



Background Information about Case Studies

This document is so that tutors have some background details about the supplied case studies in order to fill in any gaps/ answer any questions students may have. Case studies have been chosen to engage students by activating the 'similar to me' bias. Using Yorkshire based examples will, we hope allow young people to imagine themselves in similar roles. For this reason we are supplying some background information, some of which may seem initially not seem relevant to the messages being portrayed but might help you to draw links between a young person's life and these examples.

Abigail Hammond

- Comes from Leeds
- Was heavily interested in gymnastics as a child and considered concentrating on this
- At age 14 she had to decide whether to focus on academic life or gymnastics, she concentrated on her GCSEs
- She started as an apprentice at Yorkshire Water in 2016 after deciding she wanted to get straight into the workplace.
- Her friends from school went to university instead.

Catherine Bardsley

- Comes from Gipton in Leeds
- She started GCSEs at school but after having a baby in the middle didn't get many at this point.
- She went back to college after having her son and did GCSEs and A levels
- She went on to study at Leeds Beckett University and achieved a 2:1 BSc (Hons) Multimedia Technology.
- She worked as a Project Manager for the Mill Group for two years
- She then joined Nexomi as a Creative Director
- Alongside these two roles she also worked on a freelance basis on a number of different projects.
- She became a founding Director of Cloudtrainer in 2012.

Darren Metcalfe

- Comes from Wibsey in Bradford
- Went to Buttershaw Upper School
- Studied computing at Bradford ITEC
- Served with the Royal Navy for 4 ½ years
- Worked as Network Analyst for Freeman Grattan for five years
- Joined Yorkshire Water as a Senior IT Professional. Currently working as Infrastructure Clients Manager after several promotions.



Hope Lovelady

- Comes from Halifax
- Went to North Halifax Grammar School
- From age 16 she worked part time as a pharmacy assistant, until she finished her degree
- Completed 4 A Levels: Maths (A), Physics (A), Photography (A) and Further Maths (B)
- Went to University of Leeds and received a first class Bachelor of Engineering degree in Architectural Engineering

Noushin Aslam

- Comes from Dewsbury
- Attended Dewsbury College where she took the AVCE ICT (BB) and A level computing Computing (A)
- She was elected Women's Officer at college.
- Set up a charity ([The Moonlight Trust](#)) in memory of her brother Amar in 2009.
- Studied at Leeds Beckett University achieving a 2:1 BSc (Hons) Computing and then an MSc IPOS Technology
- She joined Leeds Metropolitan University as a Graduate Trainee working as a: Web Officer and then a Project Development Officer and Usability Consultant
- She now runs freelance businesses as: a Social Media Marketing Manager and a Web Usability and Branding Consultant

Sam Dunderdale

- Comes from Morley in Leeds
- Went to Morley High School where he did A levels
- Worked as a waiter at Debenhams
- Is currently working on doing up his beloved Volkswagen car
- Joined Mott Macdonald as an Apprentice
- Progressed onto a Higher Level Apprenticeship

Simon Thomson

- Is currently studying for a PhD part time with Lancaster University in E-Research & Technology Enhanced Learning
- Studied via distance learning at Edinburgh Napier University completing an MSc Blended & Online Education
- Went to the University of Leeds completing a BA (Hons), Theatre & Music
- He was the Course Leader for the National Diploma in Media at North Oxfordshire College before joining Leeds Metropolitan University
- Currently works at Leeds Beckett University as Head of Digital Pedagogy, after several promotions.