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Jim Jackson Foundation extends its support to Northumbria University Business students



Northumbria University has extended its partnership with the Jim Jackson Educational and Enabling Foundation to offer more hardship scholarships to

talented students from traditionally under-represented groups who want to study at the University's Business School.

Approximately 40% of Northumbria's students are from under-represented groups, and 65% are from North East England, where school attainment and progression into higher education are the lowest nationally. Through its philanthropic partnerships, the University offers scholarships and hardship support to students from a range of backgrounds, providing a pathway of supported progression from undergraduate to postgraduate study.

Hardship scholarships are especially important for students who face disadvantage to ensure financial barriers, such as reduced government funding, fear of debt and low family income, are not the deciding factors when choosing and progressing in higher education.

The Jim Jackson Foundation was established in memory of Jim, who grew up in challenging circumstances, and overcame adversity with the support of mentors who recognised his ability and potential. He had a successful career in business, encouraging and mentoring young people, urging them to move ahead and overcome their lack of educational qualifications through personal development and hard work. He believed in making a difference to young people's lives and championed, in particular, people who did not have professional qualifications but were keen to work hard to progress. Jim died in 2021 and in his memory, Jim's wife and business partner Jill established the Foundation to carry on his passion for advancing people who have faced disadvantage but have the talent and potential to succeed.

Northumbria University established a one-year partnership with the Jim Jackson Foundation in 2024, which enabled eight students to study business related courses at undergraduate and postgraduate level.

Due to the success of the pilot, the University and the Foundation have extended their partnership for a further three years to support undergraduate students on business-related programmes who can demonstrate that they are struggling with their studies for personal reasons without financial support. The programme will provide eleven students with funding throughout their undergraduate studies, enabling them to access laptops, books, specialist learning equipment, disability support, travel costs, volunteering and mentoring.

Jill Hill, Founder and Chair of the Jim Jackson Foundation said: "The Jim Jackson Educational and Enabling Foundation is very pleased to extend its partnership with Northumbria University to provide support to more young people wishing to acquire qualifications so they can access a career in business. Our partnership last year had a significant impact upon the studies, university experience and career prospects of the scholarship recipients and we look forward to working with the University to benefit more students throughout their degrees over the next three years."

Ella McCarthy, who was a scholarship recipient in 24/25 said "Receiving the scholarship has had a significant impact on my academic year and overall university experience at Northumbria University. The financial support has immensely eased the pressure of balancing multiple part-time jobs with full-time postgraduate study, allowing me to dedicate more time and energy to my MSc in Business & Management at Newcastle Business School.

"As a result of this support, I have found the time to fully engage with the course content, becoming the course representative, participating actively in group projects, becoming the group leader, and making the most of networking opportunities offered by the University, with this including career fairs and Student Union events. The ability to focus more on my academic development has not only enhanced my learning but also enhanced my confidence in pursuing future career opportunities."

Professor Graham Wynn, Pro Vice-Chancellor for Education at Northumbria, added: "We are very grateful to the Jim Jackson Foundation for continuing their generous support of our students. At Northumbria University, we are committed to unlocking potential and changing lives through education. We are proud that approximately 40% of our students come from areas where participation in higher education has traditionally been low. We believe that higher education is a transformative force, and we are dedicated to ensuring that all our students have the opportunity to succeed without financial barriers. With the support of the Jim Jackson Foundation, our students can focus on their studies and pursue their ambitions, empowering them to achieve their full potential."

As part of the partnership, Northumbria University will promote the Jim Jackson Foundation scholarships through its outreach programmes, which engage over 20,000 young people each year, with the aim of inspiring future generations of students to study business at the University. Students will also

engage in fundraising to support Jim Jackson's legacy to make a difference to young people's lives and carry on his passion for advancing people who have faced disadvantage but have the talent and potential to succeed.

Scholarships like these are being funded with money raised by the University's fundraising campaign, Higher Education Without Barriers, which provides a range of financial support, mental health and wellbeing services, and community-based projects, to make participation and progression in higher education more achievable for talented students, regardless of their social or economic circumstances. With the support of Northumbria alumni, businesses and charitable partners, the fund has raised over £4.4m and supported more than 3,500 students since it launched in January 2022.

To find out how you or your organisation can get involved, contact Sue Vout, Trust and Foundation Manager, at sue.vout@northumbria.ac.uk.

To learn more about the Jim Jackson Foundation, visit www.jimjacksonfoundation.org.uk.

UNIVERSITY OF THE YEAR 2022 (Times Higher Education Awards)

Northumbria is a research-intensive university that unlocks potential for all, changing lives regionally, nationally and internationally.

Two thirds of Northumbria's undergraduate students come from the North East region and go into employment in the region when they graduate, demonstrating Northumbria's significant contribution to social mobility and levelling up in the North East of England.

Find out more about us at www.northumbria.ac.uk

--- Please contact media.communications@northumbria.ac.uk with any media enquiries or interview requests ---

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