



Hull University Union Impact Report 2012

Students' Union Evaluation Initiative Gold Award Winner &
NUS Higher Education Students' Union of the Year 2012 Award Winner

Students' Union
Evaluation Initiative
Gold Award 2011



Our Values: Safety & Security • Equality • Fun • Democracy • Representation • Quality

1. Hull University Union has had a positive impact on my life at University.



2010/11



2011/12

2. I find the building easily accessible.



97%

3. I feel that Hull University Union acts responsibly in everything they do.



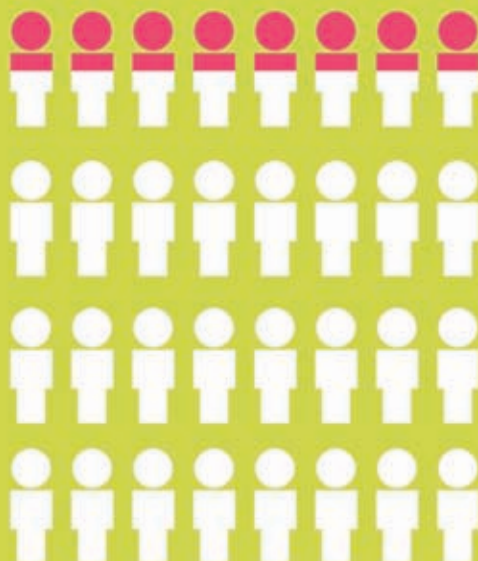
90%

4. Hull University Union listens to me and understands my needs.



6. I know I am a member of Hull University Union

95%

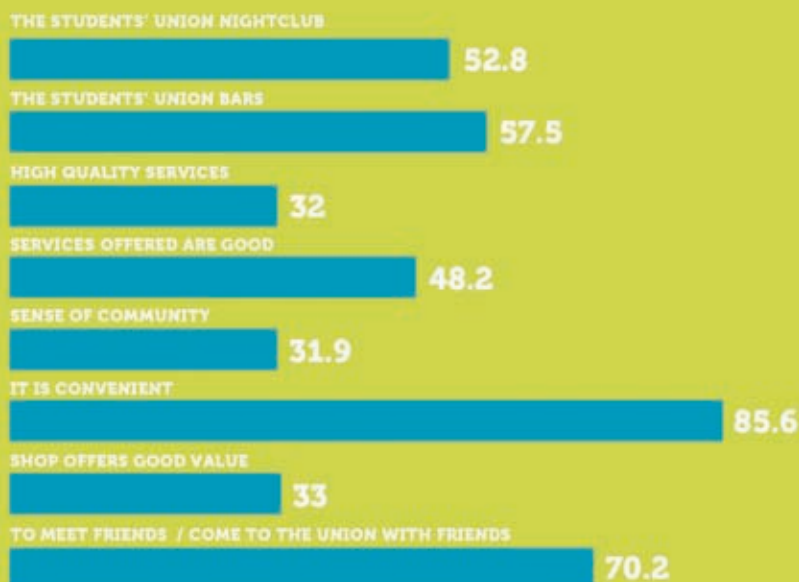


94%

5. I have fun and enjoy myself when I visit Hull University Union socially.



7. What other factors influence your decision to use your Students' Union?



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About Hull University Union

Hull University Union is the Students' Union of the University of Hull.

We are a registered charity and our mission is the advancement of the education of students at the University of Hull. We aim to achieve this by meeting our objectives which are:

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, the University and any other external bodies.
3. Providing cultural, social, sporting

and recreational activities, opportunities to volunteer in the community and forums for discussion and debate for the personal development of our members.

This Impact Report tells you how we have met the aims laid out in our 2011-14 Strategic Plan. This plan was formed from the feedback of our members – the students of the University of Hull.

We hope you enjoy reading it and sharing in the success we have had. An electronic copy of the report can be found at www.hullstudent.com/impactreport



Meeting the Main Aims of the 2011-14 Strategy

Our Rate Your Union Survey 2011 measured how well we were progressing with the ten main themes of our Strategic Plan.



1

Theme One - prioritising the education of our members.

We shall measure our success by:

An improved score in the National Student Survey (NSS) for feedback and the learning environment.

- 72% of respondents to the question on the NSS Survey 2011 said they were satisfied, a 3% increase from 2010.
- 63% of respondents to the Rate Your Union survey rank the Course Rep system as effective against the March

2011 score of 36%.

- Achieved Level 5 on the HUU Course Rep benchmark and NUS Student Engagement toolkit benchmark.

We are on track to reach the Course Rep benchmark and to help us achieve this we are employing a Course Rep Co-ordinator .

Theme Two - Identifying issues that affect our membership and campaigning on their behalf.

We shall measure our success by:

- 80% of our members answering positively to the question 'HUU campaigns and lobbies effectively on our behalf.'

81% of students responded positively to the question 'My Students' Union helps me change the things I want changed.'

Theme Three - Focusing our services on value for money.

We shall measure our success by:

- Achieving a mean score of four on a scale of 1-5 on the statement 'HUU provides value for money in our commercial services.'

We achieved 3.51 out of five on this question on our Rate Your Union survey 2011.

Theme Four - Improving support whilst at university.

We shall measure our success by 80% of members responding positively to the following statements:

- 'It is easy to access help from my Students' Union when I need it' - 93% agree.
- 'I trust the quality and impartiality of advice received' - 96% agree.
- 'I choose to use HUU support services' - 68% of students have used the Advice Centre, an 11% increase from 2010.

Theme Five - Enhancing employability and life skills.

We shall measure our success by:

- The number of members enrolled on the Hi-Lights: The HUU Award and an increasing employability of Hull graduates.

75 students took part in the Hi-Lights scheme in 2011.

Theme Six - Having Fun.

We shall measure our success by:

- 80% of students agreeing that they have fun when they visit the Union socially.

94% of students agreed.



Theme Seven - Improving the quality of student housing and accommodation.

We shall measure our success by:

- Having an effective housing accreditation scheme as judged by our members.
- Our members telling us that the quality of accommodation improves every year.

This theme was not measured in 2011-12 but pressure has been applied to improve the effectiveness of the Scheme

Theme Eight - Consultation with our Members.

We shall measure our success by:

- 80% of our members answering positively to the question "Do you feel your opinions count in the decision making process at HUU"

80% of students responded positively to the statement "I feel my opinions count in the decision making process at HUU in our Rate Your Union survey 2011."

Theme Nine - Knowledge of Membership of HUU.

We shall measure our success by:

- 95% of students knowing they are a member of HUU by the end of 201

95% of students stated they know they are a member of HUU in our Rate Your Union survey 2011.

Theme Ten - Improving Students' Services in Scarborough.

We shall measure our success by:

- 80% of students responding positively to how HUU has impacted on the University Services at the Scarborough Campus by the end of 2013

We aim to ask this question in our Rate Your Union 2012 survey

78910

A Word From Our Chief Executive



Once again it is my pleasure to report on yet another successful year for HUU.

I do not wish to repeat the information and achievements you will read in this report only to say it could not have been achieved without an excellent team effort between students and staff both in HUU and the University.

The reputation we have gained with the University, nationally and with the local communities of Hull

and Scarborough is well deserved. I am pleased to report that the University has helped with some of the funding of our £900k office development which sees all of our Membership Services brought together in 'The Julie Watson Membership Services Area' on the first floor of University House. I am sure this will improve the already excellent service provided for our members. Along with this development, we will have additional staff to improve our course representative system and welfare advice service.

Once again we have seen extraordinary commitment from individual staff and teams to deliver what our members want. When we are deciding who should receive our regular recognition awards, I

am always very pleased when we see staff regularly going beyond what is expected to help others.

We have also had a successful year commercially as we have provided our members with what they want at prices they can afford.

Unfortunately we shall be saying goodbye to some people who have made a great contribution to HUU. Alumni, David Lloyd, Chair of the Trustee Board and Robert Kidson, Honorary Treasurer have reached the end of their terms of office and leave with our thanks for their commitment, help and advice. Following a very successful recruitment campaign we have made some excellent new appointments who will bring much experience and wisdom to HUU.

We shall also be saying goodbye to James Brooks our Director of Commercial Services and Marketing. After over 15 years first as a student and then as staff, James has made an outstanding contribution to HUU. He leaves with our best wishes to become Chief Executive of Lincoln University Students' Union.

As I said in last year's Impact Report, the HE sector is going through change with its impact not yet quantifiable. I remain confident that we have the resources and the staff to meet any challenges that may face us.

Paul Tatton

Chief Executive

Safety & Security



Equality



Democracy



Our Values

Fun



Representation



Quality



A Word From Our Union President

It is not always easy to present the hard work put in by an organisation in an Impact Report.

We can show you our statistics of student engagement and our successes but we also want to share with you why we have prioritised our efforts in the areas we have.

As a Students' Union, it is our aim to impact upon every part of a student's university life - even before they come here. In our representative role, the Sabbatical Officer team, in partnership with the University and student volunteers, we created the UniClub. This initiative aims to fill in where Aim Higher left off, providing support, information and guidance to hundreds of Hull school children as they approach Year

11/12.

Our work on the 2013 University Entry Access Agreement will see more bursaries available, a greater proportion of bursaries to fee waivers and wider eligibility for bursaries. All Higher Education Funding Council for England (HEFCE) funded EU and part-time students and Training and Development Agency for Schools (TDA) funded undergraduates are now also eligible. We have also helped to shape how the University will utilise its retention and access resources, particularly with regard to students who are carers.

This year we have focused on three areas

of work - widening participation within our activities, improving the already excellent learning and teaching within the University and interacting with the local community. Examples of our work include: the Student Led Teaching Awards, which recognised and rewarded University staff for excellence in teaching and student support; campaigns for full on-line submission of student work; a consistent policy for late submission of work across the University; the introduction of Street Representatives' initiative and our work to oppose the implementation of the Article 4 direction for Houses of Multiple Occupancy legislation by Hull City Council. Through our work in these areas, we are constantly endeavouring to improve the lives of

students at the University of Hull.

All our hard work has been rewarded. We have received national recognition winning the Higher Education 'Students' Union of the Year' and 'Community Relations Award' at the NUS Awards 2012, the 'Innovative Student Engagement Award' at the NUS HE Awards 2012 and the NASMA 'Best Partnership Award' for our Advice Centre's work with the University.

For another year, we have improved the university experience for our members - the students. I wish all the best of success to next year's Sabbatical Officer team in their endeavour to do it all again!

Aidan Mersh

President, 2010-12



**Student
Officers**
2011-12

L-R: Ash Armitage (VP Sport), Tom Peel (VP Community), Matthew Brown (VP Scarborough), Aidan Mersh (President), Matthew Barrow (VP Education), Phil Pocknee (VP Welfare).

SUEI Gold - Moving Forward

We are proud to be a SUEI Gold Students' Union, however we continually strive to improve and this year have chosen to focus on the areas of Communication and Partnerships.

Work undertaken this year continues to focus on clearer and wider communication and building partnerships across our local community.

The profile of the Sabbatical Officers has increased since the first SUEI report.

We have achieved this by promoting all their campaigns effectively. Objective measurement through Outlook calendars has shown Sabbatical Officers have spent at least 35% of their time directly engaging with our members.

Following constructive feedback from our members, we are launching a new look hullstudent.com in August 2012. An improved navigation, search function and fresh design will improve the browsing experience and ensure that news and information are easy to find.

Since the SUEI report, we have improved communication with the local community. Our recently formed team of 'Street Reps', comprising student volunteers, work with Councillors and local residents on projects to improve the quality of the local community. Bin tagging is a good example of

their work. Volunteers tagged refuse bins so when any are left on the street after collection, the neighbours know whose bin it is.

"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."
- SUEI Report

This has made everyone more aware of their neighbours and reduced potential conflict between students and local residents. The team further helped improve relations in their student neighbourhoods by undertaking street cleaning and attending

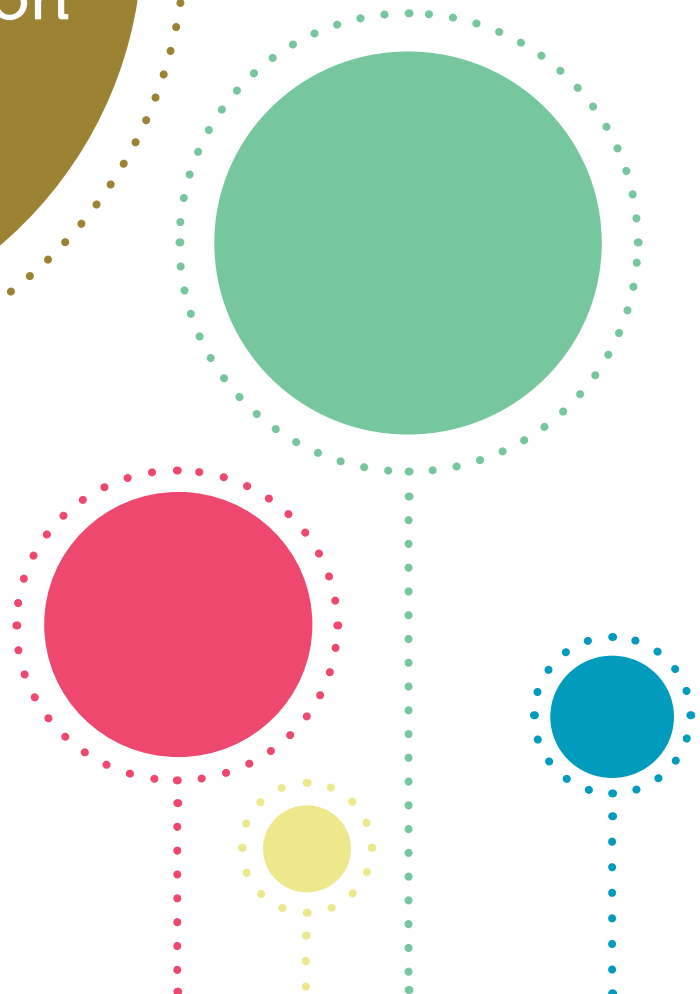


HUU Staff and Sabbatical Officers accepting the SUEI Gold award.

SUEI GOLD

Award Winning Union

Community Forums and Partnership Committees. This year has also seen the return of a partnership with Hull City Football Club offering students reduced ticket rates in return for advertising opportunities for the club.



Major Achievements of the Year





We were awarded the NASMA Best Partnership Award

We were rated second in UK and eleventh in the world by the International Student Barometer.

We won the Silver Green Impact Award.

We held our first Student Led Teaching Awards with the help of a grant secured from the HEA.

Wristband and Platinum cards sold out which prepaid for Welcome Week events.

We won a Gold Best Bar None Award and were named the second safest Students' Union in the country.

Reaching Our Vision

First Floor Re-development

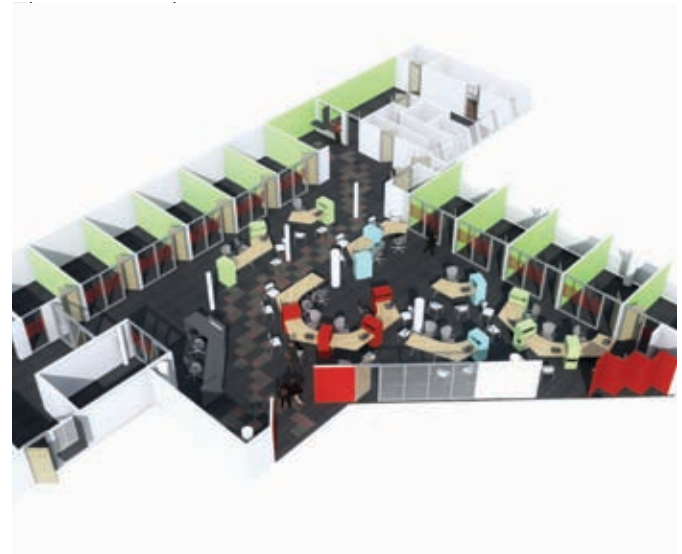
In summer 2012 we completed a £900k refurbishment of the first floor of University House in Hull to create a large open plan office area for our Membership Services.

This will improve accessibility to our services for students and ensure help is given more efficiently and

effectively.

Engagement

For the second year running our Sabbatical Officers have logged the amount of time they have engaged with students, the community and University staff. This has helped ensure they manage their time effectively and are meeting their targets of engagement.

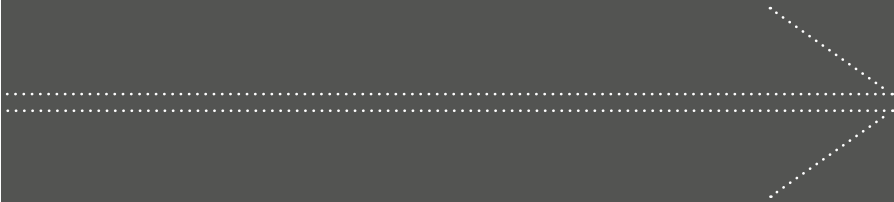
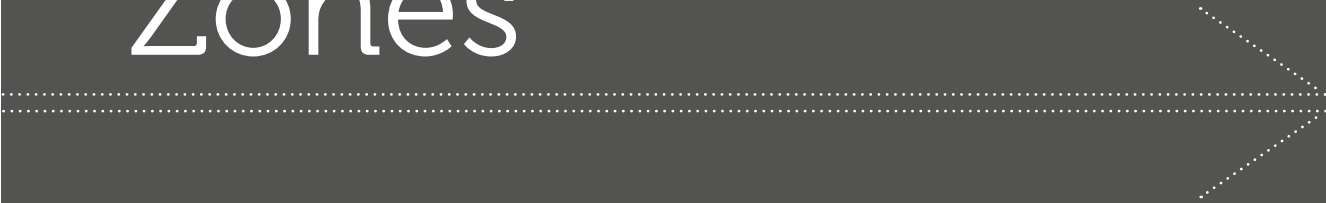


This year we have seen a dramatic increase in communication with the local community. One large contributing factor is the introduction of the 'Street Reps' team who have worked with the community on a number of projects receiving significant press coverage.

The Lord Mayor has been a regular supporter of the work we have been doing

and has attended four of our events. Both our outgoing and incoming Sabbatical Officer teams were invited to the Lord Mayor's Parlour at the Guildhall for an evening meal.

The Performance of our Representation Zones



Governance Zone

Due to Higher Education Funding Council England (HEFCE) teaching cuts it was announced that Hull's part-time adult learning course the University Foundation Award (UFA) was to be closed.

4000 adult learners, who do not exist on the University systems and are therefore near impossible to communicate with, use the 500 short courses to retrain or to stay active. A small number of those achieving a

Governance Key Performance Indicators

1. To win a Gold Green Impact Award.
2. To achieve 90% answering agree or strongly agree that 'HUU has a positive impact on their student life' in our Student Satisfaction Survey.
3. To increase voter turnout during semester two elections to 5000.
4. To meet the 2010/2011 budget and to co-ordinate the refreshment of HUU's branding to ensure "our services are consistently branded so that members can differentiate our services from others".
5. To achieve 70% answering agree or strongly agree to the question "I feel my opinions count in the decision making at HUU" in the Student Satisfaction Survey.
6. To ensure 25% of all full time Sabbatical Officers' time is spent engaging with members.
7. For Hullstudent.com to have an accommodation area where students can highlight accommodation issues to HUU, landlords and the University by 1 October 2011.

Governance Results for the year

1. We achieved a Silver Green Impact Award.
2. We achieved an overall score of 91% in the Rate Your Union survey.
3. We saw a record turnout of 4492 in week five elections and a turnout of 480 in the week seven bye-elections. There were 18 candidates for the full time positions and 68 for Council positions in week five. An election review has taken place.
4. The Governance zone is currently £68 above budget according to period nine figures. We have completed a branding review which has been implemented. Future plans include an awareness raising campaign to draw students to the Advice Centre in line with the strategic plan.
5. 78% of students agreed or strongly agreed that their opinions count.
6. We consistently achieved more than 25% of engagement time (October 28% / November 29% / December 27% / February 38% / March 28%).
7. A decision was made not to carry this initiative forward.



35%

of Sabbatical Officers
time spent engaging
with members in
semester time.

UFA progress onto a foundation course.

In partnership with the University College Union (UCU) and a pool of UFA students we worked to ensure all students currently on the UFA would have the opportunity to continue to course completion on a suitable timescale without having to achieve previously agreed levels of performance.

The University closed entry to the courses but continued the provision of popular ones until July 2013 for those who wanted to complete their course. We ensured that the administration was easy to understand if students wished to continue. We were invited to input into the future provision of access to part time and adult learning which will

be provided through faculties in the future. We have also focused on the mode of communication the University uses with adult learners who are not all familiar with electronic media.

HUU proposed and had accepted a number of important changes to the University Access Agreement.

Elections

Improved communications saw promotion of elections begin in the first week of term with its inclusion in the Welcome Week Guide as well as a new look to election marketing materials.

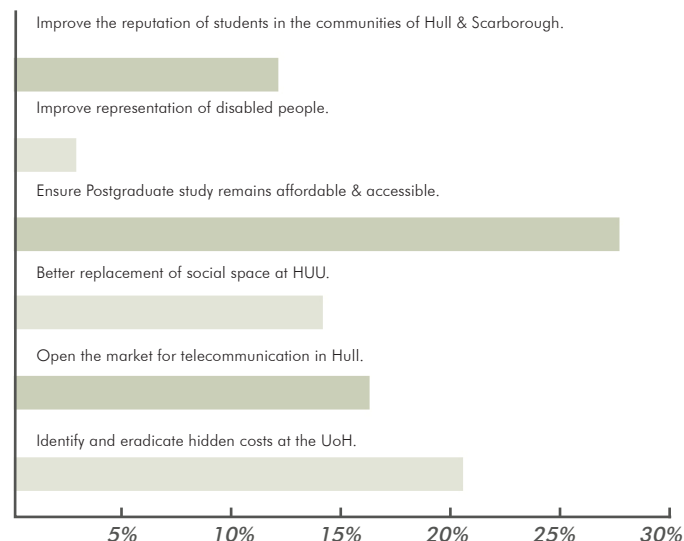
As a result we saw a 28% rise in candidates from 70 in 2011 to 90 in 2012. The number

of students running for Sabbatical positions has increased from 15 in 2011 to 18 in 2012. Some AU posts have moved to the general elections which has also created seven new positions.

We were also pleased to see a 47% increase in voter turnout from 3038 in 2011 to 4492 in 2012.



Referendum



Graph (Above): Priority Campaign

At the same time as the elections, we also held two Referenda which 3,219 students voted in. Referenda are the way that we make big decisions about the future of the Students' Union.

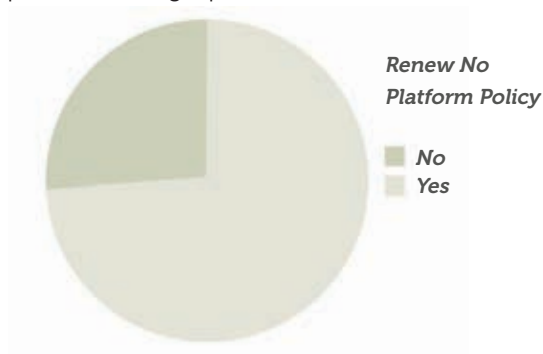
They involve all students voting on a single question. It was voted in

favour that we will renew a No Platform Policy for the next three years.

This policy means that Sabbatical Officers and other members of the HUU will not share a platform in HUU with any members of extremist groups and these groups will also be banned from accessing the Students' Union building, standing in elections or forming a

Representation

society. It was also voted that we would prioritise a campaign to ensure Postgraduate study at the University of Hull remains affordable and accessible. The breakdown of these results can be seen in the previous bar graph.



Five NUS delegates, plus the President attended the NUS conference this year.

We ensured engagement was maintained with our members by tweeting and blogging before and after the event, keeping students up to date with what was discussed.

5

NUS Delegates attending conference this year.

Environment

Silver

Green Impact Award
2012



This year we received a Silver Green Impact Report demonstrating our increased efforts to reduce our impact on the environment.

Next year we aim to continue our commitment to a greener HUU by taking part in the People and Planet award scheme.

...and the
Winner is?

PEACHES
DUCIE
SCHOOL

Hull University



580

nominations received
from students for our
Student Led
Teaching Awards.

The Student Led Teaching Awards 2011. L-R - Tom Hall (Education Zone Member), Innovative Teaching Award winner Peter Andrews & Lord Mayor Councillor Colin Inglis.

Education Zone

We were delighted that our Library campaign has resulted in the University confirming a multimillion pound investment to redevelop the Brynmor Jones Library.

Our requests for short term library redevelopments have already resulted in 27 more PCs, 30 more power points for laptops and the creation of a social learning floor. We also worked in partnership with the University to develop a new library 'Code of Behaviour' which aims to work towards tackling noise and behaviour issues in the Brynmor Jones Library.

We helped create a new University Code of Practice on student representation. It includes new policies on Assessment and Feedback to ensure that feedback is legible, returned within four

weeks and that all students are entitled to further guidance on request.

There is now a stronger and more active Course Representative system with 91% of students engaging with the system. Hoodies and wristbands were used to raise the profile of Course Reps on and off campus, helping us achieve 85% awareness of the system in the Rate Your Union survey. We hope to develop this next year with the introduction of a Course Representative Co-ordinator.

Other achievements included agreement on a University wide

policy on penalties for late submission or over length assignments and new policies on student complaints allowing students more freedom to raise issues regarding their department. We also led a successful campaign to save the Foss 24 hour computer centre from summer closure.

In February our Student Conference provided students with the opportunity to speak up about issues in Higher Education. Attended by local MPs, the Vice Chancellor and representatives from the NUS, over a hundred students took part in workshops and debates and listened to guest

speakers.

Throughout the year the allocation of more resources to the Education Zone has allowed us to provide better representation and student engagement.

91%

of students engaged with the Course Representative system.

Education Key Performance Indicators

1. We will elect 100% of Course Reps, Faculty Reps and Faculty Co-ordinators in both Hull and Scarborough. We will hold at least four Academic Councils throughout the year on both campuses.
2. We will offer at least five different modules of training to our student representatives and we will train a minimum of 60% of our Course Reps. We will also receive at least 95% satisfaction rates in our overall training evaluation.
3. We will increase awareness of the Course Representative System. In the Rate Your Union survey at least 90% of our members will know what the system is, 60% of our members will know who their Course Rep is or where to find out and at least 50% of our members will think that the Course Rep system is effective.
4. We will ensure at least 70 students attend our Student Conference with satisfaction rates of at least 80%.
5. We will produce an Education Survey in March 2012 with a minimum of 700 respondents. We will use this along with other research reports to produce HUU's Annual Student Written Submission.
6. We will help the University to promote the National Student Survey and we will achieve a response rate of at least 65%, ensuring all individual departments meet the 50% threshold.
7. We will run at least two priority campaigns throughout the year with the aim of advancing the student experience in relation to learning and teaching. We will monitor the success of these campaigns by improving longitudinal ratings in the National Student Survey.

Education Results for the Year

1. We have successfully implemented the new Code of Practice on student representation. We have elected 100% of our 593 Course Reps, Faculty Reps and Faculty Co-ordinators. We have held four Academic Councils both in Hull and in Scarborough.
2. 75% of Course Reps have been trained. 98.5% of Course Reps were satisfied with the overall training.
3. 85% of students are aware of the Course Rep system. 69% of respondents know who their Course Rep is. 64% of students feel the Course Rep system is effective.
4. 140 students attended our Student Conference which included a range of world class speakers from the Higher Education Sector. The satisfaction rate was 100%.
5. The Education Survey had 1,100 respondents and is being used to inform HUU's Annual Student Written Submission.
6. We helped the University to achieve a response rate of 64.6% in the National Student Survey.
7. Our Student Led Teaching Awards achieved over 580 nominations from students. Our awards were attended by over 170 guests with eight very worthy award winners. We also raised £590 for the Helena Kennedy Foundation.

Welfare Zone

£1m

Over £1 million in grants aquired for students this year.

1,070

jobs advertised over the academic year.

25%

increase in clients from last year.

Jobshop

The Jobshop saw 3,666 students over the academic year and advertised 1,070 jobs with an increase in local companies advertising vacancies. Last year 95 temporary student staff were recruited

through the Jobshop to work in all areas of HUU. National Student Employment Week Tax Back Days and National Insurance Number appointments helped over 60 students gain a National Insurance Number and claimed

back over £2,000 in overpaid tax for our members.

At the request of students, we created CV drop-ins helping 48 students create their CV for part time work.

< Welfare Zone

Our members' high opinion of the Advice Centre's outstanding service is reinforced in the Rate Your Union Survey.

Advice Centre

96% of students told us they trust the quality and impartiality of the advice they receive and 95% of respondents would recommend the Advice Centre to other students. In the International Student Barometer the Advice Centre scored 96.9% making it the second highest scoring Advice Centre in the country.

"I would probably fail my exams if it wasn't for you and I write to you in order to say again a big thank you for your help in the matter with my landlord. You were really helpful and comprehensive."

- Advice Centre Client

The Advice Centre had a 25% increase in the number of clients this year and their 20 active volunteers have contributed to over 500 volunteer hours including attending weekly training sessions to provide extra support for students.

We have been successful during the last academic year in helping students apply for and gain over £1 million in grants and benefits compared to £860,178 in 2011. This year Scarborough has raised £260,420 and Hull has raised £846,220 giving a total of £1,106,640.

The Advice Centre team and VP Welfare organised two successful 'Free Your Money

Days' to help students with their budgeting. These days were run in partnership with the Student Loans and Hardship team as part of the Money Doctors programme. We engaged with around 670 students at the Free Your Money Days. This work culminated in winning the NASMA Best Partnership award.

In partnership with the national One Pot Pledge campaign over 600 seeds were handed out in Hull and 200 in Scarborough to encourage students to grow their own fruit and veg. Over 70 food parcels were given out to students who had hit financial difficulties.



95%

of students would recommend the Advice Centre to others.

"I would like to thank you and everyone at student support services for your on-going advice and support. Without your sympathetic ears I can say with some confidence I would have left University by now."

- Advice Centre Client

Sport Zone

Our annual Winter AU Ball sold out in a record time of three hours prompting us to move our Annual Trophy Presentation to the KC Stadium to accommodate the increased demand.

This move and the increased demand for tickets saw us sell 320 tickets, a 39% from 230 in 2011.

This year we introduced 'Hall Wars', a new event held at the Lawns at the start of the year. The event aimed to help us engage students with HUU's and the University of Hull's sporting programmes. It was attended by 170 students taking part in Football, Netball, Rounders and Dodgeball matches. Following the event we were delighted to see an interest in our new Get Active programme which we run in partnership with the University. This partnership was strengthened by gaining

an Olympic Inspire Mark for the event. We aim to continue Hall Wars next year.

Three sides were promoted in the BUCS leagues:

Netball Squad 2nds, Men's Rugby 2nds, and Men's Badminton 1sts (who finished the season unbeaten). Our Women's Rugby team reached the BUCS conference cup final.

Away from BUCS the American Football team finished the season ranked 9th

in the country, and the Ice Hockey side were promoted. Our Dancesport and Rock 'n' Roll club were placed third in the team knockout national finals and fifth in the team match nationals with one pairing named National Champions in the Rock 'n' Roll category.

Throughout the year we held five Give It A Go (GIAG) sessions to promote new sports, and increase female participation in Lacrosse, Mixed Martial Arts and Women's Cricket.

We produced a paper entitled 'The Future of On Campus Sports Provision and Its Impact On Students'. The aim of this was to persuade the University to improve sports facilities. As a result we have seen various improvements to equipment and netting, a new lighting system, and plans for a full floor renovation in the main sports hall. This paper will also contribute towards wider plans to improve facility provision in the upcoming University Sport, Health and Wellbeing strategy.

2112

members of our AU - a record high this year with an increase of 3.8%.



Sport Key Performance Indicators

- 1. To increase Athletic Union (AU) membership by 5% to 2,150.
- 2. To have a BUCS league position no lower than 70th (Points target: 350).
- 3. To have 80% of students ‘satisfied’ or ‘very satisfied’ with communication and website content within the AU.
- 4. To take 550 students on tour in April.
- 5. To ensure a successful Varsity event with 90% of BUCS teams taking part and at least five non BUCS teams.

Sport Results for the Year

- 1. Our AU membership has increased by 3.5% to 2,112 members.
- 2. We achieved a BUCS league position of 72nd with 310.5 points.
- 3. 82% of students were ‘satisfied’ or ‘very satisfied’ with our communication.
- 4. We took a UK record of 624 students on tour, a 212% increase attendance from 200 in 2011.
- 5. 89% of BUCS teams and six non BUCS teams took part in the Varsity event.



400

Over 400 nominations
for the HUU Awards
this year.

100,000

Over 100,000 hours spent
volunteering by
students this year.



HUU Awards 2012 - Laura Marsden receives the Julie Watson Memorial Award from John Watson, husband of the late Julie Watson.

Community Zone

This year we introduced Street Reps, our team of volunteers who took part in various projects to improve student/resident relations.

Projects included a programme of 'bin tagging' which tagged over 500 wheelie-bins with house numbers and a four week 'street blitzing' where reps tidied streets financed by student landlords. We also held debates with Local Councillors and the residents' association around the issue of the proposed Article 4 which threatened student housing with being pushed to the outskirts of the city.

Student Activities Centre (SAC)

Over 900 students took part in 13 Give It A Go (GIAG) sessions throughout the year ranging from trips to cities to chess classes, lacrosse tasters, go-kart

racing and shopping trips to Ikea!

This year 2012 members were part of 78 ratified societies. We made it easier than ever to join a society by allowing online registration. We have also seen a greater demand for stalls at the Welcome Week Societies and Volunteering Fair.

Some stand-out projects from our societies included:

The Labour Club running a HomeLESSS campaign to raise money and awareness for youth homelessness in Hull.

The Dance Society worked with the Children's University, organised a flash mob for Cancer Research, performed for the

Christmas Newland Avenue Lights switch-on and at their end of year show raised £700 for the Community Church on Newland Avenue. They also had a successful competitive year being placed third in Street and Tap at a Newcastle Dance Competition.

The Amnesty International Society ran a highly successful Secret Policeman's Ball to raise awareness of human rights issues in Burma raising over £700.

The Debating Society is competing in a debating

competition in Serbia and the Law Society published a Law Journal.

Raising & Giving (RAG)

RAG Week was run by HYMS (Hull York Medical School) students in conjunction with the Medical Society. They ran a number of events including a three-legged race over the Humber Bridge, a 24hr CPR event, bake sale and fashion show. They raised £4,099.31.

RAG also got involved in a Jailbreak event where students from Students' Unions throughout the UK saw how far they could get in 30 hours without spending any money. Six teams from Hull took part with two

500

local wheelie bins tagged
as part of Street Reps
bin tagging project

teams managing to get overseas raising £2,616.

Media

JAM Radio has 64 active members and provides online broadcasting to students throughout the academic year. This year they featured on BBC Radio 6 on the Steve Lamacq show where they entered and won a competition involving station managers.

International Students Association (ISA)

The ISA have 763 members. They held a successful Culture Night in Middleton Hall with 300 students in attendance to reward everyone involved in ISA.

HUU Awards

Our annual HUU Awards were held in May and attended by 330 students which is a 22% increase from last year. The

94%

of students who used our Volunteering Hub said that it enhanced their student experience.

ceremony recognises volunteers for their outstanding commitment to HUU throughout the year. Students volunteer over 100,000 hours every year helping with

community projects, as part of committees of clubs and societies, by standing as Course Reps and working in our Advice Centre. There were over 400 nominees from which 87 were shortlisted in 27 categories.

Volunteering Hub

94% of people who used the Volunteering Hub said they felt it had enhanced their student experience.

Community Key Performance Indicators

1. To have a positive score of 80% in the Student Satisfaction Survey when answering "Did getting involved in activities improve your student experience?"
2. To have 75% of students knowing where they can find out about societies and volunteering opportunities as measured by the Student Satisfaction Survey.
3. To hold a fun, original, unconventional non-alcohol orientated social event, attended by 60 students, once a semester.
4. To have five students attending 80% of Ward Forums in Wyke and University Wards throughout the academic year and for Vice President Community to attend 100% of Ward Forums in Wyke and University Wards throughout the academic year.

Community Results for the Year

1. An average of 83% of students agreed that getting involved in activities has improved their student experience.
2. 78% of students know where they can find out about society opportunities and 53% of students know where to find out about volunteering.
3. Newland Avenue Christmas Lights switch on had eight student performers, Street Reps marshalled the road closures, HUU Media reported on and broadcasted live from the event and many students attended alongside residents. The HUU Awards were attended by 300 people with 391 nominations across 27 categories.
4. 12 Street Rep volunteers attended meetings across four ward areas and delivered tailored community strategies.

There were 166 students participating in student-led volunteering which is an increase of 100% from 2011.

HUSSO

Student-led volunteering with HUSSO helped us make a real difference to local people and organisations including children, schools, offenders at HMP Wolds, adults with disabilities and older people. Through these projects students are becoming increasingly aware of the benefits volunteering can bring them from enhanced employability to the opportunity to develop new skills and gain work experience in a variety of fields.

This year HUSSO ran 12 projects and over 120 volunteers who completed 2,300 volunteering hours. This included 122 project outings - up 67% from 2011.

HUSSO also supported Sexpressions by helping with a number of sexual health awareness

campaigns and helped co-ordinate an associate project with HYMS students which ran peer-led sex education sessions in secondary schools.

This year saw the introduction of a new project called UniClub which aims to widen participation in higher education by offering activities and events for secondary school pupils and their parents/carers to show them what university life is all about.

Community Volunteering

Links were created with 42 local organisations including Whizz-Kidz, COMPASS and Mind. These opportunities helped students to engage with their local communities as well as providing them with the chance to gain new skills and work experience, all of which help them prepare for employment after graduation.

Society Volunteering

The Hull University Dance Society ran



four dance classes for primary aged children as part of the Children's University activities. Twelve student volunteers gave over 100 hours of their time to teach 20 girls tap, ballet, modern and street routines. The project culminated in a performance for family and friends and was a positive experience for both participants and volunteers.

Hi-lights

75 students across Hull

and Scarborough have taken part in the Hi-lights scheme this year, filling in a portfolio reflecting on the skills gained through their volunteering experience and attending workshops including public speaking and interview skills. The scheme aims to enhance student employability by making students aware of the skills and experience they gain through extra-curricular activities.

Scarborough Campus

This year the Scarborough Campus has worked with the local community on 46 projects.

The biggest event was the Christmas market which saw students, the Galdstone Choir and 15 local companies come together to give the people of Scarborough a festive market in the centre of Scarborough.

Sport on the Beach was a success with 60 students and staff participating. There were a number of teams who competed in order to raise awareness of the Get Active scheme which is run in partnership with the University.

22 volunteering projects were run throughout the local community with 90 volunteers taking part. Ten Scarborough students were awarded Duke of Edinburgh Awards.

All positions in the elections were filled at the Scarborough campus. We had the highest number of votes to date with a 24% increase.

On average 16 students attended Academic Council. We are considering ways in which to increase this number next year by making transport between the campuses easier and more affordable. 80 course reps were elected.

At the request of students we introduced a second-hand book stall which has been very successful in giving students reading material at a reduced price or for free.



Scarborough Key Performance Indicators

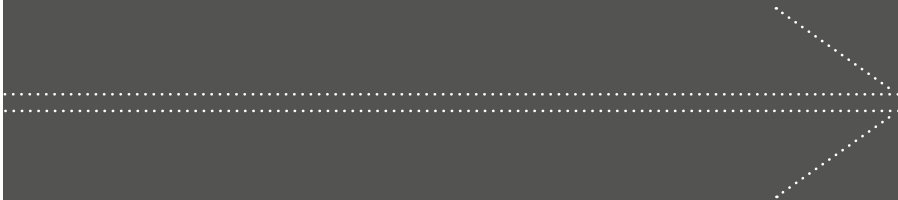
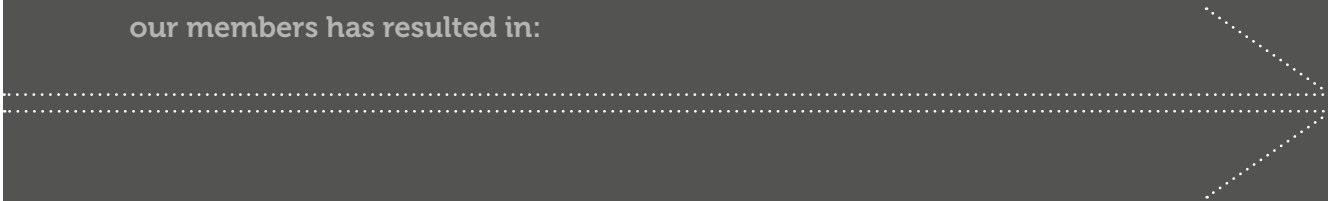
1. To run three information based campaigns on the Scarborough Campus, the first based around improving the social space.
2. To improve student satisfaction at the Scarborough Campus by 10% from 67% in the Rate Your Union survey with the question 'Hull University Union has had a positive impact on my student life'.
3. To improve the response in the Rate Your Union survey on the question 'Did you use the Advice Centre to get help for issues' from 43% to 58%.
4. For 100% of Scarborough Campus course reps to be recruited by the end of week five and trained by the end of week seven and for 95% of course reps trained to respond positively in the evaluation.
5. To increase the positive response in the Rate Your Union to the question 'Was it easy to join a sports team?' from 64% to 80%.
6. To increase the number of students signed up to a society, committee or a Give It a Go session from 41% to 55%.
7. To ensure that 25% of the Vice-President Scarborough's time is spent engaging with members and for 50% of students responding in the Rate Your Union survey to think the Vice-President Scarborough has a noticeable presence on campus and increase from 17% in 2010.

Scarborough Results for the Year

1. The campaign to improve social space is on-going. A library review highlighted a need for more social learning space.
2. 80% of students felt that the Students' Union made a positive impact on their student life
3. 67% of students across both Hull and Scarborough campus' used the Advice Centre for help and advice.
4. 100% of Course Reps were recruited by week five and 100% of students responded positively in the training evaluation.
5. 64% of students felt that it was easy to join a sports team.
6. There was a 98% increase in the number of students signed up to societies from 96 to 190. There has been a 23% increase in students taking part in students' activity throughout the year.
7. 52% of students are aware of who the Sabbatical Officers are.

Improving Communication & Connections

Our efforts to improve communications and connections with
our members has resulted in:



87%

of respondents from our Rate Your Union Survey felt that our communication is improving.

A new website design which will be launched in August 2012.

The Scarborough Campus worked with Northstead School during Fairtrade Fortnight to spread the message about Fairtrade. The students won prizes at the competition judged by HUU and University staff.

The introduction of a single point login system to the Hull website where members have the same login details as those to use the University website, making it easier for students to access our site. We aim to have the same system in place for Scarborough students next year.

73%

of respondents from the Rate Your Union survey felt that they had a say in the way that the Students' Union is run.

A weekly e-newsletter being sent out during term time with an improved design and layout to encourage increased readership.

An additional four new 52" advertising screens which have improved the advertising of our commercial and non-commercial services.

Publicity of the excellent results from our Rate Your Union Survey on both campuses.

Twitter accounts being created for the Sabbatical Officers to tweet about news and views.

1,558,909

visits to our website one of the highest compared to other unions that use BAM as their provider.

A large increase in contact with local and regional press. Students appeared on BBC Look North for economy debates, JamRadio was promoted on BBC 6 music, our Advice Centre's food parcels for students received local TV, radio and national coverage and an article written by Vice-President Education appeared in the Guardian. We have also regularly featured on BBC Radio Humberside on a variety of issues all featured in this report.

Promotion of our facebook and twitter pages. This has resulted in 2,116 twitter followers and a 61.4% increase in the number of 'likes' on our facebook page from 1,995 in August 2011 to 3,220 in June 2012.

Working with Humberside Police to inform our students about safety.

Commercial Services

This year the End of Year ball had a brand new look with new decor, an outdoor festival stage and lighting show.

A fantastic line up contributed to the event being a sell-out with 3500 of our members attending. BBC Radio 1 DJ Nick Grimshaw agreed, calling his appearance in Asylum his 'favourite DJ set ever'!

This year we welcomed BBC Radio 1 to Asylum for a live broadcast on both BBC Radio 1 and Radio 1 Xtra. The event was a sell-out and received great press coverage. Both students and DJs commented what a fantastic event it was with DJ Trevor

Nelson saying: "The students are very lucky to have Asylum. It has a proper public club vibe. The students here are spoilt. "

We had yet another successful Welcome Week with all evening events reaching maximum capacity.

The opening of a new sandwich bar called 'Munchies' downstairs in the Union has added more choice to our food provision and proved very popular; as did the creation of a Club House in our Sanctuary Bar for sports

clubs and societies to use for all occasions.

We developed a website called hullrooms.com to promote our function rooms, weddings and private hires to external customers during vacation time. This was timed with the production of a new

wedding and venue brochure.

After listening to the students views on our

catering options, we adapted the menus of both John McCarthy and Sanctuary restaurants and have received good

feedback on these changes. Our shop also had a fantastic year breaking financial targets.

99%

of students said they have used at least one of our commercial services.

81%

of students responded positively on our feedback cards about the friendliness of Staff





End of Year Ball 2012 - Amelia Lily Performs

Finance Review

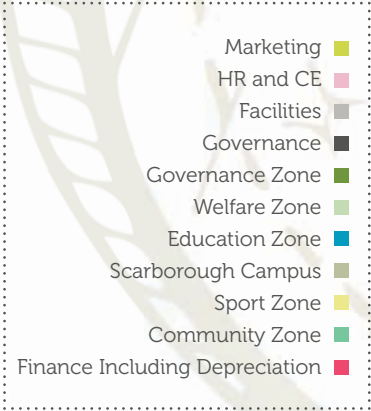
Financial year 2011/2012 was the first year of our three year financial plan.

We expected a loss but achieved a small profit. A better than expected performance in the commercial areas offset some additional unplanned expenditure in the Charity.



HUU Charity Funding

Total funding needed: **£1,769,790**
University of Hull: **£1,100,000**
Fundraising from commercial activities: **£696,790**



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	Turnover 2012	Conversion % 2012	Turnover 2011	Conversion % 2011
Bars & Catering	£1,389,876	30.50%	£1,271,896	24.90%
Retail	£1,163,414	19.50%	£1,138,596	20.10%
Entertainment	£543, 509	27.80%	£459,316	15.30%

Our Teams

95%

of staff know what is expected from them at work.

93%

of staff thinks that HUU is effective in providing services and activities for students.

89%

of staff feel that they are managed effectively.

82%

of staff feel that there is someone at work who encourages their development, a 15% increase.

80%

of staff have attended training in the last year, a 13% increase.

97%

of staff know who the management team are.

“There is an excellent culture amongst the staff working at the Union. They all enjoy working at the Union and show excellent motivation”.

- SUEI Audit Report

We run a very successful employee of the month scheme which encourages the team to nominate colleagues that have gone above and beyond the call of duty. We regularly have so many

fantastic nominations that the scheme has been reviewed for 2012/2013 to increase the number of awards to acknowledge the great work of our team.



The Future

It is clear from this report, that in its first year, we have made significant strides towards achieving our 2011-14 Strategic Plan and for that the staff, volunteers and the Board of Trustees can be proud.

However some big challenges remain in order for us to achieve our goals by 2014.

We have shown that we are campaigning, lobbying and winning on issues that matter to our membership. We shall continue with this in an uncertain HE environment. Only by communicating with clear and relevant information on our intentions will we get "buy in" from our members, staff and officers.

We must continue to build our information and research base to aid our campaigning. Next year we intend to focus on two areas

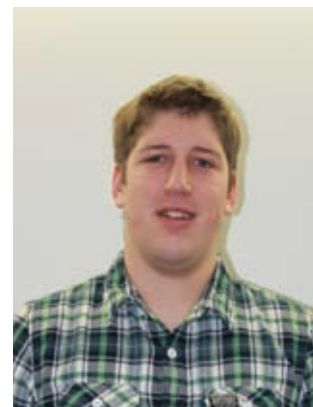
to achieve this. We need to persuade the University to be open about the actual costs of a university education beyond the £9000 tuition fees. We will identify these additional costs and work with the University to try to eliminate them. We will also focus on Postgraduate financing, endeavouring to have a fairer deal for Postgraduate study.

Whether the role is to lobby, join national demonstrations or pilot schemes locally, both HUU and the University have a mandate to do these things on behalf of all our students. Neither institution can shy away

from this responsibility. It is a tough challenge for the UK and the sector and we must now play our part on behalf of our members.

Our work to improve access to University, the improvement of our role in giving advice, guidance and financial support to members, the creation of UniClub and the work we have done on Article 4: Houses of Multiple Occupancy are sector leading, unique and demonstrate the continually growing maturity of our campaigning ability.

Despite these achievements it is important for us to not just sit back but



to share them as best practice, continue to stretch ourselves and learn from experience gained to help us hit next year's targets so that we continue as the best Students' Union in the UK.

Aidan Mersh

HUU President



The 2012-2013
New Sabbatical Team

After a fantastic year we are delighted to welcome our 2012/2013 Sabbatical Officer team.

We look forward to telling you all about their achievements next year!



The HUU Team outside the new Julie Watson Membership Services Area, September 2012

"The atmosphere here is awesome. Thanks so much HUU"

- Welcome Week Survey

"I would probably fail my exams if it wasn't for you and I write to you in order to say again a big thank you for your help in the matter with my landlord. You were really helpful and comprehensive."

- Advice Centre Client

"A fantastic Students' Union with so many opportunities! The SU has been a huge support in my studies and I couldn't have asked for anything more"

- National Student Survey

"The facilities are fantastic. I would say the Students' Union is really well organised. There are a lot of opportunities. The whole experience is really good"

- National Student Survey

"The Union has made me feel very welcome and supported me when needed it."

- The Red Brick Report

"The service that I received from the Advice Centre was exceptional. I could not fault anything. The whole process from seeking information to receiving advice and then to receiving funds was fantastic".

- Advice Centre Client



Our Values: Safety & Security • Equality • Fun • Democracy • Representation • Quality