

# Case history: Asda

**Red Kite  
Learning**

formerly LWTS

Asda is working in partnership with Red Kite Learning to help disadvantaged people back into employment via its work placement scheme.

The innovative scheme, offers training, work experience and employment prospects to disadvantaged people.

The scheme provides a full-time, 6-12 week work placement in its Roehampton store, in all departments, for people finding it difficult to get work because they are an ex-offender or long-term unemployed.

Each participant is assigned a buddy - a trained member of staff who acts as a mentor for the duration of the programme, and participants attend weekly one-to-one and group meetings to see how they are progressing.

On completion of the placement, the participant is issued with a certificate and will be considered for available vacancies within the company. If they decide to move to another role, Asda is more than happy to be the referee.

The scheme is designed to give participants an overall understanding of the workplace, improving their confidence and employment prospects.

Red Kite Learning provide ongoing guidance and support throughout the work placement and afterwards if the participant goes into a job or needs further help to find a different job.

Pauline Kelly, Asda's People Manager says, the idea of training and giving them professional opportunities appealed to the company.



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Pauline says: "From our point of view, we're potentially hiring people who have a commitment to the company.

She added: "We are training people who want to forget their past and build for the future. By working with ex-offenders, we are not only improving their employment prospects, but potentially helping the community by reducing re-offending."

**For more information contact:**

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