

# Driving up retail skills



# The National Skills Academy for Retail

## Our vision

Improved productivity for retail businesses and their staff, through training and skills development.

The National Skills Academy for Retail is a network of retail skills shops delivering training and business support across the UK linked by a web portal.

The network of retail skills shops:

- Provides access to world-class skills and business support for retailers whatever their size, wherever they are located
- Leads the drive for professional, rewarding careers and skills development for everyone who works or aspires to work in retail
- Creates a consistent national approach for training and skills in the UK's largest private sector employer
- Attracts talented people into the sector

## Employer involvement

Employer involvement is at the heart of the National Skills Academy for Retail's approach. Big names such as Debenhams, John Lewis Partnership, Marks & Spencer, Ryman and Boots support this initiative.

## What is a retail skills shop?

The National Skills Academy for Retail supports the development of locally managed retail skills shops which are operated on a day-to-day basis by a partnership of local retailers, developers, training providers and other stakeholders which together deliver high-quality training and advice.

Retail skills shops are one-stop, walk-in centres based on high streets and in shopping centres, operated by trained staff who offer free advice and suggest courses and learning opportunities to retail employers, employees and those seeking to work in retail. A small number of retail skills shops operate virtually and can be fully accessed online.

## How to access your nearest skills shop

To find out where your nearest skills shop is, please visit our website [www.nsaforretail.com](http://www.nsaforretail.com)

“In these times of recession, training is more important than ever before. If you want to keep customers you have to have trained, passionate staff.”



Theo Paphitis,  
Chairman  
of Ryman  
and star  
of BBC TV's Dragons'

Den programme



# Boosting retail performance through skills development

Your local retail skills shop can help you increase business performance by identifying and delivering proven business solutions to meet your individual business



**Skillsmart Retail Works**  
A comprehensive pre-employment programme that prepares new recruits for a career in retailing

**Retail Ambassador Programme**  
A nationwide initiative which enables retail professionals to promote jobs and careers in retail to school and college students, their parents and teachers

**Retail qualifications**  
A complete package of learning that incorporates theory and practice and tests the ability of the individual to do the job well

**Staying compliant in retail**  
A range of short training programmes covering the legal and practical requirements of running a retail business

**Mary Portas guide to successful retailing**  
A series of innovative master classes inspired by Mary Portas and delivered exclusively through the National Skills Academy for Retail

- Benefits**
- Easy and cost effective people recruitment tool for retail businesses
  - Provides retailers with potential employees who are interview-ready for retail positions and familiar with retail operations
  - One step closer to a formal qualification

- Benefits**
- Ties in with retailer's support for career and community initiatives
  - Assists the Ambassador in their personal and professional development
  - Encourages young, talented people into retail businesses

- Benefits**
- A formalised career path for your people, leading to higher labour retention
  - Assesses competence of staff and directly influences your bottom line
  - Identifies and develops talent pool
  - Fulfils Corporate Social Responsibility

- Benefits**
- Keeps retailers legally compliant
  - Avoids costly litigation
  - Easily accessible
  - Increased awareness of compliance in your business
  - Increased health and safety awareness in your business

- Benefits**
- Gives retailers the skills to increase turnover and profit
  - Relevant and easily applicable
  - Encourages retailers to review their business practices and to apply new techniques to create competitive advantage
  - Flexible delivery options

“If it hadn’t been for the Skillsmart Retail Works course and the support from Manchester Skills Shop, I would not have had the confidence to apply for my first job.”

Sarah Patel, 19, Trainee Optical Assistant



“To have somebody to look at your shop, to talk about your stock and your brand image is really valuable.”

Helen Crossley, Retail Training Advisor, Preston Retail Skills Shop

In addition, the National Skills Academy for Retail provides national business support, with retail skills shops becoming the first port of call for retailers needing support and guidance.

# Find your local retail skills shop

For information about the retail skills shops below, please visit [www.nsaforretail.com](http://www.nsaforretail.com)



## North West

- Academy ONE Liverpool  
01515 152315
- Cheshire Oaks Retail Academy  
07947 609091
- Manchester Skills Shop  
01618 333457
- Preston Retail Skills Shop  
01772 225255

## West Midlands

- Greater Birmingham Skills Shop  
01217 114633
- The Black Country Skills Shop  
01384 344644

## Wales

- Coleg Llandrillo Skills Shop  
01745 345831

## South West

- Petroc Retail Skills  
01271 338085
- Retail Skillshop Dorset  
01202 205957
- Skills Centre South West,  
Bristol Skills Shop  
01173 122088

## North East

- Newcastle Skills Shop  
01914 914175
- Sunderland Skills Shop  
01914 914175
- Tees Valley Skills Shop  
01914 914175

## Yorkshire and Humberside

- Leeds Retail Skills Academy  
01132 162216
- The Source, Meadowhall  
01142 635600

## East Midlands

- Derby Retail Skills Shop  
01332 520195
- Futurestore, Nottingham Skills Shop  
01159 415625
- Retail Skills Centre, Leicester  
01162 625921

## East of England

- King's Lynn Retail Skills Shop  
01553 815368
- Lakeside Training Centre  
01708 680626
- Norwich Retail Skills Academy  
01603 773720

## London

- Hawk Retail Academy, Twickenham  
020 8891 0992
- Heathrow Retail Academy  
07920 750975
- North Essex Retail Skills Shop  
01268 526924
- Wembley Skills Shop  
020 8208 5286
- Work Zone, Westfield London  
020 8753 4693 / 4695

## South East

- Retail Links, Hampshire Skills Shop  
01256 306607
- Skillcentre BUCKS  
01494 888080
- Skillscentre : MK, Milton Keynes  
01908 608067
- Skills for Business Centre, Reading  
01189 001622
- The Learning Shop, Bluewater  
01322 624455

Skills shops will be coming to Scotland and Northern Ireland soon.