

Partnerships Annual Report 2022

Strategic priorities and team composition

The Partnerships Team focus on delivering various elements of the HELOA Strategic Plan:

Strategic priority

Maintain and grow meaningful partnerships with third-party organisations at national and Group level.

Strategic goals

Our strategic goals and the progress made on them this cycle can be found within the 'Overview of activities 2022 against strategic goals' section.

The team comprises of:

- Jack Clare (University of Wolverhampton): UK Vice-Chair
- Kate Venables (Arts University Bournemouth): UK Partnerships Manager (Non-Commercial)
- Elliot Newstead (University of Leicester): Membership Engagement Manager (UCAS)
- Alice Stonehouse (Queen Mary University of London) UK Partnerships Manager (Commercial)

Overview of activities 2022 against strategic goals

The Partnerships Team have overseen a significant number of activity over the past year. Below is a summary of key activity undertaken from January 2021 - January 2022 and plans moving forwards.

1. **We will have a clear engagement plan in place with our core partners (e.g. UCAS, SLC & TSRG) to maintain, enhance and grow key collaborative working relationships.**

Responsible: Partnerships.

- **UCAS:**
 - o Substantial developments within UCAS Events Working Group and further development of Product Development group overseen by Elliot and supported by the hard work and contribution from working group reps. Key updates and developments from these working groups can be found in Appendix A
 - o Contribution to key UCAS reports and developments including Access Programme, Apply 2022 and 'Where next?' report
 - o UCAS engagement at UKC meetings and national and group level events, providing information and advice for members
- **SLC:**

- We have signed a supporter agreement with SLC in line with our updated partnerships framework
- Regular review and catch-up meetings with SLC in place. Kate/ Jack have overseen the maintenance and development of a strong working relationship with SLC with in person visit to SLC offices and meetings with key stakeholders
- Collaborative work with Training Team to ensure training activities are as useful and engaging as possible for HELOA membership and SLC with enhancements made ahead of the New Practitioners conference to ensure strong engagement
- **The Student Room Group:**
 - Alice has overseen the development and enhancement of a close working relationship with TSRG to continue to enhance this partnership
 - There has been a real step change in activity with insights being shared regularly with our members both at national and group level with a clear overview about the partnership on the [HELOA website](#) for members
- **FindAUniversity**
 - Elliot has overseen the development of a new partnership with FaU to provide information and insight for members on postgraduate recruitment, marketing and access
 - A supporter agreement was signed outlining key principles and initiatives to be taken forwards over the next 12 months

2. Our members will be at the heart of our work with partners and will:

- i.) have both awareness and understanding of the types of partnerships HELOA has, the benefits they provide for all members and how they can feed into these partnerships. Responsible: Partnerships, Communications, Groups*
- ii.) have the ability to communicate the work of our partnerships and specific partners within the membership and their internal and external stakeholders. Responsible: Partnerships*
- ii.) have the opportunity to play a role in the development of partnerships at group and national level. Responsible: Partnerships, Groups*

3. Our work with partners will raise the profile of HELOA as an organisation externally and will create opportunities for networking, training and development for our members. Responsible: Partnerships, Training

The Partnerships Team have worked hard this year to engage members and facilitate contribution and conversation through various initiatives:

- [New Partnerships framework](#) and [restructured webpages](#), making partnerships more uniformed, structured and easily understandable to both HELOA members and prospective partners
- The development of group level partnerships with a signed agreement in place within the Welsh group and an agreement in progress within Scotland
- Close liaison with sector wide bodies to ensure views and representation from the membership including input into awarding bodies sharing information of grading and advice for prospective students on exams and representation of members at key events and forums (including UCAS 'What next' webinars)
- Development of draft agreements with widening participation and insight linked organisations (following feedback from members), including Zero Gravity, Education & Employers and Unifrog
- Commercial partnerships have continued to be developed and nurtured to ensure a consistent revenue stream for the organisation. Commercial partnerships have been maintained with a strong presence from key sponsors at national conference, with all of the key awards and activities receiving sponsorship, helping to support the income stream for the organisation.

4. As a national representative of HELOA, the Chair has regular engagement with key partners and affiliated organisations.

Verbal update at AGM

Other activities 2022-2023

The Partnerships Team has also undertaken a great deal of work in addition to growing core relationships with external organisations. Below provides a brief overview of this work:

- Partnerships Manager (Non-Commercial) role was recruited to with Kate joining the team, developing our non-commercial partnership offering and building strong relationships with a variety of organisations
- The Partnerships Team have attended stakeholder groups for qualification awarding bodies and regulators, Ofqual, OCR and Pearsons.
- IDP Connect: long standing relationship with IDP connect. Renewal of seat on Home Advisory Group, led by Jack, allowing HELOA a voice in developments of student focused services (CUG, WhatUni etc.) and sharing of key sector information.
- Wonkhe: Kate and Jack have overseen the continued working relationship with Wonkhe, who regularly seek our opinion on key policy changes/ updates within the sector and we crafted a member-led article on student transition as mentioned earlier.

- UniTasterDays: Kate and Jack have a draft Supporter Agreement that has gone to UKC and Trustees for review and HELOA members are continuing to contribute to the suite of guides created by them.
- ZeroGravity: Kate and Jack have a draft Supporter Agreement that is going to UKC and Trustees for review.
- OCR: Kate and Jack have a draft Supporter Agreement that is currently with OCR for review.
- Development of framework to respond to profile raising/important sector wide issues for members (e.g. consultations).

Developments for 2023-2024

- Growth and development of partnerships informed by our members with particular links to widening participation and access providing more opportunities for networking and delivery for our members
- Further development and growth of group level partnerships
- Increased engagement with our members to support growth of partnerships
- Further enhancement of commercial partnerships to provide a robust income stream for the origination, enabling further subsidised training and development opportunities for members

Jack Clare

HELOA UK Vice-Chair (Partnerships)

Alice Stonehouse

UK Partnerships Manager (Commercial)

Kate Venables

UK Partnerships Manager (Non-commercial)

Elliot Newstead

Membership Engagement Manager (UCAS)

November 2022

Appendix A- Membership Engagement Manager (UCAS) Report 2022-23

HELOA/UCAS Events Working Group

After holding this post for three years, it is refreshing to be able to write one of these reports without referring to 'virtual exhibitions' (they were very 2020-2021). The previous 12 months have, from an exhibition perspective, been a breath of fresh air to, once again, be able to engage with prospective students across the country in a real-life setting.

Unsurprisingly, the focus of the Events Working Group throughout 2022 centred primarily on collaborating with UCAS colleagues on the promotional, delivery and evaluation of the cycle of exhibitions across England, Northern Ireland, Scotland and Wales. On the whole, feedback has been positive from exhibitors, teachers and, most importantly, students and I'd like to commend all participants, including the wonderful logistics companies that make the events remotely possible for us all, for bringing a sense of normality back to all of our lives.

Of course, there are weak points and challenges to overcome which were a particular focus on the first IRL working group meeting in 34 months held at UCAS HQ in September. With some productive discussions and breakout groups, these have been met head on and I feel confident that the 2023 cycle of exhibitions will be the best yet, alongside the data that will accompany attendance to better enable you, as exhibitors, to assess your return on investment.

A huge thank you to all colleagues at our partners UCAS who have worked tirelessly to ensure the cycle can return to such an extent. It's been a pleasure working with you all, your dedication to delivering sector-leading events is second to none.

HELOA/UCAS Product Development Group

2022 has been a very successful year for the HELOA/UCAS Product Development Group. With (nearly) all HELOA groups represented along with a breadth of different types of institutions involved, the group is in a very strong position to work collaboratively with UCAS colleagues on their products and services.

I think I speak for everyone in HE when I say that the introduction of the WP questions to the UCAS application process is a great step forward for the sector and this has been one of the primary themes of discussion since the inception of the group in 2020 showcasing the true value of this forum.

Similarly with the, soon to be launched, UCAS Fair Access Programme there have been a fantastic range of discussions, meetings and pilots within the group to ensure the needs of the audiences the programme is aiming are at the forefront of any implementation.

A great way you can find out more about this work is to engage with your group representative - a list of which can be found on the Groups listing on the HELOA website - as we do truly try and ensure all views and perspectives are channelled through to UCAS colleagues throughout the year.

I'd also really encourage HELOA members at Conference to engage with the UCAS stand in the business exhibition as well as colleagues during their session and at networking opportunities. There is a really fascinating few years ahead of us all in HE and working closely together will be vital to ensure the 'Journey to a Million' is as smooth as it can be.

Thank you

Finally, I can't finish this report without giving the biggest shoutout to the incredible HELOA working group representatives who have been there to collaborate, communicate and challenge on your behalf right throughout 2022.

You're all the biggest credits to your institutions and have made this role such an enjoyable experience. So very simply and without this sounding too much like Mambo No.5, Carl, Emma, Helena, Kat, Leon, Llinos, Louise, Lucy, Nicki, Oliver, Andy x 2, Edit, Liam, Rhys, Sarah x 2, Steph x 2 and Vicky - thank you.