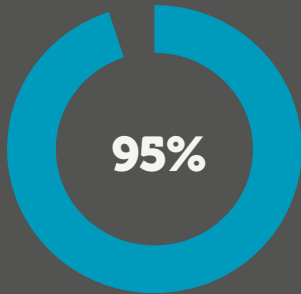




HULL UNIVERSITY UNION IMPACT REPORT 2014

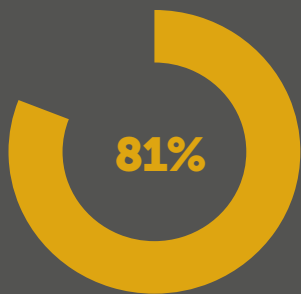
HULL UNIVERSITY
UNION



95% of students know they are a member of Hull University Union.

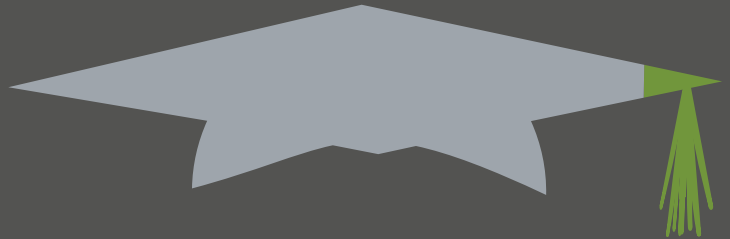


90% of students have fun and enjoy themselves when they visit the Students' Union socially.

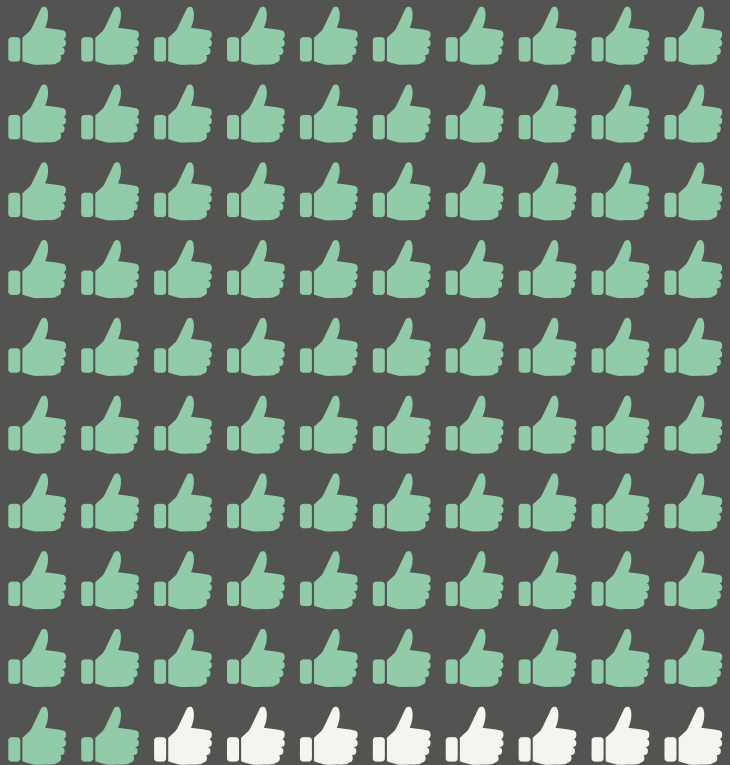


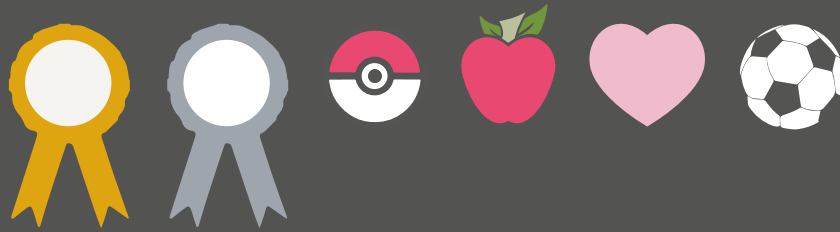
81% of students think we have improved during their time at university.

Hull University Union meets the needs of 89% of students.



Hull University Union has had a positive impact on 92% of students whilst they have been at university.





72% of students are aware of our six Sabbatical Officers.



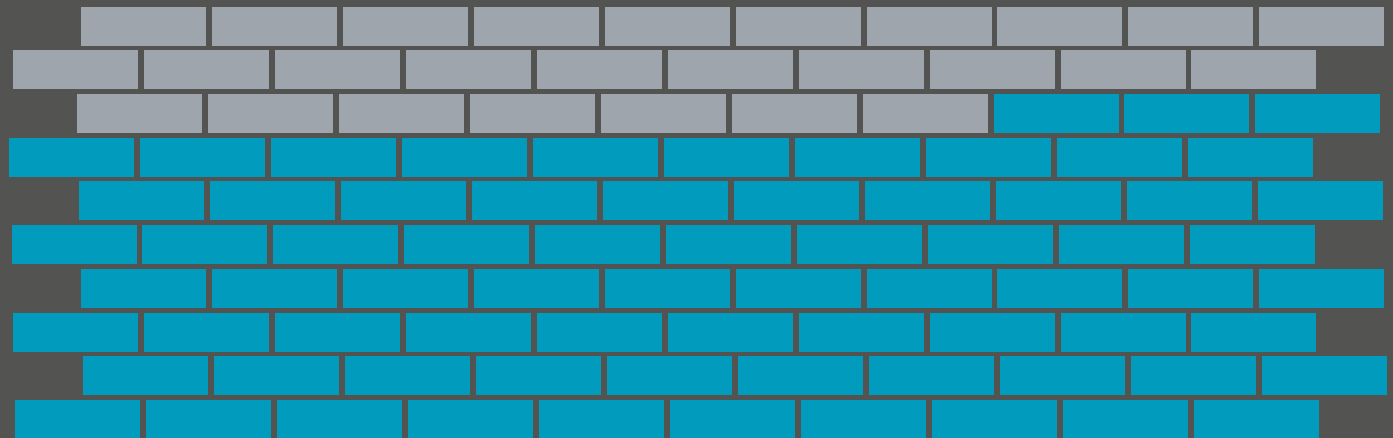
86% of students feel that we have had a positive impact on University services at the Scarborough Campus.



81% of students that volunteer with us felt that it improved their student experience.



86% of students feel Hull University Union campaign and lobby effectively on their behalf.



73% of students feel that we have provided them with the information and support needed to make an informed choice when choosing accommodation.

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About Hull University Union

All students studying at the University of Hull are automatically members of Hull University Union (HUU).



We are a charity, helping students during their time at university to create change, gain new skills, access help and support when needed and – most importantly – have a great time!

“HUU is run by students who have been elected by their fellow students.”

These Sabbatical Trustees listen to the problems students face individually or as groups and campaign for improvements – their aim is to ensure students studying at the University of Hull gain valuable life skills as well as the best education possible.

This Impact Report tells you what progress we have made to meet the aims laid out in our 2011-2014 Strategic Plan as well as celebrating the successes of our individual zones.



[facebook.com/Hullstudent](https://www.facebook.com/Hullstudent)



twitter.com/Hullstudent

So many fantastic things happen here every year and we can only capture the tip of the iceberg in this report. We have asked each area to share three great things they have achieved this year, their progress against their Key Performance Indicators (KPIs) and three fantastic events they ran.

You can find out more about everything that went on this year as well as read an electronic copy of this report at hullstudent.com.

MEETING THE MAIN AIMS OF THE 2011-2014 STRATEGY

**“2014 marks the final year
of our three-year strategy.”**

Our Rate Your Union Survey 2014 (RYU 2014) was filled out by 1,127 students and measured our performance against our ten key success themes.

| Theme One - prioritising the education of our members

We shall measure our success by improving our score in the National Student Survey (NSS) for feedback and the learning environment, improving the Course Rep system and student engagement.

73% of students are satisfied with feedback and the learning environment, up 1% from 2011. 80% of respondents to the

question on the NSS Survey 2014 said they were satisfied with their Students' Union. This result has held at 80% for the three years the question has been asked.

64% of respondents to RYU 2013 rated the Course Rep system as effective, a 28% increase on the 2011 score.

80%

of students are satisfied with their students' union.

We achieved Level 5 on the HUU Course Rep benchmark and NUS Student Engagement toolkit benchmark.

| 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.'

86% of students responded positively to the question 'Do you agree that we campaign and lobby effectively on your behalf?' – a 10% rise on the 2012 result.

10%

more students feel that we effectively campaign on their behalf in 2012.

| 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 to 5 on the statement 'HUU provides value for money in our commercial services'.

This question was changed from a score of 1.5 to a yes or no answer for RYU 2014. To meet the target we now needed 80% of students to agree with the statement. The mean score for all services was 60%. This is an area we will continue to work on.

80%

of students feel that our bars offer good value for money.

| Theme Four – Improving support whilst at university

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

‘During your time at university have you found it easy to access HUU support services?’ – 47% of students agreed as measured by RYU 2014.

‘Did you trust the quality and impartiality of advice received?’ – 88% agreed as measured by RYU 2014.

‘If you had an issue or problem whilst at university would you choose to use HUU support services?’ 76% of students agreed as measured by RYU 2014.

88%

of students trust the quality & impartiality of advice received.

| Theme Five – Enhancing employability and life skills

We shall measure our success by the number of members enrolled on the Hi-lights HUU Award and an increasing employability of Hull Graduates.

Although the Hi-Lights HUU Award was a fantastic idea to help volunteers recognise the skills they develop through their work, it was felt that we did not have the resources to continue to support the scheme. Therefore this question was not asked in 2014. We are now working in partnership with the university to promote the Hull Employability Award.

| Theme Six – Having fun

We shall measure our success by 80% of students agreeing that they have fun when they visit the Students’ Union socially.

91% of students agree that they have fun when they visit us socially.



| 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. Also by our members telling us that the quality of accommodation improves every year.

73% of students feel we have provided enough information and support to help them make an informed choice when choosing their accommodation as measured by RYU 2014.

Earlier this year we launched our new housing accreditation system, HULLSTARS.



**Hull Student
Accommodation
Rating System**
hullstars.com

| 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?’.

74% of students responded positively in RYU 2014. We are conducting a review of our governance in 2014/2015.

| 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 2013.

95% of students know that they are a member of HUU.

| 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.

86% of students felt HUU has made a positive impact on the university services at the Scarborough campus.



A Word from our Chief Executive



We're pleased to introduce to you our latest Impact Report.

As the students' union for the University of Hull, and a registered charity, we provide a diverse range of services and support for all our students. HUU is democratically run by students for students.

Our report explains how we make a difference to the lives of students studying at the University of Hull. Our students have achieved some amazing things over the 2013-2014 academic year, which we are delighted to share with you. We hope that you can see the breadth of the work we do and how we work together with our members to achieve this.

"This year saw the launch of two exciting new ventures for HUU."

Our letting agency, HUUHomes, was established following a review of our accommodation strategy in order to provide good quality properties owned by reputable landlords. HUU's members have told us that they want to be able to feedback openly about their

property, and they want to be able to listen to what previous tenants have had to say about the properties and the landlords they are looking at. This led to the creation of HullSTARS (student accommodation rating system).

"There are two sides to HullSTARS: auditing and feedback."

The first part of the system is to audit properties against set weighted criteria from 0 to 5 stars based on the percentage audit score that they receive. The second part is allowing students to give feedback for their registered term-time address on our specialised view website www.hullstars.co.uk.

This Impact Report is the last in our current strategic plan. Early last year as part of our strategic review we surveyed over 3000 students and 46 stakeholders in order to gain an understanding of what our priorities should be for our next strategy, which will run from 2014-2017 in line with Hull's

City of Culture year. We are now working to develop a new vision, mission and set of values that will help us refocus as an organisation as well as establishing a set of building blocks and the themes that will be our priority for the coming four years.

“ Whilst HUU is changing it is also clear that there is a huge amount of change underway at the University.”

We are proud to be at the centre of this with officers and members of the team sitting on each element of the ‘Change Programme’. It is important that as the representatives of our diverse membership we ensure that students have a voice in this change and are well communicated to about developments.

In our last report, our previous Chief Executive Paul Tatton said his goodbyes as he moved on after 15 years with HUU. We would like to extend our thanks to Paul and wish him well as he begins his retirement.

We would also like to thank all the people who make all of our work possible: our student officers, the HUU staff, the board of trustees and all of our volunteers. We would also like to thank the University of Hull who we work closely with.

But most of all we would like to thank all of our members, who are the reason we are here.

Jackie Berry

Chief Executive



Hull was announced as the UK City of Culture on 20th November 2013.

A Word from our Union President



We've had quite a year here at Hull University Union.

A period of external changes, nationally, regionally and locally and internal changes, both here and at the University, have always ensured that we've been on the edge of our seats.

The new funding regime in higher education continues to have a protracted impact on the variety and number of students coming to Hull. The region, and Hull in particular, has been resurgent. Having my adoptive home be

crowned UK's City of Culture 2017 was a personal highlight, and the opportunities for our members and the city are potentially limitless.

"The opportunities for our members and the city are potentially limitless."

Here at HUU, we've said goodbye to our former Chief Executive of 15 years, Paul Tatton, and welcomed Jackie Berry, former Deputy Chief Executive of Leeds University Union. I'd like to personally congratulate Paul for his outstanding contribution to HUU and thank Jackie for the impact she's already had in such a short time.

The University of Hull is going through a period of change and HUU have worked in partnership with the University to improve the student experience here in Hull. Despite all of these challenges, HUU are ensuring that we remain relevant, value for money and of the highest quality for our members. That's why

our memberships of our Athletic Union and Societies are at the highest they've ever been and our International Students' Association is at a three-year high.

From holding the University to account to change on the Scarborough Campus, to abolishing re-sit fees, winning the inaugural Humber Games, fixing your housing accreditation model and relaunching your Hullfire Media. It's too long a list to fit on this page.

I'd like to thank the Sabbatical Team – [Jamie](#), [Roxy](#), [Tom](#), [Brittany](#) and [Victoria](#) for their constant dynamism and dedication, give my sincere thanks to every staff member at HUU and every volunteer. It doesn't matter whether you're a captain of a Sports Team, a society exec member, if you volunteer in the local community or run student-led campaigns, you change students' lives, and for that, we're all grateful.

Richard Brooks
President



**Student
Officers**
• 2013-14 •

From left - Victoria, Tom, Roxy, Jamie, Richard, Brittany

Major Achievements


We received 850 nominations for the third annual Student Led Teaching Awards. The evening was a great success and celebration of teaching as well as an excellent example of working in partnership with the University.

Our bars celebrated winning a Gold Best Bar None Award for the third year running.

The End of Year Ball was a sellout again with over 3,500 students attending.

We beat Lincoln in the inaugural Humber Games varsity event.
#wearehull





We lobbied the University to diffuse any negative impact on students of planned industrial actions. The University agreed to donate the unpaid wages of those on industrial action, amounting to £52,000, to causes that will directly benefit students.

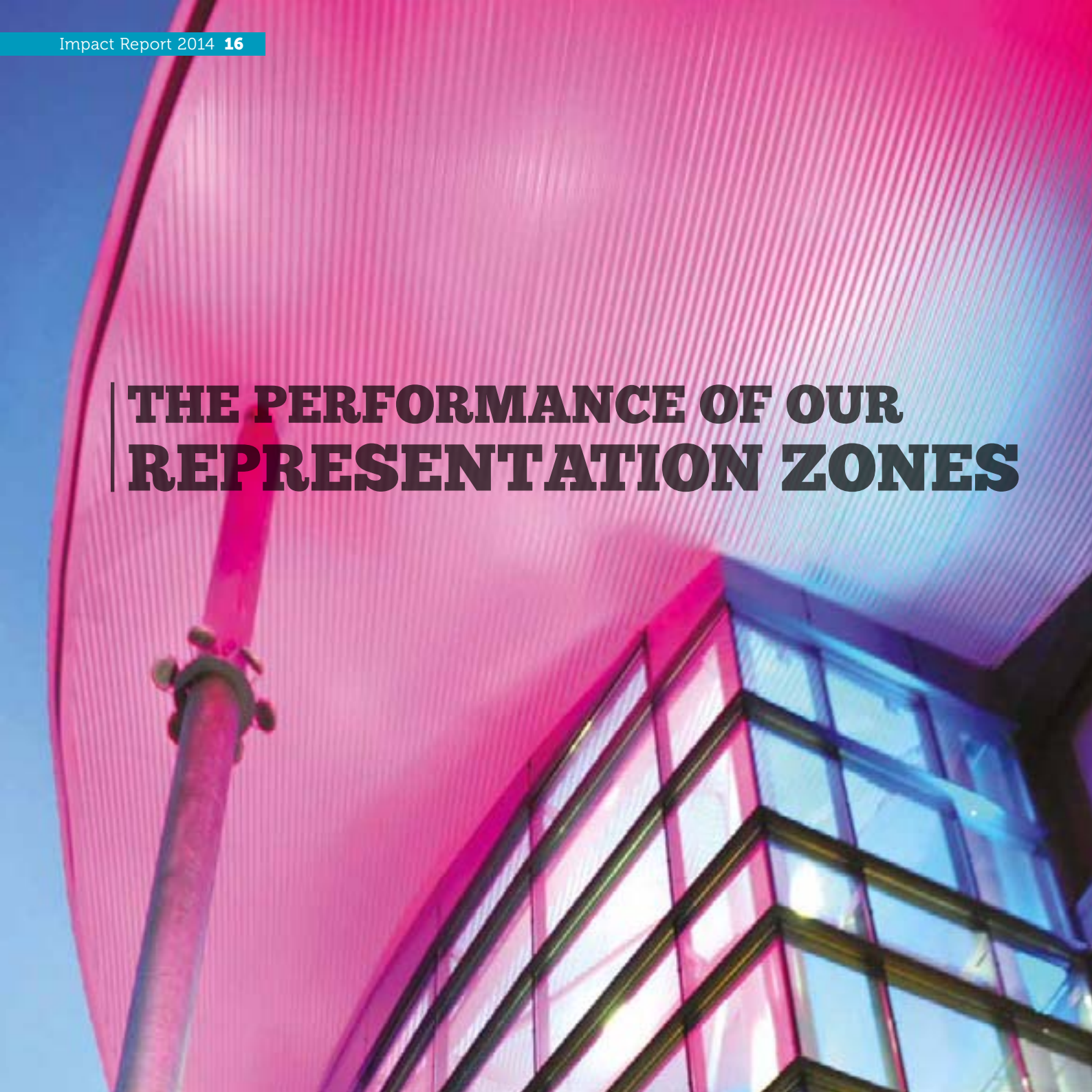
The Advice Centre has accessed over £1.4 million for students throughout the year in the form of housing benefits, hardship funds and more.

We achieved a 95.7% satisfaction rating in the International Student Barometer.

Through increased visibility and engagement, 72% of students are now aware of the six sabbatical officers – this is a 25% increase from last year.

“Hull University Union, a place to grow.”

THE PERFORMANCE OF OUR REPRESENTATION ZONES



Governance Zone

Three Great Things we did this year



This year we held our first ever Campaigns Boot Camp, which aimed to educate and empower students in successfully implementing campaigns.

The training received a 100% satisfaction rate and we are already looking to extend it next year.



Early in Semester Two we relaunched our 'We're Listening' campaign, meaning that there are now more ways than ever for students to make their voices heard.

Our new channels include an online survey for students to give us direct feedback about a visit to our building, the ability to create their own petition, and the Student Suggestion Scheme for them to share their lightbulb moments with us.



This year, one of our priorities was Internationalisation. This doesn't just mean welcoming people from around the world, but ensuring that all of our students have a global outlook.

In November we ran a campaign to find out whether our students thought they were internationalised. Hundreds of students got involved by pinpointing their home on a giant world map and answering questions about their global outlook.

Improve HUU 'Rate Your Union' survey to gain 93% (from 91%) answering in Hull and 84% (from 79%) in Scarborough that they agree or strongly agree that "HUU has a positive impact on your student life", and to improve score in NSS Q23 to 85% (from 82%) in Hull and 72% (from 67%) in Scarborough. 92% of students in Hull and 86% in Scarborough agree or strongly agree that we have had a positive impact on their student life. 80% of students studying in Hull and 64% of Scarborough students answered positively to NSS question 23, "I am satisfied with the Students' Union (Association or Guild) at my institution."

To increase voter turnout during Semester two elections from 3,649 to 5,000, with a 5% increase of voting from international students, 5% increase of postgraduate students, 5% increase of part-time students and 5% increase of Faculty of HYMS, FOE & FH&SC, as well as at least 24 candidates for full-time positions and contested elections for every 8001 positions.

3771 votes were cast in Elections 2014, a slight increase on 2013. 23% of student population placed their vote. We do not have comparable data for international, post-graduate and part-time students. There was a 2% increase in votes from HYMS, 7.2% increase in the Faculty of Education (FOE) and a 0.2% increase from the Faculty of Health and Social Care (FH&SC). There were 22 candidates with 12 contested positions out of 49.

To have oversight on the creation of HUU's new Strategy and to meet the 2013/2014 budget and not to exceed it. We are currently in the process of shaping our next strategy. Since work began in December 2013 we have surveyed over 3,500 students and over 40 stakeholders, ran staff and student focus groups and formed working groups to focus on our emerging themes.

" We are currently on track to meet the 2013/2014 budget."

To improve the number of members answering yes to the question "I feel my opinions count in the decision making process at HUU" in Rate Your Union Survey from 70% to 75% in Hull and from 64% in Scarborough to 66%. 74% of students in Hull and 82% in Scarborough feel that their opinions count.

Ensure 25% of all full-time Sabbatical Officers' time is spent engaging with members. 22% of Officers' time was spent engaging with members.

To oversee the implementation of the plans of HUUHomes, HullSTARS and the rating feedback website with the aim of improving the quality of student housing and our members' satisfaction in the support provided by HUU. HUUHomes launched this year and now manages 44 properties. HullSTARS is online at www.hullstars.com and features 232 reviews and 43 active HullSTARS landlords.

To implement HUU's Internationalisation strategy, to add an international element to everything HUU does, measured by Rate your Union survey and International Student Barometer.

In recognition of a year in which we took great steps towards a more internationalised Students' Union we submitted a nomination for the NUS' Internationalised Students' Union of the Year award.

Our work included everything from stocking new items in our shop to meet the needs of our international students, developing a brand new approach to Welcome Week to officially recognise international arrivals, developing our biggest ever programme of non-alcohol events and helping the International Students Association (ISA) run new and bigger events.

To win Green Impact Silver Award. We were awarded the Green Impact Bronze Award.



Trustee Board 2013/14

Three Fantastic Events

1

This year we introduced President's Pick of the Week. This fun new regular online feature saw Richard's 'pick' of that week being revealed in a Vine video, followed by a blog recounting his experiences.

He's played American Football, fought in battle, debated and community volunteered, all in the name of getting to know more about our diverse student community.



2

Richard led a delegation of six student representatives who were elected to represent HUU on a national scale at National Union of Students Conference.



3

The HUU Awards celebrates the hard work and great achievements of our volunteers and their contribution to creating a fantastic student experience for all our members.

The evening was an opportunity to commend their efforts and reward them for all they have done.



© Connor Pritchett | Photography

Education Zone

Three Great Things we did this year

1

We held a postgraduate, mature and part-time student welcome party event as part of Welcome Week.

Students were personally invited when they received their Welcome Pack and over 80 students attended. As well as providing a social event, we were also able to engage with them about what they wanted, allowing us to run several new social events throughout the year.

2

For a number of years we have been lobbying the University not to timetable any teaching on a Wednesday afternoon.

The University does have a policy that should mean that there is no teaching after 1.05pm on Wednesday afternoons to allow students to take part in extracurricular activities. Despite this, some departments, in particular language teaching, continued to schedule teaching after this cut-off. We have had agreement from the University that these will no longer be timetabled, meaning that there should officially be no teaching on these afternoons.

3

We launched the Education Survey at the end of March with a very special Easter Egg Hunt around the library.

Over 1,300 students filled out the survey, the results of which form the basis of the Student Written Submission.



We will elect 467 Course Reps, Department Reps and Faculty Co-ordinators in Hull and Scarborough. We will hold at least five Academic Councils throughout the year on Hull Campus and six Course Rep Forums on Scarborough campus. HUU had 471 Course Reps, held five academic councils in Hull and six Course Rep Forums on Scarborough campus.

We will run a timetabling campaign throughout the year to effectively communicate to students the changes and improvements to the timetabling system. We will measure this by reducing the amount of people answering "Yes" to the question "Have you experienced any problems with your timetable at university?" from 30% to less than 20%. 42% of respondents stated that they had experienced timetabling problems, demonstrating that timetabling remains an issue for our members.

We will increase the effectiveness of the Course Representative system and benchmark this in the Rate Your Union survey with at least 80% of members answering "somewhat effective" or "very effective" to the statement "The course rep system is effective". 63% of students said that they felt the system was effective in Rate Your Union 2014.

We will run a launch event for Curriculum Reform to ensure all students are aware of the changes taking place. We shall engage with at least 1,000 students throughout the year on curriculum reform.

We consulted over 1,000 students about Curriculum Reform. This project was one of the initial projects which now form part of the wider change programmes and is now called Curriculum 2017. We are now approaching this as an entire Sabbatical team to ensure that our members are represented within each programme and well communicated with about developments.

We will produce an Education Survey in March 2013 with a minimum of 1,000 respondents and ensure all departments achieve a response rate of 70% in the 2013 NSS. We will use this along with other research such as End of Year Reports and Academic Council minutes to produce HUU's Annual Student Written Submission. 1,503 students filled out our Education Survey. Ipsos Mori has on record 12 departments/subject areas that failed to meet 70%.

To meet the 2012/13 budget and not exceed it while integrating the annual Student-Led Teaching Awards. We will measure their success by ensuring we receive at least 700 nominations. 850 nominations were received for the Student-Led Teaching Awards. The event was a success and came in under budget.

Three Fantastic Events

1

The third annual Student-Led Teaching Awards was held in May.

850 students nominated their lecturers, supervisors and support staff, beating the target of 700. The evening was a great success and enjoyed by everyone in attendance as well as helping share best practice across the University.



2

The Next Step was held as part of Welcome Week and focuses on preparing students for their next step.

Whether that was finding a volunteering placement, meeting local employers or enhancing their CV. Over 400 students visited this event, which was held for the second time in 2013.

As part of Welcome Week 2013...

400

students

attended

The Next Step.

3

For the first time the Vice-President Education led a Faculty Co-ordinator Away Day.

Our Faculty Co-ordinators represent students at senate level, so it is important that they receive appropriate training and support. The session informed them about important projects happening at the University, as well as training on how to effectively represent students.

Welfare and Community Zone

Three Great Things we did this year



This year's Priority Campaign was 'Say No To Bad Housing'.

We lobbied against unfair planning legislation, introduced HullSTARS, held our first Housing Fair, and helped you Make A Smart Move, with fewer students signing contracts too early.



Throughout the year we have focused on community relations and ensuring our student communities are safe and vibrant.

We've distributed a wealth of citizenship and tenancy advice, worked with the Police and the Council on waste management and city safety, and started work on an institutional Community Strategy with the University.



This year we lobbied the University to help us expand our Welfare services.

This resulted in extra funding for the University's Hardship Fund and the Union's Advice Centre, and proposals for a new Job Shop that could result in more student jobs for our members.

Welfare and Community Key Performance Indicators

To increase the availability and effectiveness of liberation campaigns.

This year, HUU's liberation committees ran a huge variety of events and campaigns that reached diverse sections of our student population. Events such as Reclaim the Campus, Trans* 101 training, Mental Health Awareness weeks, Black History Month, Asian Culture Week, Freshers' Safety Talks and Pride Party have all helped make liberation campaigns inclusive and proactive.

To improve the provision of sexual health advice, guidance and services at HUU.

Regular Sexual Health Awareness and Guidance (SHAG) Days were run throughout the year. Over 3,600 condoms were distributed to clubs, societies and event organisers. We also distributed Chlamydia testing kits, invited sexual health nurses onto campus, and lobbied Hull City Council to commission sexual health services in schools, colleges and campuses across the city.

To campaign against poor quality housing, unscrupulous landlords and the renting process starting too early in the year, ensuring that we give members the opportunity to make informed decisions on housing.

The housing campaign for this year focused on three key areas: planning legislation, tenant information, and housing quality.

This year saw the launch of our new Lettings Agency, HUUHomes, and our new audit and gradings system, HullSTARS. www.hullstars.com was also launched, allowing members to review and rate their own homes. The HullSTARS Housing Awards 2014 will be held at the end of the calendar year.

The Make A Smart Move campaign was also extended this year, with an additional Don't Panic campaign in October. The aim of the campaign was to educate students on their rights and good house-hunting practice. Our messages were delivered

through a mixture of workshops, leaflets, a landlord directory and a Housing Fair held at the end of January, attended by over 50 local landlords.

We also lobbied Hull City Council against the introduction of Article 4 Directions in student areas, helped the NUS launch their Homes Fit For Study report, and have worked with the University on their plans for exciting new on-campus accommodation.

To offer basic first aid training to students.

LINKS have continued to recruit heavily this year and have fully first aid trained 24 members, meaning they can continue to offer first aid to students at club nights and sporting events. LINKS have also developed a Lifeskills handbook and started a programme of basic first aid training for club and society members.

To improve the relationship between permanent and student residents.

Our community has been a big priority for HUU this year. As well as the community volunteering and fundraising undertaken by HUSSO, sports clubs and societies, we have relaunched the Community Reps and introduced a brand new semesterly campaign called Don't Be A Rubbish Neighbour. It aims to educate students on their responsibilities as local residents and their legal requirements regarding waste management and noise.

In the run-up to the May local elections, we produced a Hull Student Manifesto in partnership with Hull College Students' Union. The document outlined improvements needed for students and young people in the city, focusing on five key areas: representation, education, housing, public services, and employment. These have been distributed to Councillors and Council candidates and passed by Hull City Council in September 2014.

To support the Job Shop in improving the quality and quantity of part-time student jobs.

The service was reviewed this year and a proposal to extend the Job Shop is under consideration, which includes an on-campus job agreement in partnership with the University.



Three Fantastic Events



Our rebranded Sexual Health and Guidance (SHAG) days were a great success giving out 500 condoms to 250 students per month. We also began distributing Chlamydia tests this year.



We launched a new part to our make a Smart Move housing campaign this year starting in Semester one with a 'Don't Panic' Campaign aimed at preventing students from rushing into signing for a house.

Our Halloween themed housing horrors event encouraged students to share their negative experiences as tenants with us and teach others with a view to helping inform both new and retiring students that there is no rush to sign for a house.



To mark World Mental Health Day we ran the #elephantoncampus campaign to encourage people to address the elephant in the room (or on campus in this case) and talk to each other about mental health.

Our giant elephant encouraged students to share their experiences of mental health whilst Sabbatical Officers and volunteers posted their own experiences on social media throughout the day and our Vice-President Sport shared her own experience in a very special blog on hullstudent.com.

Activities Zone

Three Great Things we did this year

1

We provided international students who arrived prior to September with welcome events and support throughout July and August.

Activity included Athletic Union sports at the Lawns, a Chill Out Zone with refreshments and table tennis, and housing advice that saw us lobbying the University to provide bilingual accommodation information and a visit by the Accommodation Office to the Lawns to reassure confused students.

2

The Your Media Your Way campaign engaged with hundreds of students to find out what they wanted from their student media.

As a result we've launched Hullfire Media (Hullfire newspaper, Radio Hullfire and Hullfire TV), relaunched the radio station and produced a brand new media hub at www.thehullfire.com.



3

HUSSO's (Hull University Social Services Organisation) 114 active volunteers carried out 12 projects in the local community.

They organised over 200 project outings and racked up an impressive 2,000 volunteering hours between them.



2,000 hours of student volunteering by HUSSO members.

Activities Key Performance Indicators

88% of students answering 'yes' to 'Did being a part of a society improve your university experience?' in the Rate Your Union survey 2014. 56% of students felt that being part of a sports team or society improved their student experience. Although we did not meet the target for this question, we did see an increase in memberships, provide a more welcoming Societies and Volunteering Fair and hold our first ever Societies Awards night.

Conduct an Activities and Sports survey in Week One, Semester Two with 1,000 respondents. The "Your Media Your Way" campaign gave us a good insight into how to improve Media. The Big Society Feedback Survey improved our understanding of the needs of our societies and how we can provide the support they need to continue to grow and be successful.

HUSSO to provide employability skills to 150 volunteers by having a minimum of nine projects going out every fortnight.

20 societies, sports clubs or committees recorded as being positively supported by the Raising and Giving committee in holding a fundraising event.

Over 100 societies, sports clubs or committees have been supported by RAG in their fundraising. RAG activities raised £51,326 for charity. The largest single amount came from ClimbKili4Kids, which saw Hull University students climb Mount Kilimanjaro and raise £33,207 for Childreach International. £4,000 was raised during RAG week.

Improve the experience of being part of our student media with 80% of HUU:TV and Hullfire members answering 'yes' to 'Did being a part of HUU:TV/Hullfire improve your university experience?' in the Rate Your Union survey 2014. 56% of students felt that being part of a sports team or society improved their student experience. We have also invested in three new cameras for the TV station.

Mystery shoppers will visit the ISA, RAG, Societies, Media and HUSSO desks each semester – 90% of mystery shopper feedback saying yes to 1) "Did the volunteer solve your problem?" 2) "Would you go back?" There was positive feedback from Societies mystery shoppers. We also carried out a Volunteer 'Mood Monitor' to get feedback from our volunteers as to how they think we could improve our services.



Three Fantastic Events

1

This year we hosted the first ever Societies Awards Night.

We rewarded those societies that achieved Gold, Silver or Bronze in our societies accreditation system as well as introducing ten brand new annual awards.



© Connor Pritchett | Photography

2

International Welcome Week 2014 had the best attended ISA Welcome Party EVER with over 1,200 attendees.

The week also included two brand new additions: Welcome to Hull University Union BBQ and a Chill Out Zone (with free refreshments and table tennis).



3

We made significant changes to the Societies and Volunteering Fair this year to make it more open and inviting for students.

Stalls were better spaced out with fewer students on each creating a better fair as well as improving accessibility. In our Welcome Week survey 65% of those who attended the event rated it good or very good.



Sports Zone

Three Great Things we did this year

1

We played our first ever Humber Games varsity against the University of Lincoln in February after withdrawing from our varsity with the University of York.

33 fixtures were played throughout the day, culminating with the dance competition in Asylum. The event was a huge success with a much friendlier atmosphere than previous years.

2

As part of Sports Week we held a Disability Sports Day on the 14th February.

The local Stingers in Motion Wheelchair Basketball Club held a wheelchair basketball session, where they taught basic skills and match play. It was a fantastic event with no chair empty for the whole of the session. Our own Volleyball club organised a sitting volleyball session with help from local clubs, which was also very well attended.

3

Each year our AU produces a naked calendar. For the first time, this year all profits from the calendar were donated to charity.

More clubs than ever got involved in the photography day and numbers of participants within clubs also increased. The calendar raised £800 for Riding for the Disabled Association, a charity chosen by one of our AU Club Presidents.

Sports Key Performance Indicators

To maintain more than 2,000 members in the AU.

We have 2,432 members in the AU, which is a 19.5% increase on 2012/13. We have promoted a more welcoming and inclusive AU, which has seen more students getting involved, as well as the creation of two new clubs.

To continue success achieved in BUCS 2012/13, completing the year no lower than 70th and to aid progression of non-BUCS teams.

We finished 67th in BUCS with eight teams promoted. Non-BUCS teams were offered the opportunity to apply for a travel grant, as they previously received no help.

To continue to help develop and implement the University Sport and Active Recreation Strategy and further AU Club development.

We have assisted the University with the development of the strategy and fed into it by conducting our own AU/Union sports survey to offer feedback. In partnership with the University we applied for a Sport England Grant, which will support club development.

To run a Sports Week in semester two to improve the image of the AU and further knowledge of our achievements to non-members.

Sports week ran from 10th to 16th February. It was a fantastic week with great attendance across all the events.

To offer the coach funding of £3,000 to both BUCS and non-BUCS teams and see full use over the year, with a final review of experience/outcomes.

The fund was distributed to 17 clubs, and redistributed to other clubs if it was unused.

To increase involvement of Scarborough in Hull AU's sporting and social events.

We have tried a number of initiatives to increase involvement in the AU with limited success.

We are reviewing how we can better support students studying in Scarborough who want to get involved with the Athletic Union.

To host varsity against Lincoln with a minimum of 30 fixtures.

We won the inaugural Humber Games against the University of Lincoln.



Three Fantastic Events**1****This year we ran our first ever Sports Week.**

The week was not just about people in the Athletic Union celebrating their sports, but also bringing people together and demonstrating how sport can break down barriers. The week included a talk, sport matches, disability sport, Give It A Go sessions and charity fundraisers that raised over £1,500 for charity, £1,000 of which was contributed by Men's Rugby Union.

Trophy Pres raised £392 for Wheelchair Sports Hull.

**2****Trophy Presentation was held at the KC Stadium to accommodate the event's growing numbers.**

A record 310 students and guests attended and over 80 members were awarded for their contribution to their clubs and the AU. The raffle raised £392 for Wheelchair Sports Hull.

3**Our Great Gatsby AU Ball was a sell-out again this year, with 230 members of the AU attending the glamorous affair held at Staff House.**

Scarborough Zone

Three Great Campaigns



In semester one we launched our Future of Scarborough campaign to find out what Scarborough students wanted from their campus.

From this campaign many changes have taken place on campus, including the development of a Service Level Agreement with the University to ensure that our members' studies and experiences are not negatively affected by the changes at the University.



This year we've been working on many initiatives to provide more for sports teams and societies.

We've taken students to varsity, raised £1,000 in sponsorship for the AU and our societies, and we are currently looking into how we can help clubs and societies in the future.



We've had a challenging but exciting year in Scarborough and have worked tirelessly on new ideas to make sure our students are represented.

This includes the Future of Scarborough campaign, focus groups, open student forums and improved online communications.

Scarborough Key Performance Indicators

Raise the Scarborough Campus response to Q23 in the National Student Survey "I am satisfied with the Students' Union at my institution" by 5% to 72% to be above the national average, with processes in place to reach 80% in the next 3 years. 64% of Scarborough students responded positively to Q23.

Raise the Course Rep effectiveness response in the Rate Your Union survey to 90% from 84% so that students feel represented in academic issues. 69% of respondents to the questions in Rate Your Union felt that the system was effective in Scarborough.

Raise active student engagement within the Unions' clubs, societies, volunteering schemes and campaigns to 22% of the student population. We have made good progress towards this target.

Help students prepare for employment by hosting a third year student showcase and a careers event in partnership with the University's career service.

Unfortunately we were not able to run this event due to the demands of the Future of Scarborough campaign. However, we have led more trips to graduate and employment fairs, offering free travel in partnership with the University.

Feedback our activity and wins to the students more effectively and thoroughly to show how they are represented in local and national issues, with 72% of respondents choosing yes in the RYU question "Do you feel your opinion counts in the decision making process at HUU?" 81% of students feel that their opinions count in the decision making process.

Connecting and engaging with members 25% of the time and increase election turnout from 18% to 25%.

21% of the time was spent engaging with members.

Election turnout was increased to 25%.

22% of the student population in Scarborough were involved in clubs, societies, volunteering and campaigns during the 2013/14 academic year.

Three Fantastic Events

1

For the first time Scarborough had its own separate events guide for Welcome Week, highlighting the number of events on offer throughout the week.

The guide was sent out to all new students and included events such as a Welcome Fun Day, Welcome Party, a tour of Scarborough, an Open Mic night and a comedy hypnotist. The Freshers Fair is always a highlight of the week and includes stalls from the University, Union, clubs, societies and local businesses. 641 students visited the marquee on campus throughout the day.

2

We held a variety of successful Give It a Go sessions to offer students the opportunity to take part to activities without the commitment of being a part of a club or society.

They started during Welcome Week with our special Give It a Go day. The Yoga session were so popular that they have become a regular event with students enjoying weekly classes from a local instructor.



3

We held two fairs during the academic year to bring local businesses to the students.

The first ever craft fair had 15 stalls selling handmade treats which were enjoyed by 194 students throughout the day. The Christmas fair was even bigger with 297 students buying festive gifts from 17 stalls.



The second annual Scarborough awards were hosted on 9th May in PS1 on campus with over 90 attendees and 15 award winner. The night was a huge success with honorary guests in attendance such as the Mayor and Mayoress of Scarborough and Prof. Glenn Burgess joining us to celebrate student and staff success on the Scarborough campus with great food and live music. The night received great feedback from the winners and next year's will continue to improve upon this year's success.

Spotlight on: Elections

For Elections 2014 our Marketing team rebranded Elections and introduced some innovative new ways to help students discover Elections and place their vote.



A new look

For Elections 2014 with a new logo and strapline



Over 500 views of our Elections promotions vid



A giant billboard at the front of campus advertising elections coverage by our student media



10 reasons to run shared across social media



Hundreds of viewers tuned in to watch or listen to Question Time live on Hullfire Radio and Hullfire TV



Four tetris shapes roamed campus to promote voting

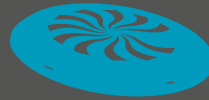


A giant pathway displayed in the Union building, showing how our Officers got to where they were and what can happen after holding the position





Ten reasons to vote appeared around campus over two weeks



344 students' votes pledged in return for everything from frisbees to a free lunch



1,433 students filled out our exit survey to help us improve elections in the future



One wall of Tetris blocks assembled to announce the opening of voting



A mobile elections van toured campus to share the election message across the University



3,771 votes in Elections 2014



Our Teams

In November the HUU team were invited by RAG to wear their pyjamas to work for the day in aid of Children In Need. Staff donated £2 each and also supported the RAG bake sale (by which we mean ate lots of delicious cakes).



A number of staff signed up for the three week Walk Cycle Challenge promoted by Hull U Travel Active. Entrants recorded their journeys on the interactive challenge website and competed in teams or as individuals. The HUU team recorded 122 journeys and travelled over 250 miles saving over 38kg of CO2.



As part of RAG week in January departments were pitted against each other to raise money for MS UK. Each team thought up their own creative way to raise money – from Splash a Sabb to face painting and competitions. The winning team was the finance team who ran a guess how many sweets where in a jar.



Teams held their own away days throughout 2013/14. These away days are a chance to reflect on the past year and look at new opportunities for the coming year. The marketing team went to York where they enjoyed team building exercises, delving deeper into our student audience through segmentation exercises and a spot of cupcake decorating!

A group of staff formed a group kindly named 'Chubby Chasers' to encourage each other to stay active. The group met for runs around University campus after work.



Financial Zone

2013-2014 Figures for Impact Report.

Financial year 2013-12 was the final year of our three year financial plan.

We had a solid performance but expected, and made, a small loss during the year due to the start-up costs of HUUHomes.



HUU Income

University of Hull: £1,311,791

Commercial Activities: £625,858

Other donations: £89,913

The Future



Next year we have a new team and new priorities.

I'd like to welcome the new Sabbatical Officers, who Tom and I are incredibly excited to be working with over the next year. Nichola, Jeni, Tory and Gareth – you're going to love it!

The strategic review that we've been conducting all year will be coming to fruition. This means that through feedback from our stakeholders, staff and most importantly our members, we'll be making sure that we're relevant, focusing on things that matter and

adapting as an organisation to our changing world.

"Our priority campaign for 2014/15 is employability."

Ensuring that students have the skills, ability and experience to compete in an increasingly competitive graduate job market will be a top priority for HUU, and we will work with the University to pursue this.

Over the next academic year there will be a General Election. Whatever happens in 2015, there will almost certainly be a change to the status quo in Higher Education. Not only do we need to ensure that we can adequately respond to that, but also to help shape it in the best interests of our members.

The cohort of undergraduate students who will be joining us in September will be graduating in the UK's City of Culture, 2017. The opportunities this presents for the city, our staff and members

are potentially limitless. We will be ensuring that students are an integral part of what happens over the next half decade and that we continue to hold a place at the heart of this city.

We're going to have a particular focus this year on 'hard to reach' groups of students. These are students who find it hard for many different reasons to engage with us. The onus is on us as their representative body to ensure that we do better to be a relevant democratic organisation to all of our members.

In everything we do at HUU, we understand that our impact is real and lasting. We change students' lives every day. They grow as people, they become more employable, they experience new and wonderful things. We're proud of that, and moving forward, we want to make sure that we continue to be relevant, inspirational and of a high quality to all of our diverse membership.

Richard Brooks
President



**Student
Officers**
• 2014-15 •

From left - Nichola, Gareth, Richard, Jeni, Tom, Tory

Commercial Services

We facilitated 67 mini bus tests

to ensure their teams and societies can attend events across the country.

53,570
students attended
Tower and Brassick
during October
2013-June 2014.

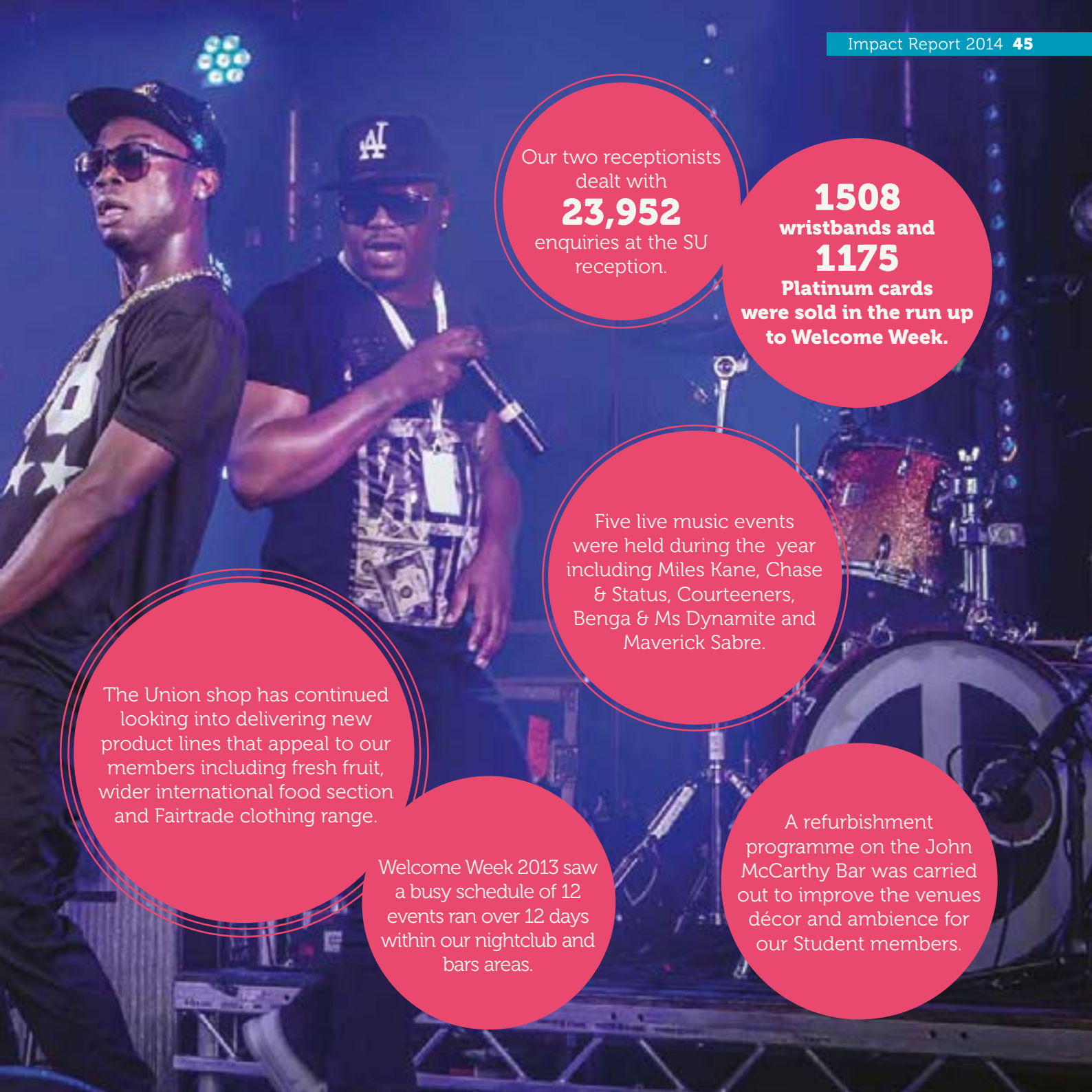
We listened to our Student members comments about the carpet within our Asylum nightclub and have invested in a new floor surface that is easier to maintain and provide a better environment.

Bars performance saw a net profit increase of 12%

on the previous year which has been reinvested into improving the Student Unions facilities and services.

We improved the quality and value for money of food on our bars menu by introducing new products and meal deals within our menu selection.

Our circus themed End of year ball was again a sell out with 3500 students attending. Live acts on stage included The Klaxons, Sub Focus, Naughty Boy, Stylo G and Little Nikki.



Our two receptionists dealt with **23,952** enquiries at the SU reception.

1508 wristbands and **1175** Platinum cards were sold in the run up to Welcome Week.

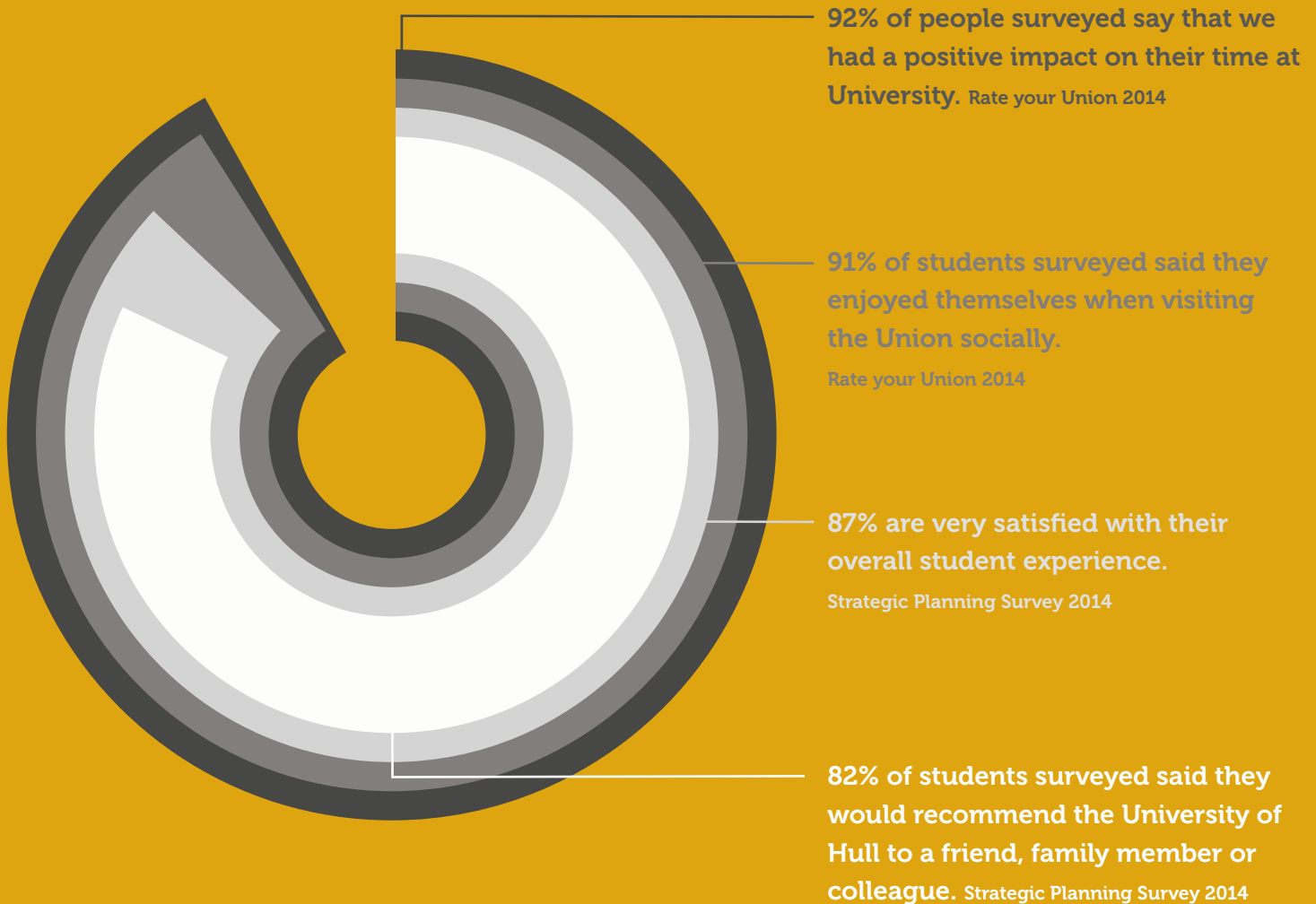
Five live music events were held during the year including Miles Kane, Chase & Status, Courteeners, Benga & Ms Dynamite and Maverick Sabre.

The Union shop has continued looking into delivering new product lines that appeal to our members including fresh fruit, wider international food section and Fairtrade clothing range.

Welcome Week 2013 saw a busy schedule of 12 events ran over 12 days within our nightclub and bars areas.

A refurbishment programme on the John McCarthy Bar was carried out to improve the venues décor and ambience for our Student members.

Positive Feedback



'It's opened me up to new societies and sports, which leads to meeting new people and having fun, whilst also learning new things.'

Strategic Planning Survey 2014

'I did not realise before how useful the Advice Centre is. Being a student can be very difficult at times but thanks to your invaluable support and advice it has been so much easier.'

Advice Centre Client

'Shows fantastic support to the students at University here.'

Strategic Planning Survey 2014

'Without you I wouldn't have been able to get the grades I did. The fact that you took over my case with my landlord made me feel so much safer and much more able to cope with my already tough final year. Thank you so much.'

Advice Centre Client

'(The Union) helped me settle into the University and offered me some amazing societies to join.'

Strategic Planning Survey 2014

HULL UNIVERSITY
UNION