



## UK COMMITTEE REPORT 2019

### UKC Overview

The Association is overseen by an Executive Committee (Exec) who typically meet three times per year and who report into the UK Committee (UKC). The UK Committee is the Executive Committee and the Group Chairs. For 2019, this consisted of the following elected officers:

#### Executive Committee:

UK Chair: Robbie Pickles (Bath) and then Joe-Bradbury Walters (Surrey) and then Jonathan Atkinson (Liverpool)	UK Vice-Chair (Finance): Joe Bradbury-Walters (Surrey) and then Michelle Terrell (Edinburgh)
UK Vice-Chair (Membership and Administration): Harri Tatnell (Aston) and then Steven Walsh (Hope)	UK Vice-Chair (Communications): Rebecca Montgomery (City and then Edge Hill)
UK Vice-Chair (Partnerships): Rebecca Hollington (Southampton Solent and then Wolverhampton)	UK Vice-Chair (Training): Charlotte Brooks (Edge Hill) and recently elected Reena Kaur (Edge Hill)
UK Vice-Chair (Group Development): Helen Walker (Hallam)	UK Vice-Chair (Governance and Policy): Jo Marchant (King's)

#### Group Chairs:

Anglia: Rachel Cox (Cambridge)	London: Becky Robson (Roehampton)
Cymru / Wales: Rebecca Bowen (South Wales)	Midlands: Elliot Newstead (Leicester) and then Dylan Cozens (Coventry)
North East, Yorkshire, & the Humber: Amanda Kenningley (Huddersfield)	North West & Northern Ireland: Jonathan Atkinson (Liverpool) and then Chris Mullen (Edge Hill)
Scotland: Ali Clark (Dundee)	South West: Rebecca Oliver (Bournemouth)
South East: Gail Alani (Southampton) and then Steph Coogans (Chichester)	

Conference and Training Managers, Marketing and Web Managers, Finance Managers, and other invited members also attend UK Committee as non-voting members, and HELOA operates an office at Edge Hill University, which is managed by Dawn McClintock. The UKC meets three times per year and discusses a range of business predominantly relating to the management and governance of the Association. Decisions taken by Exec and UKC are communicated back to membership via Group meetings, and through the HELOA Digest, social media channels and website. Committee meetings are also an opportunity for the membership to feed issues into the committee for discussion and resolution. UKC, as the main decision making body of the Association, reports to members via the AGM each year. Minutes of Committee meetings are available to members and annual operational plans for each area are developed and reported on via the committee structures of the Association.

### **UKC Business**

The UKC undergoes a natural amount of change each year in line with the length of term related to the roles. In addition to this, the UKC has faced some challenges as a result of new opportunities and responsibilities committee members have been presented with. Joe Bradbury-Walters took on the Chair role at the last AGM and committed to creating a solid understanding of each of the committee roles by supporting the redevelopment of role descriptors. Joe was fundamental in ensuring our newly found charitable status was implemented correctly and worked closely with VC Governance and Policy in ensuring compliance as a Charitable Incorporated Organisation (CIO).

Since coming into role in October, I have engaged with each of the UK VCs individually to explore our collective strengths and challenges, gauged our progress against the current strategy and began to form plans for how we can move the organisation forward in 2020. At our last UKC meeting of the year we agreed to new working patterns which will use technology to communicate more frequently between teams and enhance our time when coming together for a UKC meetings. We have all committed to inputting into an Organisation Development Plan, sharing what are current/planned objectives are and the subsequent progress we are making against these objectives. The intention behind this is to enhance our awareness of the plethora of activity that is being undertaken and what achievements we have made throughout the year. This information will also be useful in communicating our direction to the wider membership via group meetings and digests, as well as helping us to identify new opportunities for development that will shape our next strategy.

In the last year the UKC has led on a huge of projects to push the organisation forward to keep us relevant and useful in time of an increasing challenging sector. In addition to their reports I would like to highlight the following:

**Groups:** Groups have continued to use an increased funding pot to develop new ways of providing CPD, information and engagement to members across the UK. There has been increased attendance in many of the regions showing their usefulness and importance. In some areas there has been quick and successful recruitment of Chairs and Vice Chairs to continue the great work done by the local committees, whilst in other areas recognition has to be made to the outstanding commitment of smaller committees who have faced challenges in recruiting to vacant roles, and have none the less provided high quality meetings and training sessions. There have been a number of excellent projects implemented such as: the Welsh 2 day conference, London's Young carer/care leaver event and the implementation and development of mentoring schemes, establish in the North West and Northern Ireland group and soon to be adopted by a small number of other groups.

**Charitable Status:** As reported back in 2019, the intention of becoming a charity has now become a reality. The work that was needed in preparation for this was did not let up throughout the year, there has been a high level of scrutiny, a number of necessary amends and a steadfast commitment to ensuring we deliver the right opportunities to our members. This has all formed our new constitution as a Charitable Incorporated Organisation. Thanks to Jo Marchant (VC Governance and Policy) for her meticulous attention to detail, and ongoing support, in keeping HELOA compliant as we work through the changes needed to bring us in line with our new status.

**Training:** The training team have kept an innovative and collaborative process alive devising a brilliant programme of events. The two New Practitioners Conferences have drawn record attendance, new managers for Professional Development Conference have received excellent feedback and the programme for National Conference 2020 has attracted the best attendance in years (if not ever before). In addition the team created a training database for all national and group training events, this has helped to share knowledge of good sessions and join up how and who we approach externally to support our members. Finally, Charlotte Brooks has shown excellent leadership working with a large and vibrant team, and planned a smooth handover to keep the training team going from strength to strength.

**Money:** A range of enhanced processes have brought a great deal of stability to how our finances are monitored and reported on. Michelle Terrell has implemented new PO

processes ensuring timely payment is made, and has shown great tenacity in communicating with historic outstanding payments. Michelle has led a team of 2 finance managers who have made sure both our accounts and our vital membership income are well managed. There has also been the development of new forms and efficiencies based on feedback from auditors, who are positive about our financial status.

**Digital:** There have been great improvements to the consistency of our communications, with the bi-weekly digest format, the enhanced Facebook profile and interactions via Twitter takeovers. This has all been in line with our new branding guidelines which support the professional image of the organisation. The document library has been in development over the year replacing the member's areas and all important information can now be accessed in one place by all members.

**Partnerships:** The Partnerships roles have been fundamental in raising the profile of HELOA within the sector. Good relationships have been developed with key partners including and not limited to UCAS, SLC, IDP Connect, the OFS, WONKHE and most recently the Student Room Group. These partnerships allow us to increase our knowledge and relevance, improve the CPD opportunities at conferences and within groups and allow the membership to be represented in important conversations with influential groups.

It is also important to highlight the huge success partnerships manager Jack Clare has achieved in generating a 57% increase in come (*yoY*) from our sponsors that will be reinvested in our national and group projects to benefit members CPD.

**Office:** The office has dealt with an increase in memberships, changes to our status, processes and increased its capacity to support the full UKC. To ensure its continued effectiveness and ability to support the organisation correctly an Office Assistant has been successfully recruited to support the Office Manager.

## Conclusion

HELOA always has and always will be as strong and useful as our members make it. We are committed to giving the organisation, its members and partners stability through:

- Clear and consistent communication, utilising a range of mediums and formats;
- The production of new and renewed formal agreements of the commitments we make to each other, (Role Descriptors, MOUs);
- And most importantly, by continually developing how we engage with and respond to our members needs in an ever changing sector.

HELOA is in a strong position entering 2020, with good levels of engagement with our internal and external stakeholders. We have a great range of abilities and influence as a result of this and I look forward to collaborating with you all to bring innovation and improvements in how we support students in their HE choices during 2020.

**Jonathan Atkinson, UK Chair. January 2020**