



### Membership and Administration Annual Report 2019

Harri Tatnell (until Nov 2019) and then Steven Walsh (from Jan 2020)

#### Overview of membership 2018-2019

Total number of members:	1541
Total number of institutions:	145
Total number of members in each region:	
Anglia	85
Greater London	206
Midlands	262
North East England	240
North West England and Northern Ireland	211
Scotland	99
South East England	206
South West England	158
Wales/Cymru	74

#### Report and overview of activities 2019-20

The role has supported many of the developments and activities that have been run through the HELOA office and has supported HELOA Office Coordinator, now Manager, Dawn with a diverse workload including our increased membership and adaptation of new processes in line with wider organisational changes. This has included general administration of the membership, administrative support of the UKC and Exec and preparing a handover for the newly elected VC Membership and Administration.

The increased workload and administration of the office has resulted in the need for consistent additional support. To this end we researched and assessed appropriate resource and have now recruited a HELOA office assistant.

In addition to the above progress has been made in line with the HELOA strategy for 2018-2021 in particular:

*4b) HELOA undertakes a one-off democratic review, at both National and Group level, to ensure that our elected and appointed roles are appropriate and relevant to enable delivery of this Strategy;*

*Responsible: Vice-Chairs (Governance and Policy), (Group Development), and (Administration and Membership)*

A comprehensive set of role descriptors have been developed for HELOA executive and committee roles. Further role descriptor review will commence annually to ensure they continue to reflect the needs of the role and expectations of the role holder.

*4d) The scope and limit of HELOA's membership is firmly established, with active efforts made to diversify participation from different segments within that framework, including through monitoring participation trends in all aspects of HELOA activity;*

*Responsible: Vice-Chairs (Administration and Membership), (Group Development) and (Training);*

The level of engagement of HELOA members will form part of a wider review that will feed in to our future strategy. All areas of membership will be reviewed to benchmark current levels of interaction at group meetings, national conferences, and social media and via the digest.

*4f) The role and purpose of Primary Contacts is reviewed, ensuring that it meets the needs of both institutional administration and of ongoing representation, including at AGM;*

*Responsible: Vice-Chairs (Governance and Policy) and (Administration and Membership).*

There has been continued change in who has been put forward as a primary contact. Commonly and in line with best practice, the most engaged members rather than purely seniority has become the main criteria of those acting as primary contacts.

*5b) Our membership benefits are fully articulated and widely circulated to deliver a growing membership, with additional membership benefits actively sought and communicated on an ongoing basis;*

*Responsible: Vice-Chairs (Administration and Membership), (Group Development) and (Communications)*

The website has been developed to include a document library including information on training that has happened nationally and locally. Further development in the digest and on social media have also contributed to engage members in a variety of formats.

**Focus for 2020**

Steven Walsh (Hope University) will commence the role following a handover with Harri Tatnell early in January 2020. Discussion has taken place to review the role and ensure it is most effective, to ensure this happens the role will:

- Lead on the internal engagement project in conjunction with other committee members to benchmark our level of interaction and produce actions to feed in to future communications and the development of our strategy 2020-2024.
- Continue to support the HELOA Office with administration to ultimately achieve the needs of the membership and association.
- Review the structure, pricing and suitability of subscription rates from institutions, members, and if needed review pricing and implication of associate membership.
- Continue to build on the progress made in monitoring and supporting Group Chairs and regional Vice-Chair Administration and Communication to achieve the 20% engagement from members in group meetings for 2020.
- Offer support to all current and incoming group VC membership and communications.

**Harri Tatnell (in role up until) November 2019**

**Report updated by Jonathan Atkinson UK Chair December 2019**