

CASE STUDY

KILDARE VILLAGE

About Kildare Village

Kildare Village is one of the collection of nine Bicester Village Shopping Collection Villages by Value Retail.

Kildare Village was initially involved in our schools programme. They then joined as members to develop a comprehensive strategy around community engagement.



The challenge: creating meaningful engagement with the local community

Kildare Village has a significant presence in Kildare town and wanted to enhance relations with the local community. Additionally, their global group has a broad sustainability agenda so they also wanted to see what they could do in Ireland.

How we worked with Kildare Village

Kildare Village joined BITCI in September 2017. We initially met to explore in detail the objectives for the business around community engagement. Connecting with the wider Kildare community as well as creating a meaningful positive impact emerged as the two key objectives.

Kildare Village identified that it wanted to tackle youth unemployment in the locality and BITCI utilised its in-house experts in education and employment to work with the team at Kildare Village to give best practice guidance and advice on how to approach this issue.

As a result of an initial brainstorm with Kildare Village, BITCI drafted a proposal for a work placement programme. The primary focus is to create a programme of meaningful transition year work placements for local post-primary school students. Kildare Village have also approached other local businesses to partner with them on this initiative, including other local companies involved in BITCI education programmes.

The placements will be of a meaningful nature which will give students experience of all parts of the business from the warehouse to the shop floor. Crucially, it will also act as a pipeline of talent for each of the businesses as it expands.

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From our work with Kildare Village, we also discovered another opportunity to support their engagement with the community. There is a heritage site at the back of Kildare Village so our biodiversity expert came in to assess the site and is now working with the company to develop a biodiversity initiative along the boardwalk from the Village to the town.

The initiative will be communicated to customers but also promoted to the community and the vision is for it to be used as a local amenity.

Following this, our environmental expert also came in to discuss broader sustainability issues such as carbon emissions, waste management, measurement, reporting and best practice.



BITCI will continue to work with Kildare Village on developing and executing its local community engagement plans and also exploring the wider sustainability agenda.

Testimonial

“Having access to a broad range of experts was invaluable. They act as a solutions partner but also a sounding board and are able to advise about best practice”.

- Maureen Bergin

Business Development Manager
Kildare Village

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