

PARTNERSHIP IMPACT REPORT 2021



**Northumbria
University**
NEWCASTLE



Since 2015, our valued partnership with Santander Universities UK has delivered positive impacts through the delivery of high-quality education, enterprise and employability programmes for the benefit of Northumbria's staff, students, alumni and university stakeholders.

During the last challenging year Santander Universities UK provided additional funding which underpinned Northumbria's Tough Times campaign, providing immediate support to students experiencing hardship and to ensure our start-up businesses are sustained through this difficult period.

Over the next period of our partnership, we look forward to advancing our strong track record working together to make a real difference to Northumbria's global communities.

Professor Andrew Wathey CBE,
Vice-Chancellor & Chief Executive
Northumbria University



Professor Andrew Wathey CBE

KEY FACTS:
since 2015

£1.1m in total

1,462 beneficiaries

33 mobility awards

260 SME internships completed

20 new virtual internships

749 students attending
14 enterprise weekends

2 Freelancer Awards

1,265 weeks of paid
employment created

14 Black Inclusion Programme
participants

30 Santander Universities UK
postgraduate scholarships

20 Sporting Edge self-development
programme participants

204 SMEs engaged

7 Ambitious About Autism internships
secured with employers

EDUCATION

The Santander Universities UK Postgraduate scholarships, part-funded by Northumbria University, support twenty students from widening participation backgrounds each year.

Each £2,000 scholarship ensures students continue their education at Northumbria without the worry of financial hardship.

The funding from Santander Universities UK came at such an amazing time for me as my mam was very poorly when I applied for it. I was accepted and then around November my mam died aged 42. As you can imagine, it was such a hard time for me and my family. The money allowed me to be a devoted family member and an active student as I didn't have to worry about other things.

My goal is to achieve my Masters degree and make my mam proud as she started my journey with me but sadly won't see the end. After university I want to make a difference in sport education and seek full-time employment in something I care about. Scholarships are really important to students because they are a helping hand and motivation to be better and achieve more.

Charlie Headlam, MSc International Sport Management



Mobility Scholarships encourage international mobility by enabling Northumbria students to engage in a range of projects abroad including institution exchange, lab placements, research and summer schools. As a result of COVID-19, Santander Universities UK kindly provided the flexibility to pivot Northumbria's delivery model and facilitate new, virtual internships.

"Virtual Internships have demonstrated that students don't need to travel to develop global skills. Through this fantastic programme, we have been able to support student employability despite the challenges that COVID-19 has presented. We are confident we will continue to encourage our students to take on virtual internships, break down barriers to physical mobility and have access to the global workplace."

Alejandra Vicencio, International Partnerships Manager

"Before beginning my virtual internship, I was keen to make the most out of this experience and boost my career prospects, and I certainly did! With the help of my supervisor Zlata, I gained a multitude of new skills and knowledge, met, and networked with many people. The virtual internship exceeded my expectations as I didn't know I'd be able to gain so much experience and insight into the finance sector, working remotely."

Jo Siddle, BA (Hons) Accounting and Finance

ENTREPRENEURSHIP

In 2018, Santander Universities UK awarded Northumbria a capital grant of £100,000 towards its new student Incubator.

In January 2020, the Incubator opened and co-branded with Santander X. Northumbria signed up for the Santander X initiative to promote talent through a global community of university entrepreneurs and help drive, together, an innovative knowledge-based university ecosystem of entrepreneurship. The Incubator acts as a hub for generating interest in enterprise and inspiring future generations of entrepreneurs.



- 18 start-up businesses are in residence in the Incubator
- 108 start-ups currently supported in the Student Graduate Enterprise pipeline
- 160 students received ideation support in 2020/21
- Santander Universities UK co-judged our Enterprise weekend in March 2021 with 61 students
- Achieved Exemplar status: Incubator (Small Business Charter, April 2021)



As one example of a Northumbria start-up success, Business and Law graduate, Jenny McFadden, was a final year student when her business 'Pretty Mama' was chosen to represent Northumbria in the national 2020 - Santander Universities UK - Entrepreneurship Awards and participant in the Emerging Entrepreneurs programme.



Pretty Mama was started by Jenny and her sister Alex in 2018 after Alex struggled to find feminine maternity underwear when she was pregnant with her daughter. The sisters wanted to design and produce a collection of underwear that aimed to boost women's confidence following pregnancy. With their combined degrees and experience, Jenny and Alex, a fashion graduate, put their skills together and founded Pretty Mama.

Reflecting on their invaluable support and experience, Jenny shared, "I loved taking part in the Santander competition; it was an amazing opportunity to represent Northumbria in a national competition and become 'Judges Choice' winner.

There was a real sense of community within the competition as we formed group chats, held live zoom pitches, and supported each other behind the scenes. I am so grateful to have been given the opportunity as it has been one of the best business experiences so far."

Graham Baty, Head of Student & Graduate Enterprise at Northumbria University said: "Jenny and Alex have shown real entrepreneurial flair through identifying and solving a problem for new mums. The Santander Universities UK award was recognition for their progress made to date. The University is looking forward to further supporting Pretty Mama as the business grows."

EMPLOYABILITY

Santander Universities UK continues to benefit our students and make a significant impact on the region's SMEs who work with us to take on and support our interns.

Matthew McCarrick



"The Santander internship has allowed me to extend my learning beyond the theoretical boundaries of the classroom and experience the dynamics of working within a team to deliver projects. I was exposed to a wide variety of surveying and commercial tasks that may not happen within larger businesses and the close-knit team were always accommodating to my learning. My time at McCarrick's has provided a great transition from student to working life as well as avoiding the stresses of job applications and interviews by being offered a full-time position once I finish my degree."

James Foster, BSc (Hons) Quantity Surveying



James Foster

"Our team has derived great benefits from the addition of an enthusiastic and engaged placement student; in fact it has been rewarding for all involved."

As an Assistant Quantity Surveyor, James found that his course learning began to solidify. We were able to expand his experience base, arranging for him to shadow a number of other roles within the business and provided placements with our site managers as well as estimators and tradesmen. This provided real life context for a lot of his university learning and an invaluable help with his final year. We were so impressed with James that we decided to extend his placement from 4 weeks to the entire final year whilst at university. We have subsequently offered him a full time graduate position."

We are delighted with our decision to take on a Northumbria University placement student."

Matthew McCarrick, Managing Director at McCarrick Construction

NEW PROGRAMMES

We continue to welcome innovative and engaging programmes which present further opportunities for our staff, students, and alumni community. Four recent programmes help illustrate this.

AMBITIOUS ABOUT AUTISM

In 2020, Northumbria University was invited to join the Employ Autism Higher Education Network, established by Santander Universities UK and the charity Ambitious about Autism.

As well as having individual strengths and talents, autistic employees often demonstrate exceptional skills in many areas, enabling them to add diversity to the workplace. However, autistic people are often disadvantaged when it comes to seeking employment due to a lack of understanding and support. Nationally, only 22% of autistic adults are in any kind

of employment. This new programme aims to address this by ensuring more autistic students and graduates have access to meaningful employment experiences. It will also ensure local businesses can benefit from neurodiverse talent within their workforces.

“We’re delighted to be joining The Employ Autism Higher Education Network and playing our part in helping more autistic students and graduates achieve their potential and access full-time employment.”

Julia Bennett, Business Development Adviser, Northumbria University



“Autistic students and graduates are amongst our brightest talents. By joining our programme, Northumbria University will be at the forefront of the drive to increase the neurodiversity of the UK workforce and will also be helping to change the lives of autistic people.” Jolanta Lasota, Chief Executive, Ambitious about Autism



SPORTING EDGE SELF-DEVELOPMENT PROGRAMME

Santander Universities UK joined forces with Sporting Edge to deliver an online learning experience. Twenty Northumbria students were successful in applying to boost their skills and develop resilience during the pandemic. The students completed eight hours of learning focusing on performance themes including Personal Drive, Learning Mindset and Confidence.

June Scott, a Master’s student, studying Theatre and Performance completed the programme, stating, “At 53 I am confident to admit that I can still benefit from learning more and accepting that I have strengths and weaknesses. Through the Self-Development Programme, I gained a deeper understanding of how to use both of those qualities to my advantage and not to allow perceived negativity to envelop me. This has helped me to move forward both inside and outside of university with more self-belief.”

“I loved this experience. It made me question what actions I could take, how I would manage my days if an idea came to fruition, what my role would be and the preparations that I needed to consider. After the course, I felt I could take on the world. The athletes and professionals not just inspired me but dared me to be different and reach for my dreams.”

Sarah-Jane Mauldenhour, BA (Hons) Mass Communication with Advertising

BLACK INCLUSION PROGRAMME

Santander Universities UK mission is to support students from diverse backgrounds into university, work, and self-employment.

In partnership with Finance Unlocked, they delivered an online programme for Black and Black Mixed university students and 2019-20 graduates. This programme was promoted university-wide, resulting in 14 students participating. The participants received exclusive access to eight hours of online content, focused on a range of trending financial topics, including green finance, blockchain and private equity.

Emmanuel Kabengele, President of Northumbria Students’ Union said, “As a black man and Students’ Union President, I think this inclusion programme is truly amazing. There is less tailored careers support available for students from a Black and Black Mixed Ethnicity background. I am very excited for the Black Inclusion Programme to launch. It will give students a chance to explore potential career choices that may be different to what they are currently doing.”

“I appreciated participating in the Black Inclusion Programme which has really helped broaden my horizon and understanding of financial markets”

Edmund Bonsu, BA (Hons) Accounting and Finance graduate now studying MSc Cyber Security Technology.



FREELANCERS PROGRAMME

In April 2021, two Northumbria Alumnae, Leoni D’Arcy and Pip Kelly successfully applied to receive the Santander Universities UK Freelancer Award, a business grant of £1,000 each.



Leoni D’Arcy

I’m a 23-year-old graphic and brand designer living in the centre of Newcastle-upon-Tyne. I studied Graphic Design at Northumbria University, where I specialised in Typography and Editorial Design and received a First-Class Honours degree.

After university, I began working on a few freelance projects mainly for family and friends’ businesses, including branding work and business stationery designs on the side of my full-time job. In March 2020, I got accepted for a job as a junior web designer and was super excited, however due to the pandemic hitting, the company had to retract the job offer and I was unable to start. This unexpected blow left me on furlough from my previous job – which I had managed to retract my notice from – and with lots of free time on my hands. This is where my freelance design career began to take off and I began really loving the work I was creating.

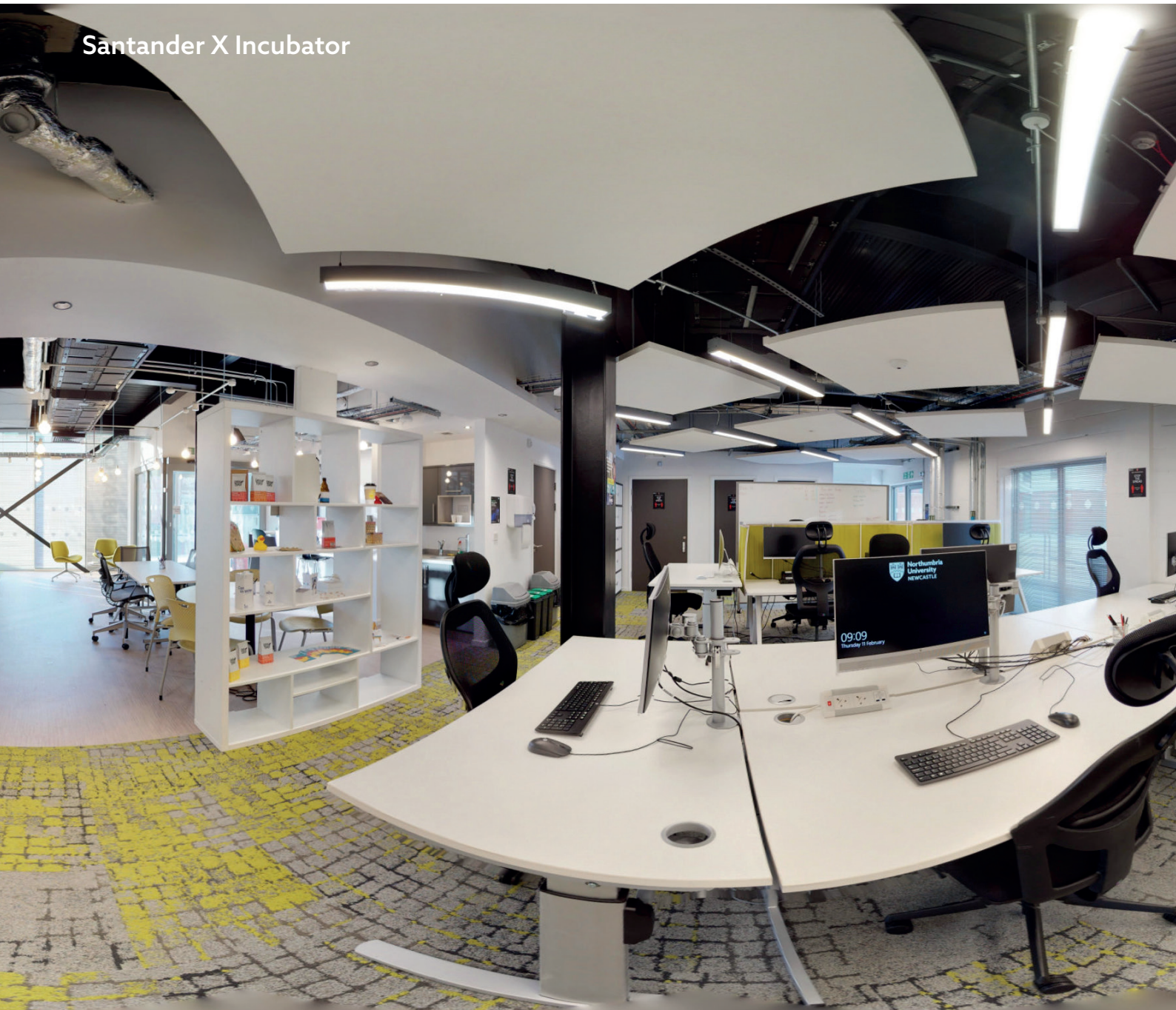
From March 2020 until April 2021, I worked my freelance design job on the side of my full-time job. I grew my skill-set, my online business presence and my portfolio of work to include projects from across the world. In April 2021 I decided it was time to take my business full-time.

D’Arcy Design Co is a graphic and branding studio, working with small to medium-sized business to build their branding from the ground up or to help them rebrand and level up their brand presence. We work on everything from business strategy to logo designs; stationery and packaging designs, through to digital & web design. I also have an Etsy store where I sell my own prints and planners.

“Taking the leap to full-time freelance has been daunting, but so exciting and I can’t wait to see where my business takes me in the coming months. The Santander grant will help me acquire the additional skills by completing courses which will allow me to attract more clients and scale-up my business sooner. I currently work from my home office, however my goal for the long term is to have my own studio space and a full working team to work alongside me. Support such as the Santander Freelancer Scheme is what helps to make plans like this possible. ”

Leoni D’Arcy, BA (Hons) Graphic Design graduate

Santander X Incubator



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