

**THE STUDENT GUILD OF BLOOMSBURY INSTITUTE  
LONDON**

**BLOOMSBURY  
INSTITUTE  
LONDON**



**THE STUDENT GUILD OF BLOOMSBURY INSTITUTE  
LONDON**

**(An unincorporated Association)**

**TRUSTEES' REPORT AND FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 JULY 2023**

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**ADMINISTRATIVE DETAILS OF THE STUDENT GUILD AND ITS TRUSTEES FOR THE YEAR  
ENDED 31 JULY 2023**

**Trustees**

**Officer Trustees**

**(President)**

Ammar Syed

**(Activities Officer)**

Andrea David

**Student Trustees**

Paula Costan

Nicholas- Piere Muncey

Kristine Ann Sedaria Nool

**Appointed Trustees**

Suzanne Barry

Maria Jackson (Appointment approved by the Board May 2023)

Shabnam Karim (Resignation approved by the Board May 2023)

Lydia Hesketh (Resignation approved by the Board October 2023)

**Guild Manager**

Michelle Brown

Shola Fiberesima (Resignation August 2023)

**Operating Address**

305 Great Portland Street

London W1W 5DD

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**TRUSTEES' REPORT  
FOR THE YEAR ENDED 31 JULY 2023**

The Trustees present their fifth Annual Report and internally audited accounts by Bloomsbury Institute London (Bloomsbury). The Student Guild of Bloomsbury Institute London (the Guild) was formed on February 1, 2017, following the ratification of its Constitution by Bloomsbury Institute's (previously London School of Business and Management) Board of Directors.

The Guild's objectives and activities are concerned with the advancement of the education of Bloomsbury's students for the benefit of the public through engagement, participation, and diversity by:

- Promoting the interests and welfare of students.
- Acting as the recognised representative channel between students and Bloomsbury.
- Providing social, cultural, sporting, and recreational activities.

**Structure, governance, and management.**

**a. Constitution**

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

**b. Method of appointment or election of Trustees**

The Guild is governed by a Board of Trustees, as specified in the Constitution. The Constitution has been structured to give the Board of Trustees reasonable authority to manage the affairs of the Guild in a professional manner. The Board consists of Officer Trustees, Student Trustees, and Appointed Trustees. The Officer and Student Trustees are elected, and these positions are non-employed and are undertaken voluntarily by students who study full-time.

**Appointed Trustees** (two positions are appointed by Bloomsbury Institute's Board of Directors) and not more than three Appointed Trustees shall be appointed by a majority vote of the Board of Trustees.

**Student Trustees** (two and not more than five) are elected by secret ballot by our members.

**Officer Trustees** are the President and the Activities Officer.

The Trustees shall hold a minimum of two meetings in any Academic Year and guests or observers can attend meetings of the Trustees at the discretion of the Chair.

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**c. Organisational structure and decision-making**

The Guild runs democratically, and the Board of Trustees holds supervisory power. The Student Council, comprising elected Student Representatives, contributes to the Guild by providing consultative services and feedback to the Board of Trustees.

The Student Council can create and change general policies by exercising its democratic mandate. The Board of Trustees approves the annual budget and accounts, which are then recommended to Bloomsbury Institute's Board of Directors for approval. In addition, the Board of Trustees approves and amends policies that are, inter alia, of a legal, compliance, or contractual nature.

The Guild Trustees delegate the management of day-to-day operations to a full-time Guild Manager. This includes enforcing policies and procedures, ensuring compliance with the Guild's Constitution and byelaws, and consulting with the Student Council on any proposals for constitutional change.

**d. Relationship with Bloomsbury Institute**

Bloomsbury Institute's Board of Directors ratified the Guild's founding Constitution on January 31, 2017. Since then, the Guild has become a fully independent entity, and the **Relationship Agreement** which formally sets out how the Guild and Bloomsbury work together is renewed annually. Every year, the Guild receives a subvention grant from Bloomsbury after approval of the Guild's budget by the Guild's Board of Trustees and Bloomsbury Institute's Board of Directors.

The grant is the primary source of funding for the Guild's operations. The Guild occupies building space leased by the Institute, which also pays for utilities and other management costs. Although the Guild generates a small amount of revenue from its activities, such as fundraisers by its societies and event ticket sales, it will always depend on the Institute's support.

**e. Budgetary and financial controls**

The Trustees shall comply with any legislative or regulatory provisions in operation as to the keeping of financial records, and the audit or examination of accounts. For compliance purposes, the Chief Financial Officer (CFO) and the Guild Manager have access to all the Guild bank accounts. Additionally, the Guild reconciles expenditure items to the monies received and paid, which are internally audited by Bloomsbury and submitted in the Guild's annual returns.

## OVERVIEW 2022/23

### Overview

Four full-time staff members work within the Guild: the Guild Manager, Michelle Brown, and the Student Guild Executive Officers, Georgiana Ursachescu, Gergana Atanasova, and Daniel Meresanu. All positions are accountable to the Board of Trustees, which appreciates the staff's dedication, influence, and hard work in contributing to the Guild's development, expansion, and advancement.

The Guild Manager is responsible for creating the Guild's strategic framework, annual strategic business plan and budget. The Board of Trustees must approve these plans and Bloomsbury Institute's Board of Directors is then asked to approve the Guild's budget. The Executive Officers are responsible for several student-facing services essential to maintaining a high – quality student experience.

The Officer and Student Trustees play a vital role in the daily operations of the Guild. Despite being full-time students with limited spare time, they volunteer to support student activities. Board of Trustees members also have an essential role in the Guild's governance arrangements.

In addition, the Guild staff manages a team of part-time Peer Advisors who are students at the Institute. These Peer Advisors provide front-line help, information, and signposting to support the Institute's students. These resources are based in the Guild Student Hubs and operate virtually and in-person to fulfil the terms of a contracted-out service for Bloomsbury.

## GUILD MANAGER STATEMENT

### Statement from the Student Guild Manager Michelle Brown

I want to thank Shola Fiberesima, the former Guild Manager, and Shabnam Karim, Appointed Trustee, for their unwavering support during my first year as Student Guild Manager. Their guidance and assistance have enabled the Guild to operate effectively and efficiently despite changing staff and student demographics. I would also like to thank the 2022/ 23 Student President Ammar Syed and Activities Officer Andrea David for their dedication and representation as student leaders, which played a significant role in the Guild's success. I am pleased to report that the Guild's achievements, outlined in this AGM, are evidence of its continued importance to its members.

We welcome Suzanne Barry as the new Student Staff Liaison Manager (SSLM) and Maria Jackson as the newly appointed trustee and are excited to work with them to improve the Guild. Additionally, we welcome Gergana Atanasova and Daniel Meresanu, new members of the Guild staff, who are joining Georgiana Ursachescu, the longest-serving staff member. I am proud of our team's proactive efforts, which have resulted in full representation of our members. I thank them for their hard work and dedication over the past year. Our top priority is the newly launched **3-year Strategic Plan**, and the work we have started under this strategy will set the right course for the Guild.

Since the pandemic, the Guild has experienced significant growth, which has enabled us to advance our Visibility Agenda, as outlined in the 21/22 Strategic Plan. We have been focusing on promoting the long-term interests of our members through our social media content. As a result, we have witnessed a remarkable increase of a **213% in our social media reach from 2021 to 2022/23**.

In 2022/23, the Guild and its members faced a significant challenge from an external source - the Cost-of-Living Crisis in the UK. This crisis severely impacted home students who experienced increased prices faster than the increase in student loans, leading to financial hardship. International students also struggled due to their restricted 20-hour working limit, which affected their earning capacity. Furthermore, this situation had a detrimental effect on the mental health of UK students; according to the NUS, 31% of students reported that the crisis had a "major impact" on their mental health.

The cost-of-living crisis has negatively impacted the student experience, leading student unions and guilds throughout the UK to review their spending and activities to serve students better. Despite these challenges, the Guild received an impressive score of **82.05% on the NSS survey**, which is 10.06% higher than the sector average in the category of "The students' union (association or guild) effectively represents students' academic interests."

The NSS score reflects the collective efforts of the entire team. I want to thank the Guild Staff, Student Council, Peer Advisors, and all the volunteers for their unwavering commitment and hard work throughout the past year helping members feel a sense of belonging.

## OVERVIEW OF STRATEGIC FRAMEWORK

The Guild has developed a **3-year strategic plan** for the next three years based on its core principles. The plan aims to promote growth, sustainability, and engagement. To achieve these goals, the Guild has set specific objectives, including building relationships with colleagues, positively impacting its members and the community, and facilitating members' involvement in its activities. **(For full details, see Appendix B)**

### **Our Framework**

#### **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**

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.

### **Our Themes**

Creating opportunities.

Building a cooperative and dynamic Student Guild.

Driving the student voice.

Providing a creative and inspirational environment.

Becoming an exceptional Student Guild.

Partnership and collaboration.

#### **Goals**

- To assist clubs and societies in becoming more active, self-sufficient and student-led.
- To empower students to perform well in part-time jobs and as Student Workers.
- To be the student's representative and to promote and facilitate members' involvement.
- Foster a creative environment that inspires students and Student Guild workers to act.
- Create a positive impact on members, the Institution, and the wider community.
- Build productive relationships with colleagues and departments across Bloomsbury.

## FINANCIAL SUMMARY

The following sections offer an overview of how the annual grant has impacted the Guild and how we have utilised the funds during 2022/23. Thanks to the grant, the Guild was able to:

- Create a presence within Bloomsbury.
- Create a presence within the wider community.
- Celebrate diversity.
- Provide a professional frontline service for the Student Members and the institution.

This financial report presents Bloomsbury Institute Student Guild's (formerly London School of Business and Management) financial performance **from 1 August 2022 to 31 July 2023**. During the financial year 2022/23, the Guild was fortunate to receive a grant of £191,000 that helped support our various activities and cover our administrative expenses. This funding played a vital role in assisting the Guild in achieving its primary strategic objectives for the year, which included increasing its visibility and engagement with the student body. As a result, the overall student experience was significantly enhanced beyond the classroom, as set out in the **Impact Report**.

The amount of revenue we generated from merchandise sales was minimal, and as a cost-saving measure, we decided not to purchase any new stock and focused on maximising our existing inventory. We spent a significant amount of funds and resources on ensuring that we gave a warm and hospitable welcome to the 900-plus students who enrolled at Bloomsbury in 2022/23. The Guild distributed 2020/21 merchandise as gifts to help students transition smoothly into their first semester, especially those who arrived late or were in the UK for the first time. Our range of merchandise, from water bottles to motivational posters, proved instrumental in helping students settle into their first year of study.

The Guild hosted 3 free welcome parties to encourage students to engage and interact with one another. This approach proved highly effective, resulting in an increased social media following from 2021/22. We noticed these parties' helped students connect with us in person, improving their overall student experience and engagement. The Guild produced brochures to promote our services, including part-time job openings and student discounts. We covered the printing costs and hired a Peer Advisor to design the artwork.

Due to the cost-of-living crisis, the grant could not support a third Gala Night as part of its anniversary celebration. Instead, funds were allocated to free events for new students and to pay for two additional

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full-time staff members. The costs associated with staff have significantly increased due to the induction of these two new full-time staff members. As a result, the total number of staff has now doubled. One staff member was tasked with increasing the Guild's social media reach with our members, while the other was assigned to work with local employers to find part-time work for Guild members.

The following **Income and Expenditure Statement** reveals that salaries for permanent staff members have increased. In addition, Peer Advisor hours increased to accommodate the demands of peer-to-peer support during the three intake periods in June, October, and January. The increased staffing levels led to a rise in the overall expenditure on salaries, employee benefits, and other expenses related to staff management. To ensure that the Guild's budget remained financially sustainable in 2022/23, the budget was assessed continuously.

The Guild remained within the allocated grant of £191,000, and the overall expenditure was £190,683 and the accounts closed in a credit of £417. The Guild was able to have a positive impact from the funds received and would like to thank Bloomsbury Institute for their continued support.

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INCOME AND EXPENDITURE STATEMENT

Bloomsbury Institute Student Guild  
Income and Expenditure statement for August 2022 -July 2023

August 2021 -July 2022		August 2022 - July 2023	
Actual Income	129,500	Actual Income	191,000
		S	
Donations and Grant	129,500	Donations and Grant	191,000
Other Trading Activities		Other Trading Activities	
Merchandise	554	Merchandise	98
Societies Subscriptions		Societies Subscriptions	
Events Income	4,675	Events Income	
Other Income	43	Other Income	
Total Income	<u>134,772</u>	Total Income	<u>191,098</u>
EXPENDITURE		EXPENDITURE	
Staff Costs		Staff Costs	
Salary	62,176	Salary	123,146
PAYE	26,459		43,643
Pension	4,667		6,441
Living Wage & Admin	-		144
Corporate Tax			
Charitable Activities for Students		Charitable Activities for Students	
Events	32,087	Events	10,627
Student Expenses	3,026	Student Expenses	569
Merchandise purchase		Merchandise purchase	
Advertising etc.	2,701	Advertising/Marketing etc.	473
Election Cost	739	Election Cost	20
Training	884	Training	5,251
Office equipment	267	Office equipment	157
Social Media	1,134		
Sundry		Sundry (meetings & Misc)	-
		Meetings	-
Bank Charges	338	Bank Charges	212
Total Expenditure	<u>134,478</u>	Total Expenditure	<u>190,683</u>
Net Income/(Expenditure)	<u>294.00</u>	Net Income/(Expenditure)	<u>417</u>

## STUDENT PRESIDENT STATEMENT

### Statement from the Student President, Sayed Mustafa Sadat BA (Hons) Business, Year 2 (Chair)

I want to express my sincerest gratitude to Ammar Sayed, the former Student President, and Andrea David, the former Activities Officer, for their leadership during the academic year 2022/23. Their remarkable performance has set a high standard for me to follow, and I am excited to take on this role and continue to build on their legacy.

Ammar was commended for his contribution towards the Teaching Excellence Framework (TEF) submission, which aided Bloomsbury Institute in achieving a bronze rating overall. He also led a campaign to protest the government's lack of action in combatting the adverse effects of the cost-of-living crisis on students. Andrea gave an inspiring valedictorian speech at the graduation ceremony, congratulating and thanking the 2022 graduates. Her address was delivered to 100-plus students.

During the academic year 2022/23, I participated in the elections for the position of Business Society Leader, and all candidates tried their best to promote inclusivity and engagement in the elections. I want to thank John Fairhurst, the Principal and CEO of Bloomsbury Institute, for announcing the election results on campus. It was great seeing the high number of students who voted and showed their faith in us. I also want to thank all the Student Council members and representatives for their contribution to democracy and the students' voices.

The Guild held various events and activities throughout the year, which are detailed in the **Impact Report**. I participated in many of these events and had a great time. I also worked as a Peer Advisor, helping to enrol 900 students. The last Annual General Meeting (AGM) was well attended, with over 50 students present. Whenever I see the Guild sign, I feel proud to be part of something bigger than myself.

## IMPACT REPORT

### IMPACT REPORT

This section of the report summarises the notable events and activities in 2022/23 and the Guild's impact on its members. Throughout the year, we organised several events and activities aimed at helping our members develop new skills and form new friendships. The student-led campaigns and activities witnessed an impressive level of participation and engagement, and the Guild actively sought feedback from students to continually improve our services and meet the goals laid out in the **3 Year Strategic Plan**.

### STUDENT REPRESENTATIVES

In the academic year 2022-23, the Guild put forward some proposals to enhance the recruitment process of Student Reps in collaboration with the SSLM and Bloomsbury Institute's Head of Quality. It was agreed that student reps would be recruited throughout the year, resulting in 25 students volunteering as student reps. Furthermore, more students expressed their willingness to volunteer in 2023-24. We facilitated formal training sessions given by the Quality team. We organised regular meetings on MS Teams to provide informal training, team-building sessions, and ongoing advice to student reps to help them stay engaged. As a result, committee attendance increased.

#### The numbers

- 15 Student Reps
- 4 Foundation Year Reps
- 4 Business Reps (2 postgraduate)
- 5 Law Reps
- 2 Accounting Reps

### STUDENT VOICE

The Guild hosts in-person sessions on campus that allow students to connect with Guild staff, reps, and officers. These sessions allow students to voice any concerns and share their experiences. We also conduct anonymous surveys on issues related to the student experience, such as the cost-of-living crisis, sustainability, and mental health. The Guild gathers feedback from our members through social media platforms and MS Teams to improve our provision.

#### Wins

- 5 undergraduate students were interviewed on Bloomsbury Radio for the TEF submission.
- 10 students completed an anonymous survey on the cost-of-living crisis as part of a campaign.
- 83 out of 97 students completed the NSS survey encouraged by the Guild to have their say.

### ELECTIONS

The 2022/23 elections featured a diverse range of candidates who actively campaigned on campus, engaged with students, and promoted the Student Council's benefits. The Guild communicated with students using social media, and Bloomsbury Institute's Marketing team worked with a camera crew and professional photographer to create promotional materials and YouTube videos. The campaign generated significant interest, with hundreds of visitors to our website and increased engagement with often harder-to-reach student groups. We ensured all democratic processes and procedures were completed within the permitted timelines.

#### The numbers

- 10 Candidates
- 30% International Candidates
- 70% Female Candidates
- 30% Male Candidates
- 30% Student Population voted.

### STUDENT ADVICE

In 2022/23, the Guild and students moved to a modern teaching facility at the Euston Road (ER) campus. This campus has contemporary lecture theatres, new classrooms, and a "Basement Area" with student kitchen facilities. The Guild's presence at Euston Road was an advantage in supporting students with their queries in person. Great Portland Street (GPS) provided a second student hub offering a drop-in service and access to printing facilities and hot desks. In addition, in GPS, students were able to purchase merchandise and receive confidential advice on appeals, financial hardship, mental health, and part-time work from the Guild's private office.

#### The Numbers

- 1500 plus visits to the ER student hub.
- 500 plus GPS footfall from students.
- 250 students registered for the Part- Time Job workshops.
- 50 students asked for confidential support in the GPS confidential Guild Office.
- 4 Guild staff became Mental Health First Aiders to help support good mental health on campus.

## **STUDENT EVENTS & ACTIVITIES**

The Guild arranged various student events, and we continued to work hard to enhance the student experience and cater for our diverse membership. Based on feedback, many of our members wanted free events that supported inclusivity and saved members' money. We hosted many Welcome events, including Bloomsbury Bowling, dancing, karaoke, cinema trips and games after class. The Guild hosted "Chill Out" sessions and Kahoot quizzes in the basement of ER to revive campus life after the pandemic. We also supported various society events, including the International Women's Day Celebrations, where Shabnam Karim, Appointed Trustee, was a guest speaker.

### **The Numbers**

- 300 students attended 3 welcome parties.
- 60 students attended the end-of-year party at Birkbeck College's George Bar.
- 50 students celebrated the International Women's Day celebrations with the Equality Society.
- 50 students watched a private screening of Bullet Train with the Cinema Club.
- 30 undergraduates competed in games at the Boom Battle Bar.
- 10 students raised money in the London Legal Walk organised by the Activities Officer.
- 10 Songs curated by the Guild and played on Bloomsbury Radio for PRIDE month supporting the LGBTQ+ community.
- 4 PG students attended the Knowledge Quarter conference, debating the latest trends in business.
- 4 workshops on budgeting were hosted by the Accounting Society Leader helping students save money.
- 4 Chill-out sessions were hosted during the submission period.
- 3 Kahoot general knowledge quizzes were hosted, including learning about London's famous sites.
- 2 Students representatives helped to host a children's Christmas party featuring Santa's Grotto.

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**Appendix A: Brief History of the Guild**

The Student Guild is the official representative body for all Bloomsbury Institute Student Guild students. It is located 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. It encourages creativity and adventure that challenges self and others, and it constantly liaises with the right people to make this happen.

2019-2020, the Student Guild prioritised student engagement, organised events like bowling and cinema, and held signature events, including the student/staff quiz night and Gala night. Our website, [www.bil-guild.org](http://www.bil-guild.org), was launched that year.

2020-2021 was a season of online provision due to the pandemic. Netflix replaced cinema trips, Battle of the Disciplines replaced the Annual Gala Night, and virtual meetups replaced onsite chill-out activities. The Virtual Reception became the go-to for general student enquiries, and the online learning environment became the place for Student Reps to disseminate information to their peers.

2021-2022: Due to the pandemic, activities were online. Cinema trips were replaced by Netflix, Annual Gala Night was replaced by Battle of the Disciplines, and virtual meet-ups replaced onsite activities. The Virtual Reception became the go-to for general student inquiries, and online learning environment became the place for Student Reps to disseminate information to their peers.

2022-23 We celebrated our 5th anniversary with onsite and online activities including our second gala night and business exhibition. Our social media community grew on Facebook, Instagram, and TikTok, and we appeared on Bloomsbury Radio. We launched our Student Guild commercial and held our first-ever election for Foundation Year students. We also participated in the graduation ceremony with our own stand and branded souvenirs.

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**Appendix B:**

**3 - Year Strategic Plan August 2022- July 2025**

**Goal One**

**Assist clubs and societies to become more active, self-sufficient and student-led.**

- Supporting all club and society leaders to effectively promote extracurricular activities and broaden students' social circles upon joining a society.
- Mentor club leaders to be more active on social media, MS Teams chats, on campus, and at Freshers to grow their membership.
- We will gather input from our members to guarantee that our activities are inclusive and that all students can engage, regardless of their identity.
- By gathering feedback on our activities, we will ensure the inclusivity and engagement of all members regardless of their identity.

**Goal Two**

**Empower students to perform well in part-time jobs and as Student Workers and guide talented students towards internal and external roles.**

- Offer support for students to support themselves financially working part-time, including job search, CV writing, and interview preparation.
- We are committed to sourcing Living Wage Employers to improve students' job prospects and social mobility.

**Goal Three**

**Develop productive relationships with colleagues and departments across Bloomsbury Institute, based on trust, for the benefit of our members.**

- Marketing and rebranding will be updated to reflect our values and vision. This includes fonts, colours, logos, and overall visual identity changes.
- Work closely with Quality to encourage **maximum engagement of elected student representatives** in committee meetings.
- Collaborate with Wrexham Student Union (WSU) to generate ideas that can assist our members.

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**Goal Four**

**To act as the representative of the students and to encourage and enable the participation of all members.**

- Streamline and simplify the process for postgraduate students to become student reps.
- Improve the Guild's communication by making it more efficient, clear, and engaging.
- Provide constructive support to student reps at risk of dropping out by holding team-building meetings to show how they can overcome difficulties and thrive.
- We will improve student engagement in democracy by making it more interactive.

**Goal Five**

**Create an environment that nurtures creativity and motivates both students and Student Guild workers to act sustainably.**

- As an unincorporated charity, we will focus on securing additional funding by applying for external grants, such as the National Lottery Community Fund and other funding opportunities.
- We will reduce wastage annually by reviewing the sales data from merchandise sold on campus, GPS and at events.
- The Guild is dedicated to building a safer, cleaner, and greener community for students. To make a difference by 2025, we will ask our members to complete surveys to explore how we can make a positive impact.

**Goal Six**

**We aim to maximise the potential of the Student Guild and have a positive impact on its members, the institution, and the wider community.**

- We will provide a safe work environment for work experience students joining the T Level industry placements scheme and FE students who are developing their skills.
- We aim to promote a sense of community and instill the value of giving back through improved charitable and volunteering activities.
- The Santa Maria Education Fund was established in 2001 by Margaret Hebblewaite to provide financial assistance for tertiary education costs to underprivileged students in Southern Paraguay's rural areas, and the charity will continue to receive support through fundraising efforts of the Guild.

**END OF PAPERS**