform for ideas and inspiration, as well as increasing young people's awareness of the breadth of opportunities available in the world of work, while presenting pathways to develop new skills or access information on further education and training
- 1 Many different types of business are getting involved in **Talent Week** – from local shop owners to national organisations, such as National Skills Academy for Retail, the Army and Streets United
- 1 During **Talent Week**, events and interactive workshops will be carried out in centres, and professionals will be on hand to offer advice on various industries, opportunities to explore further education, apprenticeships, volunteering and work experience



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Centres carrying out a school engagement programme may wish to use the following messages:

Talent Week is a three-part initiative which starts in local schools. Business in the Community, (BITC), manages an out reach programme with local schools using corporate volunteers who will go in to schools and work with their students.

The programme is designed to ascertain individual talents and hobbies and relate those to career opportunities. It is a confidence building exercise, which helps young people plot a potential career path. The second part of the initiative is the Talent Wall. The Talent Wall is made up of Talent Bricks completed by students during the school engagement programme.

The final part of the initiative is a week-long event held in (name of shopping centre) on (dates of the event) which will showcase local talent and provide interactive workshops. There will also be professionals on hand to offer advice on various industries, opportunities to explore further education, apprenticeships, volunteering and work experience.



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Template Press Release:

SHOPPING CENTRE NAME celebrates local skills & talent in TOWN/CITY

This [half-term], (name of shopping centre) will open its doors to an array of local young people to celebrate their own skills and talents and promote a range of career opportunities - from creative media, to retail, music, sport and enterprise.

The initiative is part of a national scheme known as **Talent Week**, aimed at helping to educate young people aged 13-21 about the many career opportunities that sit behind the subjects they love and provide pathways for young people to pursue their careers.

During **Talent Week**, (Name of shopping centre) is working with major [local/national] (retail/creative/sport) partners to provide numerous activities about career opportunities, as well as many interactive workshops - so young people can explore different jobs for themselves. There will be professionals on hand to give advice, and discuss opportunities for further education, work experience and apprenticeships.

(Insert detail about the programme for centre – DATES, TIMES, ACTIVITIES & INFO ON ANY COMPETITIONS YOU ARE OFFERING i.e. there is also a fantastic opportunity for 14-19 year olds to enter into a competition and win their dream job for a day!)

QUOTE FROM CENTRE MANAGER

XXX of Name of centre, said: “QUOTE FROM LOCAL BUSINESS PARTNER”

XXX of XXX, said: “”

Talent Week is part of a national initiative that will see shopping centres throughout the country act as a hub to promote talent in their community whilst facilitating ideas, work experience and local career opportunities. **Talent Week** has been developed in partnership by the British Council of Shopping Centres (BCSC) and Business in the Community (BITC), with funding from central government.

ENDS

DATE

Notes to editors (see next page)

Contact details



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Notes to editors

BCSC

BCSC represents the retail property industry and was established in 1983 as the national organisation for corporations and individuals interested in the managed retail environment. The organisation now has 2,800 members, representing developers, retailers, agents, consultants, architects and public sector managers, among others. For further information about BCSC visit www.bcsc.org.uk or telephone 020 7222 1122.

BITC

Business in the Community mobilises business for good to build a sustainable future for people and planet. Our approach to responsible business provides a framework to support and challenge business to improve its performance and benefit society through our four areas of expertise: community, environment, workplace and marketplace.

Additional quotes for use in press release

Michael Green, Chief Executive of BCSC comments:

*"We have always been committed to raising skills standards in the retail property industry, and the **Talent Week** programme is a natural extension of this. Now more than ever, young people need to recognise their talents and apply them to the workplace and **Talent Week** is an opportunity for the next generation to think about their aspirations and future career path. **Talent Week** offers a practical example of how shopping centres can broaden their engagement with local communities, creating a focal hub that recognises and facilitates the development of skills and talents of young people in a fun and inspiring way."*

Peter Lambert, Deputy Chief, Business in the Community comments:

*"**Talent Week** enables business to help raise the aspirations and goals of young people in the local community, through a collaborative initiative with local shopping centres that looks to celebrate the talent of young people, while encouraging them to consider how they can use their skills to work towards a future career."*



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Measurement

As part of our national measurement of the PR coverage of **Talent Week**, we would be grateful if you could apply the following ratio measurement tools to any media coverage you get locally:

PR = Advertising Equivalent Value x 3

ROI = Media Coverage Value Achieved ÷ Total Spend

Once your event is over and you have had time to evaluate your media coverage, we would be grateful if you could email your results to Kelly Bradshaw at Halogen: **kelly.bradshaw@halogenuk.com**

This will allow us to measure the overall PR success of Talent Week. Also, for those centres entering their Talent Week for a purple apple award, this is how the judges request press / media coverage is measured.

