



Winter update 2009

The Real Apprentice

British Land provided valuable work experience to Chantelle Parson, building her skills and enhancing her CV.

The Real Apprentice scheme, run by the East London Business Alliance (ELBA), aims to help the long term unemployed to find employment.

Chantelle gained experience in several areas of our business, working alongside our accounts and developments teams, as well as with our building maintenance contractor, Crown House. This followed the success of the Real Apprentice scheme run at Broadgate earlier in the year.

“My time at British Land has been an unbelievable experience, which I couldn’t have gained anywhere else. I’ve learned so much about myself, my confidence has grown a huge amount. Coming from a predominately dance background it’s been a huge change for me and I have gained real knowledge and insight. Thanks, British Land.”

- Real Apprentice, Chantelle Parson

Staff also benefited from opportunities to practice their coaching skills, and the chance to get to know someone from a different background. At the end of her placement, Chantelle gave a presentation to the British Land team, providing feedback on her experience.

ELBA provides all successful candidates with training in communication skills, body language, work behaviours, interview techniques and CV writing. We also provide candidates with a small allowance and continuous support.”

- Employment and Skills Manager at ELBA, Chantell Brown
Email chantell.brown@elba-1.org.uk to find out more



Two weeks of employability training by ELBA



Ten weeks of work experience at our Head Office



Working together

This project was delivered in partnership with local charity ELBA, which provides a link between City businesses and neighbouring boroughs, namely Tower Hamlets, Hackney and Newham. These boroughs suffer from the highest unemployment rates nationally. 40% of households in Tower Hamlets survive on an annual income of less than £10,000 and over 60% of residents have no formal qualifications.



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