

THE STUDENT GUILD OF THE BLOOMSBURY INSTITUTE
(An unincorporated Association)

BLOOMSBURY
INSTITUTE
LONDON



THE STUDENT GUILD OF THE BLOOMSBURY INSTITUTE
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TRUSTEES' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JULY 2022

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**ADMINISTRATIVE DETAILS OF THE STUDENT GUILD AND ITS TRUSTEES FOR THE YEAR
ENDED 31 JULY 2022**

Trustees

Officer Trustees

Tatiana Neves (President)

(Activities Officer)

Ana-Maria Silochi

Student Trustees

Nasser Kazinda

Lou Zagouta

Olga Prusinowska

Appointed Trustees

Shabnam Karim

Ahmed Junaid

Lydia Hesketh

Guild Manager

Omosola Fiberesima

Operating address

305 Great Portland Street
London W1W 5DD

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TRUSTEES' REPORT
FOR THE YEAR ENDED 31 JULY 2022

The Trustees present their fourth Annual Report together with accounts audited internally by Bloomsbury Institute. The Student Guild is a growing entity and formally came into existence on 1 February 2017 following the ratification of its Constitution by the Bloomsbury Institute's (previously London School of Business and Management) Board of Directors.

Structure, governance, and management

a. Constitution

The Bloomsbury Institute's Student Guild (hereinafter referred to as BISG) operates as an unincorporated association and is a students' union within the meaning of Section 20 of the Education Act 1994. However, Bloomsbury Institute (hereinafter referred to as BIL) is not deemed to be an "establishment" as defined by the Education Act 1994 and because of this BISG is not required by law to operate (nor be constituted in line with) its provisions. Nevertheless, BISG's Constitution seeks to comply with the provisions of the Education Act 1994.

BISG's constitutional objects are as follows:

The advancement of education of students at BIL for the public benefit by:

- promoting the interests and welfare of students at BIL during their course of study and representing, supporting, and advising Students.
- being the recognised representative channel between Students and BIL and any other external bodies; and
- providing social, cultural, sporting and recreational activities and forums for discussions and debate for the personal development of Students.

b. Method of appointment or election of Trustees

BISG is administered by a Board of Trustees, consisting of (per the Constitution) between two to five Officer Trustees, between two to five Student Trustees and between two to five Appointed Trustees. Officer and Student Trustees are elected by secret ballot in the early spring by the Members and appointed for one year. These are non-employed positions and are undertaken voluntarily whilst students undertake their full-time study.

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Appointed Trustees (three positions are appointed by BIL's Board of Director's) serve for a term of four years which may be extended for a further term. For 2021/22, the Board of Trustees was comprised of the Student President (an Officer Trustee), Activities Officer (an Officer Trustee), two Student Trustees and three Appointed Trustees.

c. Organisational structure and decision making

BISG operates on democratic principles, with supervisory power vested in the Board of Trustees. Student Council, made up of all elected Student Representatives each year, contributes to the development and efficacy of BISG by providing a consultative service to the Board of Trustees and providing feedback to it. Exercising its democratic mandate, the Student Council can create and amend policy that is of a general nature. The Board of Trustees approves for recommendation (to the Board of Directors of BIL) the annual budget and accounts. In addition, the Board approves and amends policy that is, *inter alia*, of a legal, compliance or contractual nature.

The Trustees delegate the day to day running of the BISG to a full-time employed Guild Manager. Delegated responsibility includes the enforcement of policy and procedure and ensuring BISG and its elected student members adhere to the provisions of the Constitution, its Bye-Laws and internal financial controls. The Guild Manager ensures that any proposals for Constitutional change are duly consulted with the Student Council.

d. Relationship with BIL

Bloomsbury Institute's Board of Directors ratified BISG's founding Constitution on 31 January 2017 and following this BISG became a fully independent entity.

Each year, following the receipt of an approved budget from the Board of Trustees and subsequent approval by BIL's Board of Directors, BISG receives a subvention grant from BIL. The grant forms the means by which BISG is able to operate. BISG occupies building space leased by the Institute, which also pays for utilities and other management costs. Although BISG generates a small amount of funding through its various activities such as fundraisers by its Societies for events or paying subsidies amounts towards the Gala Night big event, it will always be dependent on the Institute's support.

e. Budgetary and financial controls

Budgetary and internal control risks are minimised by the implementation of procedures for authorisation for all transactions. BIL's Financial Director arranges for quarterly internal audits of financial matters and a compliance report is then presented to the Board of Trustees.

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Context and overview for the 2021/22 year

BISG is now run operationally by two full-time employed member of staff – the Guild Manager: Omosola (Shola) Fiberesima and the Student Guild Executive Officer, Georgiana Ursachescu. The two posts are accountable to the Board of Trustees.

The Trustees continue to commend the passion, impact and hard work of both staff bring to BISG aiding additional, growth and progress. The Guild Manager produces a revised three-year Strategic Framework, allied annual Business Plan and annual budget (both the Board of Trustees and BIL's Board of Directors must approve the budget). While the Executive Officer has been able to take onboard a number of front-facing tasks.

Whilst both roles are assisted in various ways by the Officer and Student Trustees, these roles are vital and pivotal in keeping the BISG running on a daily basis. The Officer and Student Trustees volunteer during their spare time often limited due to their full-time study commitment. Officer and Student Trustees also play a key part in the BISG's governance arrangements as being members of its Board of Trustees. In addition, to fulfill the terms of a contracted-out service for BIL, the Guild Manager with the support of the Student Guild Executive Officer manages a team of Peer Advisors who are students at the Institute and are employed part-time by BISG to provide front-line help, information and sign-posting to further support the Institute's students. Peer Advisors are based within BISG's Student Hub or operate virtually.

Bloomsbury Institutes current positioning has opened up the institute to both international and national students with a direct impact on the operations at the Student Guild resulting to a new staffing structure and increased budget.

- For the benefit of new Guild Members, Student Trustees and Appointed Trustees a whistle Tour has been included as Appendix 1. This highlights the strategic structure, vision, mission, themes, values and goals that govern the Student Guild to date. Appendix 1
- This is also the final AGM Report to be compiled by Omosola (Shola)Fiberesima as the baton has been handed over to Michelle Brown who continues as Student Guild Manager. I seize this opportunity to thank everyone who has supported the Student Guild and myself from 2017-2022. Appendix 2

BISG, now five years old keeps on making progress, the details of its achievements and performance are documented below. However, our achievements can be summed up in the shared experiences quantified and captured in the NSS survey where we scored 76.43% above the sector's 52.55% in the category of *"The students' union (association or guild) effectively represents students' academic interests"*

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Strategic Plan August 2021- July 2022

Goal 1:

Establish a creative environment/Hub for BISG which enables creativity and inspires actions from both students and Guild staff members.

The BISG's office had another transition from 7 Bedford Square to GPS, Great Portland Street Office where they have a reception area that caters for the needs of its Guild Members. We have also established our presence at Euston Road, our chill-out space at the basement while additional support is carried out within the reception area. This has enabled the Peer Advisors provide direct support to students as they attend lectures within this building.

- We continue to thank Estates and Facilities for their support in making our new home suitable and comfortable. We are grateful for the additional area provided for us to store our merchandise and other essentials. It has been a much welcomed move especially with all the apprehension and aftermath of the pandemic.

It has been a mixed feeling for the Peer Advisors as they have been excited by the in-person service however stretched by the new challenges that have come with this. The initial challenge was making sure that students swiped their cards, complied to the wearing of masks once in the building and adhered to other building regulations. The arrival of the International Students and the transfer to Glyndwr also highlighted a number of challenges with new tasks to learn and implement by the Peer Advisors. We commend our Peer Advisors for dealing with unprecedented challenges with respect and patience.

- The BISG website also created a virtual interactive environment for our Student Guild Members as the Student Corner page kept students updated and helped the new intakes navigate activities easily. Having all our Student Representation on the website also helped with students knowing who to contact when required.

Goal 2:

To be the voice of students and to promote engagement throughout the academic year.

A principle reason for the existence of BISG is to facilitate a platform from which the students of the Institute can have their voices heard. Student representation at BISG has a duality of purpose:

- Student Reps enable their peers to have a voice within BIL by virtue of their membership of and participation in, academic governance committees; they listen to concerns and feedback from their peers and help them to find the right support
- As Members of BISG, Student Reps form the Student Council and support with certain BISG's policies and also shape its direction.

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Student Representation in 2021/22 reduced yet again to 12 due to the smaller overall student number for this particular academic year. The students took on multiple roles, taking uncomfortable actions from a place of service. Most importantly as they had to work with International Students, a totally new experience and exposure. Nevertheless, it became another opportunity for all Student Representatives to upskill. This has created avenues for a number of our Student Representation to gain permanent employment within Bloomsbury Institute and the Student Guild.

- The new Student President Tatiana Neves embraced her leadership role by appointing those that will work with her to attend all the Board of Director meetings as well as participating at key Bloomsbury Institute meetings. She shared her experience of what this role has done and will do via an interview with Bloomsbury Radio as well as The Student Guild Radio Show. She reflected on how the very shy person suffering with low self-esteem, now rises to become the Student President, calling it a story of hope to fellow students.
- She Chaired the first BoT meeting and engaged with all students as best possible. However due to unforeseen circumstances was unable to continue and Ana Silochi the Activities Officer stepped in performing amazingly well. She kept the team together and representing the Student Guild as required.

The student election reform was implemented and the outcome was very successful. The election time frame was adjusted and the Foundation year students were able to vote and be voted for in specific roles.

- This helped with student engagement and across board relationship building which had significant all round benefits to Bloomsbury Institute and the Student Guild. Only one of the Assistant Society posts were not filled, a testament to the process. This opportunity was open to all cohorts throughout the year.
- This also created increased engagement with the Student Reps who were more outspoken and represented their peers effectively at meetings including the SSCF.

Goal 3:

To provide impartial advice and guidance to members by raising concerns with Bloomsbury Institute staff and working collaboratively with BIL's management to give the students the best educational student experience possible.

The Student Guild Manager continues to provide impartial guidance and advice service to Members. The Guild Manager has been briefed on institutional policy and procedure by the Student Staff Liaison Manager (SSLM) who supports and guides the Guild Manager where necessary

BIL itself provides drop-in sessions for Student Reps to raise any issues that have been received by Student Reps on behalf of students channeled via the SSLM.

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Goal 4:

To create opportunities for the students to build their networks and engage with inspiring thinkers, innovative leaders and sector specific experts.

The BISG student societies/clubs continued to establish their importance within the Student Guild as they began to rebuild its in-person presence. The mandatory membership subscription continued to be waved as an incentive to boost morale during the transition period back to in-person activities. The BISG's current societies: Business, Accounting, Law, and Equality. The Football Club comes under the umbrella of the Sports Society while the Film Club sat under the Recreational Society umbrella. The Equality Society captures groups and other clubs within this bracket.

The Activities Officer roles also caters for our Student Guild Members who do not belong to any society/club. Ana Silochi alongside the staff made sure that many within this category joined in the fun trips to the cinema.

- The Film club was one of the highlights of networking as monthly students took a trip to the cinema. This broke down barriers across disciplines and years. One of the cinema trips was extended to staff which again created the opportunity to engage with inspiring thinkers.
- An example was taking the Vue Piccadilly Cinema by storm hiring our own private screen room to watch "Bullet Train" chosen by Student Hospitality Workers. For many of the students it was the first cinema experience and the atmosphere was captivating. The commute was included in the fun as they took a vote on who would walk, take the bus or tub, later sharing the journey experience as some who got lost.
- The societies and clubs are excited that they will be more active than in the last two years as the virtual environment limited in-person events previously enjoyed. Anne Okello, the Academic Lead for Employability has connected the Accounting Society to a key contact with CIMA and will be doing the same with CIM. The societies/clubs will be exploring these opportunities going forward.
- The long standing Society/Club Handbook has been brought to the forefront, considered an ongoing action point. Conversations have started with some of the current society/club leaders initiating discussions on how best to embrace the new diverse and enriched growing community and remain inclusive across board.

Our social media not only creates visibility, it is also an additional tool used to connecting with experts and likeminded people. Our following continues to increase as we launched our 30 day special on the Gala Night. It gave us the opportunity to go down "Memory Lane" capturing key moments of both Gala events before the content was uploaded to our designated website. This particular website acting as another tool to increase engagement to a specific audience, attract sponsors and increase the awareness

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of our Business Exhibition led by our Business Society. The Student Guild anticipating repeating this exhibition on a bigger scale with the aim to also generate income.

- Memory Lane highlights can be viewed at <https://bil-guild-galanight.org/>

Goal 5:

To develop the Student Guild to a level that creates a positive impact on members, the institution and the wider community.

BISG and its Members continue to be proud of the achievements during the last year with a number of highlights:

- The “Welcome week and welcome back Week” for the returning students. The January and June intake, led by the Student President attracting both students and staff who came out in their numbers to the Bowling Arcade. A refreshing outing after lockdown. We appreciate the International Experience Manager, Michelle Brown and her team for the massive support received that added to its success. The Student Hospitality workers helped bridge the gap between the national and international students.
- A documentary put together by Andrea Catinella featuring the 1st Student President, Ramin Nassajpour, Orlagh Maye, for her many student representation roles, Rajan Sandhu, former student President, a number of other Student Guild members and the 2017-2022 Student Guild Manager will be available for viewing on or before the next Student Guild anniversary.
- The 5th Student Guild Anniversary was the height of the Student Guild’s year held at the Great Hall in Kensington in London and was attended by over 200 guests. It started off with a red carpet reception which included the 360-degree booth followed by the main event where the Student Representation and staff were celebrated for their contributions in different ways. It was a great opportunity to openly acknowledge the discipline of Law who won the “Battle of Disciplines” Trophy during our virtual 4th Anniversary celebration.
- Guests were also impressed with the number of Alumni’s that attended the Gala and also with those that continued their journey as members of staff. Abul Hashem, Orlagh Maye, Samuel Olanrewaju and Alina de Franca were of few of such who presented the awards and remain in close contact with the Student Guild.
- We launched the Business Society “Contrasting Identity” project which brought together different hobbies, interests and business including Bags and T-shirts by Veronica Wilson (Law Student), Embroidery by Veronica El Yazji (Business Student), Photography by Michelle Fakorede (Law Student), Plasticine characters and painting by Eugenia Drobot (Business Student), Travel by Olga Prusinowska (Law Student), Nail Technician by Ana-Maria Silochi (Accounting Student), finally Producing/Directing by Andrea Catalina and Sonia.

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- Some participants from Adult Learning Lewisham helped with the venue décor as they displayed their floral and balloon skills while others shared their interest in baby clothing and milestone moments. Students from Goldsmith University entertained with a live band jazz performance.
- All guests received a goodie bag which had a pull bag, water bottle with the inscription “*Remain Safe, Stay Connected, Fulfil Your Dreams*” in addition to our special magazine that showcased our journey.

Overall the feedback indicated that the aim to create conversation, connections and celebrations was achieved. The Guild members in particular were impressed and for some the Gala was their first outing of its kind. A number of students also came with their spouse or friends generating further enquiries about the institution. The Foundation Students in particular mentioned the awards helped them realise the importance of being part of the student voice and its contribution to Bloomsbury Institution.

- We continue to appreciate all that made this a memorable occasion especially the General Manager and Academic Principal of Bloomsbury Institute, SMLT, staff and the Board of Directors. They took time to go beyond just reading about us through our Joint reports to helping us create history.

More information of the event can be captured at the designated website a tool that will be used to attract sponsorship in the near future. <https://bil-guild-galanight.org/>

Goal 6:

To collaborate with Bloomsbury Institute and provide an excellent support service.

The Student Guild was invited yet again to attend and participate at the 2022 Teaching and Learning Conference in July. We built on our “*Contrasting Identity*” concept this time two of our members exhibited their work which attracted positive feedback from the attendees while I was able to share my presentation with the delegates.

This was titled “*Exploring an evolving Student Guild Business Society through the keyhole of creativity*”. Veronica Wilson a Law student displayed Bags, T-shirts and other gift items while Veronica El Yazji a Business Management student displayed her hand-crafted embroidery product ranging from jewellery to household items.

Another proud collaboration with Bloomsbury Institute was the contribution the Student Guild made to the start of the Law Clinic which now reaches out to the community, supporting in areas of housing with the aim to expand to other areas of need. We formed part of the initial Working Group and seven of our members from our societies were the first to be trained by John Fairhurst and Dr Nandini and remain actively involved. They are Georgiana Ursachescu, Eugenia Drobot, Ana Maria Silochi, Gergana Atanasova, Anca Iacob, Johana Petit-Frere and Rajan Sandhu.

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We have also worked well with the Student Hospitality Workers under the guidance of Michelle Brown, at the time, the Student Experience Manager (International). Collectively we were able to organise our “Welcome Event”, at the Bloomsbury Bowling Arcade which was attended by over 100 people. This was a mix of June students, current students, professional staff that had supported their journey and their lecturers. It was great to see all disciplines and the varied Years in one place interacting and having fun. We thank all the Foundation and Masters lecturers who gave us time to promote the events in their classes, it really helped with numbers. Students continue to support collaborate, engage with Recruitment and Registry.

The Student Guild Manager aired different shows via Bloomsbury Radio that promoted and inspired primarily the Guild Members and other listeners. It was the opportunity to find out more about our Appointed Trustees and the importance of the role, understood the importance of digital marketing via Great Business Platform, enjoyed the reasons why our students engaged in different skills other than their academic discipline. Also the inspiration behind why Guild Members put themselves forward as a voice for their peers.

The smooth sailing of these initiatives and collaborations can be attributed to the relationship built with the Student Staff Liaison Manager, Junaid Ahmed, who continued to signpost and champion our ideas to Bloomsbury Institute. All collaboratory projects remain enjoyed by the staff of Bloomsbury Institute as well as Guild Members

Challenges

- We continued to experience multiple transitions which was great however also overwhelming. It was an exciting experience having International Students join the Student Guild in their numbers it also meant learning on the job for the permanent staff and student workers. However, it stretched our minds and developed curiosity.
- Resuming in-person was very exciting yet challenging because it came with a number of restrictions and fear which at times was difficult to deal with. Emotions were sometimes high however patience and the willingness of our staff and student workers helped generate positive outcomes.
- Our new International Students were trying to adjust with their new environment, therefore needing more attention, however the Student Guild was also understaffed to meet demand especially operating from two sites. Euston Campus and GPS. This was resolve when Bloomsbury Institute stepped in and provided extra support via the Hospitality Student Workers.
- The fewer number of Student Representation created additional pressure for the Student Representation to attend formal meetings especially as they were now conducted in-person, onsite and no longer virtual. Hybrid helped but did not completely solve the problem.
- Many had the opportunity to go on a Mental Health Awareness Training and the feedback was positive and helped keep the stress level down all round.

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- The Gala Night was a success however it demanded a lot more time that wasn't readily available, however through teamwork, dedication and hard work of the Guild Members made the sacrifice worthwhile.

Conclusion

2021-22 was all about increasing engagement and visibility especially as lockdown was over. It wasn't an easy transition and the virtual convenience had also taken over. Nevertheless, the outcome remained significantly outstanding. Through the many activities such as the cinema, bowling and the Gala Night there was much social interaction and engagement. The contribution the Student Guild was able to make regarding the Law Clinic give us much pride as we now see it serve the wider community.

Embracing our new space created a sense of belonging which grow relationships and redeveloped a new kind of normal. Planning and implementing the new election process was rewarding especially as the success was evident. The Student Representation continuously working as team gave us a united front. The better use of our social media platforms and website continues to raise our profile within and externally.

The opportunity to document our journey through the commercial created or the documentary on its way showcases continuous growth with more to come. It has been a privilege serving the Student Guild as the Student Guild Manager for the past 5 years

Despite all challenges, the Student Guild achievements can be summed up in the shared experiences quantified and captured in the NSS survey where we scored 76.43% above the sector's 52.55% in the category of *"The students' union (association or guild) effectively represents students' academic interests"* We look forward to a repeat of constant highs in the years to come.

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FINANCIAL HIGHLIGHTS

The following areas provide an overview of the impact that the annual grant has made to BISG and how the funds have been utilised over 2021/22. Further detail is provided within the financial summary and financial statement. The grant allowed BISG to:

- Create a BISG presence within the Bloomsbury Institute.
- Create a BISG presence within the community.
- Hold a celebration of uniqueness and diversity.
- Become a part of the Bloomsbury community via Student Central.
- Provided a professional frontline service for the Student Members and institution.

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FINANCIAL SUMMARY

This is the fourth financial report for the Bloomsbury Institute Student Guild (formally known as London School of Business and Management) for the period 1st August 2021 – 31st July 2022. The grant received for this year was £129,500 however additional funds was raised from ticket sales for the 2nd Gala Night and sales of merchandise. This increased the overall expenditure to £134,478. Though the accounts closed in a credit of £296 a deficit of £260 pounds was incurred as money borrowed from the merchandise sales. The total sales from merchandise was £554 while ticket sales were £4100.

The grant received enabled the Student Guild to organise their 2nd Gala Night, part of its 5th Anniversary which was the main event of the academic year. It was a huge success with over 200 guests in attendance, comprising of students, alumni, staff, key stakeholders and invitees from students. A fair amount of money went into the venue to make sure that it complied with the Covid 19 protocol relating to social gatherings. Though guests paid £20 per ticket, the event was heavily subsidised from our grant. Investment also went into other promotional material including a designated website with the aim of using it as a tool to attract future sponsors. A brochure was produced which showcased the highlights of the events and well as celebrated the success of all student workers. The funds also helped launch our first Student Guild Business Society Exhibition with exhibitors from three different Higher Education providers at the Gala event.

Funds was also allocated to social media which included training to upskill and other relevant applications in order to meet the visibility target. The impact was a significant increase of following and overall engagement by students. Salaries increased as a permanent staff joined the team and the Peer Advisor hours increase to meet the demands of the in-person structure and June intake. Merchandise sales has started to pick-up and we sold to the value of £544.

Overall the funds enabled the Student Guild to grow and fulfil their main strategic goals for the year, visibility and engagement. This enabled the students to enjoy their student experience beyond the classroom. It allowed the 5th Anniversary to be celebrated in style, an occasion not to be forgotten in a hurry and made free trips to the cinema and a collective activity at the Bloomsbury arcade possible.

The Student Guild thank Bloomsbury Institute for their continued financial support and believe they will consider the grant a good return on investment.

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INCOME	ACTUAL July 2022	ACTUAL July 2021
Donations and Grant	129,500	75,000
Charitable Activities		
Paraguay Project		254
Other Trading Activities		
Merchandise Sales	554	294
Societies Subscriptions		
Events Income	4,675	
Other income	43	
Total Income	134,772	75,548
EXPENDITURE		
Staff Costs		
Salary	62,176	34,132
PAYE	26,459	18,892
Pension	4,667	2,725
Corporate Tax		1,000
Charitable Activities for Students		
Student Central Cards		-
Student Rep Awards		-
Events	32,087	10,966
Student Expenses	3,026	500
Merchandise purchase		1,026
Advertising etc.	2,701	2,877
Paraguay Project		447
Election Cost	739	952
Society Subsidy		-
Training	884	1,433
Office equipment	267	184
Professional fees		-
Social Media	1,134	669
Subsistence		-
Sundry		-
Bank Charges	338	366
Total Expenditure	134,478	76,169
Net Income/(Expenditure)	294	-621

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Internal Auditor's Report

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November 2022- July 2023 Strategic Plan – To be completed by Michelle Brown –

Appendix 1

Student Guild Framework and Strategic Plan

Mission

“Extending the student experience beyond the classroom”

Vision

“To inspire and equip our members to discover opportunities that they will find enjoyable and empowering”

Values

Student Led

Students are at the heart of all we do

Adventurous

We Instigate change. We are creative. We challenge self and others

Hospitable

We are always welcoming and supportive

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Our Themes

1. Creating opportunities.
2. Building a cooperative and dynamic Student Guild.
3. Driving the student voice.
4. Providing a creative and inspirational environment.
5. Becoming an exceptional Student Guild.
6. Partnership and collaboration.

Our Goals

1. To create opportunities for students to build their networks and engage with inspiring thinkers, innovative leaders and sector-specific experts.
2. To empower student workers so they can perform to a high standard reflecting in both individual and teamwork activities as well as the direct daily support to members.
3. To be the voice of students, to facilitate and encourage the engagement of members.
4. To establish an environment that enables creativity and inspires actions from students and Student Guild workers.
5. To develop the Student Guild to a level that creates a positive impact on members, the Institution and the wider community.
6. To collaborate with Bloomsbury Institute and provide an excellent support service.

Brief Narrative

The vision, mission, values, themes and goals were structured to create an ongoing framework that embraces the long-term vision of the Student Guild. We were able to glean off the consultative process that was made available at the time that Bloomsbury Institute was undergoing their initial rebrand.

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THEME: Creating Opportunities

GOAL 1

To create opportunities for students to build their networks and engage with inspiring thinkers, innovative leaders and sector-specific experts.

Summary

The main goal will be to assist clubs and societies to be more active, self-sufficient, and student led by the July 2023 Student Elections.

We will do this by:

1. Supporting all club and society leaders in promoting the benefits of extracurricular activities and expanding students' social networks when students join a society.
2. Mentoring all club and society leaders to be proactive and grow members by as many students as possible by being active and visible on social media, MS Teams chats, on campus, and at Freshers.
3. Seeking feedback from students that the activities we offer are inclusive and that irrespective of their identity students feel that they can participate.
4. Improve the links with industry and BIL staff to promote the enjoyment of study and engage renowned speakers to give talks to societies on varying topics within the domain of the three disciplines.

Most goals will be actioned through teamwork with different members leading on strategies. The Guild Manager will have oversight of activities and progress made. The required systems maintained by all Student Guild Executive Officers.

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THEME: Building a cooperative and dynamic Student Guild

Goal 2

To empower students so they can perform to a high standard at “work” both in part-time employment and as a Student Worker.

Summary

The main goal will be to signpost suitable students to a variety of roles both externally for part-time jobs and internally to support BIL’s academic schedule including Peer Advisors, Enrolment Support, and Student Ambassadors.

We will do this by:

1. Highlighting the benefits of working for the Guild through social media and student testimonials, detailing examples of how work-experience can improve employability skills.
2. Improving student’s prospects in the job market by being a committed Living Wage Employer helping students to be discerning about employers working conditions and remuneration.
3. Offer every student help to find part-time work through the Guild’s Employability services, enhancing their chances of successful employment which can lead to other opportunities.

Most goals will be actioned through teamwork with different members leading on strategies. The Guild Manager will have oversight of activities and progress made. The required systems maintained by the Student Guild Executive Officer.

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THEME: Driving the student voice

Goal 3

To be the voice of students, to facilitate and encourage the engagement of members.

Summary

The main goal will be to use different methods of engagement to grow student representation to 10 % of the student population by the October 2023 elections.

We will do this by:

1. Tackling student's apathy by making the democratic process more interactive and fun by engaging with students at events.
2. Ensure the participation of postgraduate students by making the process of becoming a Student Rep easier.
3. Make communication from the Guild more efficient, clear, and engaging using infographics, and pictures.
4. Regular meetings both formal and informal to discuss as team how Student Reps can overcome difficulties and support students at risk of dropping out.

Most goals will be actioned through teamwork with different members leading on strategies. The Guild Manager will have oversight of activities and progress made. The required systems maintained by the Student Guild Executive Officer.

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THEME: Providing a creative and inspirational environment

Goal 4

To establish an environment that enables creativity and inspires actions from students and Student Guild workers.

Summary

We have 3 main action points:

1. Sustainability: We will focus on securing additional funding for 2024 as an unincorporated charity by applying for external grants to fund activities from the National Lottery Community Fund and funding opportunities available from the London Brough of Camden.
2. Merchandise: Despite advertising and purchasing a mobile display unit to promote goods, retail sales have been disappointing. We will continue to sell merchandise on campus, GPS and at events and to boost sales we will discount merchandise. The Guild will review the bestselling items to reduce wastage in the next budget.
3. Environment: The Guild is working to build a safer, cleaner, and greener community for students. In 2022 the UK's average Footprint was 9.5 tonnes. We will ask students to complete a survey in 2023 to find out the annual footprint of BIL students allowing us to explore ideas on how we can make a difference in 2024.

Most goals will be actioned through teamwork with different members leading on strategies. The Guild Manager will have oversight of activities and progress made. The required systems maintained by the Student Guild Executive Officer.

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THEME: Becoming an exceptional Student Guild

Goal 5

To develop the Student Guild to a level that creates a positive impact on members, the Institution and the wider community

Summary

The main goal will be for Guild to add value to communities that matter most to them by expanding their social fabric and reach.

We will do this by:

1. Recruiting work experience students on the government's T Level industry placements which is a free scheme. The Guild can offer the required safe working environment and the opportunity for the FE students to develop their skills.
2. Recruiting a specialised Volunteering peer advisor to help students participate in charitable and volunteering activities fostering a sense of community and teaching the valuable life lesson of giving back.
3. The Santa Maria Education Fund started in 2001 by Margaret Hebblewaite to help with the costs of tertiary education among the rural poor of Southern Paraguay will continue to be supported by the Guild in 2023 through the employment of scholarship students.

Most goals will be actioned through teamwork with different members leading on strategies. The Guild Manager will have oversight of activities and progress made. The required support systems are maintained by the Student Guild Executive Officer.

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THEME: Partnership and collaboration

Goal 6

Summary

Guild staff enjoys productive relationships with BIL departments and colleagues based on trust and shared goals of helping students to succeed in their studies and qualifications.

The guild has 3 primary areas of collaboration planned with BIL in 2023/2024:

Rebrand and new Website

BIL has had a rebrand in 2023 and to ensure the Guild's brand and website is representative of our vision, and our values we feel that Guild may need a rebrand that students can identify with. This may include new fonts, new colours, new logo, and overall fresh look for the Guild.

We have set out the following plan:

- Student Survey to collect feedback about how students feel about our website and visual identity.
- Feedback from other HEI Student Guild's looking at different budgets and scales of rebranding.
- Focus Groups including Guild Staff and BIL Stakeholders
- Meeting with Marketing
- Launch 2024 new academic year.

Student Rep Engagement

The Guild continues to work closely with BIL to encourage the maximum levels of engagement of Elected Student Reps in committee meetings. We will continue to collaborate in a focus group with BIL Marketing and Quality.

Enrolment

Working with academic admin at enrolment has been beneficial for Guild and we will develop a digital factsheet to email to students before June 2023 Induction

Most goals will be actioned through teamwork with different members leading on strategies. The Guild Manager will have oversight of activities and progress made. The required support systems are maintained by the Student Guild Executive Officer.

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Appendix 2

Whistle Tour of the Student Guilds journey so far.....

The Student Guild is the official representative body for all Bloomsbury Institute Student Guild [BISG] students. It is based at 305 Great Portland Street W1W 5DD.

The Student Guild aims to inspire and empower students with a valued experience that extends beyond the classroom. The Student Guild encourages creativity and adventure which challenges self and others, and it constantly liaises with the right people to make this happen.

2017-19 was about developing the Student Guild **identity** portrayed through our vision, mission, values themes and goals informing our strategy, understanding **our brand** and creating our unique merchandise, establishing societies via subscriptions, strengthened the **student voice**, growing the commissioned service via the Peer Advisors and developing different systems and procedures to function effectively. It also witnessed the start of our Annual General Meetings where the formal Student President updated the Student body of achievements during their time in office. **2019-20** focussed on **engagement**, the heartbeat of the Student Guild done through series of events such as bowling, cinema, launching our signature events around our anniversary including the student/staff quiz night our Gala night, attended by students, alumni, staff, stakeholders and external guests. The Student Guild website www.bil-guild.org was also launch within the year.

2020-21 focussed on **visibility and engagement**, we began online provision due to the pandemic. A season where Netflix replaced cinema trips, Battle of the Disciplines replaced the Annual Gala Night and virtual meet-ups replaced onsite chill-out activities. The Virtual Reception became the go to for general student enquires and the online learning environment became the place the Student Reps disseminated information to their peers.

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2021-22 Marked the fusion of onsite and online activities showcasing our 5th Anniversary, second Gala night and Business exhibition. It also saw the growth of our social media community Facebook, Instagram & TikTok and graced our presence on Bloomsbury Radio as the Student Guild show. Launched our Student Guild commercial and it began a new cycle of the election process that enabled Foundation students to vote and be voted for. For the first time we were part of the graduation ceremony where we had our own stand and distributed our branded souvenirs.

Every year witness the strength of the Student Representation and their input to making things happen. We celebrate the number of Peer Advisors who have become permanent staff as a testament of the work experience offered. We believe that **2022-23** and beyond will mark the beginning of an enriched diverse **community** and the building of **legacy** by Michelle. A documentary put together by Andrea Catinella featuring the 1st Student President, Ramin Nassajpour, Orlagh Maye, for her many student representation roles, Rajan Sandhu, former student President, a number of other Student Guild members and myself will be available for viewing soon.

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Appendix 3

Final Comments from the outgoing Student Guild Manager

My journey started on the 14th of November 2017 a couple of months after graduating as a Business and Management Student at Bloomsbury Institute, now ends on the 31st October 2022, almost 5 years which seems like yesterday. I summarise my time as an opportunity to serve, grow, build, and make use of almost all the elements of business taught in the classroom by lecturers who have become colleagues. It was a chance to develop self and others, making our Guild mission statement a reality “extending the students experience beyond the classroom” while putting our values to test via our community. Finally, I have thoroughly enjoyed meeting empowering and inspirational people who have passed through the doors of the Student Guild as one or more of the following; student, alumni, staff or stakeholder, some I now call family.

I thank Bloomsbury Institute for giving me the opportunity to share and sharpen my skills. I thank John Fairhurst for the opportunity to serve and also to Shabnam for her input as my Line Manager, making my work environment as functional and enjoyable as possible. I thank Antony Charles who guided me at the very start, Cal Courtney who stood in the gap as interim SSLM, Junaid Ahmed for his continuous impactful input as the current SSLM, Sarah Bailey, Director of SEWS for her significant involvement, every staff member and departments that have empowered my Student Guild journey in diverse ways.

I welcome my successor, Michelle Brown who has already started to make her mark. I seize this opportunity to thank the Board of Directors, the Board of Trustees, the six Student Presidents I worked with directly in the role as Guild Manager, the Student Representation, Georgiana Ursachescu, Gergana Atanasova, Daniel Meresanu and every Student Guild Member for the opportunity to work with and for them.

My memories as a student and staff of Bloomsbury Institute Student Guild will forever be cherished and form part of my next chapter. Thankfully, as alumni the doors of Bloomsbury Institute remain open.

Kind regards

Omosola Fiberesima