



**MEETING OF THE BOARD OF HUU LIMITED
Held on 3 February 2015 at University House**

Present: Trustees: Jeff Caplan (JC), Judith Donovan (JD), Andrew Gurr (AG)
Sabbatical Trustees: Richard Brooks (Deputy Chair/President);
Gareth Ikin, Vice-President Education (VPE); Jeni Day, Vice-President Welfare &
Community (VPWC); Tory Cliffe, Vice-President Activities (VPA); Nichola Jackson,
Vice-President Sport (VPS); Tom Swainson, Vice-President Scarborough (VPSc)
Student Trustees: Jamie Boote (JB), Wendy Fan (WF), Elizabeth Palmer (EP), Lewis
Worrow (LW)

Attending: Jackie Berry (CEO); Graham Jackson, Finance Manager (FM); Jonathan Hall,
Interim Commercial Services Manager (CSM); Rachel Kirby, Marketing &
Communications Manager (MCM); Kate Jude, HR Manager (HRM); Sally Bates,
minute taker

1. Apologies

Received from Simon Clements and Lewis Worrow (attended in part)
President, as Deputy Chair, chaired the meeting in Simon Clements' absence

2. Minutes

JC asked FM to send him the results of the stock take. **Action: FM**
VPSc asked that a note is added to the Sabbatical Officer reports under Scarborough to indicate
that his report appeared under Reserved Business.
The minutes were approved.

3. Matters arising (circulated)

Deputy Chair said most action points had been done or were referred to in the reports.

4. Financial Performance - Reported under Reserved Business

5. Financial Forecast - Reported under Reserved Business

6. Commercial Market Research

This will be brought to the next meeting.

LW said with shifting demographics, we are now moving to a complete new set of students, and asked what the marketing demographic is currently – who we are aiming at. MCM said it depends on the event; we look at how we package what we have to appeal to the most people. CEO said recent strategic review research showed clear student segments – we are going to be looking further at that and this will be brought to the Board in the future for review. LW said a shifting demographic is global.

MCM said we have more local students than others and don't have a proposition for all of them. VPSc asked if Marketing could share the segmentation work. MCM will do so. It could be useful when framing strategy at the next Board Meeting. **Action: MCM**

8. Health & Safety (report and statistics circulated)

JH updated the Board on the Health & Safety committee and accident statistics. He said there were 157 reported accidents and the majority were from socialising.

WF said we are down on numbers but there seem to be more injuries. JH said it could be because there is greater awareness now of Links first aiders so reporting is better than before.

9. Sabbatical Trustees' Reports (reports circulated)

President said the team would just highlight some of the key points from their reports.

Education: VPE advised that there were now 444 course reps against last year's final total of 471. Resits for placement learning have been done. "University we'd like" competition is a collaboration and we are just attaching our brand. EP and President said well done.

JC asked why only half the course reps have been trained at this point in the year. VPE said regular sessions are held so if reps miss one, there will be another one for them to attend.

Welfare & Community: VPWC said development of a community strategy is on track and a job application is with University HR for a role which would cover two days on this and the rest of the time on the Student Experience Project. MIND will be running a train the trainer session on 10 March for up to 20 University and HUU staff on delivering anxiety and stress workshops and there will be a calendar of events for next year. She said the University are looking to set up a buddy system to include HUU for September. We will be holding regular drug and alcohol clinics. VPWC said Marketing have done an incredible job on the promotion of the Housing Fair and thanked them. VPE asked what responses were from other students' unions about the impact of gender neutral toilets. VPWC said the response was mixed. She said there will always be male and female toilets as well. EP and President said well done to VPWC.

Activities: VPA said there had been two nominations for fundraiser of the month. The process for charity fundraising has been reviewed and improved. There had been a positive response and attendance for the Press Association training day and VPA would like to hold this annually. Hullfire TV is doing very well. Changes were needed within HUSSO and it is now student led and VPA has more involvement with it. The ISA forum flopped and a revamp is required. The first working group meeting for the multi prayer faith room is being held this week. JC asked if other denominations will use it – VPA said as far as she is aware they use churches, but they hope for it to be multi faith in the future. President thanked VPA.

Sport: VPS said the AU Ball was great but had not been a sell-out. The Tour deadline has passed and 600 students signed up. Varsity takes place on 15 February – it is being organised by Lincoln and we have not yet had information on matches and kick off details. The fixture boards are now up around campus and will be updated each week. The Sport & Fitness Centre have secured additional space so there are no concerns about losing pitches with the development of the accommodation block. HUU had input on the recruitment of a Sports Development Officer.

VPS advised that President had tweeted last week about matches being cancelled because of waterlogged pitches. This alerted BBC Radio Humberside who invited them to talk about accommodation and sport – they agreed to talk about sport. She said they were not aware that the University were going to be there as well. Following that, they were asked to appear on Look North to talk about sport facilities. The University raised concerns about them doing this but the Sabbatical team agreed they should take the opportunity. CEO said there has been some tension with the University about this, but the students' union role was also to challenge the university and hopefully we are building a strong enough relationship with the University to weather events like this. JB said he was proud that they had done this. President thanked VPS.

Scarborough – Reported under Reserved Business

Governance: President and VPWC have been progressing with the development of a Student Forum and met with the Lord Mayor, local council and University Registrar – the group has been agreed and press coverage will follow. President is sitting on the NUS Student Opportunities & Oversight Board. He is working with Education & Representation Co-ordinator on Students as Recruiters and will meet shortly with University HR Director. AG asked if the seat on the NUS Board would be open to future Presidents. **Action: President to find out**

10. Chief Executive and Senior Management Team (SMT) Report (report circulated)

SMT highlighted key areas from their reports.

CEO report: CEO said the NUS are working on FAQs for how students' unions, trustees and sabbatical officers behave in general elections. The Charity Commission are likely to be looking at this and there may be risks to students' unions if they do not follow charity law. CEO will circulate these FAQs to Trustees once they are available. **Action: CEO**

CEO said they have not been able to get full information yet from the University about their budgeting process and is unable to give an update on dates for sub committees. The intention is to have this agreed before the next Board. **Action: CEO/FM**

Commercial Services:

Bars: JH said performance in period 5 was down on last year when there had been a Deja Vu event and Tower. Brassick was like for like on wet sales and numbers and wet margins were on target. He said managers were having to take more control on labour and schedules. The new Bars Manager, Tom Richens, started before Christmas and is doing well.

Retail: Period 5 figures were 7% down on last year. The Shop team completed a stock take last weekend and this will provide a more accurate guide on margin. Further interviews for a Retail Manager have been held and two candidates shortlisted.

Ents: Period 5 figures were worse than last year. Some initiatives have been implemented to boost attendance eg free entry before 11 pm. The Ents Manager has been working on a venue survey over Christmas which had 1,000 responses. Each commercial manager has a list of areas from that to improve on and this will be shared with the new Commercial Services Director.

JH said the commercial management team are responding well to the challenge of the changes. Results from a mystery shopper visit were good.

JH said he was now handing over to Andy King, the new Commercial Services Director, and looks forward to working with him to develop commercial services.

Deputy Chair congratulated and thanked JH for his hard work. He also recorded his thanks to the commercial team who have stepped up to the mark under increasing pressure and scrutiny from students. The Board thanked JH.

JC said retail did well against budget in the circumstances and if the £30K was added back in, the wet sales picture is not as bad as it seems. Bars and Retail did well.

Membership Services: VPWC said the Advice Centre have been recording students visiting them with mental health issues since August and there have been 89 cases – they will continue to monitor this. Given JC's question earlier, the Advice Centre will be asked to produce year on year stats.

Action: VPWC

HR: It is the final week of the employee engagement survey and the response from permanent staff is at 88% and for student staff 47% (this should increase now they are returning). HRM said a report should be received in the middle of the month and they will then be able to select a students' union to benchmark against. We were very encouraged by the response rate in comparison to previous surveys. The staff working group, Culture Club, are finalising the work done on our values.

Marketing: MCM said she would appreciate feedback from the Board on the City of Culture objectives. She was also intending to include an objective on green/sustainability focus.

The Board supported the objectives.

Accommodation: FM advised that Club Easy had gone into administration and the property management company who had taken over their properties had approached us about HullSTARS. VPWC said the company had advised that some of the properties were not in good condition but they want to improve them.

11. Governance Review (paper circulated)

President said Membership Services Operations Manager and Governance & Democracy Intern had worked with him on reforming governance and democratic structures. They created a timeline, undertook research and produced a survey which had 500 responses. Initial findings were summarised in the report together with the key principles arising. Focus groups will be run after the elections and key stakeholders will be engaged in the final stages before details of a new model and implementation plan are presented at the June Board.

The review was noted by the Board.

12. Bye-Laws and Standing Order 8001 Elections (papers circulated)

President advised that the agreed amendments to the Bye-Laws had been made and the changes marked on the document. The overlong and complicated standing order 8001 for elections had been broken down to a concise two pages to be used in conjunction with an election rule book. It is hoped that this will avoid the standing order being amended every year and will simplify the process. President said there is a separate document which will identify which positions are open in which elections. **Action: President to circulate the rule book**

EP said emphasis on diversity for student trustees might put students off applying.

The changes to the Bye-Laws and Standing Order 8001 were approved by the Board.

Any Other Business

VPSc said his Exec had asked if it was possible to find a better way for the University Marketing team to link up with Scarborough. MCM said communications about Scarborough have been taken away from that team.