

# WORKING WITH YOUR UNIVERSITY

OUR IMPACT  
IN 2022 - 23



University  
of



The successes of our bootcamps, internships, and 1:1 sessions reflect the team's dedication to empowering students' futures. This year, we ran the biggest careers fairs yet, reaching over 400 students and c100 organisations across the events. Our recent Graduate Outcomes (GO) data paints a fantastic picture of success – an impressive 92% of 2021 graduates are in employment or further study, 2% higher than the sector average.



**Professor  
Gurpreet Jagpal**

Pro Vice-Chancellor  
Business and Entrepreneurship

**30%** of Alumni  
engaging with  
communication\*

**£2,236,000**

**95%**  
Apprenticeship  
retention rate\*\*





# CASE STUDIES

This year, the BECE team has continued to build and strengthen its relationships with Suolk's business, student, and alumni communities. From our support services to our apprenticeship schemes, we have helped to unlock new opportunities, encourage entrepreneurial talent, and nurture business growth.

Here are their success stories.

# AWARD-WINNING ALUMNI ALARMING LADDER

*Alarming Ladder is an indie game studio founded by University of Suffolk graduates. They started their business while studying Game Design and engaged with the*

# ENTERPRISING ALUMNI JUICEMIX BAR

*Priscilla Pinheiro is a University of Suffolk graduate and the founder of Juice Mix Bar in Ipswich. Her Business Management degree provided her with the knowledge and skills to launch her business. Now, the BECE team are helping her take it to the next level.*

Priscilla el

**“That’s why I enrolled in the Business Management course at the University of Suffolk, so that when I started a business, I’d know how to run it the right way.”**

Inspiration struck while studying. She identified a gap in the local market for a fresh juice bar, popular in Brazil.

After graduating in 2021, she opened a pod in Ipswich’s Microshops. The first six months were a success, and she moved into larger premises next door to the University’s waterfront campus.

#### **How We Helped**

Here, she not only took advantage of the student trade, but she also reconnected with us to discover what support she could access as a local business owner and alumni. She participated in a fully-funded business growth programme, where she was awarded a grant of £500. This enabled her to add signage to her shop front. Now, our designated coach is helping her to identify further grant and investment opportunities to scale the business.

# FIRST-CLASS FACILITIES



# CREATING CONNECTIONS

## WTW

WTW is a global insurance broker, multi-discipline consultancy, and risk adviser. With one of its largest UK offices based in Ipswich, it has been collaborating with the University of Suffolk to attract new talent and engage the wider business community.

### The Project

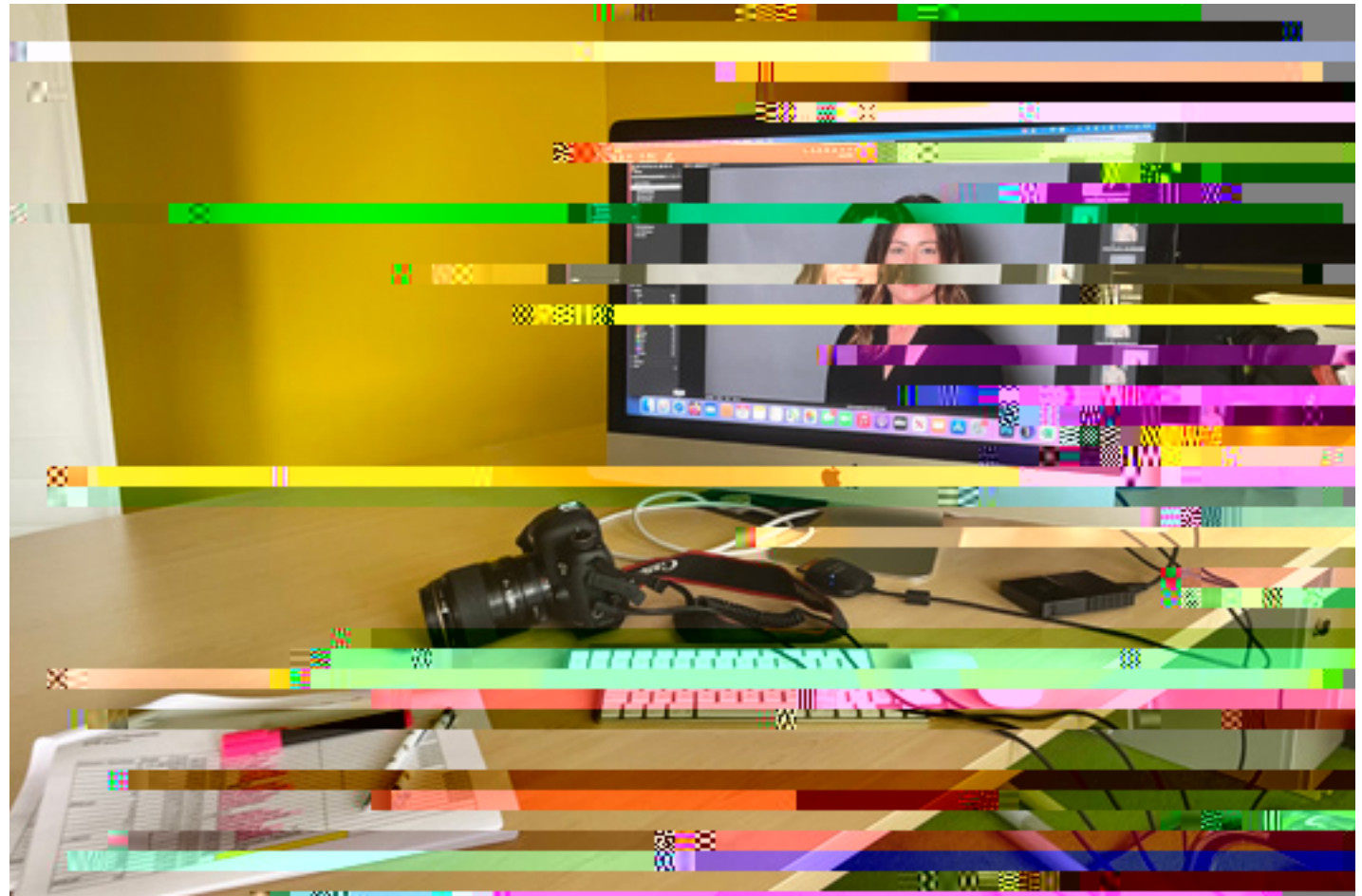
WTW had onboarded new staff during the COVID-19 pandemic, meaning many team members did not have a professional headshot. They reached out to us looking for someone with the right skillset, who would also benefit from gaining experience in a large corporate environment.

We connected them with Nicky West, a local business owner and University of Suffolk alumni. Having built a successful career in business communication in London, Nicky studied Photography in the hope of turning her passion into a new career. After graduating, she maintained a strong connection with the University, regularly attending our networking and business support events.

**“The University introduced me to things happening locally that I wouldn’t otherwise have known about. Their events are fantastic, especially those run in conjunction with the Federation of Small Businesses.”**

### How We Helped

Nicky was the perfect choice, as she drew on her corporate background whilst growing her portfolio. She transformed a meeting room into a studio and took over 150 headshots across a two-week period. Despite some apprehensions about being in front of a camera, Nicky worked her magic and put everyone at ease.



This was an excellent opportunity for students to shadow Nicky and gain hands-on client experience in a risk-free environment. As a course alumna, she knew where to plug any gaps in terms of professional development.

**“The University’s engagement with business is so valuable for students. The degree teaches you the theory and skills needed to create an inspiring image, but it’s important to think about how to turn that into a thriving business. Using photography to help businesses be more visible online and attract the perfect client is a fantastic way to achieve this.”**

### Next Steps

WTW was delighted with its headshots and have already scheduled for Nicky to return next year. It is continuing to collaborate with us on learning and development opportunities for our students and graduates. Nicky also gained a lot from the project and is very keen to continue her involvement with the University.





# INNOVATIVE RESEARCH MULTIPLAI

*MultiPLAI are using AI to transform the way cardiovascular diseases are detected. Looking to collaborate on a new processing model for mRNA data, they reached out to the Business Engagement team at the*

# AMBITIOUS APPRENTICES SIMON RICHARDSON



# INSPIRING INTERNS COREY SADLER



*Corey Sadler is a BSc Computing student. We caught up with him to find out more about his internship at 3adesign, a software and hardware solutions provider. We also spoke to the CEO, David Atkins, to discuss the business benefits of engaging with the University.*

**David, how did you first get involved with the University of Suffolk?**

I went to a series of meetups at the University and joined a group interested in hackathons. We set up Innovate Suffolk in 2019 and ran a hackathon at the University. I'm a Senior Visiting Fellow and visit regularly to engage students and deliver guest lectures.

Over the past four years, we've brought a number of apprentices and interns into 3adesign through the University, including Corey.

Within a few days we saw great results from Corey, and by week two we discussed taking him on after the internship. Now he's working with us two days a week alongside his degree to turn his

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Absolutely, experience (especially in the IT field) is invaluable, and you should take every chance you can to learn more about the industry you're interested in. If something comes up which could help you to develop the skills you need, take it!

The potential benefits from working with the University are huge. This year alone we've recruited two graduates, and we currently have two degree apprentices working with us. The University should engage as many businesses as possible. So many businesses like ours have meaningful projects to work on, and it's great for students to learn on the job.



## **University of Suffolk**

Business Engagement,  
Careers and Employability (BECE)

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