



BRC LEARNING

THE GO-TO ORGANISATION
FOR CAREERS AND
PROFESSIONAL DEVELOPMENT
IN RETAIL



SUPPORTING YOU

Retail is facing a once in a lifetime challenge. The future of our sector depends on the actions of our people. At BRC Learning we are taking on this challenge as we are passionate about ensuring every retail leader has the tools required to make a difference.

For retail organisations to thrive in times of extreme change they require their people to be at their best. They will need resilience, agility and to have the exceptional leadership skills required to manage through constant change.

As a retailer myself, I am passionate about helping your people to deliver exceptional results. Before I joined BRC I spent nearly 30 years working for some of the most recognisable businesses in the UK including Tesco, Argos, Barclays, TUI and Card Factory.

Together with my team we have created a range of programmes designed to develop and inspire your talented retail leaders. We are supported by BRC's insight and influence as well as our network of industry leading partners.

The current focus areas for our programmes are **strong resilient leadership, inclusion, driving trade and developing future skills such as data science, AI and automation**. However, if you have any specific requirements outside of these areas for your learning and development strategy then please contact me directly.

From emerging Store Managers to experienced Boardroom Executives we can help your people make the difference for your business.



LUCY CROWTHER

Director of BRC Learning

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KEY DATES

Below are the key dates in the BRC Learning calendar. If you'd like to know more information simply contact us via brclearning@brc.org.uk

2021

February

- Data Analyst Apprenticeship (Level 4)
- OSS Retail Masters
- Data Science and Machine Learning Apprenticeship (Level 7)
- Retail Industry and Trading Essentials for Non-Executive Directors

March

- BRC Learning Executive Learning Challenge
- BRC Master Negotiator (Foundation)
- BRC Master Negotiator (Skilled)

June

- OSS Retail Foundation

For more details visit www.brc.org.uk/learning

BRC LEARNING TEAM

We understand the unique development requirements of retail as we ourselves are retailers. Amongst our team we have over 60 years retail experience.



Terry Lees

Head of Leadership Development & Learning Events

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Terry started his retail career as a Graduate with WHSmith in 1999. He has since gone on to work with some of the UK's top retailers including Staples UK, IKEA and M&S.

In 2013, Terry joined the senior development scheme at M&S and was selected to attend the OSS Academy as a delegate, a 'pivotal moment' in any leaders career journey. He returned as a Group Director in 2016 and 2017, before leading the Academy as Vice Chairman in 2018 and Chairman in 2019.

In October 2018, Terry joined OSS Retail full time as the Head of Residential Programmes and following the acquisition of OSS by BRC took the role of Head of Leadership Development & Learning Events.

Jagjeet Doheley

Digital Learning Manager

jagjeet.doheley@brc.org.uk

Jagjeet is an experienced retail L&D professional. She has worked with major retail brands such as Vision Express, Specsavers and Caffè Nero.

Jagjeet is also a business coach helping individuals, start-ups and businesses that want to refocus and effectively work towards their goals. She is skilled in helping individuals and businesses aim towards a goal fully aligned with their personal values and explore where they may want to focus or need support.



Janet Woods

Interim Specialist Programme Lead

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Janet is a highly creative Learning and Development professional with extensive experience of leading large teams, big change projects and operational management expertise across different business areas.

She has over 30 years of experience in fast moving retail roles, stores, the field and head office in a multi-site, digital business. Held several roles ranging from managing over 30 stores as an Area Manager with Argos, to heading up Learning and Development for Home Retail Group (Argos, Homebase and Habitat).

More recently led a large project team developing the talent programmes for Sainsbury's and completed an interim role as Head of Leadership Development for Manchester Airports Group.

by retailers for retailers

APPRENTICESHIPS

In partnership with Leeds Beckett University, Corndel and Cambridge Spark, BRC Learning offers a growing portfolio of retail focussed apprenticeships. They equip students with the blend of industry knowledge, and practical, relevant experience they will need to capitalise on the opportunities created by our dynamic sector.

- CMI Level 5 Certificate and Chartered Management Degree Apprenticeship (Retail)
- Data Analyst Apprenticeship Level 4
- Data Science and Machine Learning Level 7

LET'S TALK

To discuss using your Apprenticeship Levy to access one of Apprenticeships please contact us via brclearning@brc.org.uk.



BRC RETAIL LEADERSHIP AND MANAGEMENT CERTIFICATE LEVEL 5

The BRC Retail Leadership and Management Level 5 Apprenticeship develops the critical knowledge, skills and behaviours needed by senior managers. The aim of the programme is to build highly trained effective managers who think critically about business challenges and nurture high-performing teams.

Duration: 13 months

Cost: £7,000 +VAT

[Find out more >>](#)



In partnership with **Corndel.**

DATA ANALYST APPRENTICESHIP LEVEL 4

The Data Analyst Apprenticeship (L4) equips learners with an advanced skill set to empower them to extract, manipulate and visualise data, enabling organisations to answer complex questions and drive strategic value. Across 14 months, learners will undertake 10 expert designed modules. Consisting of a blend of in-person and remotely taught modules, whilst receiving 1:1 coaching, attending check-ins and submitting assignments to K.A.T.E.® (Knowledge Assessment Teaching Engine) which was developed by Cambridge Spark for Data Science training and assessment. – before preparing for and undertaking their end point assessment and certification exams.

Duration: 14 months

Cost: £15,000 +VAT

[Find out more >>](#)



In partnership with **CAMBRIDGE SPARK**

DATA SCIENCE AND MACHINE LEARNING APPRENTICESHIP LEVEL 7

The Data Science & Machine Learning Apprenticeship (L7) is a fast-track route to become a Retail Data Scientist or a Machine Learning Engineer, and provides learners with the authority to create and deliver innovative products and processes for the business by the use of data, machine learning and AI applications. The programme is designed for intermediate level Python users with fundamental statistics experience.

Duration: 15 months

Cost: £ 17,000 +VAT



In partnership with **CAMBRIDGE SPARK**

LEADERSHIP PROGRAMMES

BRC Learning offers a series of inspirational leadership programmes designed to challenge and support Retail leaders throughout their careers.

Each programme provides delegates with retail specific skills and behaviours that will drive their own performance and that of their teams and businesses. We also provide delegates with the opportunity to network with their peers to develop new connections to support and learn from each other.

ABOUT OSS RETAIL PROGRAMMES

OSS was originally founded as the Oxford Summer School by the Drapers Chamber of Trade in 1923. It was formed as the Chamber members identified a lack of retail specific development for their talented leaders. They were concerned that without it they would lose their best people to other industries such as manufacturing, construction and finance. In order to protect and strengthen the industry they cared about they sought to create the highest quality development programme for the most talented leaders.

We are in the process of designing our leadership development programmes for 2021. Given the current restrictions that we are all working to, we will be delivering our Senior Strategic Programme, The Masters, as an entirely digital experience. Watch this space for more information as we continue to update our Foundation and Academy offer for next year.

LET'S TALK

To find out more about our Leadership Programmes or to discuss your own unique development requirements please contact us via brclearning@brc.org.uk.

OSS RETAIL MASTER'S

A strategic leadership development programme for Senior Managers, Directors and Business Owners with influence over business strategy.

The Master's programme is a unique opportunity for retail business leaders to get a clear view on the future of Retail and understand how best to position their businesses for success. The fully immersive digital experience includes a mix of discussions, workshops and group activities, but also offers full access to respected industry leaders and Retail professionals.

Date: 22 - 26 February 2021 | Price: Members - £1,595, Non-Members - £1,895

[Find out more >>](#)

OSS FOUNDATION

Coaching & Inspirational Leadership Development for Graduate Managers, Department Managers, Store Managers and Managers in Retail Operations & Head Office Functions.

The Foundation programme develops our delegates' understanding of people leadership and explore the positive impact this can have on their business. This immersive programme enhances the vital skills necessary to successfully lead a team and build their confidence as retail managers.

[Find out more >>](#)

OSS ACADEMY

Transformational Retail Leadership Development for Experienced Managers in Retail Operations & Head Office Functions, Store & Field Management Roles & Managers of Leading Independents.

The Academy programme supports talented leaders to recognise their potential and lead organisational change. We do this by enhancing the delegate's understanding and management of key retail resources and inspire them to consider how they can positively impact the retail environment in which they work. Delegates will develop their own performance, the performance of their team and their ability to influence the commercial performance of their part of the business.

[Find out more >>](#)



INCLUSION

INCLUSION EXCHANGE

In October of this year, we successfully launched our Inclusion initiative in an exciting new partnership with The Centre for Inclusive Leadership (TCfIL). Through a series of intimate and open discussions, we gave our retail members the opportunity, through our partnership with TCfIL to raise and discuss tough issues that their organisations were experiencing surrounding Diversity and Inclusion.

On the back of these events, we are proud to welcome our members to our Inclusion Community. A unique opportunity to continue this ever-important conversation with industry wide peers. Please get in touch if you would like to join this community and fellow members who already actively involved.

In early 2021 we will share a range of workshop events that will build on our launch. Our overall aim is for Inclusion to be the key driver for recovery, resilience and reinvention in retail following a volatile and unpredictable 2021.

Who Should Attend

- Learning & Development Managers
- HR Managers and Directors

LET'S TALK

To find out more or to book your places on the Inclusion Exchange or to discuss your own unique requirements please contact us via brclearning@brc.org.uk.



PROGRAMME PARTNERS



For over 30 years the team at The Centre for Inclusive Leadership (TCfIL) have worked with organisations to understand what causes people to feel both included and excluded. Managing inclusion in order to create a sense of belonging must be a key priority for everyone involved in human capital management.

They have a rich history in working globally to support the inclusion, diversity and equality agenda through executive education, leadership accession programmes and thought leadership. TCfIL work with leaders to help them create and sustain more effective organisations by enabling them to better support their people to be their best selves and do their best work.

FEATURED PARTNER

BRC Learning works with leading experts to ensure our programmes are the pinnacle of retail development. Here, we showcase Cambridge Spark, our partners for Data Analyst Apprenticeships.



Cambridge Spark is a leader in transformational data science and AI training, career development and progression. Their pioneering, customer-focused, training programs are built on their own proprietary AI-powered platform, KATE, and accelerate the tech capability of both individuals and organisations. The team also advance tech careers through their EDUKATE.AI platform.

Their goal is to empower the entire global workforce to reap the benefits of data science and AI. The company is head-quartered in Cambridge, UK, with an office and an educational campus in King Cross, London.

Through Cambridge Spark, BRC Learning are able to offer the Data Analyst Apprenticeship (Level 4). The Levy-funded course equips learners with an advanced skill set to empower them to extract, manipulate and visualise data, enabling organisations to answer complex questions and drive strategic value.

“We are incredibly excited to be partnering with BRC to deliver a range of digital apprenticeships and training programmes to support the retail sector in maximising business and growth opportunities. The retail sector is seeing many threats from large tech organisations and it’s time to level up. There’s incredible untapped operational and data opportunities available within retail organisations to increase competitiveness. Through our partnership with BRC we are looking to up-skill retail professionals so they can be an integral part of the digital revolution.”

Dr Raoul-Gabriel Urma, Founder and CEO

“Retail is one of the most innovative and vibrant industries, continuously adapting to changing consumer behaviours. The ongoing transformation driven by new technologies has been accelerated by Corona virus. As a result it is likely there will be fewer retail jobs in the future. Nonetheless, these jobs will be higher skilled and better paid. From AI experts to social media analysts to data scientists, there are now hundreds of jobs that didn’t exist ten years ago. We hope that this new partnership will provide the next generation of retailers with the skills they need to succeed in these new roles and lead the success of this exciting and dynamic industry.”

Helen Dickinson, BRC Chief Executive

FIND OUT MORE

To find out more about Cambridge Spark please visit their website: cambridgespark.com



BRC LEARNING

If you'd like to discuss any of our upcoming programmes
please contact our team.

Equally if your organisation has unique requirements
please get in touch.

brc.org.uk/learning
brclearning@brc.org.uk



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