



Partnerships Team

Annual Report 2018-2019

The team

The Partnerships team focus on:

- Raising awareness of the Association externally
- Developing and maintaining strong and impactful working relationships with a range of Associations, Organisations, Statutory Bodies and Government
- Where appropriate, formalising relationships with organisations as collaboration, sponsorship or partnership
- Drawing up an annual action plan of relevant commercial and non-commercial organisations, outlining new working relationships which will be actively sought, seeking to improve our sector reach and deliver additional benefits to members

The team comprises of:

- Rebecca Hollington (University of Wolverhampton): UK Vice-Chair
- Jack Clare (Solent University): UK Partnerships Manager

Overview of activities 2018-2019

Below is a summary of key activity undertaken from January 2018- January 2019.

Key organisation focus:

The membership was asked to feedback key organisations that they would like the Partnerships Team to focus on. Membership engagement will continue to be reviewed each year (Appendix A). From initial feedback, 4 key organisations were identified as follows:

- **UCAS:**
 - o Robbie Pickles (UK Chair) and Rebecca have partaken in ongoing discussions with UCAS External Relations team around formalising the HELOA/UCAS working relationship in the form of a formal MoU. This seeks to include the already established HELOA/UCAS working group as well as outlining additional training support, collaborative working and consultation. Discussions have been delayed due to changes in resource at UCAS but due to pick up in 2019
 - o HELOA/UCAS working group continues to meet 3 times a year to discuss the UCAS Exhibitions and Events. The Terms of Reference for this group have been refreshed to outline each parties commitment to the continuation of this group, as well as to formalise HELOA regional representation. A UCAS Working Group page has been



created on the HELOA website. Further updates from the Group Chair, Andrea Bourne, can be found in Appendix B.

- **SLC:**

- An MoU was finalised and signed in April 2018 by Robbie and Rebecca, with the SLC, outlining each organisations commitment to collaborative working. This will be reviewed and updated, if relevant, in August 2019.
- Quarterly update meetings are held with key SLC contacts and the Partnerships Team to review activities etc.
- The Training team have worked closely with the SLC to develop training events.

- **Skills Development Scotland:**

- Due to changes to the involvement of the SDS in UCAS events in Scotland it was agreed with the Partnerships Team and the SHELOA Group Chair to no longer pursue a more formalised working relationship with SDS

- **NEON:**

- Robbie and Rebecca have had ongoing discussions with NEON throughout the year.
- Further discussions and ongoing collaboration will be considered going forward with the new incoming UK Chair, Joe Bradbury-Walters.

Other activity:

- Appointment of Jack Clare as the UK Partnerships Manager
- Conference sponsors: the team have secured conference sponsorship totalling £11,210. (Up from £7,135, +57%, from National Conference 2018).
- UniTasterDays: collaborative working on the UniTasterDays to develop content on the Teacher's Guide. Thank you to those HELOA members who supported this content. Also working on the *National Review of University Information, Advice and Guidance* with the creation of a steering group of HELOA sector members to work alongside Jon Cheek at UniTasterDays to develop the survey as well as supporting in the data analysis and reporting. UniTasterDays are at the National Conference to share survey findings
- Continued representation on the Hotcourses Advisory Group
- Continued support of the QS Enrolment Solutions *Domestic Student Survey*
- Engaged in discussions with a number of other organisations including NCFE/CACHE, Wonkhe, and WhatUni Live. These will be picked up again in 2019.
- HELOA webpages update: revamp of the Partnerships pages to include a breakdown of ways in which organisations can engage with HELOA through collaboration, sponsorship and partnership. Also lists current organisations in each category. Thank you to Chris Nock in the Communications Team for doing these updates!



Overview of Plans for 2018

- Continuation of the HELOA/UCAS working group as well as continued discussions around formalising the ongoing close working relationship between the two organisations.
- Finalising the Partnerships and Sponsorships Framework, to include a best practice guide for HELOA regional groups and a *Conference/Training Events Sponsorship Packages* developed
- Review of membership survey to understand wants of the HELOA membership to help inform future direction of partnership development (Appendix A)
- UK Partnerships Manager: focus on commercial organisations and primarily sponsorship opportunities
- UK Vice-Chair Partnerships: focus on non-commercial organisations, including more in-depth prolonged relationships such as MoUs and formal Partnerships agreements.

Rebecca Hollington

UK Vice Chair

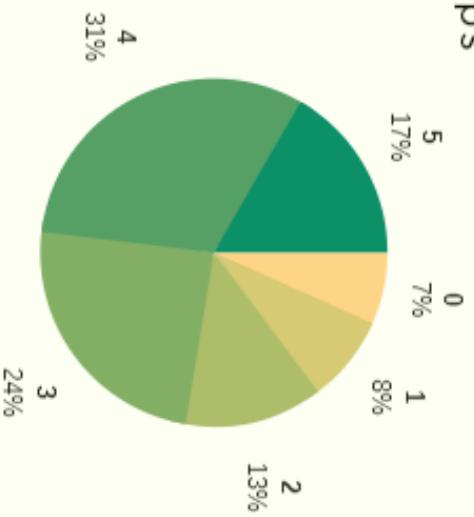
Jack Clare

UK Partnerships Manager

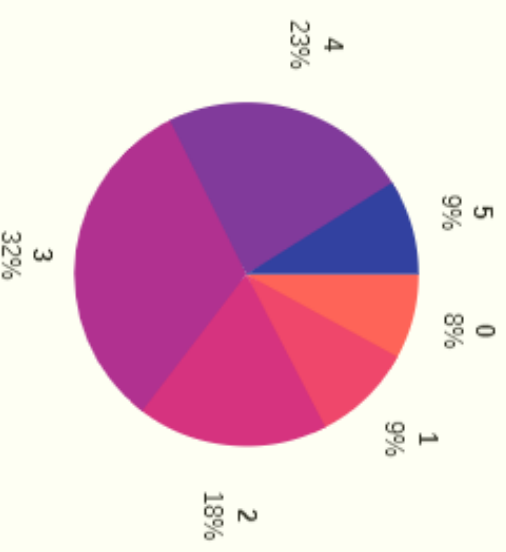
January 2019

HELLOA Partnerships

Value of feedback from UCAS working groups Value of HELLOA Partnerships overall



0 5
No value at all Excellent value



0 5
No value at all Excellent value



Appendix B- UCAS Working Group Chairs Report

Andrea Bourne
University of York

This Group was brought together so that HELOA members and UCAS could work together on matters concerning UCAS exhibitions. We meet three times a year (May, September and November), twice with UCAS, to discuss and respond to feedback received by HELOA Group contacts.

In addition to the meetings, this year:

- There have been some staffing changes at UCAS, so our new contact is Tim Skutt, Head of Events.
- The Terms of Reference have been finalised and agreed
- In December, Andrea Bourne (Chair) and Ellie Wharfe (Secretary) presented at the Local Organisers' meeting at UCAS in Cheltenham to explain the work of the Group and the development of the relationship between UCAS and HELOA.
- Tim Skutt will be presenting at the HELOA Conference, to provide updates in relevant areas of UCAS exhibitions

The Minutes of the meetings are available on the HELOA website, but the highlights have included discussions around student attendee numbers, the code of conduct, extreme weather planning and the scanners. All of these are on-going concerns – UCAS' extreme weather plan should be circulated in February.

Next year's priorities will be to continue developing the most appropriate working relationship with UCAS, to help with testing of any new scanning system and to work together with UCAS to agree the 2020 subscriptions.

Earlier this year, we had a change of secretaries within the Group. I would like to record my thanks to Sarah Holt, Anglia representative, for her work as Secretary, and in turn would like to thank Ellie Wharfe for taking over the role.

If you have any issues you would like raised at the HELOA/UCAS Group meetings, please liaise with your Group contact. Group representative details can be found at <http://www.heloa.ac.uk/groups/ucas-working-group/>