

## Case study

# Norfolk County Council: intu Shopping Centre, Chapelfield and The Parkside School

Norfolk County Council Work Experience (WEX Norfolk) Team have been working on an exciting project with four local schools within the Norwich Opportunity Area for students with a range of special educational needs and disabilities (SEND). Our aim is to help their students engage in meaningful encounters with employers and workplaces, to give them the experience and support they need to move successfully from school and college into adult life and the world of work.

We are arranging bespoke industry-based visits, tailored to the students' interests. Our hope is that these experiences will enhance each student's understanding of the skills and qualities required in the wider world of work and how this relates to them, as well as providing them with a better understanding of how their school curriculum links in, to give them a clearer picture of the education and training routes they will need to follow to achieve their goals.

Shopping Centre intu Chapelfield welcomed a class of 11 students from Parkside School on a Monday morning at the end of January 2020 for a tour of the centre. Students were given the opportunity to go behind the scenes and learn about the history of the company and many of the different job roles available with intu. They were also able to meet and talk to some of the 70+ staff who work hard to keep the centre running smoothly, 7 days a week. Students were fascinated to learn about the history of the site which had previously been the home of chocolate and confectionery making in Norwich since 1886, originally being the site Caley's chocolate factory and later Rowntree Mackintosh then Nestle, which eventually closed in 1996. intu Chapelfield opened in September 2005, which students noted was when most of them were less than a year old!

intu Chapelfield Operations Manager, Jo Bates, and her Customer Service Team welcomed everyone at the Customer Service Desk in the Upper Mall when they arrived at 9.45am. Jo and her colleagues put together a full programme for the half day visit.



**I believe it opened their eyes to the variety of roles that are available at a shopping centre. We hope they found it beneficial.**

**The Careers & Enterprise Company**

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Norfolk County Council