

**MEETING OF THE BOARD OF HUU LIMITED**  
**Held on 8 March 2018 at Student Central**

**Present:** Stuart Ferguson (Trustee, Chair, SF); Alan Bolchover (Trustee, AB); Osaro Otobo (President, OO); Salman Anwar (Education Officer, SA); Jennie Watts (Welfare & Community Officer, JW); Andrew Paluszkiwicz (Student Trustee, AP); Madeline Holden (Student Trustee, MH); Kathryn Sharman (Student Trustee, KS); Rebekah Greaves (Student Trustee, RG)

**Attending:** Jackie Berry, Interim Chief Executive Support (CEO); Andy King, Commercial Services Director (CSD); Liz Pearce, Membership Services Director (MSD); Kevin Pearson, Finance & Resource Manager (FRM); Rachel Kirby, Marketing & Communications Manager (MCM); Kate Jude, HR Manager (HRM); Stephen Willis, University Chief Finance Officer (UCFO, part of meeting); Emily Normington, Executive Support Co-ordinator (Minutes, ESC)

Chair welcomed Alan Bolchover to his first meeting as a Trustee. Chair also informed trustees of the resignation of Robin Gilchrist, External Trustee.

**Apologies**

Received from Gaius Powell (Trustee, GP).

**Student Services Strategy Presentation by Dr Anji Gardiner, Director of Student Services (DSS)**

DSS provided an overview of the seven areas that make up Student Services; Student Wellbeing Learning & Welfare Support, Customer Service & Administration, Careers Employability & Entrepreneurship, Student Engagement & Transition, Registry, North Yorkshire Partnership Hub and Student Information Systems.

DSS highlighted ongoing work on the student information system project, responsible for a range of services; including student records, timetabling and accommodation. In addition to ongoing work with OO and MSD regarding the student voice; including the development of an app for students to provide instant positive and negative feedback.

The Ask HU service works closely with faculty hubs, providing a centralised, consistent service. A central scheduling team of seven staff aligned to faculties work closely with academics to schedule over 55,000 teaching activities and 1,300 exams each year.

DSS advised that mental health and disability support is also offered by the directorate; student volunteers receive training from Hull MIND to recognise the signs of mental health. 13% of registered students have a disability or learning needs. Students complete an online SETT as part of their e-induction before stating the University, to identify learning requirements earlier and offer more support.

Hull Uni Angels is a joint project with HUU, where staff and volunteers attend Asylum club nights to provide a safe space by ensuring students get home safely and receive support; CSD added that the scheme works well.

MCM asked what the biggest short term change has been in the services offered by the directorate; DSS said there has been an increase in offer of mental health support services, with the number of cases doubling last year.

MH queried how well the Academic Support Tutor (AST) programme is running; DSS said the scheme is lead by a former AST, acknowledging the challenges faced in the early stages and training for the programme. The implementation of dashboards hopes to further improve the service and relationship between students and their AST.

The Board thanked DSS for the presentation.

1 **Minutes of last meeting**

The minutes were approved as a correct record.

2 **Matters arising from last meeting**

The matters arising from the last meeting were noted as complete or on the agenda.

3 **New Commercial Initiatives – CAPEX Request (from FARC)**

CSD summarised that HUU has been offered the opportunity to open an additional SPAR outlet within the Westfield Court accommodation. CSD noted that a membership presence would be incorporated in the SPAR signage; the store would be smaller than the Student Central store with a reduced product offering. CSD advised that since approval by the Finance, Audit & Risk Committee (FARC), a location for the compression units has been identified.

SF queried footfall levels during quieter times of the year; CSD said figures are unknown, it is expected that staff and students located on West Campus for teaching would use the store; noting that during the first year the accommodation would not be complete.

SF asked what impact a CAPEX spend would be on cash reserves; FRM said impact would be minimal as there are fewer CAPEX projects planned due to the building redevelopment.

The Board approved a CAPEX spend of £132k for the opening of a second SPAR outlet.

4 **Student Officer Code of Conduct (from AGDC)**

CEO advised that the updated Student Officer Code of Conduct has been approved by the Appointments & Governance Development Committee (AGDC) and has been recommended to the Board for approval. The updated code makes reference to the Employee Handbook throughout; OO said the change is sensible and reinforces that Student Officers are staff as well as elected representatives.

The updated code of conduct was approved.

6 **Brand Update**

MCM presented the brand to the Board; highlighting that in addition to visuals the brand encapsulates all HUU activity, sub brands and communication with stakeholders. MCM reminded the Board of the research with students, staff and stakeholders since the start of the project. MCM highlighted that HUU will showcase 3 areas of activity; “connect”, “develop” and “change things”. The updated colour palette offers design flexibility and will complement the existing colours used within commercial services.

MCM advised that staff will be selected to create an internal brand team, who will train new staff on how the brand is used and HUU’s story. The brand will be launched internally in April 2018, with a full audit conducted to ensure the existing logo/brand is replaced. A Level results

day will see an online launch, followed by an external launch in September 2018. SF queried whether this timescale will allow for the rebrand to have an impact; MCM said the website changes will be phased as part of an ongoing web project.

AB queried whether HUU is happy with students' current perception of them; MCM advised that the rebrand aims to change perceptions and improve communication. AB asked for clarity on HUU's archetype and how this affects communication styles; MCM said one archetype does not meet the requirements of the diverse audience, but will revisit the archetypes ahead of implementation.

The Board thanked MCM and the Marketing team for their work on the project to date.

8 **Management Accounts Period 6 2017/18**

FRM summarised the management accounts to the end of Period 6; HUUSL has made a cumulative surplus of £76k. FRM noted that sales have seen a recent decline due to ongoing UCU strike action and poor weather conditions. HUU has a deficit of £25k, there have been changes to budgets due to investment in the vision and brand project and recruitment of a Chief Executive. FRM is in contact with Hull City Council and University Estates regarding changes to business rates.

9 **Report from CEO & Senior Management Team**

CEO noted that in addition to feedback, further meetings have been held with the architect to improve their understanding of HUU's requirements for the building redevelopment. MSD advised that the architect has been given a tour of HUU to help them understand the services which HUU runs for students.

HRM advised that applications for the Chief Executive vacancy closed on 5<sup>th</sup> March. Proventure received 125 registrations of interest, with 37 applications received. Final stage interviews will be held on 20<sup>th</sup> April, Trustees interested in being involved in the process should contact HRM.

10 **Student Officer Highlights**

OO said focus in recent weeks has been the UCU strike action, the team have been responding to a number of concerns from students. OO added that a Registrar Response Team, which includes members of the HUU's SMT has met regularly. There have been two petitions created, receiving a combined total of over 4,000 signatures; OO advised that one petition had been received by the VC.

MH noted that one petition included miscalculated costs for requesting compensation in her view and queried whether HUU supports these petitions. OO said the team have highlighted student concerns with the University, but advised that appropriate compensation must be agreed by the University. CEO added that the Officers are not the voice of the University; JW noted that the University are reviewing affected modules and mitigating disruption with additional teaching time.

KS said HUU should be proactive in its approach to academic support for students affected by strike action; OO said a paper was passed at Senate regarding mitigations for missed teaching and assessment. The Officer team have met with the VC and other University staff in addition to proactively engaging with students. SA added that the team are looking at support for students separately and what students wanted given their feedback. OO's view was that this demonstrated that officers/HUU were being proactive in their support.

11 **Report from Appointments & Governance Development Committee**

Taken as read, no questions.

12 **Report from Finance, Audit & Risk Committee**

Taken as read, no questions.

13 **Health & Safety Report**

Taken as read, no questions.

14 **Any Other Business**

None to report.

15 **3 Big Things**

The Board agreed the three big things from the meeting as:

1. The HUU rebrand was presented to Trustees.
2. The Board discussed the refreshment of key HUU policies and procedures, including the pay project and Student Officer Code of Conduct.
3. The Board discussed HUU's approach to the strike, to ensure student needs are represented.

**Next Meeting**

24 May 2018, 10.30am