Making jewellery is a craft and a skill, and the Jewellery School helps people learn how to do it. Award-winning entrepreneur and jewellery-maker Jessica Rose set it up in a community hall in 2009 aged just 21, and it’s now London’s largest jewellery training centre. It runs six classes a day at its new Hatton Garden site and offers courses ranging from one day to a full diploma.

When Jessica applied for the Goldman Sachs 10,000 Small Businesses programme at UCL, the Jewellery School was already flourishing. The scheme was ideal for her at that point, giving her the necessary skills to manage growth in the right way. “I’d been on lots of training courses including growth accelerator programmes,” says Jessica, “but was never sure of their value and felt I could have read it in a book.”

“With 10,000 Small Businesses, every time I came away, I did so with ideas that radically changed the way I did things.”

Key to the programme’s success are networking and participant interaction. With a selection process that’s far tougher than most, participants are selected after interview stage so that the right mix of companies and personalities is chosen.

One of the many benefits of the programme is helping participants with an expanding workforce. Over 77% of its participants take on new employees – in Jessica’s case, she doubled her team from three to six employees, with 30 additional freelancers. The scheme equipped her with the skills to both pick and manage the right people for her business.

“The short-term benefit is focus and learning; the long-term benefits are contacts and new opportunities. At the end of business session, we were introduced to business angels, investors and new contacts that presented immediate opportunities.”

Featured on BBC1’s ‘The Editors’ as an inspirational story for people wanting to set up their own businesses, The Jewellery School has now seen more than 7,000 people pass through its doors and now has half a million pounds worth of turnover.

“Yes, the 10,000 Small Businesses programme is a commitment,” Jessica concludes, “but it’s designed to work for busy people. Its support structure has a lasting impact, and to my mind, the programme is invaluable.”

77% of participants on the Goldman Sachs 10,000 Small Businesses programme at UCL take on new employees

Discipline
Arts & Humanities
Built Environment
Engineering
Laws
Life & Medical Sciences
Mathematical & Physical Sciences
Social & Historical Sciences

Grand challenges
Global Health
Human Wellbeing
Intercultural Interaction
Sustainable Cities

Mechanism
Business Support
Consultancy
Placements
Licence
Partnerships
Public Outreach
Research Collaborations
& Studentships
Spin-outs
Student Engagement
Subsidiary

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A real gem
About UCL
UCL (University College London) was established in 1826 and is ranked as one of the world’s top-ten universities. The university is a modern, outward-looking institution, with more than 4,000 academic and research staff committed to engaging with the major issues of our times. It has a global reach, with 34% of its students coming from outside the UK, from almost 140 countries.
www.ucl.ac.uk

About UCL Advances
UCL Advances, UCL’s centre for entrepreneurship and business interaction, helps anyone who wants to learn about, start or grow a business. It’s primary role is to promote a culture of entrepreneurship on campus and engagement with entrepreneurs and small businesses beyond UCL’s boundaries. It works to support start-ups and small businesses across London by helping them to access the technical and business expertise of UCL’s staff and students through a series of programmes to help support ambitious young companies.

UCL Advances is affiliated with UCL Enterprise, which provides UCL’s structures for engaging with business for commercial and societal benefit.
www.ucl.ac.uk/advances
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About Business Support
UCL Advances provides direct business support for internal and external organisations through a variety of programmes and activities such as 1–1 advice, problem solving through student consultancy, student internships, mentoring and others. The UCL Goldman Sachs 10,000 Small Businesses is one of these programmes.

The UCL Goldman Sachs 10,000 Small Businesses programme is designed to unlock the economic and job creation potential of small businesses and social enterprises operating in the United Kingdom. The programme is based on the broadly held view of leading experts that greater access to a combination of education and business support services best addresses barriers to growth. 10,000 Small Businesses is targeted at small businesses and social enterprises with clear ambitions to expand. The goal of the programme is to provide participants with tools and resources to help them lay the foundations for long-term sustainable growth and job creation in their communities. It is funded by Goldman Sachs and the Goldman Sachs Foundation and delivered by UCL Advances.
www.ucl.ac.uk/10ksb

For more information see:
www.ucl.ac.uk/enterprise