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**North East**  
Local Enterprise Partnership



*Tech company Bede Gaming is a leading supplier of software to the online gambling industry. Headquartered in Newcastle and with offices in London and Bulgaria, the business has a staff of more than 150, the majority of which are based in the North East.*

**Paul Dinning,  
Vice President of Engineering**

**How would you describe Bede Gaming in a nutshell?**

*We're a young, innovative and agile tech company working in the gaming industry. We have an open and inclusive culture, which we're very proud of and we're committed to building the best products for our customers.*

**What are the benefits to a company like Bede Gaming to retaining graduate talent?**

*From Bede's perspective, we get access to a really talented pool of individuals. Given the size of the region,*

*the North East has one of the most impactful set of universities in the UK and there's a large pool of talented people who come from all over the world to study here. Retaining that talent makes our region stronger.*

**And what are some of the benefits for graduates of staying in the North East for their careers?**

*The North East is a great place to be. The standard of living and quality of life mean it ranks amongst the top places to live in the UK and I'd say it's also one of the top places to do business. We're still a young company and it's a great place for us to be headquartered - we have a highly talented and motivated workforce. There's a high diversity of different types of businesses in the region as well as a strong tech*

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cluster with names like Sage, Accenture, Zerolight and Performance Horizon, so there are lots of businesses ready to work with talented graduates.

**What can businesses do to encourage graduates to stay in the region?**

We need to make more noise and shout about all the great stories that are out there – and there are a lot. We also need to work more closely with the career departments at the universities and colleges so staff there are aware of the opportunities in the region for their students. We need to make sure businesses are in front of students at school and university from day one, giving them the opportunity to sample some of the careers they could follow. At Bede we've recently started an internship programme where students can come and work shadow us to get an idea of what it's like to work here and get a taste of the business.

**What kinds of career paths can graduates follow at Bede?**

We're extremely flexible and all new roles are open to any internal staff who want to try something new. You can create a career here whether you want to be a team leader, development manager. Or if you want to concentrate on becoming a really great developer, there's a career path for you.

**What are the benefits to Bede Gaming of being located in the North East?**

The schools and universities here are producing great talent and the general work ethic of people in the region is great. Our business was started in the North East and we've stayed true to our roots – we will always be a Newcastle company.

**Eileen Wood,  
Bede Champion**

**Which university did you graduate from and what did you study?**

I'm originally from Greater Manchester and I came to the North East to study Marketing Management at Northumbria University. When I came to look around I liked the city and it seemed like a really exciting place with great facilities for students.

**Can you tell me a bit about what your job involves?**

My role is Bede Champion and it's really diverse. I'm stationed within the HR team but I also work closely

with the marketing department and there are lots of different elements to my role including developing the company brand internally and externally, which means I'm exposed to so many different areas of the business and no day is ever the same.

**What do you enjoy the most about your job?**

I have the freedom to be creative. I didn't know what to expect from my first job after university but I didn't expect to have as much freedom and ownership. Here, if you have an idea you can run with it and it's about what you can bring to the role, not how well you fit into something that's already been defined. It's an exciting place to be.

**Why did you decide to stay in the North East after graduating?**

I really enjoyed my time here so far and I wanted to experience the city as a professional, not just as a student. It's a great city for young professionals, there's so much going on and it's really vibrant.

**Outside of work, what do you enjoy most about living in the North East of England?**

I like the fact that you can be in the city in a bar and then, within half an hour, you could be on a beach or in Northumberland. There's so much to do and Newcastle has it all really. There's also a good work-life balance, especially when I compare with friends in London – I don't have much of a commute so my time's my own.

**What has staying in the North East meant for your career?**

It's really exciting. I don't think I'd have half as much responsibility or freedom to put my stamp on things if I worked for another company, and Bede are very supportive of wherever you want to go in your career.

**Why would you encourage other graduates to live, work and stay in the North East?**

You can have a great quality of life and you could also have a really good career with a good company. In London it can be hard to find that balance but not here.



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