



Big Fridge

Mobile Chill or Freeze Trailers
for any occasion

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September 2004

Taking Big Step: top award for student

(Published in the Evening Gazette, 1st September 2004)

Enterprising students have been honoured at an awards ceremony marking their contribution to industry.

The Shell Step Technology Enterprise Programme (STEP) awards have been held at Teesside University to recognise students who took up placements with small and medium sized firms in the area.

The graduates helped firms by using their skills to carry out specific projects including marketing, web design and business development.

Winner of the Most Enterprising Student accolade was Newcastle University business management undergraduate Jemma Wallace, of Stockton, who went on an eight-week placement with Thornaby firm Big Fridge.

Jemma, 20, was given the task of raising market awareness of the company's mobile fridge hire business and drawing up a marketing plan.

She said: "I got involved with the STEP programme because I wanted to do something that would look good on my CV but that would also be useful to someone else.

"As soon as I had my interview with Big Fridge I knew it was something I could do and that I could work with the company.

"I was able to carry out research with clients and put a marketing plan together to suggest what they should be doing in promotion and communication."

As a result of her placement, Jemma successfully developed a marketing plan that is now being implemented by the company.

Andrew Houston, Big Fridge director, added: "We were contacted by the university who read about us in the Evening Gazette and asked if we wanted to get involved.

"Our business is a niche product and we needed to raise public awareness especially for our corporate and commercial markets.

"We are delighted with the way Jemma came to us with such enthusiasm and, as we are not a big employers, helped us to target an area that we needed to work on."

The STEP programme is supported by regional development agency One North East and the European Regional Development Fundraiser.

Jemma and runner-up David O'Rourke, a Teesside University student, who worked at Stockton firm Creative Glass and Mirrors, now progress to the STEP regional finals, held at the Baltic Art Gallery in Newcastle, next month.

Gilly Hall, STEP project manager at Teesside University said: "STEP allows students embark on real work experience rather than simply go to a firm and do some photocopying."

pitman®
training

SUCCESS
Student
Jemma
Wallace
with Nick
Appleyard
of Big
Fridge

Picture by
PETER
REIMAN

JOBSNEWS

Taking big STEP

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