SIRM COLLEGE

Learners Today,
Leaders Tomorrow.

Discover a world of opportunities. Learn from industry professionals who are passionate about your success.



Company Overview

Founded in 2014 in Ilford, East London, SIRM College began with a simple belief that education should be accessible to all, regardless of where the students come from.

1200+ students

20+ years of experience

11+ courses

2 campuses

Inspiring New Beginnings. Creating Second Chances.

Now campuses in Ilford and Leicester and partnerships spanning the UK and a sister campus in Pakistan; we create pathways for those seeking a second chance or a new beginning in higher education.

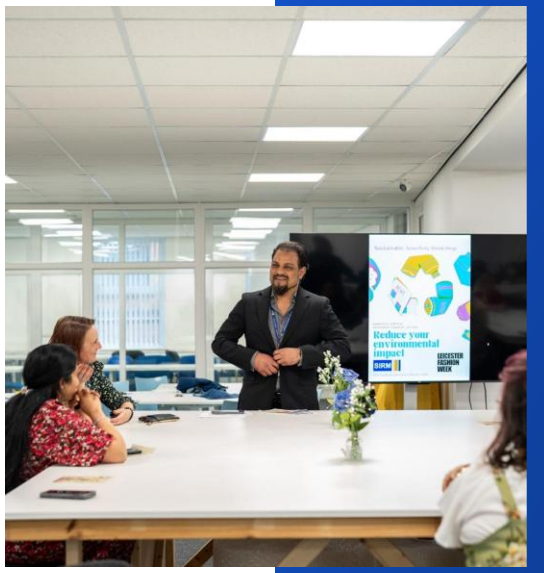
Office for Students Accreditation in August 2023 HE delivery from L4 to L6 making the total number of students 1100 students in 2025.



Company History

Established in 2014, SIRM College delivers high-quality Higher Education programmes focused on student success and employability. Committed to transforming lives through education that builds knowledge, confidence, and adaptability.







01

Corporate Vision Statement

Empower students to become future leaders and employers, not just employees.

02

Mission Objectives Explanation

Enable learners to make a positive contribution to the economy and society.

Data Overview

Our data tells the story of our students and the outcomes we deliver.

WHO ARE OUR STUDENTS?

- **83%** aged 25+
- **50%** postcode deprivation
- **45%** means tested loans
- **54%** working whilst studying
- **35%** work full time hours

- Care Experienced: 6% (HE average 1%)
- Estranged from Family: 10% (HE average 1%)
- Gypsy, Roma and Traveler Communities: 8% (HE average 3%)

B3 2018–2023



CONTINUATION

Threshold 75%



COMPLETION

Threshold 65%



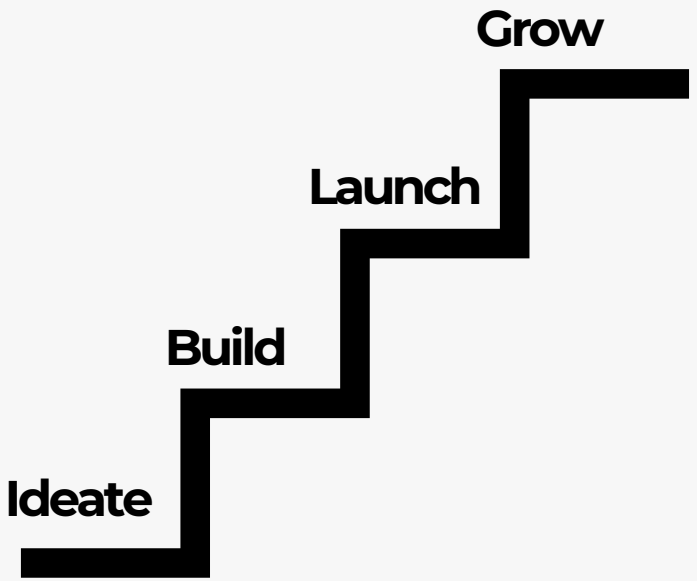
PROGRESSION

Threshold 45%

NSS THEMES

	2024	2025
Teaching	95.1%	97.2%
Learning Opportunities	94.5%	96.3%
Assessment & Feedback	97.4%	95.3%
Academic Support	96.9%	98.0%

INCUBATION STUDIO



Your Startup Journey Starts Here

Core Program

A structure program to help students ideate, build, launch and grow

Workshops

Workshops with founders and Industry experts

Unlocking Student's Potential

Dedicated 1-1 mentorship to help students move from one phase to another

Community Support

Interact with likeminded early-stage founders and aspiring entrepreneurs

Partnerships & Programmes

Portfolio includes:

- Business Management
- Fashion & Textiles
- Leadership & Management
- Digital Technologies
- Construction Management
- International Travel & Tourism
- Hospitality Management
- Data Analyst

01

University of Salford MANCHESTER

02

IN PARTNERSHIP WITH

UNIVERSITY OF WOLVERHAMPTON

03

EAST SUSSEX COLLEGE

04

Pearson

SIRM COLLEGE ACCREDITATIONS

NCC education

Skills Funding Agency

Pearson

IN PARTNERSHIP WITH

UNIVERSITY OF WOLVERHAMPTON

City & Guilds APPROVED CENTRE

QAA

EAST SUSSEX COLLEGE

ncfe.

Office for Students OfS

University of Salford MANCHESTER

UKRLP UK Register of Learning Providers

Why SIRM College?

At SRIM College, students gain the knowledge, skills, and confidence needed to succeed in a rapidly changing world.

01

Two Sites

London Campus
Leicester Campus

02

Complete with Facilities

State of the art building

03

Faculty

Experienced full time and part time/ adjunct faculty/TOTs and Progress Tutors

03

Learning Resources

State of the art building with digital infrastructure

04

Bespoke Student Support

Personalised Student Guidance

06

SIRM Incubation Studio, Employability & Careers

New Business Mentor support, Work Placements, Career Fairs & Job Expos



Senior Leadership Team

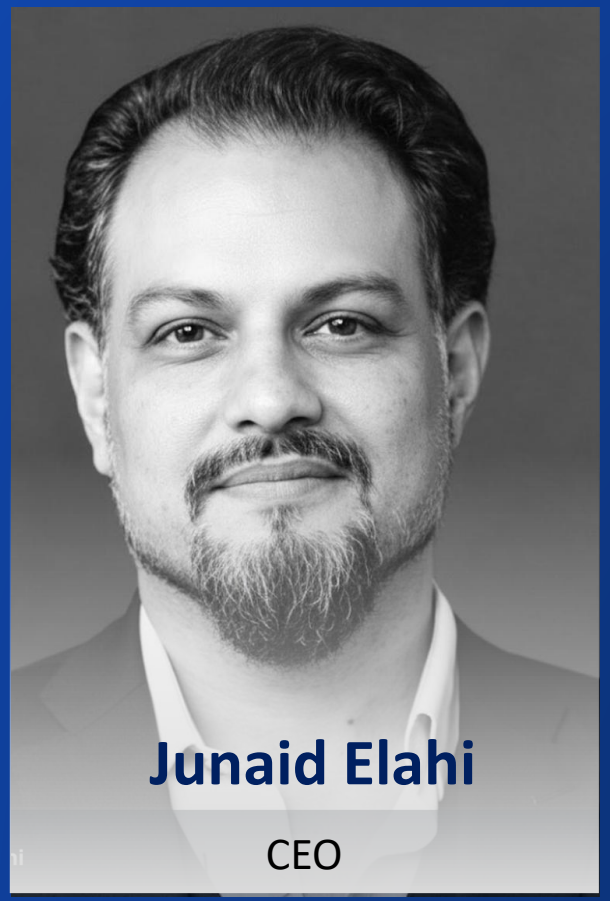
The Senior Leadership Team provides strategic direction and leadership, ensuring the successful delivery of the college's vision, objectives, and operations.



Dr Laura Marulanda-Carter
Principal



Muhammad Azam
Vice Principal



Junaid Elahi
CEO



Yaser Khan
Director Corporate Services

Board Members

The Board of Governors provides oversight and governance, supporting accountability, strategic development, and the long-term success of the college.



Chris McLean
Chair of Board



Haider Ali Kattan
Board Member



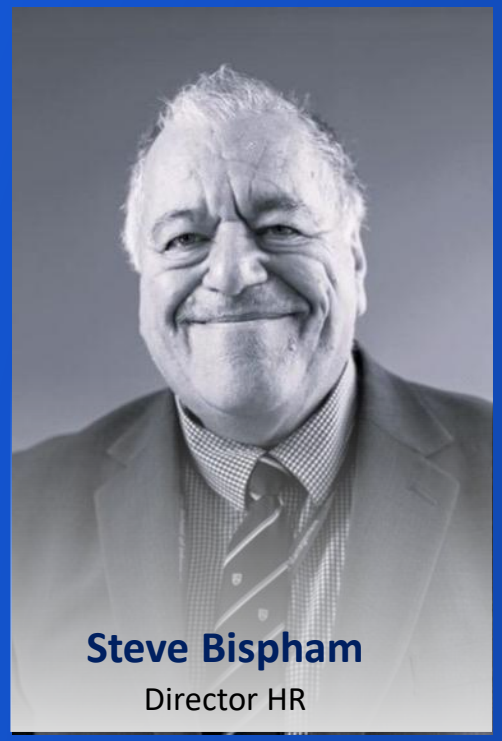
Luciano Barbera
Board Member



Mary Eniolu
Board Member

Corporate Staff

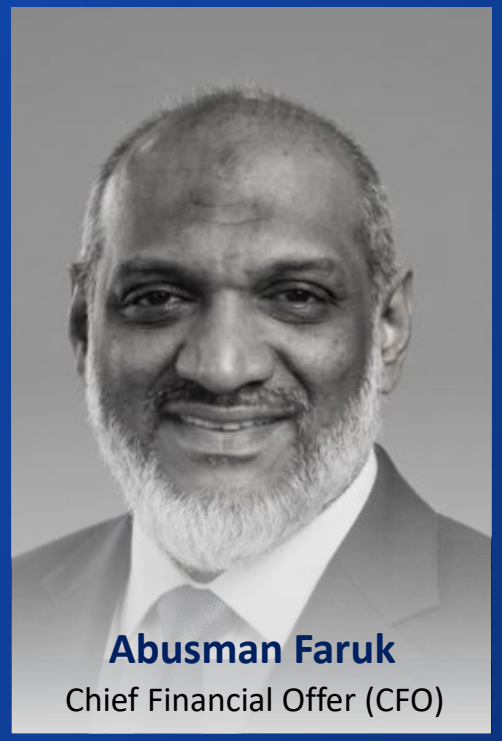
The Corporate Staff team supports the strategic direction and day-to-day success of the college, helping to drive growth, strengthen partnerships, maintain high standards, and ensure effective operations across the organisation.



Steve Bispham
Director HR



Liz Hutton-Brownhall
Head of APP and EDI



Abusman Faruk
Chief Financial Offer (CFO)



Louise Winterburn
Governance Professional

London Campus

Location and Accessibility

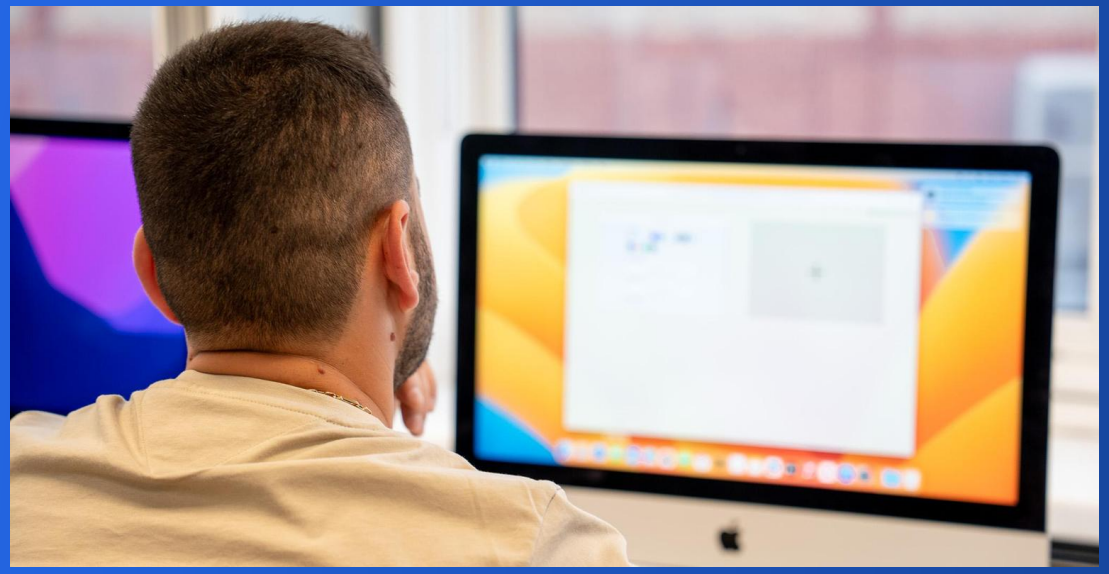
The SIRM College Ilford Campus is strategically situated at the heart of London city, offering excellent connectivity and convenience.

The campus is only 3 minutes walk from the Ilford Station, making it easily accessible for both local students and students from outskirt areas as well as international students.

Campus Space and Capacity

Occupying a total area of 9,000 sq. ft., the campus is designed to foster a dynamic and inclusive learning environment.
Seating Capacity:

-342 students at full occupancy.
-The layout is optimized to support both academic activities and collaborative student engagement.



Learning Resources and Facilities

The campus is equipped with a wide range of learning and IT resources to support academic excellence, research, and innovation.

Digital and Research Spaces
-**4th Floor Lab**: Accommodates 24 students, featuring state-of-the-art Lenovo Idea Centre All-in-One PCs with Intel® Core™ i5 processors and 512 GB SSDs for efficient performance.
-**2nd Floor Lab:** Accommodates 15 students, featuring Apple iMacs, ideal for creative and technical coursework requiring macOS environments.
-4th Floor Lab (Testing Room): Equipped for 11 students, featuring Apple iMacs , ideal for creative and technical coursework requiring macOS environments.

Library and Learning Resource Centre
-A dedicated library space/Learning Resource Centre with a capacity of 15 students, providing access to digital and physical learning materials in a conducive academic setting.

Academic & Support Spaces

Classrooms: 7
Lab and testing centre: 3
Faculty Rooms: 6
Management Office: 1
Recruitment Office: 1
Reception: 2

At the reception, students have access to a bespoke Student Services Centre, offering one-to-one support and engagement, ensuring that every learner receives personalized guidance and assistance throughout their academic journey.







Student Amenities

Cafeteria: Accommodates approximately 30 students, providing a comfortable space for social interaction and refreshment.

Leicester Campus

Location and Accessibility

The SIRM Campus is strategically situated at the heart of Leicester city, offering excellent connectivity and convenience. The campus is only 8 minutes from the Leicester train station.

Campus Space and Capacity

Occupying a total area of 13,590 sq. ft., the campus is designed to foster a dynamic and inclusive learning environment.

Seating Capacity: 326 students at full occupancy (expandable as required).

Learning Resources and Facilities

The campus is equipped with a wide range of learning and IT resources to support academic excellence, research, and innovation.

Digital and Research Spaces

- 2nd Floor Lab: Accommodates 30 students, featuring state-of-the-art Lenovo IdeaCentre All-in-One PCs with Intel® Core™ i5 processors and 512 GB SSDs for efficient performance.
- Ground Floor Lab (Testing Room): Equipped for 12 students, featuring Apple iMacs—ideal for creative and technical coursework requiring macOS environments.

Library and Learning Resource Centre

- A dedicated library space with a capacity of 28 students, providing access to digital and physical learning materials in a conducive academic setting.



Leicester Academic & Support Spaces

Classrooms: 8
Lab and testing centre: 2
Podcast Room: 1 (fully equipped with advanced-level recording and audio systems)
Multi-Faith Room: 1 (designed for inclusive spiritual and reflective practices)
Faculty Rooms: 2
Management Office: 1
Recruitment Office: 1
Reception: 1

At the reception, students have access to a bespoke Student Services Centre, offering one-to-one support and engagement, ensuring that every learner receives personalized guidance and assistance throughout their academic journey.





Student Amenities

Cafeteria: Accommodates approximately 30 students, providing a comfortable space for social interaction and refreshment.

Sports Facilities: Students have access to recreational activities including Basketball, Badminton, Table Tennis, and Volleyball, promoting a balanced and healthy campus life.







Learner resource center &

Incubation Space

The campus also features a dedicated learning resource space, fostering creativity, entrepreneurship, and collaborative innovation. This environment supports student-led projects, research development, and engagement with industry partners.



2nd Floor

London Campus

2nd Floor

Leicester Campus



Community Engagement

Careers and Employability

Redbridge Council
Job Centres - Redbridge
City Gates Community Charity
Redbridge Chamber of Commerce
Redbridge Library & Museum
Enterprise4Good
Leicester City Council
East Midlands Chamber
Leicester Libraries & Community Centres
Local Faith & Community Organisations
Leicester Employer & Business Networks

Well being and Mental Health Cafes

Coffee Mornings at Hinault Forest Community Action (IG7 4DF)
The Cafe at Loxford (IG1 2SN)
Perfect Mix @ Vine United Reformed Church (IG1 1GH)

Connecting Communities, Employers, and Learners

Employer Partnerships

Building strategic relationships with employers to secure guaranteed work placement opportunities for learners.

Community Outreach

Partnering with multi - faith centers and community organizations to promote education, skills development, and entrepreneurship.

Schools and Tuition Centers

Delivering free Incubation Studio workshops in schools and tuition centers to inspire innovation and entrepreneurship.

Digital Presence

Enhancing SIRM College's visibility through a new website, content creation, Meta advertising, and Google Ads.

SIRM College campuses offer a modern, technology-enhanced environment with digital facilities, study spaces, and student support to promote academic excellence and professional growth.





Prominent Alumni

From Chef to Founder

Meet Codrin. Eighteen years ago, he came to the UK with a big dream. After working as a chef, he joined one of SIRM's business courses to develop his entrepreneurial skills.

Following graduation, he launched his own marketing agency, specialising in helping food and beverage businesses grow and succeed. His journey is a great example of how determination, education, and ambition can turn a vision into reality.



SIRM

MicDrop

SIRM Mic Drop is our podcast platform where students engage with industry leaders, entrepreneurs, and professionals through insightful conversations on business, technology, leadership, innovation, and career growth.



Key Highlights

- Industry leader interviews
- Expert insights & real-world experiences
- Diverse topics across industries
- Learning beyond the classroom

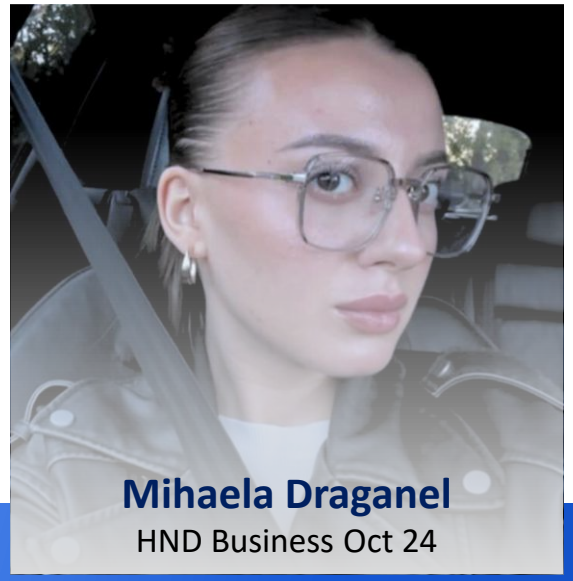
Where Industry Voices Inspire Future Leaders.

Leicester Campus Virtual Tour

Partnerships, innovation, creativity, and community under one roof. Experience the future of learning.



Student Testimonial



Mihaela Draganel
HND Business Oct 24

"As an international student, I was initially anxious about adapting to the UK education system. However, the dedicated academic support team at SIRM made a real difference in my experience. They offered tailored study skills workshops, one-on-one tutoring, and clear guidance on academic writing standards. The approachability of the lecturers and access to extra resources, like assignment clinics and peer study groups, helped me grow in confidence and succeed in my coursework."



Vasil Petrov
HND Leadership & Management
Feb 25

"One of the highlights of my SIRM experience was comprehensive digital support. Whenever I had issues accessing learning platforms or using educational apps, the IT support desk was quick to help, whether in person or remotely. Induction sessions made sure I was comfortable navigating Moodle and digital library resources. The college also ran sessions on using software like Canva and referencing tools, ensuring I was fully equipped for digital learning."



Jalpa Kumari Dinesh
HND Fashion & Textiles Feb 25

"Being part of a diverse student body at SIRM, I found the atmosphere very inclusive. The staff encouraged students from all backgrounds to take part in cultural events, join student societies, and contribute to campus life. Support with adapting to a new culture, understanding UK academic expectations, and participating in engagement activities made me feel I belonged here. Accessible events and tailored advice for students with additional needs ensured no one felt left out. SIRM truly builds a sense of community."

The SIRM College campuses are a modern, technology-enhanced learning environment that blends academic rigor with student-centered support.
With comprehensive digital infrastructure, dedicated study zones, and holistic student services, the campus embodies SIRM’s commitment to delivering excellence in education and professional development.



Innovative **Supportive** **Exceptional**

Let’s Talk

Partner With Us for Success

Contact Us :

www.sirm.ac.uk

London, Leicester

marketing@sirm.ac.uk

info@sirm.ac.uk

