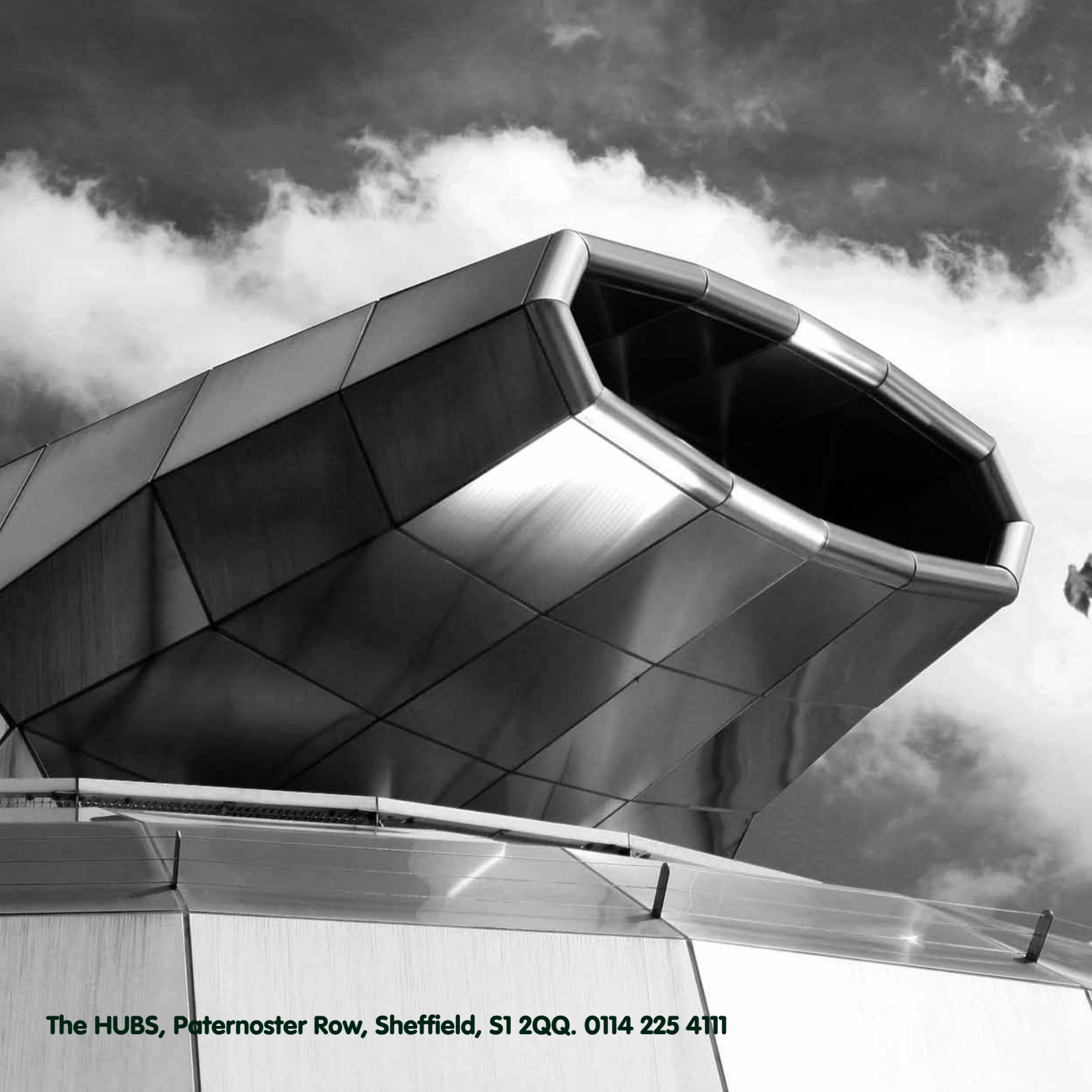




ANNUAL REPORT 2009/2010



The HUBS, Paternoster Row, Sheffield, S1 2QQ. 0114 225 4111



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FINANCIAL OVERVIEW

A SUMMARY OF HALLAM UNION'S FINANCE AND OPERATIONS FOR 2009/2010:

In 2009/10 Hallam Union has continued to implement its strategic plan through its annual business planning process. We have now completed our staffing review and restructure to ensure we are adequately resourced to deliver against our core values and objectives, and that we are fit for purpose in this changing and increasingly turbulent economic climate. We are confident we now have the correct structures and people in place to complete the next phase of the strategic plan. Benefiting from significant capital investment from the University, we are able to complete the refurbishment of The HUBS, to provide improved space and additional meeting rooms to support a full range of student activities.

As we prepare for registration with the Charities Commission, we are mindful of our obligation to demonstrate the impact of our objectives on students' experience. Whilst we remain committed to the provision of viable, relevant and sustainable commercial services, we are working to change the focus of the Students' Union to concentrate on our core values of supporting and enhancing our members' experience. By developing our plans for 2010/11 to reflect this change in direction, we have negotiated a 16% increase to our Block Grant for 2010/11. This will be used to further our work in volunteering, the community, with student welfare and lifestyles, and representation and democracy. Hallam Union would like to acknowledge this support from the University in helping implement our strategic plan. Through the review of our governance arrangements we have revised officer roles, and now have a team of six officers to represent Hallam students.

Hallam Union's financial statements for the year ending 27 June 2010 show an overall positive contribution of £45,409. This compares favourably to the last financial year's results of a £12,492 deficit. Last years deficit has been restated following a prior year adjustment.

Non-trading areas have performed positively against forecasts through lower staffing costs, due to replacements falling into the new financial year and a saving in our utility bill which offset some redundancy costs.

Trading areas were in line with the original budget. We re-evaluated our Commercial Services and are moving away from our traditional late night, liquor-led offering. Our trade has declined dramatically over the last two years, caused principally by the financial crisis and increasingly fierce competition from the city centre, and we are no longer able to rely on significant surpluses being generated by commercial services to support our non-trading areas.

To this end we have restructured our Entertainments Programme to include smaller, more varied events which we can host in Bar Phoenix, which was refurbished last summer with this in mind. We still run two events per week, but these are monitored carefully on a week by week basis to measure success and viability. We have diversified our commercial offering, growing catering sales and refining our café offer in Pod 4.

For 2010/11 funding from the University and income generated from trading activities is forecast to again provide a surplus for the year. Capital expenditure on the Bar Phoenix refurbishment has been spent to improve trading and make the bar more flexible for live events. Capital expenditure provided by the University to improve the Bar Phoenix toilets and P-pod and an upgrade of the Venue area has now been completed.

It is acknowledged in the new financial year Hallam Union still faces an increasingly competitive trading and economic environment. Performance will be monitored weekly and new cost controls are working successfully. The SUSS Pension Scheme is under review by its trustees, and consultation with members of SUSS will take place in 2010/11 to make changes to the scheme to reduce the financial risk and liability for member unions. Currently, Hallam Union's Section 75 debt related to SUSS is £2.5 million.

+£45,409
for year ending
June 27, 2010

The Hallam Union Senior Management Team will continue to focus on sound financial and performance management.



CEO, Hallam Union



ACCOUNTS & AFFILIATIONS

PROFIT & LOSS ACCOUNT

£	2009/10	2008/09
INCOME	2,901,978	3,109,635
EXPENDITURE	2,856,568	3,122,128
SURPLUS/DEFICIT FOR THE YEAR	45,409	-12,492

BALANCE SHEET

£	2009/10	2008/09
FIXED ASSETS		
TANGIBLE ASSETS	420,979	451,624
+ INVESTMENTS	5,460	5,460
=	426,439	457,084
CURRENT ASSETS		
STOCK	29,868	27,448
+ DEBTORS	148,101	159,426
+ CASH AT BANK AND IN HAND	290,559	278,989
=	468,528	465,863
- CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	- 455,239	-491,858
= NET CURRENT LIABILITIES	13,289	-25,995
CREDITORS: AMOUNTS FALLING AFTER MORE THAN ONE YEAR	- 81,375	-104,625
= TOTAL ASSETS PLUS LIABILITIES LESS CREDITORS	358,353	326,464
REPRESENTED BY:		
RESERVES	0	0
+ CAPITAL GRANT FUND	38,196	77,921
+ ACCUMULATED FUND	320,157	248,543
TOTAL	358,353	326,464

NATIONAL UNION OF STUDENTS £49,864

BRITISH UNIVERSITIES
& COLLEGES SPORT
£11,549

OTHER
£6,560

Advice UK	£280
Advice Pro	£753
British Cycling	£63
British Korfball Association	£73
British Mountaineering Council	£350
British Rowing	£202
British University American Football League	£85
British University Gaelic Games	£75
British University Sailing Association	£140
British Surfing Association	£230
Basketball	£480
British University Snowsports Council - Ski	£125
British University Snowsports Council - Snowboard	£125
Canoe England	£110
Child Poverty Action Group	£60
England Basketball	£592
England Volleyball	£167
Gaelic Athletic Association	£75
Kings Ski Club Affiliation	£150
London Advice Services Alliance	£86
JBL Unisport – Water Polo	£115
National Council for Voluntary Organisations	£481
Pennine Sailing Club	£490
Rugby Football Union for Women	£120
Sheffield and Hallamshire County FA (Men's and Women's)	£106
Student Rugby League	£195
SY Housing Law Group	£20
UK Council for International Student Affairs	£330
Yorkshire Rugby Football Union	£442
Yorkshire & England Korfball Association	£40



RUGBY

SARAH PUGH

SHEFFIELD HALLAM UNIVERSITY
SPORTS COMMITTEE
10/11

SHEFFIELD HALLAM UNIVERSITY
WOMEN'S
LACROSSE CLUB

9



DEPARTMENTAL REPORTS



FINANCE & CENTRAL SERVICES 2009/2010:

As part of the process of Hallam Union registering as a charity a new format is required to present the year-end accounts, SORP accounting (Statement of Recommended Practice) is the standard reporting format for charities. A considerable amount of work has been done in preparation for this. Several new financial policies have been developed to comply with the SORP accounting format. A risk register has been completed which will drive the reserves and investment policies of Hallam Union. Work will continue to be undertaken to ensure the process is completed to allow time for review with external auditors. The new reporting will take place for the end of the 2010/11 financial year.

Work to develop a new paperless purchase order process (POP) system has been investigated; this system will improve financial processes and procedures to ensure tighter controls and reporting of costs. The POP process has now been completed and installed for system testing. A training programme for users will be set up ready for implementation in the coming months.

CENTRAL SERVICES:

Work has taken place this year to complete skills matrices for individual roles, and departmental responsibility/competency matrices have also been completed. The next step will be to complete a staff skills audit to identify skills gaps, this work will enable training and development opportunities to be easily identified. A training recording system has also been established and is now in use to formally track training requests, and activity to enable and support full sharing of information and cross departmental use of resource.

360° feedback for Sabbatical Officers and managers will also be launched in the next year. A large amount of time has been spent developing a dedicated staff area on the website. This area will be password protected and will hold generic content making it useful for staff to download everyday forms and information. This new area will go live in the coming months, once it is fully populated.

MEMBER SERVICES 2009/2010:

Over the past year Member Services staff recruited 650 volunteers, supported 30 student-led projects and worked with 60 community partners. The Sports Union supported 36 sports clubs with over 1,200 members. In addition 111 students successfully completed the Hallam Award Programme. The Advice Centre provided a drop in service that saw over 3,500 people and Money Advisors delivered over 70 talks to students at the University as well as in local schools and colleges.

This year a review of the Member Services department has taken place and it now has three distinct areas; Representation and Democracy, Activities and Development, and Sport. Staff members will be recruited throughout the summer to support these functions in readiness for the new academic year. This will enable delivery of Hallam Union's core values, whilst also demonstrating public benefit and value for money.

Work has been ongoing on the development of the community strategy. This strategy will start to be implemented from next year and consists of three strands, which will be monitored on a quarterly basis.

- 1) Developing winning and influential partnerships;**
- 2) Promoting and highlighting the image, role and contribution of students;**
- 3) Empowering active students and representing member's interests.**

A proposal for a change to how the Students' Union and Sport Hallam (SHU) delivered sport was ratified in 2009. Team Hallam was created to provide a strategic partnership between Sport Hallam and Hallam Union, to focus on providing a cohesive approach to the development of sports performance related activities together with the provision for club sport. A proposal for a schedule of meetings and an operational planning cycle has been drafted and agreed and will continue to be developed fully over the coming months.

The introduction of online voting this year has led to election turnout more than doubling. Sabbatical posts saw a turnout of approximately 9% of the student population. However the statistics show an average turnout of 5.76% for all elections relating to the representative and governance structures (inclusive of Union Council Chair, Union Representatives and Trustees) and governance elections. The challenge will be to increase the overall turnout to 10 – 11% in 2010/11.

650
volunteers recruited

**THIS WILL ENABLE
DELIVERY OF
HALLAM UNION'S
CORE VALUES,
WHILST ALSO
DEMONSTRATING
PUBLIC BENEFIT AND
VALUE FOR MONEY.**

COMMERCIAL SERVICES 2009/2010:

This has been an excellent year, seeing Hallam Union winning a number of awards. Bar Phoenix and the nightclub venue beat stiff competition to be presented with Sheffield Best Bar None (BBN) Awards in the categories of best bar and best club. These awards are part of a national scheme, held in eighty locations across the UK and were introduced to reduce the risk of alcohol related harm, disorder and crime to the city centre.

“HALLAM UNION HAVE ALSO BEEN AWARDED THE SOUND IMPACT AWARD TO A SILVER STANDARD; THIS SCHEME PROMOTES ENVIRONMENTAL BEST PRACTICE IN STUDENTS’ UNIONS.”

Bar Phoenix was also awarded the gold standard and placed third in the country at the annual NUSSL (National Union of Students Services Ltd) BBN awards held in Liverpool in March of this year. This has led to involvement in the launch of the Best Bar None Sheffield scheme for 2010/11 at the Annual Licensee Conference held in May.

Trading has again been difficult this year, therefore close monitoring of budgets has been essential along with ensuring all commercial opportunities have been exploited. The World Cup 2010 has been a part of this providing additional income outside of traditional trading time. A new term pass will also be launched for the next academic year which will be on sale from August.

A new training and development plan has been launched for staff. This scheme works with all teams from student staff to full-time employees, working through the bronze, silver and gold booklets. Work is currently ongoing to investigate the viability of working with Sheffield College to get this scheme formally accredited.

Work has been undertaken closely with the Marketing and Communications team to develop the use of social networking and new technologies, to enable better and more effective communication with the membership in relation to trading activity. Hallam Union have also been awarded the Sound Impact Award to a silver standard; this scheme promotes environmental best practice in Students’ Unions. Work in this area will be continuing into the next academic year by fully forming a student Ethical and Environmental Group and also implementing the Sustainable Environments strand of the Health and Sustainability Strategy.

MARKETING & COMMUNICATIONS 2009/2010:

Work has progressed significantly in terms of research by undertaking our first large scale market research project, and will continue in this area with a new research group being formed in addition to a staff member recruited. The research groups' primary aim will be to develop understanding of the study body and inform student led campaigns.

Work on a media relations plan started in September 2009, encapsulating all internal and external communications, with the aim of ensuring all possible events or activities are promoted/reported appropriately and also to streamline communications to stakeholder groups. This year it has led to a number of other projects being formed such as the development of a new social networking policy and the development of a Hallam Union App for mobile devices (which will be launched at the start of the next academic year). Going forward the media relations plan will form part of the wider communications strategy.

A large amount of work has also been undertaken to fulfil the 'Reward and recognition' and 'Promoting and highlighting the image, role and contribution of students' strands of the Health & Sustainability and the Community Strategies. These strategies are now complete and implementation will start in the next business year.

+15%
increase in
advertising revenue
year-on-year

It has been another good year in terms of income generation seeing a 15% increase year-on-year in advertising revenue; this has been achieved by ensuring pricing remained competitive and also closely monitoring audiences; along with increasing levels of customer service.



...feeling wicked, have a relaxing cup of tea
Fruit and Herbal Teas

...at 20% off





KEY PERFORMANCE INDICATORS

FINANCE & CENTRAL SERVICES 2009/2010:

AREA	ACTUAL	TARGET	PROGRESS
TRADING GP%			
TRADING GP% IN LINE WITH THE 09/10 REVISED BUDGET	60%	60%	0.0%
VARIANCE TO REVISED BUDGET			
ACHIEVE REVISED BUDGET CONTRIBUTION	£45,409	£238	+18979.4%
MAINTENANCE PROGRAMME			
COMPLETE 90% OF LOGGED MAINTENANCE ISSUES	95.0%	90.0%	+5.6%
ABILITY TO MEET REQUESTS FOR SPACE			
PERCENTAGE OF TOTAL BOOKING REQUESTS ACCOMMODATED	96.0%	80.0%	+20.0%
STAFF TURNOVER			
QUARTERLY REPORT ON TURNOVER PERCENTAGE	20.0%	12.6%	-58.7%
SICKNESS ABSENCE			
PERCENTAGE OF WORKING HOURS LOST THROUGH SICKNESS	1.6%	2.0%	+20.0%

MEMBER SERVICES 2009/2010:

AREA	ACTUAL	TARGET	PROGRESS
PARTICIPATION			
STUDENTS TAKING PART IN ACTIVITIES	3,458	3,171	+9.1%
REWARD & RECOGNITION			
STUDENTS ACHIEVING THE HALLAM AWARD	111	91	+22.0%
ELECTIONS			
TURNOUT FOR STUDENT ELECTIONS (REPRESENTATION)	4,909	1,766	+178.0%
ELECTIONS			
NUMBER OF VOTES CAST (REPRESENTATION)	12,795	12,636	+1.3%

COMMERCIAL SERVICES 2009/2010:

AREA	ACTUAL	TARGET	PROGRESS
OVERALL EVENT ATTENDANCE			
TARGET BASED UPON LAST YEARS ACTUALS	1,623	1,953	-16.9%
SPEND PER HEAD			
BASED UPON THE TWO EVENTS NIGHTS	£6.90	£8.00	-13.8%
CUSTOMER SATISFACTION			
BASED UPON BAR PHOENIX, POD 4 AND EVENTS	17	15	+13.3%
SECURITY COSTS FOR BARS			
BASED ON A 0% VARIANCE AGAINST BUDGET	0%	0%	0.0%
STAFF RETENTION			
BASED UPON COMMERCIAL STUDENT STAFF ONLY	71%	75%	-5.3%
INCOME PER SQUARE METRE			
BASED ON COMMERCIAL AREAS OVER 270 TRADING DAYS	£7.01	£7.00	+1.3%

MARKETING & COMMUNICATIONS 2009/2010:

AREA	ACTUAL	TARGET	PROGRESS
INCOME GENERATION			
TO INCREASE REVENUE BY 15% YEAR ON YEAR	15%	15%	0.0%
FRESHERS WEEK EVENTS			
TO INCREASE THE NUMBER OF FRESHERS WEEK EVENTS BY 10% EACH YEAR	38	25	46.2%
FEEDBACK			
NUMBER OF COMMENTS/PIECES OF FEEDBACK RECEIVED	25	30	-16.7%
FOOTFALL			
AVERAGE NUMBER OF PEOPLE ENTERING THE BUILDING DURING THE DAY (9AM-6PM)	6,670	5,000	+33.4%





POLICIES & PRESIDENT'S REPORT

CHARITY APPEALS POLICY 2009/2010:

Sheffield Hallam Students' Union recognises the benefits of raising money for charity in terms of: fundraising for worthy causes; raising the profile of the Students' Union and the services it provides; and providing opportunities for students' personal development.

- To support four charities, one local, one regional, one national and one international, and that fundraising by any group within the Union may only be for one of, or a combination of, these charities.
- That every student will have the opportunity, at the start of the academic year, to nominate charities for consideration by the RAG society.
- That the charities will be chosen by the RAG society from the nominations received from our full members.
- That if no nominations are received in one or more of the categories, then the elected Full Time Sabbatical Officers shall submit one charity for each category without nominations. These nominations will be treated as if made by full members.
- That Union Council shall choose the four charities should there be no RAG society, or a decision fails to be made by the RAG society in the timeframe stated in the accompanying procedural document.
- That the charities chosen will be supported until the closest Friday on or after the 31st of the August of the following year.

“EVERY STUDENT WILL HAVE THE OPPORTUNITY, AT THE START OF THE ACADEMIC YEAR, TO NOMINATE CHARITIES...”

- That there will remain an exceptional circumstances option within this policy so that in the event of a disaster we can fundraise to support those affected.
- That there will remain the option within this policy for 'passive' fundraising, where we have been approached by a charity. For the purpose of this policy 'passive fundraising' is the use of a static unmanned container to collect donations, which uses no Union resources or staff time, and with no active promotion taking place.
- That, as events organised jointly between the University of Sheffield Students' Union and Hallam Union, Varsity and Winter Varsity should be out of the scope of this policy and be allowed to support and fundraise for a charity that may not have been chosen by RAG.

PRESIDENT'S REPORT 2009/2010:

2009/10 was an exciting year for Sheffield Hallam Students' Union as we began implementation of our Governance Review. Four student trustees were elected to our trustee board by cross campus ballot, and four external trustees were appointed by student officers.

A review of officer roles, ratified at referendum in December 2009, has led to the election of six Sabbatical Officers, with new and more relevant roles. We have also elected our first Union representatives. Almost 1200 course reps ensured full representation of the Hallam student learner voice. We also completed the Student Written Submission as part of the QAA process.

We are looking forward to the challenges of 2010/11. The increase to our block grant means we will be able to achieve much more for Hallam students in line with our charitable objects and our core mission, vision and values.

C. Dowds

PRESIDENT & CHAIR OF THE BOARD OF TRUSTEES
Hallam Union



hallam**union.org**

