

Future Publishing

Overview: Working from headquarters in Bath and offices in London, Future Publishing is a media company that integrates magazine publishing with new media.



The business background

Future Publishing is a media company with 1,200 employees and a portfolio of over 70 monthly special-interest magazines, 60 websites, a growing number of events and an expanding customer publishing business. It is one of the businesses that has teamed up with Bath Spa University to work with its talented graduates. The University pays graduates a weekly allowance while they undertake a 12 week placement with a business, so there is no direct cost to the host company.

Achievements & outcomes

The graduate who completed his placement at Future Publishing worked on an in-depth project as staff writer for the company's Music Magazine. This involved researching and writing news stories, interviewing and writing associated copy, meeting representatives from distribution companies, reviewing music hardware and software, attending press events and updating the website and blog. The graduate benefited from gaining real experience of music publishing and developing important skills for a future career in the industry.

On the strength of the success of the scheme, Katherine Raderecht, Group Publisher, agreed to be a judge for the Bath Spa University's Business Plan Competition in April 2008.

Tangible business benefits

Graduates of Bath Spa University have a lot to offer the companies they work in. The editor of Future Publishing's Music Magazine noted that the University's Creative Music Technology course appeared to be highly specialised, allowing the graduate to bring detailed technical knowledge to the role. This was extremely refreshing as, on the whole, the magazine recruits people with journalistic skills and much less developed music technology skills. The company find placements are a great chance to meet and develop talented individuals with fresh ideas.

Fast Facts

- Future Publishing is a leading media company with a growing portfolio of magazines and websites.
- The company took on a Bath Spa University graduate for a varied placement in its Music Magazine.
- The graduate was able to gain real music publishing experience and develop valuable skills, whilst the company benefited from the graduate's specialist music technology knowledge.

Talent, opportunities, success

Benefits to the **Business**

- Improved competitiveness, productivity and profitability
- Increased capacity to exploit new ideas for competitive advantage
- Current business problems and projects addressed
- Enables sustained growth
- Provides advanced subject knowledge and creative problem solving abilities

Benefits to the **Graduate**

- Improved skills and knowledge
- Exposure to the business world
- Supportive mentoring and guidance to improve success
- Increased confidence
- Enhanced experience and expertise



The viable solution for business, graduates & higher education

The business perspective

"If I could have given the graduate a job, I would. He is continuing to do freelance work for the magazine. I will keep in touch, as we are about to expand with the development of the new Music Magazine Website."

Daniel Griffiths
Editor, Music Magazine

The graduate perspective

"The scheme was invaluable. It put me right in the middle of a worldwide media agency and the experience was something I believe will not be easily attained without these types of schemes."

Declan McGlynn
Creative Music Technology graduate

The university perspective

"The project has been an important part of Bath Spa University's commitment to building lasting partnerships between business and education, and to supporting company growth in the South West whilst retaining young, talented practitioners within the area."

Susan Cherrett, Business Support Manager
Bath Spa University



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Talent

Opportunities

Success

South West Graduates for Business

Aim

Our aim is to increase the uptake and impact of graduates working with businesses in the South West, for mutual benefit

The Service

- Graduate and student placement programmes
- Free online vacancy advertisements with access to over 20,000 highly skilled active job seekers
- Advice on graduate recruitment and retention
- Events and seminars for businesses
- Online recruitment advice and tips

- Information on continued professional development opportunities, courses and events
- Mentoring and guidance for graduates and students
- Your local university careers office can work with you to support placement activity and to offer recruitment promotion opportunities such as careers fairs, campus presentations and interview facilities

The next step

You can find details of these services and contacts for your local university's careers service at www.gradsouthwest.com