



TOGETHER  
MADE  
FROM  
MORE

A photograph of three young women in a trading room. They are looking at computer monitors. The woman in the foreground is wearing a red sweater and glasses. The background is dimly lit with green and blue light accents.

## Trading Room Sponsorship

# Trading Room Culture; Breaking Barriers

The lack of equality and diversity on the Trading Floor, and the historical stigma that follows, creates a negative Trading Room culture. Since the late 90s this is something that many businesses have tried to overcome, both to improve staff wellbeing and profit, however, an equal and diverse Trading Room culture remains a distant aspiration.

It's reported widely that Finance and Accounting based careers in general are heavily dominated by men, and the further you push up the corporate ladder, the more apparent this becomes. This is evident in trading and broking with the [Financial Times reporting in 2019](#) that in some offices fewer than 1% of staff were female; and only 13% of staff approved by the UK's Financial Conduct Authority (2019) for trading roles were female.

Another barrier for both men and women in the trading and broking industry is [socioeconomic backgrounds](#). People from both a low income and ethnic minority background have been shown to take 25% longer to be awarded career progression milestones, despite no evidence of poor performance. This has led to the [City of London Corporation Social Mobility Taskforce being set up in 2020](#); but more must be done.

In order to alleviate and abolish the stigma around Trading Rooms we must start at the beginning in inspiring and empowering young minds to see trading as a career option.

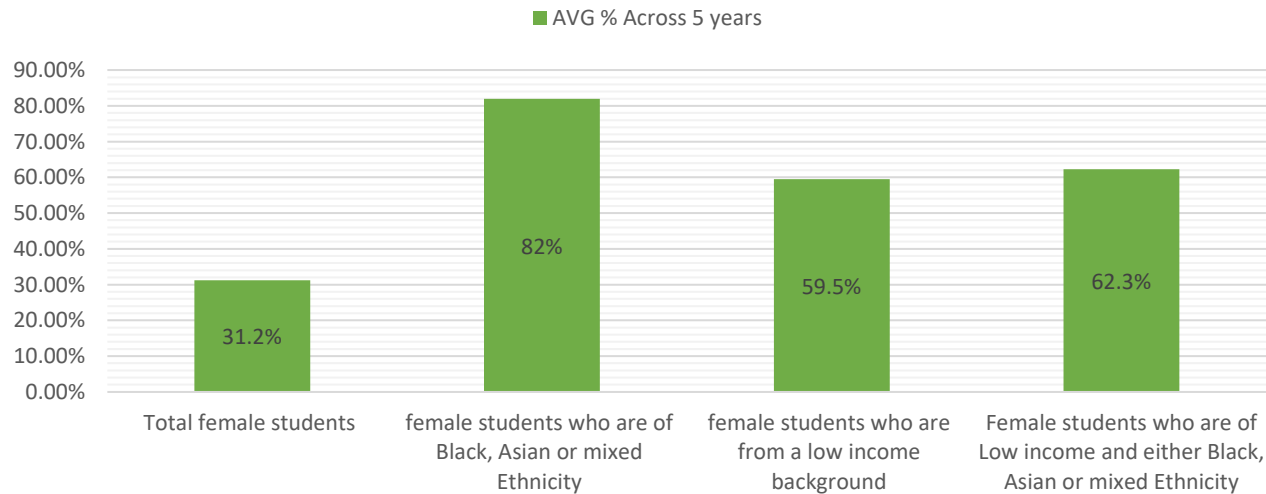


# Empowering all and Providing Opportunity

DMU does not produce the typical 'city boy' (albeit that is a stereotype that is fortunately meeting its expiry date). Our finance students typically come from low income and ethnic minority backgrounds (59.6% and 77.6% respectively); indeed, often it is both so that they experience "double disadvantage". They are also likely to be the first in family to go to university, so have neither the examples of family members having gone, nor would they have experienced support with university applications. For us, the only categories that truly matter are that our students are motivated, hardworking and tenacious.

We actively encourage and support female students into what has typically been a male dominated world.

## Female DMU Students studying finance



The table shows the mean average over the past five years of female DMU students studying in finance (31.2%), additionally broken down to show those from a low income (59.5%) and ethnic minority background (62.3%). The high percentages of female students from these socioeconomic backgrounds, which has increased by 10% in the last five years, shows our strength as a university in attracting and supporting students, and is extremely positive for the future talent pipeline that businesses need.

## How Do We Bridge the Gap Between Education and Employment?

We strongly believe that the answer to this question is from the enhancement of our own Trading Floor coupled with increasing sponsorship of our students and the space they work in from companies.

Our Trading Floor will be giving our students first hand experiences to the finance world with an insight into trading and broking. This exposure will allow us to alleviate some of the issues there might be around confidence entering that environment, and ensure women and disadvantaged students can feel it is for them, not an unobtainable or intimidating environment.

The Trading Room uses financial information software (Bloomberg & Refinitive) that is widely used in the industry today, simulating for students' decision-making opportunities in areas of macro-economic policy-making, portfolio management, central banking and risk analysis. Students will use terminals to get an idea of real-time stock and bond prices and news on businesses, industry trends and the wider global market. This provides insight and experience of roles such as trading, portfolio management, investment banking, corporate finance and financial or economic analysis. This experience will hopefully provide a vital edge for our students in a cut-throat jobs market, and mean they are familiar with the working environment from day one.

Having companies provide scholarships for students and sponsoring spaces is the final piece of the puzzle in ensuring our students feel the financial industry is also for them. It shows both a commitment from the company to students like ours, and also builds a familiarity for them to those companies in question, which we can develop further through guest speakers and placement opportunities. Historically this has led to a greater number of job and interview applications from our students, and we are happy to discuss how we can encourage this further and embed any partnership.



## Making Future Rainmakers

The Trading Room development, fully funded by DMU, has already begun, with a completion date of December 2023 in mind.

As soon as it is ready to be used by students in January 2024, we want to be ready to support them. In order to support the students working in this space we have set an ambitious target of raising £100,000 per year, to provide a mix of Prizes for top performers, inspirational DMU Global Trips to stock-exchanges and financial institutions around the world, and scholarship support.

### How we would use the Support:

- £500 as a one-off or annual donation (or £42 p/m) could provide a Named Prize for Top Performers, or it could also be used for a named discretionary grant for supporting stipends so students can undertake work experience, travel to interviews or something as simple as to buy a smart new suit and pair of business shoes ahead of a crucial interview.
- £2,500 DMU Global Trip for two students to New York Stock Exchange – (This would be both inspiring for them and help them stand out as a candidate in a future interview.)
- £6,000 for a Made from More Scholarship. These would go to students from less advantaged or represented backgrounds (the exact criteria can be at donors' discretion), and would be offered from second year. Providing £1,000 a term to our students has been shown to allow them the opportunity to focus on their studies to ensure the highest possible level of learning and degree result. Additionally, it gives them time to write job applications, apply for and undertake summer placement schemes, or spend additional time with family they may have care responsibilities for.

Our target of raising £100,000 a year would allow for us to support 10 X 20 X 30: Ten new scholarships; twenty students to undertake a lifetime experience trip; and 30 students supported with prizes or grants to support their career ambitions.



# Sponsorship Packages

Donations can be made as one-off gifts or regular gifts [monthly, quarterly or annual]. They can be from you as an individual, your company or Foundation.

As the Trading Floor Space is fully funded by DMU we ensure all funding received from donors goes to supporting our students.

We have outlined a few sponsorship opportunities to ensure our donors are getting sufficient recognition for their generosity: equally importantly we see this exposure of sponsors companies as essential to ensure our students are gaining familiarity with companies at which they may forge a career.

We also hope this support may extend beyond just financial, and may include chances for guidance and mentoring.



[Make a donation today](#)

For any donations over £500 please contact Paisley Tomlinson at [paisley.tomlinson@dmu.ac.uk](mailto:paisley.tomlinson@dmu.ac.uk) or 07870560543. Here we can discuss the naming of prizes and or scholarships

## Room/Floor Sponsorship

- £35,000 Yearly over 3 years or £100,000 one lump sum
- Trading room named in your honour, with plaque
- Invite to the opening ceremony
- Acknowledgment through our socials and internal comms

## Bell Sponsorship

- 1 bell - £20,000
- Bell engraved in your honour
- Ringing of the bell to declare trading open for the day
- Invite to the opening ceremony
- Acknowledgment through our socials and internal comms

## Ticker Tape Sponsorship

- 2 Ticker Tapes available - £10,000 each
- Plaque in your honour
- Invite to the opening ceremony
- Acknowledgment through our socials and internal comms

## Table Sponsorship

- 8 tables (Then up to 48) - £6,000 total (potentially over 2 years)
- Table named in your honor with a plaque
- Invite to the opening ceremony
- Acknowledgment through our socials and internal comms

## Prizes and Grants

- £500 for a named prize or grant
- Acknowledgment through our socials and internal comms

## Keeping You Updated with the Highs and Lows

We would plan to provide yearly updates in the form of a concise report or letter, providing information on how our students are utilising the Trading Floor, our prize winners through the year, and their education more widely.

For any donors with the time to provide it, we would also welcome the chance for any scholars or funding recipients to speak with you: in person or online; in Leicester or elsewhere. Opportunities for some early-stage career advice and guidance have a value beyond simply financial, and can be the key to ensuring a future workplace star. This is especially true of any donors who are forging a career having come from a background similar to the majority of our students: giving them a chance to see what they can be.

Any donation you wish to make will leave a lasting impact on the life of our students; We welcome having discussions with possible donors/individuals who wish to support this student opportunity and development, proving further support and information on each package that is on offer for sponsorship.

If you would like to set up for [regular donations it can be made here:](#)

Please contact either Paisley or Thomas (details below) to discuss donating:

Paisley Tomlinson (Fundraising Officer) [Paisley.tomlinson@dmu.ac.uk](mailto:Paisley.tomlinson@dmu.ac.uk) (+44 07870560543)

Dr Thomas Weir (Fundraising Manager) [Thomas.weir@dmu.ac.uk](mailto:Thomas.weir@dmu.ac.uk) (+44 07846055580)

DMU is the only higher education institution in Britain to be a global hub for a UN SDG: SDG 16 to promote peace, justice and strong institutions. All our teaching and research aligns to one or more of the SDGs, as these are a vital guide for global future development.



## Appendix 1: DMU Trading Room to become one of the largest in the country

Expanding the Trading Room is part of DMU's continued investment in facilities to enhance student experience and employability. In its new prime location on campus, it will hold a total of 48 students, and be adapted to be inclusive for all our students.

The Trading Room uses financial information software (Bloomberg & Refinitive) that is widely used in the industry today, simulating for students' decision-making opportunities in areas of macro-economic policy-making, portfolio management, central banking and risk analysis. During Covid-19 lockdowns we knew the importance of ensuring that our students still had access to these live stock's information, so we partnered with Refinitive in order to provide remote access. (We maintain this to ensure that students still get this access to allow them flexibility, which is especially important for any students with a disability or who might care for family members).

Students will use terminals to get an idea of real-time stock and bond prices and news on businesses, industry trends and the wider global market.

