

Hull  
University  
Union  
Annual Report 2010/2011

OUR VALUES: SAFETY & SECURITY,  
EQUALITY, DEMOCRACY,  
REPRESENTATION, FUN, QUALITY.

# Hull University Union Annual Report 2010/11

<b>CONTENTS</b>	<b>Page No.</b>
Trustees Report	3
Reference and Administrative Details of HUU, its Trustees and Advisers	3
Structure, Governance and Management	5
Objectives and Activities	8
Achievements and Performance	9
Financial Review	12
Plans for Future Periods	13
Independent Auditors Report	16
Statement of Financial Activities	18
Balance Sheet	19
Cash Flow Statement	20
Notes to the Financial Statements	21
Affiliations	33
Impact Report	34

# Hull University Union Annual Report 2010/11

## Report by the Trustees of Hull University Union

The Trustees of Hull University Union ("the Union") are pleased to present their report and audited financial statements for the year ended 31<sup>st</sup> July 2011. In this regard the Trustees have considered the requirements of the Statement of Recommended Practice: Accounting and reporting by charities.

## Reference and Administrative details of Hull University Union, Its Trustees and Advisers

### Trustees

#### Period 2<sup>nd</sup> July 2010 to 30<sup>th</sup> June 2011

David Lloyd (Chair)

Aidan Mersh

Matthew Barrow

Thomas Peel

Matthew Brown

Ashley Lord

Suzanne Morris

Robert Kidson

Lisa Cowan (from 18<sup>th</sup> Oct 2010)

Duncan Batty

#### From 7<sup>th</sup> March 2011

Jose Garcia Estrada

Helena Moore

Kat Morris

Simon Schofield

#### Period 1<sup>st</sup> July to present

David Lloyd (Chair)

Aidan Mersh

Matthew Barrow

Thomas Peel

Matthew Brown

Ashley Armitage

Phil Pocknee

Robert Kidson

Lisa Cowan

Jose Garcia Estrada

Helena Moore

Kat Morris

Simon Schofield

## **Hull University Union Annual Report 2010/11**

### **Chief Executive**

Paul Tatton

### **Registered Office**

University House  
Cottingham Road  
Hull  
HU6 7RX

### **Bankers**

Natwest Bank plc  
Commercial Banking  
4<sup>th</sup> Floor  
2 Whitehall Quay  
Leeds LS1 4HR

### **Solicitors**

Graham and Rosen  
8 Parliament Street  
Hull  
HU1 2BB

### **Auditors**

Grant Thornton UK LLP  
No 1 Whitehall Riverside  
Leeds  
LS1 4BN

### **Investment Managers**

Cazenove Capital Fund Management  
12 Moorgate  
London  
EC2R 6DA

### **Subsidiary Company**

HUU Services Limited  
University House  
Cottingham Road  
Hull  
HU6 &RX

**Charity Registered Number:**

**1141201**

## **Hull University Union Annual Report 2010/11**

### **Statement of Trustees' Responsibilities**

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and regulations.

The law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year. Under that law, the trustees have elected to prepare financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and the group and of the incoming resources and application of resources, including the income and expenditure, of the group for that period.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently
- observe the methods and principles in the Charities SORP
- make judgements and estimates that are reasonable and prudent
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the group will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's and group's transactions and disclose with reasonable accuracy at any time the financial position of the charity and the group and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

### **Public Benefit requirement**

The trustees have given due consideration to Charity Commission published Guidance on the public benefit when reviewing the charities aims and objectives and in planning future activities.

### **Structure, Governance and Management**

#### **Organisation of the Union**

The Union was first registered as a charity on 22<sup>nd</sup> March 1967 and following a period as an exempt charity under the 1994 Education Act, became registered again in 2011 to comply with the Charity Act 2006. It is constituted as an unincorporated association established by trust, with 6 Student Officer trustees and 4 Student trustees elected by the full membership in cross campus elections and up to 4 independent trustees.

All students registered with the University of Hull are eligible to take up full membership. The right not to be a member was provided by the Education Act 2011. No student has exercised that option this academic year. Certain categories of Associate Member are permissible in accordance with the Constitution and Bye-

## **Hull University Union Annual Report 2010/11**

laws, subject to election by Union Council. Associate membership is for one year, renewable. 6 such members were elected during the year.

Union Council may consider any matters affecting the interests of students of the University. Council's major role is to scrutinise and hold to account elected trustees and student officers. The decisions of Council are subordinate to those made by referenda or the Board of Trustees. Union Council was composed of 48 full members elected for one academic year in semester two.

Major policy matters are put before the membership through electronic referenda.

### **Selection of Independent Trustees**

At the end of the first 3 year term (in August 2010), one independent trustee retired with one of the remaining original independent trustees retiring in 2011 and the third in 2012. From then on trustees will retire on completion of a three year term. On retiring by rotation, independent trustees may be reselected but their term in office must not exceed 6 years.

Selection of a replacement will be undertaken by the Board who will take into account the talents, skills and experience required by the Charity's strategy at that time.

### **Induction and Training of Trustees**

A comprehensive formal training programme is given each year to the new student officer trustees as follows:

Week 1 – handover from the outgoing student officer trustees

Week 2 – a comprehensive programme of training covering all aspects of their role including governance, HUU constitution, responsibilities regarding staff, investment management, risk management and services provided to the members.

Week 3 (6 weeks later) – Review of earlier training, strategy development and planning for the year ahead.

Half Day Training sessions on a variety of skills are given throughout the summer vacation complemented by specific role training provided by external trainers.

New independent and student trustees receive training when they are appointed.

### **Decision Making**

The Board of Trustees

- Approves strategy. Allocate resources to deliver the strategy.
- Determines Union values and review as necessary.
- Approves business plans submitted from HUU Services Ltd and student areas.
- Approves 3 year financial forecast, reserves policy and investment policy.
- Approves annual budgets.
- Approves annual report including financial statements.
- Approves annual capital expenditure plan.

## **Hull University Union Annual Report 2010/11**

- Decides on Human resources strategy.
- Approves changes to senior staffing levels and responsibilities.
- Approves annual pay increases.
- Approves risk policy.

### Senior Management

- Propose and implement agreed strategy for non- student service areas delivery.
- Decide on business plans to be submitted to the Boards.
- Propose 3 year financial plan and recommend changes to investment policy.
- Decide commercial services and administration budgets to be submitted to the Board for approval.
- Approve the annual report prior to presentation to the Trustees.
- Decide on capital expenditure proposals to be submitted to the Board for approval.
- Decide on risk management plan for approval by Trustees.
- Decision making on all day to day operational matters.
- Decide on development plans for University House for consideration by stakeholders and approval by the Trustees.

### Subsidiary Company

The Union established a wholly owned subsidiary company, HUU Services Ltd, on 14<sup>th</sup> January 2000. Company number 39068. The Union and its subsidiary company comprise “the Group”. The Union carries out the charitable activities, and the trading activities are carried out through the subsidiary company. The main activities of the trading subsidiary cover bars, the shop, entertainment and games machines. The subsidiary has a coterminous year-end of 31<sup>st</sup> July 2011.

### Risk Review

The trustees take seriously their role in assessing the risks that face the Union. A comprehensive risk management policy is in place and is reviewed at regular intervals by the Board. The policy defines:

- Our approach to risk management.
- The role of the Board in determining how risk is managed.
- Definition of risk and the responses to it.
- The role of management in risk.
- How risk will be monitored.

The Board has identified major risks under the following areas:

- Achievement of our aims and objectives.
- Operational performance.
- Meeting expectations of stakeholders.

In the year 2010/11, good progress was made in mitigating the major risks identified earlier which were all concerned with financial issues:– declining commercial income; insufficient grant from the University to enable us to meet the expectations of our stakeholders; increased regulation; and the level of rent and service charge levied on University House. The achievements section covers management’s response to

## Hull University Union Annual Report 2010/11

these issues. Consideration will be given to the risks posed by the significant changes to Higher Education in the recent white paper.

A detailed register of these and other risks with less impact on the charity are regularly reviewed and mitigating action monitored by the trustees.

The trustees recognise the dependence on the grant from the University and this is reflected in the reserves policy in the financial review.

### Objectives and Activities

The purpose of Hull University Union is the advancement of the education of students at the University of Hull.

It will achieve this by:

- (1) Promoting the interests and welfare of students at the University of Hull during their course of study and representing, supporting and advising Members.
- (2) Being the recognised representative channel between students and the University and any other external bodies.
- (3) Providing cultural, sporting, social and recreational activities, opportunities to volunteer in the community and forums for discussion and debate for the personal development of its Members

Our vision is that we aspire to be one of the leading Student Unions in the country which we shall measure by being accredited with a Gold Award in the Student Union Evaluation Initiative (SUEI) by the end of 2012.

To underpin our objective, we have an underlying mission of being “your 1<sup>st</sup> choice every time” referring to our member stakeholders. We provide a large number of varied services and we wish our members to choose us rather than alternative providers.

We are a values driven organisation. Our values are:-

Safety and security	Our premises and services will be open to all members without fear or favour.
Diversity and equality	We shall welcome all members and treat them all equally as a member.
Democracy	Our members will have ownership of the organisation.
Representation	We shall support our members when they need help.
Quality	We shall aim to do the best we can in everything we are involved in.

Linked to this are our seven Key Success Factors (KSFs). These are as follows:

1. To strive to be a truly democratic organisation; one where its members have influence over the facilities and services provided and can determine future events.
2. To provide effective support and accurate, impartial advice to individuals and groups.
3. To represent effectively members within H.U.U, the University and the community of Hull and in the National arena.

## Hull University Union Annual Report 2010/11

4. To encourage member participation at every level by providing:
  - a wide range of opportunities in a safe environment;
  - appropriate training development and recognition for skills learned and tasks achieved.
5. To invest continually and expand our services to meet the needs of our members, to better our competitors and, at all times, to provide the best possible value for money.
6. To recruit, train, develop and retain staff who have the skills and aptitude appropriate to the job they undertake and also appreciate the ethos of H.U.U.
7. To improve continuously everything we do, to become - 1st choice every time.

### Achievements and Performance for 2010-2011

#### Trustee Board

The Board set the following objectives:-

- To secure the medium to long term financial stability of HUU.
  - To have a constitution which is fit for purpose and meets the requirements of the Charity Commission.
  - To promote continuous improvement in the quality and appropriateness of our work using the SUEI (Student Union Evaluation Initiative) template for robust planning and review.
  - To minimise risk.
  - To have satisfied members, stakeholders and staff and monitor through regular surveys.
  - To ensure our members, stakeholders and staff are aware of what we are doing and how well we are performing.
  - To ensure that our services are effective and provide value for money either for our members or for the resources allocated.
  - To review the governance and service provision at Scarborough
- 
- *To secure the medium to long term financial stability of HUU.*

As mentioned in the risk management section, our major risk is a financial one – declining revenue and increasing costs leading to a major risk that HUU would be unable to meet its ability to deliver services to our membership and our capital expenditure commitments in the medium term. Our two main areas of income are the annual grant from the University and our commercial income.

At the same time as negotiations were opened in 2008 regarding the annual grant, the University agreed to renegotiate the potentially onerous commercial conditions attached to the lease of University House. A Deed of Variation which mitigates these conditions has now been agreed and signed.

Whilst the Annual Grant was agreed in principle for a 5 year period (2009-2013), the University have agreed to reconsider the current level of grant following a number of significant changes in the HE landscape. Both the University and ourselves have new strategic plans in place from August 2012. With an increasing focus on the student experience, additional services are proposed which will be funded by an increased grant.

## Hull University Union Annual Report 2010/11

Following our review of commercial operations in 2009, a major investment in the commercial activities on the ground floor of University House was completed by September 2009. In the 2 years since completion, commercial financial results have been better than planned. Again we are pleased to have produced another small overall operating profit for the group. Providing what students want to buy, at VFM prices and tight control of costs have led to this commercial success. The provision of a wide variety of food through the shop and bars has been an important element in our success.

- *To have a constitution which is fit for purpose and meets the requirements of the Charity Commission*

A revised constitution to meet the requirements of the Charity Commission was adopted from 1<sup>st</sup> August 2010. The election of 4 student trustees took place in the Week 5 Semester 2 elections. Shortly after this, our registration with the Charity Commission was confirmed. The 5 Zones, formed as part of the 2009 constitutional review, are working well with scrutiny of elected Student Officers much more effective.

- *To promote continuous improvement in the quality and appropriateness of our work using the SUEI template for robust planning and review.*

Our second audit for the Students' Union Evaluation Initiative (SUEI) took place on 31<sup>st</sup> March 2011. We were very pleased to receive a Gold Award. We have met our vision as we are one of only 4 students' unions to receive this prestigious award and it confirms us as one of the leading SU's in the country. The Final Audit Report from 2008 identified a number of areas for improvement. All these improvements were met in full which made a significant contribution to our level of award. Our latest audit again highlighted some areas for improvements and management action is now focused on these areas. Once again we have published an Impact Report which details and quantifies our achievements (available on [www.hullstudent.com](http://www.hullstudent.com) or by post from our Registered Office).

- *To minimise risks*

See the financial stability section above.

- *To have satisfied members, stakeholders and staff and monitor through regular surveys*

All planned surveys were carried out. Details of the surveys are contained in the Impact Report. Following a major strategic review, a new 3 year plan was written and approved by the membership. This will be in place for the period 2011-14. The 10 key themes in the plan were formed to meet the feedback from our members. We are pleased to report that of the 2000 members taking part in the quantitative survey 88% said that HUU had made a positive difference to their time at the University of Hull. This is an excellent result and an improvement on last year.

- *To ensure our members, stakeholders and staff are aware of what we are doing and how well we are performing.*

The Impact Report details our performance particularly in the member led areas. As well as being published on [hullstudent.com](http://hullstudent.com), it has been distributed to our major stakeholders and staff. Our website, [hullstudent.com](http://hullstudent.com), has benefited from a major overhaul in the summer 2010 to improve our communications with members. It continues to have a high level of hits. Communication with members was an area for improvement in the SUEI Audit Report and this will form a major piece of review work in 2011-12.

- *To ensure that our services are effective and provide value for money either for our members or for the resources allocated.*

## Hull University Union Annual Report 2010/11

As part of the SUEI principles, benchmarking is important. We have benchmarks for our Commercial and Membership Services which are internally and externally referenced. These benchmarks are reflected in student and staff objectives.

### Volunteers

Without thousands of hours of voluntary work by members, we could not provide the excellent student experience for which the University of Hull is renowned. The Impact Report gives a flavour of what they are involved in. The experience they gain representing members, organising clubs and societies and working in the community provides valuable experience for future careers.

### Zone Budgets

The objectives of the charity are supported by costed action plans for each of the six zones headed by the elected President and Vice Presidents. The zones performed against budget as follows:

	Budget net cost	Actual net cost
	£000	£000
President (Governance Zone)	86	84
Community Zone	121	102
Education Zone	42	42
Sport Zone	57	73
Welfare Zone	124	123
Scarborough Campus	70	82

Full details of the zone objectives and achievements can be found in the Impact Report that follows the notes to the financial statements.

## **Hull University Union Annual Report 2010/11**

### **Financial Review**

#### **Financial Performance**

The main sources of income for the Charity are the grant from the University (£1,219k) and the income from the subsidiary company (£300k).

The Trustees agreed to a break even budget for the year and this was matched by a performance resulting in a small surplus of £14k. A small overspend in the Charity zones was matched by better than expected results in the subsidiary company.

#### **Investment Powers of the Union**

The Chief Executive is authorised to make short and medium term investment, consistent with the objectives of the Union stated above. Long term investments are to be made on the advice of an Investment Manager (Manager) who is regulated under the terms of the Financial Services Act 1986. The Trustees are responsible for appointing an Investment Manager. The terms of such an appointment are to:

- Inform the Manager in writing of the extent of his or her investment powers and seek his or her written acknowledgement;
- Lay down a detailed investment policy and ensure that the Manager has received a copy of the policy and understands the objectives;
- Make proper arrangements for the Manager to report regularly to the Trustees on the performance of the investments; this will normally be on a half yearly cycle;
- Subject to the provisions of the Trust document enabling the Manager to act on behalf of the Trustees in buying and selling of investments. The limits of these delegated powers are to be clearly set out and, in particular, the Manager should not have the authority to depart from the Trustees' investment policy without written approval;
- Allow the Trustees to terminate the agreement with a particular Manager who proves to be unsuitable or whose performance is unsatisfactory.

The Trustees are to carefully consider and evaluate any of the initial investment costs, any annual management fees and commission paid to the Investment Manager, to ensure that such costs are properly justified and reasonable.

Any decisions by the Trustees to invest must be centred on the interests of the Union and not of the Trustees. Trustees may not exclude, to the financial detriment of the Union, a particular range or class of investments in order to give effect to some moral, political, social, environmental or ethical belief held by the Trustees but not directly related to the interests of the Union.

## Hull University Union Annual Report 2010/11

### Reserves Policy

	Total £000
The reserves at 31 <sup>st</sup> July 2011 stand at	4,710
Allocated to fixed assets	<u>3,509</u>
	1,201
Represented by	
Net current assets	583
Investments	<u>618</u>
Reserves	<u>1,201</u>
Less designated	
Capital projects authorised for 2011/2012 expenditure	40
Capital projects building improvement contribution fund towards the provision of University House improvements under the terms of the lease	800
	<u>840</u>
Free reserves	<u>361</u>
The Trustees have recognised the following free reserves requirement:	
General fund for day to day operation of the Charity	150
Contingency of six months subvention	<u>423</u>
Target free reserves	<u>573</u>

The level of free reserves is short of the target by £212k and this shortfall is expected to be met by future incoming resources.

### Plans For the Future

#### Main Objectives for 2011/12

- To secure the medium to long term financial stability of HUU.
  - To implement the new strategic plan for the period 2011- 14.
  - To promote continuous improvement in the quality and appropriateness of our work using the SUEI template for robust planning and review.
  - To minimise risk.
  - To have satisfied members, stakeholders and staff and monitor through regular surveys.
  - To ensure our members, stakeholders and staff are aware of what we are doing and how well we are performing.
- 
- *To secure the medium to long term financial stability of HUU.*

This academic year is likely to be the last where we see an increase in the number of 1<sup>st</sup> year undergraduates as a result of the changes to tuition fees and allocation of students to Universities. At the same time, the quality of the "student experience" will become more important to the recruitment of students. As a result we shall :

- Renegotiate our grant from the University to allow us to expand our student services

## Hull University Union Annual Report 2010/11

- Continue to manage our commercial services to provide what our members want in the most cost effective manner possible.

Speed of response to customers has been one of the main reasons why we have been successful in bucking the negative trends seen locally and nationally, particularly in the licensed trade. We shall continue to innovate.

- To implement the new strategic plan for the period 2011- 14.

The new plan has 10 key themes based on our research with the membership. These themes form a “golden thread” running through our zone, department and individual plans. Themes have an appropriate Key Performance Indicator and progress towards meeting them will be reported to the Board, Membership and staff when they are available. Most of the KPI’s will be measured in the Annual Student Satisfaction Survey.

The KPI’s are:-

Key Theme	Key Performance Indicator
Education	80% answer “somewhat effective” or “very effective” to the question “the course rep system is effective” benchmarked against March 2010 score of 36%.
Campaigning	80% answer positively to the statement: “HUU campaigns and lobbies effectively on our behalf”
VFM	A mean score of over 4 on a scale of 1-5 on the statement: “HUU provides VFM in our commercial services”
Membership Support	80% answer positively to the statements: It is easy to access support from HUU We trust the impartiality and quality of the advice we receive HUU holds the University to account I choose to use HUU support services
Employability & Life skills	Exceeding the annual target number of members enrolled on the accreditation scheme (Hi Lights).
Having Fun	80% answer positively to the statement “I have fun and enjoy myself when I visit the Union socially”
Student Accommodation	80% answer positively to the statements: “ HUU has an effective housing accreditation scheme” “ The quality of accommodation is improving year on year”.
Consultation	80% answer positively the question “Do you feel my opinions count in the decision making process at HUU?”
Membership	95% answer in the affirmative to the statement “I know I am a member of HUU”.
Scarborough	80% of Scarborough students answer positively to the statement “ HUU has had a positive impact on my time at University”

## Hull University Union Annual Report 2010/11

- *To promote continuous improvement in the quality and appropriateness of our work using the SUEI template for robust planning and review.*

One of the areas for improvement in our latest SUEI audit was our communication with the membership. We shall undertake a thorough review looking at the best practice in other students' unions. Additional resource provision will be included in our bid for additional grant from the University.

- *To minimise risk.*

The Risk Management Policy and the Major Risk Matrix will be reviewed by the Board. Financial risk is likely to remain a high priority for mitigation as the changes in HE take effect over the planning period.

- *To have satisfied members, stakeholders and staff and monitor through regular surveys.*

A similar programme of surveys to 2010/11 will be carried out to compare performance year on year. We shall include the measurement of the KPI's described above to form a base line for the remainder of the strategic plan period. A key priority will be to measure the improvement of our services.

- *To ensure our members, stakeholders and staff are aware of what we are doing and how well we are performing.*

We will have a comprehensive communications plan in place to inform our members, stakeholders and staff and implement the results of our communications review. Operational plans for our 5 Zones and Scarborough are available on [www.hullstudent.com](http://www.hullstudent.com). An Impact Report will be produced quantifying our progress with these plans.

David Lloyd

Chairperson

Date

### INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF HULL UNIVERSITY UNION

We have audited the group and charity financial statements of Hull University Union for the year ended 31 July 2011 which comprise the statement of financial activities, the balance sheet, the cash flow statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charity's trustees, as a body, in accordance with Section 154 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and its trustees as a body, for our audit work, for this report, or for the opinions we have formed.

### RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND AUDITOR

As explained more fully in the Trustees' Responsibilities Statement set out on page 5, the trustees are responsible for the preparation of financial statements which give a true and fair view.

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

### SCOPE OF THE AUDIT OF THE FINANCIAL STATEMENTS

A description of the scope of an audit of financial statements is provided on the APB's website at [www.frc.org.uk/apb/scope/private.cfm](http://www.frc.org.uk/apb/scope/private.cfm).

### OPINION ON FINANCIAL STATEMENTS

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 July 2011, and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

**MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION**

We have nothing to report in respect of the following matters where the Charities Act 2011

requires us to report to you if, in our opinion:

- the information given in the Trustees' Annual Report is inconsistent in any material respect with the financial statements; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Graham Nunns

Grant Thornton UK LLP

Statutory Auditor, Chartered Accountants

Leeds

27<sup>th</sup> April 2012

## Hull University Union Annual Report 2010/11

### Consolidated Statement of Financial Activities for the Year ended 31 July 2011

Income and Expenditure	Notes	Total 2011 £000	Total 2010 £000
Incoming resources			
Incoming resources from generated funds			
Voluntary income	2	1,256	1,156
Activities for generating funds			
Trading turnover: HUU Services Limited	3	2,919	2,917
Other service activities	4	99	84
Investment income	5	38	31
Incoming resources from charitable activities		433	564
Total incoming resources		<u>4,745</u>	<u>4,752</u>
Resources expended			
Cost of generating funds			
Fundraising trading: HUU Services Limited	3	2,305	2,468
Other service activities	4	331	380
Charitable activities	6	2,108	1,970
Governance costs	7	15	10
Total resources expended		<u>4,759</u>	<u>4,828</u>
Net outgoing resources before recognised gains		<u>(14)</u>	<u>(76)</u>
Other recognised gains and losses			
Gains (Losses) on investment assets and investment asset disposals		28	36
Net movement in funds		<u>14</u>	<u>(40)</u>
Reconciliation of funds			
Total funds brought forward		<u>4,696</u>	<u>4,736</u>
Total funds carried forward		<u>4,710</u>	<u>4,696</u>

The accompanying policies and notes form part of these financial statements.

## Hull University Union Annual Report 2010/11

### Consolidated and Charity balance sheets as at 31 July 2011

	Notes	2011 Group £000	2011 Charity £000	2010 Group £000	2010 Charity £000
<b>Fixed assets</b>					
Tangible assets	10	3,509	3,509	3,627	3,627
Investments	11	618	618	683	683
		<u>4,127</u>	<u>4,127</u>	<u>4,310</u>	<u>4,310</u>
<b>Current assets</b>					
Stock		166	7	108	4
Debtors	12	491	827	424	542
Short term cash deposits		343	292	245	210
Cash at bank and in hand		174	49	166	62
		<u>1,174</u>	<u>1,175</u>	<u>943</u>	<u>818</u>
<b>Liabilities</b>					
Creditors:					
Falling due within 1 year	13	(496)	(592)	(462)	(432)
Provision for liabilities	14	(95)	-	(95)	-
		<u>583</u>	<u>583</u>	<u>386</u>	<u>386</u>
<b>Net current assets</b>					
		<u>4,710</u>	<u>4,710</u>	<u>4,696</u>	<u>4,696</u>
<b>Total assets less liabilities representing net assets</b>					
		<u>4,710</u>	<u>4,710</u>	<u>4,696</u>	<u>4,696</u>
<b>Unrestricted Funds</b>					
		<u>4,710</u>	<u>4,710</u>	<u>4,696</u>	<u>4,696</u>

These financial statements were approved by the Trustees on 27<sup>th</sup> April 2012 and were signed on their behalf by:

**David Lloyd**

**Chairperson**

**Date: 27<sup>th</sup> April 2012**

The accompanying accounting policies and notes form part of these financial statements.

## Hull University Union Annual Report 2010/11

### Consolidated cash flow statement for year ended 31 July 2011

	Note	2011 £000	2010 £000
<b>Net cash inflow from operating activities</b>	15	170	297
Interest receivable		20	31
<b>Capital expenditure and financial investment</b>			
Payments to acquire tangible fixed assets		(195)	(128)
Purchase of investments		(174)	(114)
Proceeds on disposal of fixed asset investments		285	142
Capital repayment of loan		-	(245)
<b>Increase in cash and liquid resources in the year</b>		106	(17)

The accompanying accounting policies and notes form part of these financial statements.

## Hull University Union Annual Report 2010/11

### 1. Principal Accounting Policies

**(a) Basis of preparation**

The financial statements have been prepared under the historical cost convention, with the exception of investments which are included at market value. The financial statements have been prepared in accordance with the Statement of Recommended Practice "Accounting and Reporting by Charities" (SORP 2005) and applicable accounting standards.

The statement of financial activities (SOFA) and balance sheet consolidate the financial statements of the Union Charity and its subsidiary undertaking. The results of the subsidiary are consolidated on a line by line basis.

**(b) Consolidation**

The consolidated statements include the financial statements of the charity and its subsidiary undertaking HUU Services Limited. The acquisition method of accounting has been adopted. Under this method the assets and liabilities of the trading subsidiary are combined with those of the Charity in the consolidated balance sheet on a line by line basis.

In accordance with paragraph 397 of the Charities SORP 2005, no separate SOFA has been presented for the Charity alone. The Charity had gross income of £4,748,973 and had net incoming resources of £14,000 (2010 outgoing £40,000).

**(c) Fund Accounting**

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

**(d) Incoming resources**

All incoming resources are included in the SOFA when the Charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Voluntary income is received by way of grants, donations and gifts and is included in full in the Statement of Financial Activities when receivable. Grants, where the entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. Gifts donated for re-sale are included as income when they are sold. Donated facilities are included at the value to the Charity where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers. Grant income is recognised in the year to which the award relates.

Investment income is included when receivable.

Administration charges and rent income from HUU Services Limited are accounted for when due. Gift Aid income from HUU Services Limited is recognised annually when the calculation has been performed.

Incoming resources from charitable trading activity are accounted for when earned.

## Hull University Union Annual Report 2010/11

### (e) Resources Expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Costs of generating funds are accounted for during the period to which they relate.

Costs of charitable activities are accounted for during the period to which they relate.

Governance costs are accounted for during the period to which they relate.

Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with use of the resources.

Cost of generating funds are those generally incurred in services with a target objective and available to non-members. Charitable expenditure costs are those costs incurred directly in support of expenditure on the objects of the Charity. Governance costs are those incurred in connection with the administration of the Charity and compliance with constitutional and statutory requirements.

### (f) Pension Scheme

The group participates in two pension schemes providing benefits based on final pensionable pay. The assets of the scheme are held separately from those of the group. The group is unable to identify its share of the underlying assets and liabilities of the scheme on a consistent and reasonable basis and, therefore, as required by FRS17, "retirement benefits", accounts for the schemes as if they were defined contribution schemes. As a result, the amount charged to the consolidated statement of financial activities represents the contributions payable to the schemes in respect of the accounting year.

### (g) Investments

Investments are stated at market value at the balance sheet date.

All gains and losses are taken to the SOFA as they arise. Realised gains and losses on investments are calculated as the difference between sales proceeds and opening market value (purchase date if later). Unrealised gains and losses are calculated as the difference between the market value at the year end and opening market value (or purchase date if later). Realised and unrealised gains are not separated in the SOFA.

### (h) Fixed Assets and Depreciation

Tangible fixed assets are stated at cost. Depreciation is charged so as to write off cost less the estimated residual value of each asset, over the estimated useful life of the asset at rates of between 33-10%, with the exception of buildings, 2.6% and the stairway, 3%.

Capital purchase items amounting to £2,000 or more individually are charged to fixed assets and depreciated over the life of the asset, relative to its perceived useful life. Items less than £2,000 may be charged to fixed assets if part of a capital project.

The first stage of the Millennium Makeover was completed in August 2002. Depreciation of the buildings part of the works is over 38 years, the life of the lease with extension. Fixtures and fittings for the Millennium makeover have been categorised as either major or minor and depreciation will be for 18 years or 5 years respectively.

## **Hull University Union Annual Report 2010/11**

**(i) Stock**

Stock is stated at the lower of cost and net realisable value. Where necessary provision has been made for obsolete, slow moving and defective stock.

**(j) Tax**

The Union is exempt from tax on its charitable activities.

**(k) VAT**

Irrecoverable VAT is charged to the various areas incurring the relative cost applicable to the transaction or the agreed recovery level.

**(l) Cash and liquid resources**

Cash, for the purpose of the cash flow statement, comprises cash in hand and deposits repayable on demand, less overdrafts repayable on demand.

Liquid resources are current asset investments which are disposable without curtailing or disrupting the business and are readily convertible into known amounts of cash at or close to their carrying values or traded in an active market.

## Hull University Union Annual Report 2010/11

### 2. Donations, Legacies and similar Incoming Resources

#### Grant: University of Hull

A grant of £1,218,629 (2009/10: £1,143,000), is receivable from the University of Hull to enable the Union to pursue its objects. It is a substantial part of total income and the Union is dependent on its continuing receipt.

	2011 £000	2010 £000
University of Hull subvention	1,219	1,143
Others	37	13
Total:	<u>1,256</u>	<u>1,156</u>

### 3. Trading Subsidiary - HUU Services Limited

	2011 £000	2010 £000
Turnover	2,919	2,917
Cost of sales	<u>(1,400)</u>	<u>(1,404)</u>
<b>Gross profit</b>	1,519	1,513
Admin expenses	(1,519)	(1,513)
Interest receivable	-	-
<b>Net profit</b>	<u>-</u>	<u>-</u>

Hull University Union owns 100% of the issued share capital of HUU Services Limited.

<b><u>Balance Sheet</u></b>	2011 £000	2010 £000
<b>Current assets</b>		
Stock	159	104
Debtors	187	58
Cash at bank and in hand	<u>174</u>	<u>139</u>
	520	301
<b>Creditors:</b>		
Amounts falling due within one year	(425)	(206)
Exceptional vat provision	<u>(95)</u>	<u>(95)</u>
	(520)	(301)
<b>Net current assets</b>	<u>-</u>	<u>-</u>
<b>Net assets</b>	<u>-</u>	<u>-</u>

## Hull University Union Annual Report 2010/11

### 4. Income from Other Service Activities

	Total 2011 £000	Total 2010 £000
Turnover	99	84
Cost of sales	(32)	(20)
<b>Gross profit</b>	<b>67</b>	<b>64</b>
Admin expenses	(299)	(360)
<b>Net profit/(loss)</b>	<b>(232)</b>	<b>(296)</b>

### 5. Investment Income

	2011 £000	2010 £000
	<b>38</b>	<b>31</b>

### 6. Charitable Activity Costs

	Governance 2011 £000	Community 2011 £000	Welfare 2011 £000	Sports 2011 £000	Education 2011 £000
Support costs	48	-	-	27	-
Rent	-	-	-	-	-
Depreciation	-	-	-	-	-
Staff costs	36	82	114	33	40
Office expenses & running costs	6	89	6	122	2
Other	8	68	5	67	2
	<b>98</b>	<b>239</b>	<b>125</b>	<b>249</b>	<b>44</b>

	Scarborough 2011 £000	HUSSO 2011 £000	Admin 2011 £000	Total 2011 £000	Total 2010 £000
Support costs	15	-	61	151	113
Rent	-	-	132	132	198
Depreciation	-	-	164	164	172
Staff costs	80	2	623	1,010	950
Office expenses & running costs	21	4	85	335	371
Other	49	5	112	316	166
	<b>165</b>	<b>11</b>	<b>1,177</b>	<b>2,108</b>	<b>1,970</b>

**7. Governance Costs**

	2011 £000 Total	2010 £000 Total
Insurance	-	-
Legal fees	4	2
Staff costs (Trustees)	1	1
Office expenses and running costs	9	5
Other	1	2
	<u>15</u>	<u>10</u>

The audit fee of £11,000 (2010:£11,800) is reimbursed by the University of Hull in accordance with an arrangement made, as the Union and its subsidiary are obliged to use the same auditors as the University.

**8. Staff Costs and Trustees' Remuneration**

	2011 £000	2010 £000
Wages & salaries	1,487	1,434
National insurance	92	88
Pension contributions	112	102
<b>Total emoluments</b>	<u>1,691</u>	<u>1,624</u>

There are no employees with emoluments over £60,000.

	2011 Number	2010 Number
Average number of full time equivalent employees		
Charitable activities	19	18
Costs of generating funds	55	54
Management and administration of the Union	23	23
<b>Total:</b>	<u>97</u>	<u>95</u>

## Hull University Union Annual Report 2010/11

### Staff costs and Trustees Remuneration (continued)

The Trustees received remuneration from the Union as follows:

2011	2010	2011	2010
		£	£
Aidan Mersh	Jamie Scudamore	13,741	13,599
Tom Peel	Alice Marshall	13,740	13,599
Suzanne Morris	Ben Wilcox	13,741	13,599
Matthew Barrow	Chris Marks	13,741	13,315
Ash Lord	James Kerr	13,741	13,599
Matthew Brown		13,740	
		<hr/>	<hr/>
		82,444	67,711
Aidan Mersh	Aidan Mersh	1,417	1,700
Tom Peel	Tom Peel	1,417	1,417
Phil Pocknee	Suzanne Morris	1,417	1,417
Matthew Barrow	Matthew Barrow	1,417	1,589
Ash Armitage	Ash Lord	1,417	1,589
Matthew Brown	Matthew Brown	1,417	1,417
		<hr/>	<hr/>
		8,502	9,129
		<hr/>	<hr/>
		90,946	76,840

The Internal Trustees are remunerated in accordance with a pay scale used by the Union to pay its employees. The amount is not related to the responsibilities of the roles, as it is for other staff members, but merely to reimburse them for cost of living expenses, as they are precluded from other full time work during their period of office. They undertake full time, full year executive managerial activities. Authority for payment is by HUU Constitution, Section VII, Item 4, para 2.

Trustee expenses	2011	2010
	£	£
Entertaining	739	123
Travel	458	882
	<hr/>	<hr/>
	1,197	1,005

The four external trustees claimed expenses

### 9. Pension Schemes

The group is a member of the Universities Superannuation Scheme (USS) providing benefits based on final pensionable pay. Because the group is unable to identify its share of the scheme assets and liabilities on a consistent and reasonable basis, as permitted by FRS17 "retirement benefits", the scheme has been accounted for, in these financial statements as if the scheme was a defined contribution scheme. At the last actuarial valuation as at 31<sup>st</sup> March 2008 the actuary identified the following:

The assets of the scheme at the valuation date were £28,842.6 million and the value of the scheme's technical provisions was £28,135.3 million indicating a surplus of £707.3 million. The assets therefore were sufficient to cover 103% of the benefits which had accrued to members after allowing for expected future increases in

## Hull University Union Annual Report 2010/11

### Pension Schemes (continued)

earnings. Since 31 March 2008 global investment markets have continued to fluctuate and at 31 March 2010 the actuary has estimated that the funding level under the new scheme specific funding regime had fallen from 103% to 91% (a deficit of £3,065 million). Compared to the previous 12 months, the funding level has improved from 74% (as at 31 March 2009) to 91%.

The contribution for the year was £59,430 (2010 - £49,622). The employer contribution rate of 14% of pensionable pay was increased to 16% in October 2009.

The group is also a member of the University of Hull Pension and Assurance (UHPAS) providing benefits based on final pensionable pay. Because the group is unable to identify its share of the scheme assets and liabilities on a consistent and reasonable basis, as permitted by FRS17 "retirement benefits", the scheme has been accounted for, in these financial statements as if the scheme was a defined contribution scheme. UHPAS had a deficit of £27,025,000 at 31<sup>st</sup> July 2010. The contribution for the year was £51,568 (2010 - £52,299). It has been agreed that an employer contribution rate of 25.4% of pensionable pay will apply in future years.

## 10. Tangible Assets

### Group and Union

	Leasehold Land & Buildings £000	Motor Vehicles £000	Fixtures & Equipment £000	Total £000
<b>Cost or Valuation</b>				
At 1st August 2010	3,555	-	2,084	5,639
Additions	83	31	81	195
Disposals	-	-	-	-
<b>Balance</b>	<b>3,638</b>	<b>31</b>	<b>2,165</b>	<b>5,834</b>
<b>Depreciation</b>				
1 August 2010	844	-	1,168	2,012
Charge in year	159	-	132	291
On additions	3	3	16	22
On disposals	-	-	-	-
At 31 July 2010	1,006	3	1,316	2,325
<b>Net book value 31 July 2011</b>	<b>2,632</b>	<b>28</b>	<b>849</b>	<b>3,509</b>
Net book value 31 July 2010	2,711	-	916	3,627

## Hull University Union Annual Report 2010/11

### 11. Fixed Asset Investments

Group and Union	2011 £000	2010 £000
Market value at 1 August	683	668
Additions	174	114
Disposals	(285)	(135)
Realised and unrealised investment gains (loss)	46	36
Market value at 31 July	<u>618</u>	<u>683</u>
UK Equities	236	259
International Equities	70	91
UK Bonds	97	120
International Bonds	20	-
Portfolio Funds	55	-
Hedge funds	85	178
Property	55	35
	<u>618</u>	<u>683</u>

Hull University Union hold 100% of their investments within the following Cazenove funds:

The income trust for charities (UK equities)	
The growth trust for charities (UK equities)	108
Asia Pacific Leaders B Nav (International equities)	129
MM Global (Ex-UK) FD ACC (International equities)	20
Veritas Asset MGMT Global Equity Income account	23
The income trust for charities (Bond Fund)	27
The absolute return trust for charities (hedge funds)	116
Capita Income	85
Property	55
	<u>55</u>
	<u>618</u>

### Investment in HUU Services Limited

HUU Services Limited is a subsidiary, on the basis of dominant control which is registered in England and Wales. The capital and reserves of this company at 31 July 2011 amounted to £2 (2010 £2). HUU Services Limited pays all profits to Hull University Union under Gift Aid arrangements. Consequently it's retained profit for the year ended 31 July 2011 amounted to £nil (2010 £nil). See note 3 for further details.

## Hull University Union Annual Report 2010/11

### 12. Debtors

	Group 2011 £000	Group 2010 £000	Union 2011 £000	Union 2010 £000
Trade debtors	73	66	57	46
Amounts owed by subsidiary undertaking	-	-	384	171
Other debtors	5	13	5	9
Prepayments	39	16	15	10
Accrued income	374	329	366	306
	<u>491</u>	<u>424</u>	<u>827</u>	<u>542</u>

Loans are given to members of staff on a concessionary basis and are interest free. All are repayable within 12 months.

Profit from the subsidiary company is included in Amounts owed by subsidiary undertaking and is given by Gift Aid. £299,722 (2010: £22,922).

### 13. Creditors: amounts falling due within one year

	Group 2011 £000	Group 2010 £000	Union 2011 £000	Union 2010 £000
Trade creditors	72	360	29	332
Amounts owed to subsidiary undertaking	-	-	97	5
Other creditors	54	40	54	40
VAT	-	49	42	49
Accruals	370	13	370	6
	<u>496</u>	<u>462</u>	<u>592</u>	<u>432</u>

### 14. Provision for liabilities and charges

	VAT £000
As at 1 <sup>st</sup> August 2010	95
Additions	-
Balance at 31 <sup>st</sup> July 2011	<u>95</u>

The vat provision represents a possible calculation error of vat made on non attributable overheads for the vat periods 07/2006 to 10/2010 currently being challenged by HMRC.

## Hull University Union Annual Report 2010/11

### 15. Group Cash Flow Information

	2011 £000	2010 £000
<b>(a) Reconciliation of changes in resources to net inflow from operating activities:</b>		
Net Incoming (Outgoing) resources	14	(40)
Interest receivable	(20)	(31)
Depreciation	313	317
(Increase) in debtors	(67)	(264)
(Increase)/ Decrease in stock	(58)	41
Increase in creditors	34	223
Increase in provisions	-	95
Profit on disposal of Fixed asset investments	(46)	(44)
Net cash inflow from operating activities	<u>170</u>	<u>297</u>
<b>(b) Reconciliation of net cash flow to movement in net funds:</b>		
(Decrease)/increase in cash in the period	8	45
Cash (outflow)/inflow from movement in liquid resources	<u>98</u>	<u>(62)</u>
Movement in net funds for the year	106	(17)
Net funds as at 1 <sup>st</sup> August 2010	<u>411</u>	<u>428</u>
Net funds as at 31 <sup>st</sup> July 2011	<u>517</u>	<u>411</u>

	1 <sup>st</sup> August 2010 £000	Cash flow £000	31 <sup>st</sup> July 2011 £000
<b>(c) Analysis of net funds</b>			
Cash at bank and on hand	166	8	174
Liquid resources	<u>245</u>	<u>98</u>	<u>343</u>
	<u>411</u>	<u>106</u>	<u>517</u>

### 16. Capital Commitments

Contracts placed or authorised for future capital expenditure not provided in the financial statements are £695k (2010: £138k). These commitments will be funded from cash.

### 17. Related Party Transactions

The Chairperson of the Union sits on the University Council and Senate among others.

There are a number of transactions between the University and the Union including provision of a grant (subvention) of £1,218,629 (2009/10: £1,143,138) to enable the Union to continue to achieve its objectives

## Hull University Union Annual Report 2010/11

and provision of support. However, the Union was by the same terms obliged to pay rent of £364,336 (2009/10: £297,138) in total.

Balances owing/due at the year end with the University of Hull:

	2011 £000	2010 £000
Due from	394	309
Owing to	370	320

### 18. Contingent Liabilities

There are no contingent liabilities at 31<sup>st</sup> July 2011 (2010:£nil).

### 19. Operating Leases

As at 31<sup>st</sup> July 2011 the group had annual commitments under non-cancellable operating leases as set out below.

Operating leases which expire:	Land and Buildings £	Other £
In less than 1 year	-	-
Within 2 to 5 years	-	12,870
After more than 5 years	364,336	-
	<hr/>	<hr/>
	364,336	12,870
	<hr/>	<hr/>

## Hull University Union Annual Report 2010/11

### 20. Affiliations

The Charity affiliated with the following bodies during 2010/2011:

Description	Expenditure
BUCS (British Universities and Colleges Sport)	7,428.10
Hull & District Rugby League	180.00
Student Rugby league	195.00
England Netball Association	312.50
BUCS	127.00
Yorkshire Hockey Association (Ladies)	98.20
Yorkshire Hockey Associated (Men)	142.10
England Hockey Association (Ladies)	215.74
England Hockey Association (Men)	215.74
Yorkshire RFU Society of Referees	230.00
English Lacrosse Association	175.00
Badminton England	145.50
North Riding County FA	110.00
Hull & District Sunday Football League	56.00
Badminton England	145.50
Amateur Boxing Association	235.00
England Netball Association	625.01
Inter Varsity Dance Association	25.00
East Riding County FA	100.00
NUS Annual Fees	49,202.00



# Hull University Union

Impact Report 2010/2011



Students' Union  
**Evaluation Initiative**

**Gold** Award 2011

OUR VALUES: SAFETY & SECURITY,  
EQUALITY, DEMOCRACY,  
REPRESENTATION, FUN, QUALITY.

# Contents

3	About HUU
5	President's Letter
6	SUEI Gold Award
8	Chief Executive's Review
10	Vital Statistics
11	Our Values
12	Reaching Our Vision
15	Engagement
16	Governance
18	Elections
19	Democracy & Equality
20	Environment
21	Education
24	Welfare
28	Sport
30	Community
34	Scarborough
36	Communication & Connections
37	Finance
38	Commercial Services
41	Staff
42	Tribute To Julie Watson
44	A Word From Our President
47	The Future



# About HUU...

**Hull University Union (HUU) is one of the leading students' unions in the country.**

We judge our success by our achievement of a Gold award in the Students' Union Evaluation Initiative (SUEI) and our scores for 'Good Student Union' in The Times Higher Education (THE) Student Experience Survey 2011 and the International Student Barometer (ISB) 2010 where we came 6th out of 44.

We strive to provide representation, support and a social environment for the students of the University. We have a team of elected student officers who are responsible for the Governance and Representation aspects of our charity. Each officer has specific areas of responsibility. These are Governance, Welfare, Education, Sport and Community. All the positions are elected and open to any full member of the Union.



**Sabbatical Officers 2011:**  
President: Aidan Mersh  
VP Community: Tom Peel  
VP Welfare: Suzie Morris  
VP Education: Matthew Barrow  
VP Sport: Ash Lord  
VP Scarborough: Matthew Brown

This year has seen HUU continue it's excellence in representation and service through placing emphasis on engagement. Through the investment in non building centric delivery, we are engaging in an innovative way with our members, staff, institution and community and have reinforced Hull as one of the best places to be a student in the UK.

Reaching beyond traditional methods has been realised through the creation of a dedicated HUU space in the library, online training, online membership of clubs and societies and events off campus such as "HUU in the City"; with more examples found in this report. The many successes that we have achieved would not have been accomplished without the dedication of our staff and army of volunteers. I and the rest of the student officer team would like to say thank you to you all.

The determination to achieve has seen HUU engage with our University, community, region and national players on a scale unprecedented in recent years. We lobbied successfully the Conservative MP's who voted against the rise in tuition fees. Unfortunately the student movement lost the argument on raising tuition fees. However, we continue to find new pieces of the jigsaw falling into place, I am confident that HUU is better placed than any other Students' Union to meet the need for change and respond to students' every requirement. Our embedded culture of evidence based campaigning, such as the campaign for a library re-development on the Hull campus, has led to successes. The team and I are very proud of



what this Union of many people has achieved in the past 12 months and are optimistic of what can be achieved in the future.

*"The [Sabbatical] team were able to report a combined verifiable 35% of their time connecting with members. At the time of writing the Hull Sabbatical team spent more verified time in connections with members than any other SUEI audited team in the UK."*

**Aidan Mersh**

**President 2010/2011**

# Gold Award

## Students' Union Evaluation Initiative (SUEI)

In 2005, we were one of the first group of 7 Students' Unions to pioneer what was then a new quality initiative. The Student Union Evaluation Initiative (SUEI) is based around 5 Key Lines of Enquiry (KLE).

- Theme A - What's so special about the Union?
- Theme B - What is the Union trying to achieve?
- Theme C - Is there good people management?
- Theme D - Are there good quality outcomes?
- Theme E - What underpins this quality?

Each KLE breaks down into 3 sections with each section having 3 sub-sections; making a total of 45 areas of enquiry. Each of these is then measured objectively on a level of 1-5.

Our first audit in 2008 saw us gaining a Silver Award, one of only 2 in the first cohort. Our second audit took place in March 2011. This audit looked at the KLE's as well as progress made on the 5 Key Improvement Points identified in the 2008 Audit. We received outstanding marks as outlined below with an overall Gold Award:-

<b>SUEI Theme</b>	<b>Rating</b>
Theme A	<b>Gold</b>
Theme B	<b>Gold</b>
Theme C	<b>Gold</b>
Theme D	<b>Silver</b>
Theme E	<b>Silver</b>
Key Improvement Points	<b>Gold</b>

This has been a remarkable team effort involving Student Officers, Student Volunteers and Staff.

Comments from the Auditors Report include;

*"The Union is to be congratulated on attaining a Gold Award. This is well deserved for a Union that operates effectively and efficiently. With a relatively modest grant from the University, Hull University Union provides good value. This has been achieved through exceptional commitment from the full time Officer team, student representatives and the staff of the Union."*

*"The Union operates a good range of services and activities considering the limited income available and there is good evidence that these are appreciated by its membership."*

*"There is an excellent culture amongst the staff working at the Union. They all enjoy working at the Union and show excellent motivation. It is also enhanced by the excellent relationships that the Sabbatical Officers have with staff and the mutual respect that is evident."*

*"It has been a real pleasure to see the improvements made by the Union since their entry into the SUEI process and the achievement of a Gold Award is appropriate recognition of the work that has been undertaken to benefit its members."*

The report makes a number of recommendations for continuous improvement and they will be included in our planning process. When we set out in 2005 on our SUEI journey, we set ourselves a target of being one of the first 5 Students' Unions in the UK to obtain a Gold. Based on our Audit date we were the 3rd to receive Gold. The other Gold Awards are Leeds, Sheffield and Bath.



**SUEI GOLD**

**Award winning  
Union**



**This year has been exceptional. We have adopted a revised Constitution which has enabled us to become a registered charity and comply with the Charity Act 2006.**

We have undertaken a large research exercise with our student members and used the results to formulate a new 3 year strategy. This will ensure we continue to focus on the needs of our members.

We have achieved our vision of receiving a Gold Award in the Students' Union Evaluation Initiative following the results announcement in July. We are one of only 4 Students' Unions in the UK to receive this prestigious award. It is a deserved reward for the dedication and hard work of Student Officers, Student volunteers and

Staff. It confirms our commitment to providing an excellent student experience at the University of Hull.

As Aidan Mersh, our President, explains elsewhere, we have been successful in representing students with many improvements gained across a wide range of initiatives. We have a committed team of staff who are happy in their work, confirmed through our annual staff survey. Our Commercial Services have had a good year, bucking declining trends seen in other Students' Unions. We received a Gold Award in the 2011 NUS Best Bar None Awards finishing in second place in the UK.

Sadly, following a tragic road accident in May, we lost Julie Watson, our Director of Membership Service and HR. She played an important part in the successes outlined in this Impact Report.

I am confident that we can look forward to the changing and challenging Higher Education environment knowing that we are a very effective and committed organisation.

**Paul Tatton**  
Chief Executive



88%

of students feel Hull University  
Union is making a positive  
impact on their life  
at University.



92%

of students involved in activities with the Union feel it has improved their student experience



86%

of students used the Job Exchange to find employment



79.9%

of students are aware that Course Representatives exist





# 25

Hull University Union worked alongside 25 outside organisations this academic year



# 92%

of students said they felt welcome on their arrival at University

## Our Values:

- Safety & Security
- Equality
- Democracy
- Representation
- Quality
- Fun

## Major Achievements for the year:

- SUEI Gold Award.
- Green Impact Silver Award.
- Registered with the Charity Commission.
- National Best Bar None Gold Award.

# Reaching Our Vision

In 2008 we were one of the seven pioneering Students' Unions who completed the Students' Union Evaluation Initiative (SUEI) and were awarded one of only two Silver Awards.

As part of the award we received feedback on how we could improve in the form of five key development points. Further to our audit in March 2011 where we achieved a Gold Award the following comments were made by the auditors on the five areas:

## **Student Officers making more connection with members**

*The Team were able to report a combined, verifiable 35% of their time, to the time of the audit, in connecting with members. The achievement of this figure, the daily logging and the weekly reviews are to be applauded and are highly commendable. At the time of writing the Hull Sabbatical Team spend more verified time in connections with members than any other SUEI audited team in the U.K. This is something of which to be extremely proud.*

## **Improved financial forecasts**

*The Union now has very effective Financial Forecasts in place which are based on realistic assumptions and good historical data.*

## **Staff resource required in the Education Representation System**

*A significant amount has been achieved in regard to the Course Representatives system with the University acknowledging these improvements. The Course Representative Handbook, Course Representative Training and the Student Education Conference in January 2011 are particularly noteworthy.*

## **Improved strategic reviews**

*The Union had committed significant resources to ensure its future strategy is evidence based. It commissioned an outside market research agency to undertake a market research exercise in March 2010. The results of this were well interpreted and this was followed by the Union undertaking its own Student Satisfaction Survey in November 2010 using previous questions where possible to enable longitudinal benchmarking. A revised strategy has been formed for 2011-14 directly arising from these results and it is intended that the market research exercise is repeated in March 2013.*

## **More robust market research samples to aid evidence based campaigns**

*All market research submitted as evidence as part of this audit had significant increases in sample sizes compared to those evidenced in the previous SUEI audit.*



**1919**

**Members responded to our strategic review survey**



HUU in the City, 3rd November 2010



Hull University Union's  
Mobile Students' Union

Hull University Union's  
Mobile Students' Union

Home of the legendary  
Yellow Card with  
drinks from £2  
That's 35p off lead

Academic  
Issues

Debt Advice

Job Shop

Our Values:  
• Safety  
• Security  
• Diversity  
• Equality  
• Democracy  
• Representation  
• Quality

Sports Clubs  
& Societies

Housing  
Advice

BBC Candle Appeal, 25th February 2011

# Engagement

This year saw the introduction of the timetable for Student Officers to log their engagement with students.



The Officers highlighted their engagement with different categories. These were University meetings, connecting with members, Union meetings and engaging with the community.

This has allowed the Officers to manage their time in the different sectors. They wanted to make sure they spent 25% of a week, minimum, on engagement. This was achieved with the full-time officers spending on average 35% of their term time engaging with members.

This year also saw the introduction of Sabbatical space in the Hull campus library. A space was created in a prominent position where they would meet once a week, so if students had any issues they wanted help or guidance with, the Sabbaticals would be accessible.

After the 'Sabbs Sofa' the Officers went back to their offices and held 2 hours of open offices so students could drop in to see them if they either missed them at the sofas or if they had an issue they wanted to talk about more confidentially.

The Officers conducted ideas cafes and red sofa days in Hull and Scarborough which has directed strategic and operational actions in particular for the future development of the Brynmor Jones Library, Lawns halls of residence and future HUU provision on the Scarborough campus.

They also used our new Mobile Students' Union (MSU) to promote events on and off campus. The MSU has been used for a great variety of events this year. This has proven a sound investment for the Students' Union; used for events such as "HUU in the City" where we were able to show the local community what we do, and who we are. It has been taken to our affiliate colleges so we can help build relationships with our main campus and help the University receive the full confidence of QAA in its recent inspection of the University's collaborative provision.



*Brynmor Jones Library*

# Governance Zone

**HUU in the City was a very successful event where the Council allowed us to park the Mobile Students' Union on the main square in the centre of Hull.**

We gathered a number of sports teams, societies, the Union radio and TV stations and set up stalls, handed out the Union newspaper, had sports equipment out for the public to use and produced a live broadcast from the City Centre. This event was followed by news reporters and it engaged with nearly 800 members of the public within two hours. We gained positive feedback from the public and from the Council and we will strongly consider doing it again.

When the coalition Government produced the Comprehensive Spending Review and the Lord Browne Review, the Officers engaged with the student members and structured a campaign where they met with MP's and lobbied in London at the National Demonstration on 10th November 2010 against the rise in tuition fees.

The interest was phenomenal with 385 students, including 80 from Scarborough, attending. The lead up to the campaign brought students together. The Officers arranged a poster making session, a debate and a rally on campus.

On the day of the vote we took over 50 students to Westminster, lobbying 19 MP's and marching

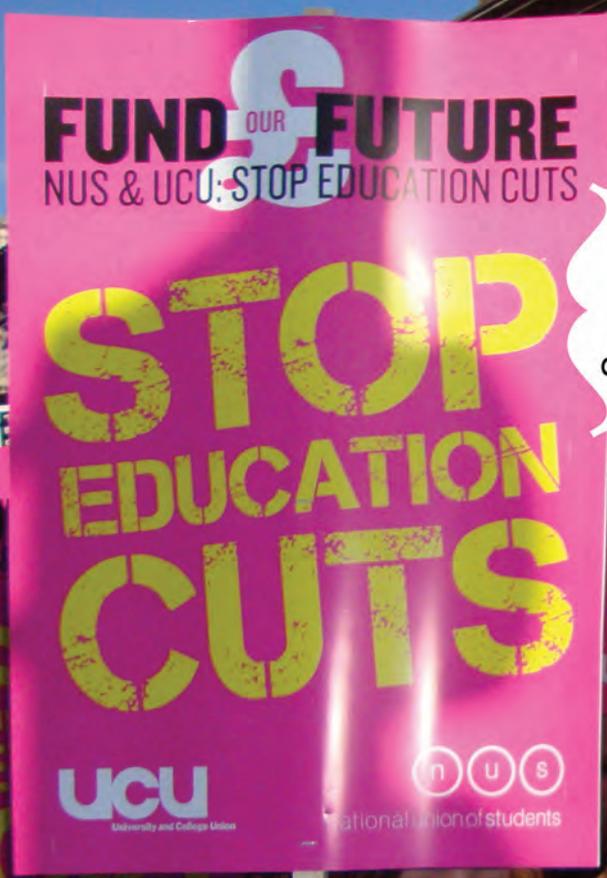
alongside thousands of other students. We successfully lobbied all three Conservative MP's who voted against the coalition Government and made the national headlines by announcing MP David Davis' intention to vote against the proposal.

## Governance Key Performance Indicators (KPI):

1. Achieve SUEI Gold
2. Win Green Impact Award Gold
3. Top 5 place in THE survey 'Good Students' Union' (score of 6.1)
4. HUU Annual Student Satisfaction Survey gain 90% answering agree or strongly agree that HUU plays an important part in their student life
5. To increase voter turnout during Semester Two elections to 5000
6. 75% answer Student Satisfaction Survey that they know who the Sabbatical team are

## Results for the year:

1. Achieved SUEI Gold Award
2. We won the Green Impact Silver Award
3. We gained joint 7th place with a score of 5.9 and we came 6th for the cheapest Bar/Shop
4. 88% answered strongly agree or agree
5. There was a turnout of 3037
6. 91% of respondents know the Sabbatical team



**FUND OUR FUTURE**  
NUS & UCU: STOP EDUCATION CUTS

**STOP  
EDUCATION  
CUTS**

**UCU**  
University and College Union

**n u s**  
national union of students

**91%**

of survey respondents know  
who the Sabbatical  
team are

**385**

Hull students attended the  
National tuition fees  
Demonstration

**3037**

Voters turned out in  
the semester 2 elections

# Elections

We have experienced a large increase in the number of candidates this year from 52 to 70.

There were added posts for Student Trustees, with all 4 positions filled, created by the restructure of the Trustee Board to meet the requirements of the Charity Commission. This year has seen a significant increase in the number of people running for voluntary positions from 18 to 50.

In order to meet our stretching target of 5000 members voting in Semester 2 elections in 2012, we shall start promoting elections earlier than ever. This includes information in the Welcome Week pack to new students, and all candidates running for full time positions are given upfront credit for marketing. We have experienced an increase in part-time students voting in the elections this year.





6

NUS delegates  
represented HUU at  
all conferences

## Democracy & Equality

HUU has ensured that all staff, student officers and volunteers are aware of our policies on Equal Opportunities, Harassment and Bullying. All our staff have undergone Diversity in the Workplace training.

HUU was represented at all NUS conferences by 5 Elected NUS delegates, plus the President. Delegates engaged with our membership by tweeting throughout the conference, blogging and promoting the event before going on the conference, which went on [hullstudent.com](http://hullstudent.com) to give students a detailed insight into the event.

# Environment

**HUU has recently won a Silver Award in the Green Impact Students' Union Award 2010/2011.**

Our Environmental and Ethical Chair Peter Moffit and our newly formed HUU environmental group is made up of 6 staff representatives who have regular meetings to discuss how they can improve HUU's environmental footprint.

They work alongside the University's Energy Manager and the University's Ecocampus group. We gained full marks with our Environmental impact, reducing refuse and improving reporting and planning.

The Environmental and Ethical Chair held a Go Green week. We invited students to give us their ideas on how we could improve the Students' Union environmental credentials. We took the comments on board and wrote up a plan of action. One result of this is that we now have improved recycling facilities on all floors of the building.

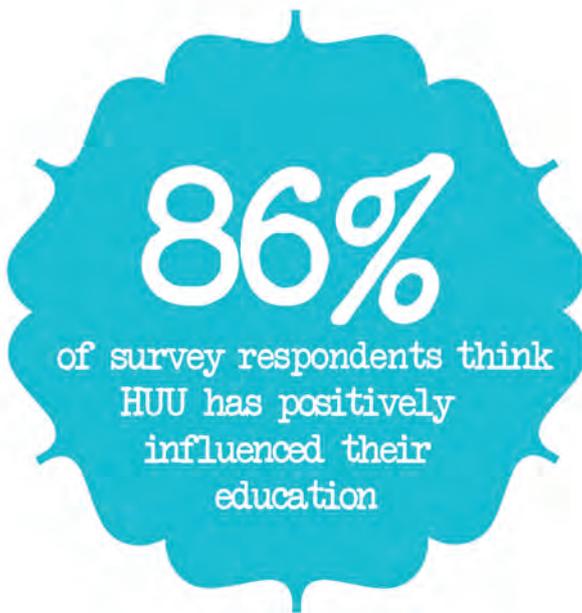
We introduced a 'Veggie Wednesday' in Sanctuary as we found from recent research, it is estimated that if you reduce your consumption of meat and dairy by 50%, you could save 1.46t CO<sub>2</sub> per year. Our guidelines for energy efficient appliances will help us reduce our carbon footprint in the future. 2011/12 will see Hull University Union continue raising awareness and commit to keeping ethics and environmental aspects at the heart of all our operations.



# Education

This year, the VP Education has been an active member of various working groups. Most notably HUU has:

- Heavily contributed with the Exams Processes Working Group, pushing for paid invigilators and facial recognition rules.
- Sat on the committee and re-wrote the policy in a new Student Representative Group headed by a University Librarian. As a result, a new policy and Code of Practice has been drawn up entitled "Partnerships with Students in the Management of Quality and Standards."
- Inputted to working groups this year on feedback. As a result of our Exam Feedback Campaign in 2009 headed by VP Education, a policy on Exam Feedback was agreed with the University Quality Office.
- Involved students in Periodic Reviews with Student Officers and Education Representation Co-ordinator in the trials. We will expand this to students next year as it was successful.
- Alongside Lee Fallin and our Advice Centre Co-ordinator sat in a group on behalf of HUU to agree a review of the Code of Practice on Academic Complaints, currently biased heavily in favour of the University. The new policy should be introduced next year.



## Course Representatives

The main aim was to 'have an effective course representation system in place administered by HUU which contributes to quality improvements at every level'. This year we had 482 Course Reps successfully elected (417 in Hull and 65 in Scarborough), beating last year's total of 401. We also managed to elect all of our 22 Faculty Reps, an impressive achievement considering there were none in place last year. Finally, we successfully elected 6 out of 7 Senate Reps.

The Course Rep training has also improved significantly with 273 attending this year's training. 97.6% of course reps were either satisfied or very satisfied with the content and delivery of the course representative training. This year, HUU have also trialled training via eBridge. There were 27 reps in the trial with 19 completing the module to date. In the Redbrick Survey last year, 47% of students knew what the Course Rep system was whereas now, in the Education Survey 2011, 91.3% of students do.

## Library Campaign

Matthew Barrow, VP Education submitted a video presentation at the University Learning and Teaching Conference (ULTAC) advocating a redeveloped Brynmor Jones Library. VP Education and the Education and Representation Co-ordinator also created a paper entitled 'HUU's Vision for the Future of the BJJ' which was submitted to ULTAC in March. At University Court, the Senior Management agreed that this development is a priority for future capital investment on the Hull campus. VP Education is now inputting into a working group planning the BJJ redevelopment. The video and paper are available here: <http://hullstudent.com/libraryfuture>.

## Collaborative Provision Student Written Submission

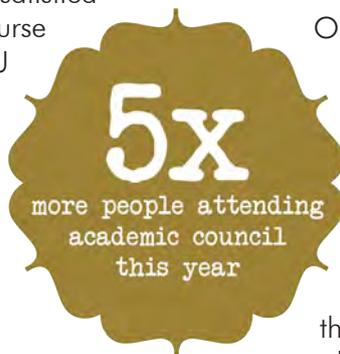
We saw the MSU being taken to the Affiliated Colleges at Bishop Burton, Grimsby Institute of Further and Higher Education, North Lindsey College and East Riding College at Bridlington to offer help with their Education standards and show the resources available for online training. Following focus groups at each college a Student Written Submission was submitted to the QAA. A SWS for Hull and Scarborough campuses is in the process of being written.

## National Students Survey

Once again HUU has helped the University promote the NSS by advertising the survey within the Students' Union. (See KPI 4 overleaf.)

## Academic Council

Our Academic Council attendance has improved significantly. Our turnout for the first meeting in Hull increased to 120 students and 20 in Scarborough. The HUU student conference in February 2011 was a big success with the Vice-Chancellor, University Senior Management, Pro Vice-Chancellor of Learning & Teaching and other influential people from the HE sector attending and taking questions. The overall attendance was above 60 people.



### Education Key Performance Indicators (KPI):

1. 80% (Hull) 100% (Scarborough) of course reps recruited by end week 5 (Hull and Scarborough) and trained by end of week 7 and 80% of course reps trained responding positively in the evaluation
2. 90% of academic clients satisfied with the help and advice given through survey analysis
3. All specified high priority action points in the student submission action plan are complete by the end of year office and to produce Student Written Submission by end of year of office
4. Help the University to increase by 5% in level of turnout for the NSS 2011
5. Have a score of 85% of respondents answering agree or strongly agree with the statement "HUU has influenced the quality of my education whilst at University" as part of the annual satisfaction survey
6. 60 students attending HUU student conference (increase from 30 in 2010) and 80% attending giving good feedback
7. 100% of faculty reps recruited by HUU by end of week 6 and all faculty and senate reps trained by end of week 12 Semester 1 with 85% responding very good/good on feedback forms

### Results for the year:

1. 417 course reps were elected in Hull and 65 elected in Scarborough. 273 course reps received training from HUU with a satisfaction rate of 97.6%
2. 92% of academic clients satisfied with the help and advice given to them
3. Student Written Submission 2010 action plan has been completed and submitted to the University Learning Teaching and Assessment Committee (ULTAC). University have drafted a response. Data collection is ongoing for the 2011 Student Written Submission and will be completed towards the end of Semester 2
4. HUU were actively involved in the publicity of the NSS this year and helped the University achieve a response rate of 65%
5. 86% satisfaction rate to the statement: HUU has had a positive impact on my education at the University of Hull
6. 58 students attended our conference and the feedback was generally extremely high
7. 100% of faculty reps and 6 out of 7 senate reps have been elected. All of which have received training and responded positively

20

active volunteers in the  
Advice Centre, to provide  
extra support  
to students

79%

of students were satisfied or  
very satisfied with the help  
they received from  
Advice Centre staff



# Welfare

**VP Welfare ran awareness campaigns to increase Students' knowledge on certain issues including Sexual Health and Guidance (SHAG) week, Housing Awareness week and two separate Free Your Money Days.**

We worked alongside more than 25 outside organisations in the current academic year including the community wardens, Jelly Cat Media, Mind, CASPHER, Humberside Police, Corner House, Conifer House, Compass (drugs work), Humber All Nations Alliance (HANA), Action for Change and Breast Cancer Care.

We ensured we maintained regular fortnightly meetings with groups and individuals who were working towards equal rights for all students such as LGBT Society, Black Students' Committee, Disabled Committee and Women's Committee. As well as running events alongside Education for Mature Students and student parents.

We successfully had an 'adopt a fresher' programme where we had 100 returning students helping freshers get settled in. It was a great success and resulted in 91% of students responding yes when asked to state if they felt welcome on their arrival.

## **LINKS**

LINKS is the student division of St John Ambulance which provides First Aid cover for the many events

which take place on campus; for example, at Asylum and for sports matches. They hold regular training for volunteers to deal with the various situations that are experienced when acting as First Aiders. Last year LINKS have treated over 130 people both within and outside the Union including Hull Fair, KC Stadium and collectively they have done over 3,142 duty hours.

## **Advice Centre**

The results of the Student Satisfaction Survey showed that 79% of students were either satisfied or very satisfied with the help and professionalism of staff in the Advice Centre. We have an excellent team of 20 active volunteers attending weekly training sessions so we have extra support available for students. We managed to raise £860,178 compared to only £704,000 last year. Combined funds for Scarborough and Hull came to £1,039,392. The Advice Centre team along with VP Welfare set up 2 'Free your Money' events in Hull and Scarborough this year which have been very successful in helping students save money. 'Free your money days' were part of Money Doctors, which is a unique partnership between the Advice Centre and Student Loans and Hardship team from the University, to promote financial capability within the student population. The numbers attended increased to 667 which represents a 50% increase on last year.

44% of students feel that the Advice Centre is one of the most important services HUU provides. Over 60 food parcels were given out to struggling students last year. Pregnancy tests have been available from the Union since November 2010. Chlamydia testing also took place during SHAG Week.

## **Job Shop**

The name of the Job Exchange has recently changed to the Job Shop. Our Job Shop has monthly meetings

with Careers at the University to share information between the departments regarding jobs and events. We re-introduced the annual jobs bazaar in 2011 where there were 5 stalls with 159 students attending to find a job. There will be another in freshers week 2011.

We now have a weekly CV drop in time with CV workshops run jointly with the volunteering hub. We have 601 students registered to use our online job shop so they can apply for jobs online. We held a National Insurance Day in October 2010 to help students, especially international students, obtain National Insurance numbers.



#### Welfare Key Performance Indicators (KPI):

1. Welfare Zone volunteer officers – 100% of officers doing 100+ hours of volunteering in 2010/11 and receiving recognition through “V” scheme
2. Advice centre – 80% of all clients satisfied with the help given-( minimum of 100 questionnaires completed)
3. A 20% increase in participants of Chlamydia testing during SHAG week
4. To maintain current levels of grants and benefits available to students (2009/10 funding £500,000, target 2010/11 £750,000)
5. To strive to provide free pregnancy tests to students at the University during the 2010-2011 academic year, with 50% of those who request will receive a test

#### Results for the year:

1. All elected officers have completed over 100 hours this academic year and were registered with the V scheme
2. 134 questionnaires have been completed to date. This is an ongoing survey
3. Unfortunately the target of 400 students wasn't met this year, following the need to rearrange the initial week from before Christmas due to snow, then it taking place during reading week for many students in Semester Two. Between the two attempts over 330 students were tested.
4. To date July 2011 – £860,178 (Hull campus)  
£1,039,392 (Cross campus)
5. Pregnancy tests were available in the Union from November 2010 – to date all those who have requested tests have received them.

667

students attended  
'Free Your Money'  
days in Hull.



86%

of students surveyed  
used our Job Shop to  
find employment



**2038**

The number of members registered with AU clubs.

**100%**

attendance at Regional BUCS Meetings throughout the year.

**446**

students from the AU went on tour this year to Lloret de Mar.

# Sport

The Athletic Union (AU) raised more money for charity this year than in previous years.

Ladies hockey ran a charity competition called 'Right to Play'. This was a 7 a side intramural competition which was a great success. Other clubs raised money through a variety of means such as 12 hours constant cycling, a sponsored row and action in the local community. There are now 2038 members in the Athletic Union which is up on last year's membership with a 6% increase in female participation in sport.

In the British University and College Sports (BUCS) there were a number of teams who came 1st in their respective leagues including; Men's Rugby XV, Ladies Hockey XI, Men's Tennis and Women's Tennis. Our Fencing team were Men's Northern Conference cup winners and our Ladies Basketball team were cup runners up. The American Football team were runners up in their National Plate competition; losing in the final to Cardiff after qualifying for the playoff from the northern league for the first time in five years.

Our AU Ball and AU Trophy Presentation sold out and were great occasions for sports teams to celebrate. There were also 446 students from the AU who went on tour this year to Lloret de Mar.

VP Sport and VP Community this year joined the board of a regional initiative called Solutions through Sport, aiming to pull together the region's sports teams to best utilise the power of sport to transform opportunity for communities to gain skills from sports. Through this VP Sport organised 400 free tickets for students to see the Hull v Burnley football match.

Super Teams returned to the calendar, as did Dodgeball, as enjoyable participation events aimed at offering students not already engaged with sports a taster session of the sports on offer. As part of the women's 'Participation in Sport' agenda the sports involved in Super teams this year were chosen for their appeal to both sexes. In promotion of sports participation and as part of the zones charity raising, the 'AU Allstars' were formed for the first time, they played both netball teams raising over £300 for Comic Relief and each of the 10 member team ran 6 lengths of the Humber Bridge for the BBC Radio Candle Appeal. The 'Allstars' hope to make their return next year, even bigger than before, intending to promote less traditional sports.

## Sport Key Performance Indicators (KPI):

1. To have a BUCS league position no lower than 70th (points target of 345)
2. To have 100% attendance at Regional BUCS Meetings throughout the year
3. To have >2000 members registered with AU clubs
4. To have 60 volunteer members accredited on the Humber Sports Partnership (HSP) scheme

## Results for the year:

1. We came 70th in the BUCS league (355pts)
2. We had 100% attendance at Regional BUCS Meetings throughout the year
3. We have 2038 members registered with AU clubs
4. We have over 30 volunteer members accredited on the Humber Sports Partnership (HSP) scheme



**1300**

Members in the  
ISA this year

ISA Culture Night 27th March 2011

# Community

The Societies and Volunteering fair in Welcome Week had an amazing turnout from students having over 120 stalls. We are proud to say it was our best turnout yet. A great start for the year.

JAM radio conducted outdoor broadcasts at HUU events, such as HUU in the City which had over 800 members of the public attending. They have also broadcast 24 hours of radio time on BBC Radio Humberside throughout the year.

We now have an extended wall for artists work, located in the concourse lounge, and have a John Bernasconi Award of £100 for winners of the submitted pieces.

We have a Love Hull Uni Street Team (LHUST) which was created to improve student safety after a night out. We handed out water and ensured students got into taxis or weren't walking alone. We also wanted to reduce noise pollution from students so the local residents were not disturbed. We accomplished this by giving out lollies as part of our 'Sshh' campaign (Silent Students Happy Homes). We had a large article in the Hull Daily Mail supporting our changes and received positive feedback from local residents.

We now have a bike lock renting system and we work with the Community Police to carry out regular bike surgeries to ensure students bikes are safe and to reduce the risk of them being stolen. We have also had crime awareness days on campus so students are

more aware of keeping their valuables and themselves safe.

We held a Crime Prevention Day which 257 students visited. There were activities such as areas where students could try to steal a bike and see how many items students could steal from a room.

## International Students Association (ISA)

This year the ISA have had just over 1300 members. There were 27 events including 16 trips, parties and socials. The Culture night had 109 participants performing and producing to a packed Middleton Hall. The Bishop of Hull was in attendance and the Lord Mayor presented the awards.

Hull University Union has improved from 11th place in 2008 to 8th place in 2010 in the International Student Barometer and 11th to 6th in UK International Student Barometer.

Our Societies and Clubs were rated 14th and 13th in 2010 International Students Barometers and UK International Student Barometer respectively compared with 18th and 19th in 2008. We are not happy with this result and have put together a plan to improve our standing in this barometer further.

## Volunteering

63% of people who accepted a volunteering placement felt they were found a suitable placement which is an increase from last year. This shows we are improving our ability to personalise volunteering opportunities to the students who apply. Last year 56% of students felt that the staff were friendly, compared to 61% in the

Student Satisfaction Survey.

This year we had information in the welcome week leaflets to promote volunteering. We also had a stand at the welcome week bazaar which showed students what the volunteering team does.

## HUSSO

- HUSSO has enjoyed an excellent year with over 80 volunteers involved in nine student-led projects including working with under-privileged children, adults with learning disabilities, older people and offenders in HMP Wolds.
- Feedback on the projects from participants and volunteers has been overwhelmingly positive across the board.
- Volunteers have had over seventy project outings taking place over the course of the academic year.
- All projects within HUSSO are student-led – the students devise the activities, risk assess them and deliver them with staff guidance.
- Volunteers have contributed over 1000 hours this year with over seventy project outings taking place over the course of the academic year.

## Hi-lights

- Thirty students have taken part in the newly launched Hi-lights: The HUU Award. The scheme aims to enhance student employability by helping them identify and develop skills being used through

their volunteering and other activities. Students have compiled a portfolio of evidence and attended workshops as part of the scheme.

## Community Volunteering

- In the Volunteering Hub students can browse the external volunteering opportunities available and contact them directly. We've had very positive feedback with this change which has resulted in many students finding placements.

## Societies

This year there has been an increase in societies membership from approximately 1500 to 2208. One of the biggest increases in societies was HYMS and medical societies. There is now a function on hullstudent.com where students can sign up to clubs and societies online making it easier and quicker to sign up.

Give It A Go (GIAG) has started up again with trips, training courses and workshops. GIAG offers first aid training so students can assist on trips. In Semester 1 over 90 societies attended Presidents' and first aid training. We plan to make GIAG far more comprehensive next year including activities across both campuses and all zones.

The Amnesty International society won the 'Best Collaboration' award from Amnesty after raising £744.92 over the course of the year for the student 'raise off'. The event that impressed Amnesty the most was the sleep-out where members of the society collaborated with Hull STAR society and slept in the



street in aid of 'still human, still here' which was a campaign to end the destitution of refused asylum seekers in Britain. They raise over £140 in donations on the night alone.

The Islamic society had a 'Night of inspiration' during Islam Awareness Week, which ran from 28th February to 4th March 2011. Three of the Islamic Society members climbed Mount Everest for Islamic Relief with the Disaster Emergency Committee to raise money for the victims of floods in Pakistan. The appeal publicity was in the Hull Daily Mail for people to help raise funds. They had a number of charity events where they raised over £10,000.

The Drama Society created a stage production of Romeo and Juliet, putting on a number of performances for children from local schools. The children enjoyed it so much that they wrote letters of thanks.

The Dance Society ran projects with HUSSO in conjunction with the Hull Children's University where they taught different styles of dance to pupils from Newland School for Girls. They ran sessions with the children then produced a short performance at Easter.

#### Community Key Performance Indicators (KPI):

1. Raise over £25,000 through RAG
2. Develop a culture of consistent high-quality media, measured by Hullfire being nominated for a Guardian student media award, JAM for an SRA award and HUUTV having produced two quality programmes
3. Increase student participation in Societies by 10% by Week 12, Semester 2
4. Attend 100% of Ward forums in the Wyke, Northern and University Wards
5. Hold at least one major event each Semester which engages HUU within the local community attended by at least 100 students
6. Gather and act on feedback, to ensure that the majority of students feel that The Scheme works for them
7. To collect and distribute best practice by visiting at least five different students' unions within the UK

#### Results this year:

1. RAG has raised £51,700 so far
2. Missed out on nominations at the end of last year, and it is not nomination season yet. HUUTV have produced to date 12 programmes
3. Membership stands at 2208
4. Done to date, also attended 100% of Community Safety Action Partnership meetings
5. HUU in the City, BBC Radio Candle Appeal (10 performers, 60+ in audience, JAM, Hullfire and HUUTV involved as well as many societies)
6. Given out housing questionnaires, compiled a landlord league table in Housing week
7. Currently visited Liverpool, Cardiff, Bradford, Loughborough and Northumbria



77%

of Scarborough students  
feel the Advice Centre is  
the most important  
Union Service.

# Scarborough

**The main achievement for Scarborough this year is that the Students' Union has moved from upstairs to the ground floor.**

Following the move, the shop in its new location has provided a more convenient service for students and staff on the Scarborough Campus. Alongside the new Students' Union, Hull University Union at Scarborough has created a new website which is specifically aimed at giving students better access to information specific to their campus and community.

## **Sports and Societies**

There has been an increase in the number of societies and sports clubs from last year in Scarborough. In Welcome Week alone, 43 students signed up to

societies which increased to 96 members by the end of the academic year. The sports clubs now have 141 members, with 117 joining at Welcome Week.

## Elections

At the beginning of the 2010/11 Academic year a governance review took place to help students engage more with how their Students' Union was run. This was following low interest and a high number of Scarborough Executive positions not being filled following the election period in 2009/10 Academic year.

A review of how Scarborough Governance works has resulted in record participation in elections. Every Scarborough Executive position was filled, with the position of Scarborough Campaigns Officer contested between two candidates. Furthermore, six students from the Scarborough Campus applied to be the Students' Union Delegates to the National Union of Students Annual Conference. Two students from Scarborough applied to become Student Trustees with one Student being elected to the post.

## Advice Centre

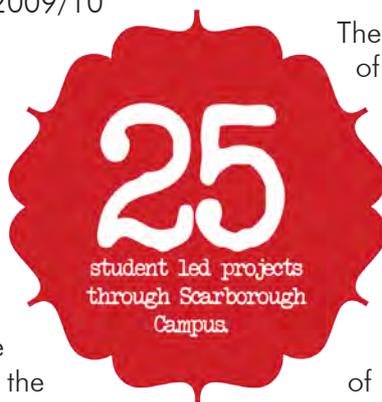
Hull University Union endeavours to provide a high-quality service to help students in both Hull and Scarborough. This is reflected with 77% of students feeling that the Advice Centre is the most important service that Hull University Union offers.

The Advice Centre visits the Scarborough campus one day per week during the term time and on average sees 6+ students per week. We also help students to

apply for funds and their total is approximately 20% of the total funds generated for Hull students. The total level of grants and benefits available to students in Scarborough is £179,214 (as of July 2011).

## Volunteering

There is an increasing number of students using the community volunteering service with Scarborough, having 25 student led projects including working with local schools and a beach clean.



There have been two trips to London as part of the Funding Our Future Campaign in which Scarborough took one of the largest contingents of 80 students, from a satellite campus of a University. The Scarborough group once in London were able to meet Shadow Minister to the Cabinet Office Jon Trickett MP and were also recognised on the Guardian Newspaper website for having one of the most effective campaigns of any University Union in attendance.

Scarborough works closely with a number of volunteering organisations such as Meeting Place Child Contact Centre, Mind, Cayton Carrs Wet Land Project, Northstead Community Pre-school, Scouting, Children's University, Youth Offending Team, SBC Conservation, CAB, Rainbow Centre and Pindar School.

## Raising and Giving (RAG)

Scarborough managed to raise £383 for RAG this year.

# Communication & Connections

This year has seen a record number of students responding to all surveys.

We had 2313 students filling out the Student Satisfaction Survey which was a massive increase from last year. We have also increased contact with local and regional journalists, building up good relations with Hull Daily Mail and other local media outlets.

We have the highest number of hits on our student union website compared to all other Students' Unions who use BAM.

Following our strategic review, carried out by Redbrick research, we consulted with all the staff so they could contribute to how we would make changes to the Students' Union to improve Students' time at University the way they want it improved.

We introduced feedback cards personalised for different services within the Students' Union. This is so we can target on improving individual areas to ensure we are doing all we can to improve Students'

experience with HUU.

We ensured the restaurant menu was improved for the second Semester so students had better offers on food, and recruited a dedicated catering manager. This was a common theme requested in the Student Satisfaction Survey as students felt they could get better value for money.

We have had a variety of positive press releases including HUU in the City, Love Hull Uni Street Team (LHUST), a number of entries into Hull Daily Mail about our President's thoughts on current matters, the students' views on the rise in tuition fees and a number of Societies' work for the community.

The Sabbaticals have regular blogs on the website to keep students up to date with what they are doing. This enables them to improve the communication between them and members. This has proved to be a successful way to update students on the latest campaigns, surveys and results at councils etc.. The Sabbaticals also now have a weekly two hour slot on the Students' Union radio station 'JAMRadio' called the 'Sabbatical Show'. The Sabbaticals discuss similar topics to that in their blogs and say what they have been doing, their ongoing projects and their latest achievements for the students.



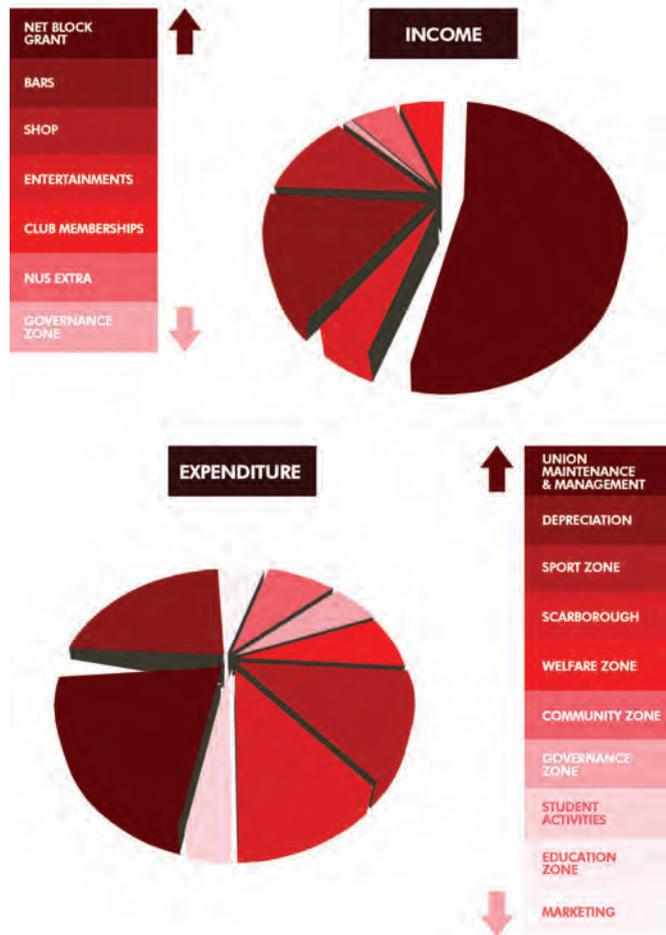
2313

students responded to our  
Student Satisfaction  
Survey

# Finance

Financial year 2010/2011 was the first year of our 5 year financial plan.

A break even was planned and achieved. A better than expected performance in the commercial areas offset some additional unplanned expenditure in the Charity.



# Commercial Services

Hull University Union won Gold award in the National Union of Students Best Bar None Awards in Manchester on 20th April 2011. The Best Bar None is a national accreditation scheme and is known as the most comprehensive assessment of good practice and safety and welfare policies in the Licensed Trade Industry.

We achieved 2nd place nationally for the NUSL Best Bar Award where we gained 99% for our nightclub, Asylum. This included 100% for written policy and makes us officially the 2nd safest student licensed premise in the UK.

The entertainments team had a very strong year with average attendances up year on year. We sold out all 1,700 Freshers Wristbands for the second consecutive year. We also sold 1,023 Platinum Cards, which is a 414% increase from 247 Platinum Cards sold in 2009. The End of Year Ball once again sold all 3500 tickets in advance and was deemed a great success by both students and the commercial team.

The shop has had a record breaking year with a 2% increase in sales year on year but achieving a 15% increase in profit.

## Financial Performance

	Turnover 2011	Conversion % 2011	Turnover 2010	Conversion % 2010
Bars & Catering	£1,271,896	24.9%	£1,329,677	17.9%
Retail	£1,138,596	20.1%	£1,120,190	17.6%
Entertainment	£459,316	15.3%	£451,444	18.7%



Picture from left: Lucy Roberts (Catering Manager), Michael Garrod (Bars Manager), James Brooks (Director of Commercial Services and Marketing) Aidan Mersh (HUU President), Alex O'Brien (Venue & Entertainments Manager) and Jonathan Hall (Facilities Manager) accept National Best Bar None Gold Award.





98%

of staff agreed that  
the Union is a good  
employer

# Staff

Whilst we are a member led organisation, the contribution of our staff to our success has again been significant.

Our staff survey in December 2010 was one of the most positive to date. Most pleasing was that 98% agreed that the Union is a good employer, 96% agreed that we provide effective services for our students, 96% that they are proud to work here and 94% that they know what is expected of them. We intend to benchmark ourselves against others by entering the Sunday Times "Best Companies to Work For" survey in 2012.

Again there has been a wide variety of staff development opportunities for everyone. This will continue. Sadly, the Skills for Life classes came to an end after over 3 years. Shirley Hebden from East Yorkshire College who tutored the class has retired. We will miss her Wednesday morning classes and the benefit many of our staff gained from her enthusiasm for adult learning.

We have had some outstanding "Employees of the Month" and runners up where month after month our staff have gone beyond what's expected to help others.



*Shirley Hebden receives honorary life membership for services to adult education*



*Employee of the month presentations*

# Julie Watson

## Director of Membership Services and HR

On 24th May 2011, Julie died following a serious road traffic accident. In almost 10 years of service with us, she made an enormous contribution to the development of HUU and the staff who work here.

Paul Tatton, Chief Executive, in this extract from his tribute at her memorial service said:

“She was without doubt the most talented HRM and manager of people I have worked with and I have worked with many. She loved to develop our staff and see them improve. Since starting with us, she has been involved in every hiring decision of contracted staff and she always took a pride in making sure they had a great induction and continuous development. Many of our staff are doing jobs they would never have believed themselves capable of without Julie’s constant encouragement. As a result everyone thought the world of her and this was repaid through the commitment she inspired in providing excellent service to our student members over a wide range of activities.

Our passion for excellence led us both to commit the Union to external measurement. Receiving Investors in People was one of Julie’s first successes but that was not sufficient. Six years ago we committed the Union to be one of the first to join a national quality scheme for SU’s now known as the Students’ Union Evaluation

Initiative – SUEI. We set ourselves a target of being one of the first 5 Unions to get the coveted Gold Award. Julie’s organisational skills came to the fore – we were one of only 2 Unions to gain a Silver Award in the first batch of awards in June 2008. That was not good enough for either of us so over the next 3 years with lots of help from student officers and staff we set about addressing our areas of weakness. On top of all our own work in Hull, we were recognised by others as a place of excellence.”

We received the coveted Gold Award in July 2011.





**Julie Watson**  
**1969 - 2011**  
Director of Membership  
Services & HR  
SUEI Associate  
2008 - 2011



# A Word from our President...

This has been a brilliant year for the Hull University Union. The work done in previous years and that of the 2010-11 team has come together to create a successful year for students at Hull. Building on previous successes we have achieved a prestigious Gold award in the Students' Union Evaluation Initiative and record membership for clubs and societies. The officers, staff and volunteers that have made the 2010-11 year so special have contributed decisively to those achievements along with the success of the course representative system and engagement with our members, where new ideas and innovation have taken us to the very front of the student movement. I thank everyone involved in contributing to the remarkable triumphs documented in this report and reserve special praise for the role Julie Watson played in all of these successes and achievements, a unique and remarkable lady, with a unique and remarkable legacy.





# The Future

**Hull University Union is disappointed in the level of tuition fees the University has set for 2012/13 academic year.**

Last year our students voted in a referendum, stating that they wanted their Union to campaign to keep the cap on tuition fees and so over the last six months we have campaigned against the Government's plans to raise tuition fees.

Our campaign saw unprecedented student activism and involvement in both the national demonstration on 10th November 2010 and the 9th December 2010 lobby and protest; it also included the lobbying of all three Conservative MP's who voted against the coalition Government's proposals.

We recognise this level of tuition fee is coupled with a draconian cut to the University teaching funding from the Government. The University must prioritise the continued improvement of teaching quality under this new fee level, as student expectations will correctly grow as their burden of payment is substantially increased.

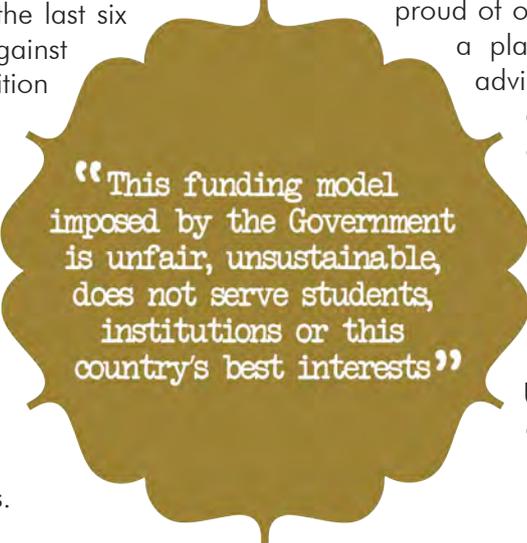
We will continue to challenge the University to have an ambitious policy to ensure access to this University is available to all students from all backgrounds. In

addition, we will push for a retention plan to improve the ability of all students to stay in higher education and to continue to improve the student experience.

The University should make a specific commitment to student support services that are and will be critical in helping students complete their courses to the best of their ability. We must act now to ensure our support for students is able to match the increased financial pressures future students will be under.

As a leading Students' Union in the UK, we are extremely proud of our ability to provide students with a place to seek independent, expert advice at no cost to themselves. We also have strong representation on campus, in the community and nationally. An increase in tuition fees will only increase the need for Hull University Union to expand its provision of strong, independent advice and representation for students. The University must recognise this and actively increase its support to us.

Aidan Mersh, President of HUU commented: "This funding model imposed by the Government is unfair, unsustainable, does not serve students, institutions or this country's best interests. Never before has a policy so ill conceived been implemented in the UK. It is forcing people to think twice about gaining the skills this Government is saying they need for our economy. What we must do now is ensure people are not priced out of Higher Education".



"This funding model imposed by the Government is unfair, unsustainable, does not serve students, institutions or this country's best interests"

OUR VALUES: SAFETY & SECURITY, EQUALITY, DEMOCRACY, REPRESENTATION, FUN, QUALITY.



INVESTOR IN PEOPLE

