



Case Study

Employer Case Study 2007

Name of company, size and industry sector	Wilkes Design Size: Micro Business (Less than 10 employees) Type: New Media & IT	Location	Worcestershire	Date of placement and duration	January 2007 – July 2007 Initial six month contract and now a permanent team member
Student or graduate name	Ben Gilkes	University of study	Aston University	Degree Subject	BSc (Hons.) Management Sciences

Summary of project completed

Wilkes Design is a small new media business working in a fast moving sector of IT. In 2006 they realised that to stay on top of internet software development, particularly solutions for broadband, they needed to develop new software. They identified a specific software need which would give them the chance to expand their business into new product markets and to open up cost effective IT solutions to the SME market, so they recruited a graduate on a six month contract to get the project off the ground.

“Ben has brought a renewed energy to my business from which everyone is benefiting, our business, our clients and our team.” James Wilkes Managing Director



The Wilkes Design Team – James Trowman, Ben Gilkes, Elaine Haywood and Managing Director James Wilkes.



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Placement activity

As a junior software developer Ben's activity was to support software development in order to allow development of large and complex websites to be constructed in considerably less time. This in turn has allowed Wilkes Design to offer highly complex websites to businesses which might not have been able to afford them, especially SMEs.

Outcomes and impact in the business

Ben has been an integral part of building new software and has recently contributed to collaborative networks utilising newly learnt software development skills, 'As a direct consequence of the heightened technical prowess Ben has brought to the company, Wilkes Design has recently agreed to a potentially lucrative collaborative tie-up with three other companies developing software products.'

With the development of these new initiatives since Ben's initial placement Wilkes Design's turnover has doubled and this is forecasted to continue, according to James Wilkes, Managing Director. "Ben has made a huge impact on Wilkes Design, his ideas and passion for doing interesting and challenging work has brought a renewed energy to my business from which everyone is benefiting, our business, our clients and our team."