

North London – a business friendly area! The London Borough of Enfield provided continued support to Asda when they opened their new £25 million store in Edmonton.

*“ASDA has shown a real commitment to the local community with this investment and as a local girl I’m proud the store has created over 400 new jobs. The new store offers great value and a friendly atmosphere, and I’d like to thank the local Council for helping to make sure our opening months have gone smoothly.” Leslie Worfold, Store Manager, Asda*



## Asda – working with the community

The Edmonton store has already been heavily involved in the community, donating a £26,000 mini bus to Starks Field Primary School and welcoming Former England star, Ian Wright, to sign copies of his *Fitter Families* book for customers.

The store has made its canteen available to the local police and has worked to link with other local traders and also works with the local sports centre to encourage sports education and training. In its short existence the store has already started providing work experience placements for students and actively makes them feel part of the Asda team.

Asda is one of the few retailers who are actually expanding in the current economic climate, in 2009 they are planning to open 14 new stores, creating a total of 7,000 new jobs.

## JOBSnet – partnership working on the ASDA recruitment drive

When ASDA opened their new 66,000 sq ft store at Edmonton Green last November shoppers were served by a largely local workforce thanks to an innovative partnership between the council, ASDA and Jobcentre Plus.

By moving their job brokerage service to premises in the adjoining shopping centre the Council maximised opportunities for local people to secure jobs in the new superstore. The Edmonton JOBSnet shop was born and over a 1,000 people came through the door to register their interest in the ASDA vacancies.

The Council pulled out all the stops to ensure the JOBSnet premises were refurbished and ready to open to coincide with the launch of ASDA’s recruitment drive; regular meetings were held between Gavin Redman, Brokerage Manager and his counterparts in Jobcentre Plus and ASDA to co-ordinate arrangements.

Working with Asda and Jobcentre Plus Enfield Council ran a wide publicity campaign to alert the local community to the opportunities on offer. In all, the partnership handled more than 10,000 enquiries, received more than 3,000 applications for 350 jobs with the outcome that 141 Enfield residents were successful in securing work at the new store.



For further information on Asda visit [www.asda.co.uk](http://www.asda.co.uk)



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