



Partnerships Team Annual Report 2019-2020

The team

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

3. Work with third-party organisations to develop meaningful partnerships
 - a. A written working-level agreement is in place codifying our relationship with existing core non-commercial partners;
 - b. Each of our commercial partnerships deliver either i) a consistent revenue stream for HELOA ii) a tangible membership benefit such as mutually-beneficial training sessions or membership discount or iii) both, with this benefit both defined and publicised;
 - c. An up-to-date framework outlining these relationships with external organisations, including our ongoing commitments to each other and a contact from that organisation, is publically available online and reviewed annually;
 - d. An action plan will be drawn up annually, outlining which new partnerships which will be actively sought with relevant organisations, seeking to improve our sector reach and delivering 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 2019-2020

Below is a summary of key activity undertaken from January 2019 - January 2020

Key organisation focus:

- **UCAS:**
 - o Jonny Atkinson (UK Chair) and Rebecca have partaken in ongoing discussions with UCAS Media and External Relations team around formalising the HELOA/UCAS working relationship. 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 both UCAS and HELOA but due to resume fully in January 2020
 - 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 reviewed and amended in May 2019, re-affirming each party's commitment to

the continuation of this group. Elliott Newstead (University of Leicester) is the new Group Chair, due to start following Jan AGM. A UCAS Working Group page is available on the HELOA website. Further updates from the current Group Chair, Andrea Bourne, can be found in Appendix A.

- **SLC:**

- Our MoU was reviewed, with only slight amendments, and re-signed in September 2019 by Jonny and Rebecca, with the SLC, outlining each organisations commitment to collaborative working. This will be reviewed and updated, if relevant, in August 2020.
- 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, with the last one held in November 2019.

Commercial Partnerships:

Key focus of Jack, with a very successful year in growing our commercial relationships including:

- Securing sponsorship for national conference totalling £17,660. This represents a 57.5% increase when compared to 2019 (£11,210)
- Developing and finalising our Sponsorship Framework produced to guide future commercial partnerships
- Developing commercial partnership opportunities in marketing and advertising and for each of HELOA's training conferences to support HELOA's financial sustainability and to ensure members can access good value for money training opportunities.

Other activities 2019-2020

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:

- Finalised the Partnerships Framework, providing guidance on the differing relationships that HELOA may have with organisations and outlining the purpose of these relationships and how they relate to our HELOA strategy
- IDP Connect: long standing relationship with IDP connect. Renewal of seat on Home Advisory Group, allowing HELOA a voice in developments of student focused services (CUG, WhatUni etc.). HELOA presented an award at the What Uni Student Choice Awards in April 2019
- UniTasterDays Teachers' Guide: members were again offered the opportunity to write editorial for the annual Teachers' Guide, now in the third year of this relationship

- Wonkhe: Ongoing discussions around how Wonkhe can support in the work of our members and how HELOA can provide a sector voice on key topics related to student recruitment, access and outreach.

Overview of Plans for 2019

- Continuation of the HELOA/UCAS working group as well as continued discussions around formalising the ongoing close working relationship between the two organisations.
- 'Partnerships roadshow': Engaging with Group meetings to relay more around the work of the Partnerships team and support in gathering member feedback on future development of the Partnerships strategy and focus moving forward.
- UK Partnerships Manager (Jack): To continue to focus on commercial organisations and primarily sponsorship opportunities
- To increase commercial sponsorship income throughout the calendar year
- UK Vice-Chair Partnerships: focus on non-commercial organisations, including more in-depth prolonged relationships such as MoUs and formal Partnerships agreements with key organisations
- New Partnerships Manager role to support in management of existing partner relationships to allow scope to continue to seek new/further develop existing relationships.

Rebecca Hollington

UK Vice Chair

Jack Clare

UK Partnerships Manager

January 2020

Appendix A- HELOA/UCAS Working Group Chairs Report 2019-2020

Andrea Bourne

University of
York

This Group is in place so that HELOA members and UCAS can 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 members.

In addition to the Group meetings, this year:

- A significant amount of work has taken place to develop the HELOA/UCAS relationship
- In November, Andrea Bourne (Chair) and Ellie Wharfe (Secretary) presented at the Service Providers (previously known as Local Organisers) meeting at UCAS in Cheltenham to explain the work of the Group and the development of the relationship between UCAS and HELOA. At the same meeting, Chris Morley (NE Group rep) presented a session on recommended good practice for service providers.
- Tim Skutt, Head of Events and colleagues from UCAS will be presenting at the HELOA Conference to provide updates in relevant areas of UCAS exhibitions

The Minutes of the meetings are available via the Group Secretary; highlights have included discussions around extreme weather planning, security at events, communications with schools and colleges, the code of conduct, and the Calendar. All of these are on-going concerns - UCAS' extreme weather plan is due to be circulated in due course and discussions around subscriptions for 2021 have recently begun.

Next year's priorities for the Group will be to continue developing the most appropriate working relationship with UCAS, to work together with UCAS to agree the 2021 subscriptions and initiate discussions on the draft UCAS Strategy.

As this is my last year as Chair I would like to record my thanks to the whole Group for their engagement with this essential dialogue. Since UCAS exhibitions matter to all of us, we need to work in partnership with UCAS to ensure we are providing a suitable service to prospective students and their supporters. In particular I would like to thank Ellie Wharfe for supporting the Group as Secretary. Ellie does a great job with the Minutes and making arrangements for the meetings. Thank you Ellie!

Finally, we want to continue the conversation, so if you have any issues you would like raised at the HELOA/UCAS Group meetings, please liaise with your Group contact details of whom can be found on the website.

Andrea Bourne

Chair, HELOA UCAS Working Group

<http://www.heloa.ac.uk/groups/ucas-working-group/>