



**THE STUDENT GUILD OF BLOOMSBURY INSTITUTE  
LONDON**

**(An unincorporated Association)**

**TRUSTEES' REPORT AND FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 JULY 2024**

## CONTENTS

Page 3	Administrative details.
Page 4	Trustee report: (Past)  Structure, governance, and management. <ul style="list-style-type: none"><li>a. Constitution</li><li>b. Method of appointment or election of Trustees</li><li>c. Organisational structure and decision making</li><li>d. Relationship with Bloomsbury Institute London</li><li>e. Budgetary and financial controls</li></ul>
Page 6	Overview of 2023/24 (Past)
Page 7	Guild Manager Statement
Page 8	Overview of Strategic Plan (New)
Page 9	Financial Summary
Page 11	Income and Expenditure Statement (Past)
Page 12	Student President Statement (Chair)
Page 13	Impact Report

**ADMINISTRATIVE DETAILS OF THE STUDENT GUILD AND ITS TRUSTEES FOR THE  
YEAR ENDED 31 JULY 2024**

**Trustees**

**Officer Trustees**

**(President)**

Sayed Sadat Mustafa

**(Activities Officer)**

Alena Bakare

**Student Trustees**

Anudi Rasulima

Nicholas- Piere Muncey

Hammad Hussain

**Appointed Trustees**

Suzanne Barry (Head of Hospitality and Events and Student Staff Liaison Manager (SSLM))

Maria Jackson (Head of Governance and Company Secretary)

**Guild Manager**

Michelle Brown

**Operating Address**

7 Bedford Square,  
London WC1B 3RA

**TRUSTEES' REPORT**  
**FOR THE YEAR ENDED 31 JULY 2024**

The Trustees present their sixth 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 is an unincorporated association and functions as a Students' Union, as defined by Section 20 of the Education Act 1994. However, it is not considered an "establishment" under the Act's definition, therefore, the Guild is not legally obligated to follow the rules or structure set out in the Act. Despite this, the Guild's Constitution aims to align with the Act's requirements voluntarily.

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

The Guild is managed by a Board of Trustees, as outlined in its Constitution. The Constitution gives the Board the necessary authority to oversee the Guild's operations effectively and professionally. The Board is made up of three types of trustees: Officer Trustees, Student Trustees, and Appointed Trustees. Officer and Student Trustees are elected by students and serve voluntarily while studying full-time. These roles are not paid or considered employment.

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

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.

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

The Guild operates democratically, with the Board of Trustees overseeing its activities. The Student Council, made up of elected Student Representatives, plays an important role by offering advice and feedback to the Board.

The Student Council has the authority to create and change general policies through its democratic mandate. Meanwhile, the Board of Trustees is responsible for approving the Guild's annual budget and accounts, which are then sent to Bloomsbury Institute's Board of Directors for final approval. The Board also reviews and updates policies related to legal, compliance, or contractual matters.

Day-to-day operations of the Guild are managed by a full-time Guild Manager, who is appointed by the Trustees. The Guild Manager ensures policies and procedures are followed, oversees compliance with the Constitution and byelaws, and consults with the Student Council on any proposed changes to the Constitution.

**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 2023/24**

### **Overview**

At the beginning of 2023, the Guild employed four full-time staff members: Guild Manager Michelle Brown, along with Student Guild Executive Officers Georgiana Ursachescu, Gergana Atanasova, and Daniel Meresanu. However, due to restructuring influenced by Bloomsbury's student enrolment and wage-related costs, by the end of the 2023/24 academic year, the Guild was operating with two full-time staff members: Michelle Brown and Georgiana Ursachescu.

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. Boards 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 on Campus and the Guild Student Spaces 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**

Firstly, I want to thank Suzanne Barry, Head of Hospitality and Events, Student Staff Liaison Manager (SSLM), and Maria Jackson, Head of Governance and Company Secretary, the Appointed Trustees, for their ongoing support during the 2023/24 period. The Appointed Trustee's commitment and efforts have been exceptional, and their guidance has allowed the Guild to operate effectively and efficiently through changing circumstances and student demographics.

I would also like to thank the 2023/24 Student President, Sayed Mustafa Sadat, for his dedication and approachability, which positively impacted the student body. The Student Council members also performed well during his tenure, a testament to his leadership skills, which played a significant role in the Guild's success. We are delighted to welcome Alena Bakare as the new Student President for the 2024/25 academic year and look forward to working with such a talented student.

In the 2023/24 Alena B. served as an Officer Trustee and a Peer Advisor. Peer Advisors, along with the student council, supported the Guild during its period of restructuring by maintaining a professional manner on campus and managing assigned tasks efficiently, which played a vital role in the Guild's success.

Thanks to the combined efforts of all our members, we have ensured that the core services of the Guild remain intact. This was reflected in the National Student Survey (NSS) results, where the Guild was ranked 2nd among all London universities (excluding specialist providers) in representing students' academic interests (as a student union or Guild).

As we approach the conclusion of the 3-Year Strategic Plan (August 2022 - July 2025), our priorities remain essentially unchanged. However, the strategies for 2025-2028 must be more robust and incorporate key performance indicators (KPIs) that will secure the necessary funding to implement our plans effectively and ensure that we operate as a well-organised entity.

We have identified six priority areas for the 2025/26 Strategic Framework:

#### **Representation and Democracy**

The Guild will review its democratic structures to improve democratic elections, for both

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

Student Leaders and Student Reps.

**Engagement and Participation with Societies and Student Groups**

Focus on raising the visibility of Student Leaders and supporting them in planning activities. In addition, expand student groups and societies.

**Website, Communication, and Branding**

We want to improve the user experience and enhance design and navigation to meet student expectations with a complete rebrand.

**Connecting with Alumni**

We want to engage alumni through volunteering and social media to build strong relationships within the Guild community.

**Positive Impact on Well-being and the Student Experience**

Develop more extracurricular activities and help signpost students to the soft skills needed for success in education and beyond.

**Providing Support for Part-time Work**

The Guild seeks to provide part-time job opportunities for students, addressing their financial needs.



## 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.

### 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.

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

#### **1. 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.

#### **Update Goal One**

The insurance coverage for the Guild is now active for its members, including Society Leaders and students. This implementation resulted in a temporary pause concerning events and activities. Funds were collected from students, and various activities were provided on and off campus to enhance inclusivity. A Freshers Fair could not be conducted due to the absence of student details.

#### **2. 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.

#### **Update Goal Two**

The Guild has experienced reduced resources, specifically the full-time employability officer position. There is a recognised demand for assistance in helping students secure part-time employment. Addressing this need will be prioritised.

#### **3. Goal Three**

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

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

- 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.

#### **Update on Goal Three**

Unfortunately, we have not made significant progress in marketing and rebranding in this area due to budget constraints and the restructuring of the Bloomsbury Marketing team. However, we did collaborate with the Wrexham Student Union (WSU), which provided assistance and opportunities for our students. We work closely with Bloomsbury on Registry for enrolment, SEWS for Induction, and Recruitment for open days.

#### **4. 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.

#### **Update Date Goal Four**

Postgraduates were contacted for ideas to enhance representation and involvement among postgraduate representatives. One-on-one meetings were conducted with representatives to discuss performance and well-being. Mailchimp analytics were utilised to assess email performance, including open rates and engagement, to improve campaigns. The current average turnout is 26%; we aim to increase that rate.

#### **5. 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.

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

**Update Goal Five**

Since there has been no progress in securing funds outside of Bloomsbury, we will carry this goal into the Positive Impact on Well-being and Student Experience next year. Regarding merchandise, this goal was achieved by making merchandise free to welcome students and giving stock away on campus to build goodwill before rebranding. We initiated the Guild Cabinet to reduce waste and minimise our environmental impact.

**6. 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 instil 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.

**Update Goal Six**

We made significant progress towards goal six, including securing the insurance to facilitate work experience for F.E. students and interns as a risk-assessed employer. We raised over £400 for the Santa Maria Fund with the SSLM and collected funds for the London Legal Walk for people needing Legal Aid.

## **FINANCIAL SUMMARY**

This financial report presents Bloomsbury Institute Student Guild's financial performance from **1 August 2023 to 31 July 2024**. In the 2023/24 academic year, the Guild received a grant of £166,000 and additional funds of £1030, giving us funds of £167,030, and during this period, our expenditure was £167,287, resulting in a small deficit of just over £200.

The grant from Bloomsbury is the Guild's primary source of funding. It played a vital role in assisting the Guild in achieving its primary strategic objectives for the year and delivering our Vision, Mission and Values. Our expenditures cover student expenses, including activities, student-facing signposting, independent advice, support for democracy, and staffing costs.

The Guild is the official representative of students and is a not-for-profit, unincorporated charity that follows the Charity Commission 2012 rules and regulations. The Guild is a membership-led charity run by students for students, which employs two full-time paid staff. We are grateful for the grant from Bloomsbury, which enabled us to:

- ✓ Create a presence within Bloomsbury on campus.
- ✓ Create a presence within the wider community.
- ✓ Celebrate diversity and inclusion.
- ✓ Provide a professional frontline service for the student members and the institution.

The revenue generated from merchandise sales was minimal for the third year running, and the remaining stock is no longer an asset despite price reductions and promotions to generate sales. The monies received relate to refunds and has not been generated from our members.

The Guild faced significant financial challenges due to cuts to the grant in the first quarter, resulting in the need for cost-saving measures. The Guild implemented cuts to reduce the highest expenditure: staff salaries and wage-related costs.

While staff restructuring and redundancies impacted our capacity to deliver certain services, the Guild remained important and visible to students. Planned restructuring and redundancies can be disheartening for the affected employees but are a reality in the current HE climate.

### **Conclusion**

The decision to reduce staff costs was not taken lightly, but it was necessary to ensure the sustainability of the Guild. This measure will allow us to focus on providing a high-quality student experience, although with a reduced workforce. However, the 2023/24 academic year expenditure for

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

student-led interests and activities continued to make a positive impact and now includes the Guild's new hardship awards for emergency payments to struggling students and the provision for the Guild to attend Graduation, now held in Wrexham.

The following Income and Expenditure Statement still reflects the salaries of four permanent staff members for part of the year. However, in 2024/25, the overall expenditure for salaries and wage-related costs, will be significantly reduced. The Guild was able to have a positive impact from the funds received and would like to thank Bloomsbury Institute for their continued support.

## INCOME AND EXPENDITURE STATEMENT

**Bloomsbury Institute Student Guild**  
**Income and Expenditure statement for August 2023- July 2024**

<b>Actual INCOME</b>	<b>Aug 22 - July 23</b>	<b>Actual INCOME</b>	<b>Aug 2023- July 2024</b>
<b>Donations and Grant</b>	<b>191,000</b>	<b>Donations and Grant</b>	<b>166,000</b>
<b>Other Trading Activities</b>		<b>Other Trading Activities</b>	<b>1,000</b>
Merchandise	98	Merchandise	30
Societies Subscriptions		Societies Subscriptions	
Events Income		Events Income	-
<b>Other income</b>		<b>Other income</b>	
<b>Total Income</b>	<b>191,098</b>	<b>Total Income</b>	<b>167,030</b>
<b>EXPENDITURE</b>		<b>EXPENDITURE</b>	
<b>Staff Costs</b>		<b>Staff Costs</b>	
Salary	123,146	Salary	104,961
PAYE	43,643	PAYE	35,177
Pension	6,441	Pension	8,708
Living Wage	144	Living Wage & Payroll	3,325
<b>Charitable Activities for Students</b>		<b>Charitable Activities for Students</b>	
Events	10,627	Events & Activities	6,856
Student Expenses	569	Student Expenses & Other	695
Merchandise purchase	-	Merchandise purchase	-
Advertising etc.	473	Advertising & Other	1,450
Election Cost	20	Election Cost & Democracy	290
Training	5,251	Staff Training & Other	2,083
Office equipment	157	Insurance	2,798
Sundry (meetings & Misc)	-	Hardship Award	756
Bank Charges	212	Bank Charges	188
<b>Total Expenditure</b>	<b>190,683</b>	<b>Total Expenditure</b>	<b>167,287</b>
<b>Net Income/(Expenditure)</b>	<b>417</b>	<b>Net Loss/(Expenditure)</b>	<b>- 257</b>

## STUDENT PRESIDENT STATEMENT

### **Statement from the Student President, Alena Bakare BA (Hons) Business, Year 2 (Chair)**

As the new Student President, I'm grateful to Sayed M., the previous President, for his hard work and dedication. His ongoing support and mentorship are invaluable as I transition into this role. My three years of experience as a Student Representative, Activities Officer, and Peer Advisor will also be beneficial. While I am gaining confidence, I know there will be challenges ahead.

One of my main goals is to support mental health and wellbeing through all our activities. I've been working with Dr. Nadia Michail, the Disability and Wellbeing Manager, to promote TogetherAll, and I attended a training session with Guild staff to learn how to connect students with their 24/7 services. Additionally, I've started a 10-week Trained Peer Program through TogetherAll, with Nadia M's help, to improve my ability to support my peers in this area.

To increase the Guild's impact, I plan to focus on engagement and participation, both on campus and on social media. I am committed to being visible on campus and taking a leading role in the Guild's social media campaigns and content. Our members, along with the Guild and Bloomsbury staff, reflect the diversity that is our strength.

By embracing diversity, we can connect with various groups on campus, including students and teachers, to enhance the learning experience beyond the classroom. This was key to the success of social media campaigns like "Show Off Your Culture" and "Beyond the Lecture." To ensure our events are inclusive, my aim is to create a welcoming environment where everyone feels they can contribute and belong. For example, we recently hosted a Valentine's and Anti-Valentine's event that celebrated all kinds of love and friendship, not just traditional romantic relationships.

The Student Council is active, and I am excited to collaborate with them. A priority has been making our presence known on campus by introducing new badges to help students identify us and connect with the student body.

## **Impact Report**

Reflecting on the 2023/2024 academic year has been quite an experience; it was a whirlwind filled with wins and challenges. Being President has been such a rewarding experience. I was able to actively engage with my peers, Guild staff, and Bloomsbury Staff, which put me in a position of trust, which was a truly humbling experience.

I'm proud to be a Bloomsbury student; my experience here has been good, and I want all students to feel the same way. To help students, I found practical solutions to ensure their concerns were heard and addressed. My campaign focused on Engagement and Inclusion because they improve the learning experience.

Bloomsbury's diverse community creates opportunities for friendships and encourages everyone to get involved. It's all about inclusivity, which can turn feelings of loneliness into support and help boost mental well-being, a consideration for many students.

Every student deserves to be treated with respect and fairness, regardless of gender, age, background, ability, or beliefs. The Guild has had a positive impact on helping to achieve this goal!

### **ELECTIONS**

We had 13 candidates across 10 student leader positions, with 3 contested positions. The turnout for the elections was 26%, showing students' commitment to the democratic process.

The campaigning was highly competitive, and the candidates connected with students to understand their viewpoints better and with each other. Euston Road was buzzing with energy, debating, husting, and interested students. Candidates and supporters built lasting friendships during this period; every vote mattered.

### **The Student Leaders for 2023/2024 were:**

Student President - Sayed M.  
Activities Officer - Alena B.  
Accounting Society Leader - Lana G.  
Business Society Leader - Saman Z.  
Law Society Leader - Ali M.  
Sports Society Leader - Shahzaib A.  
Equality Leader - Akram I.  
Trustee - Nicholas P.  
Trustee - Anudi R.  
Trustee - Hammad H.

### **ACADEMIC REPRESENTATION**

In the 23/24 academic year, we had 25 Reps, which met the targets set out by Quality. The main goal was to equip these reps with the training needed to represent their peers effectively and ensure they had the skills and knowledge to perform in their roles.



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

Johana Petit-Frere and Dominic Bailey, Quality Executives, held two training sessions. Suzanne B. presented the "new look" Student Handbook, which is a valuable resource for reps. Another priority was improving postgraduate representation; we contacted postgraduate students before the last AGM, inviting them to participate in the "student voice" and decision-making. Additionally, we targeted undergraduates applying for their master's in 2024/2025, encouraging them to become reps, which led to increased interest.

I attended a meeting with the then Activities Officer Alena B. to discuss the feedback provided by the reps regarding the student voice aimed at enhancing the reps' experience in committee meetings, helping to make reps feel heard and respected. Suzanne B. and Slawomir Grzybek, Head of Quality, listened and acted on our concerns.

## **THE STUDENT COUNCIL**

### **Informal Meetings**

Georgiana U. facilitated informal support sessions for student council members in the evenings to accommodate those with work or caregiving responsibilities who need flexibility to be a rep. These sessions provided support, team building, and opportunities to share best practices and make friends. Initiatives like this grow representation, allowing reps to connect, network, provide feedback, bond, and have fun together.

### **DiversiTea**

Georgiana U. organised free tea and coffee on campus to allow student council members to engage with students over a cup of tea and biscuits. Conversations in this setting encouraged students to discuss their academic experiences, homesickness, feelings of loneliness, and other challenges they might be facing. During DiversiTea, student council members listened to the students' concerns and signposted them to the appropriate resources for support.

DiversiTea was a massive success as it became an excellent platform for key stakeholders to engage directly with students and discuss different ideas.

### **Student Guild Summit**

I held a meeting in GPS, which provided a space for the student council to brainstorm ideas, make connections, and have their voices heard on the best way to support students. We discussed these ideas in detail, proposed solutions, and sought feedback from the student body regarding IT and access to services.

### **Access and Participation Plan**

The student council contributed to helping reduce educational inequality and supporting Bloomsbury's Access and Participation Plan. We gathered student feedback and provided suggestions and ideas to enhance opportunities for underrepresented groups. We wanted to help make a more inclusive academic environment and presented our findings to Joan O'Mahony, the Deputy Principal, both in writing and person.

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

**NUS Update:** The National Union of Students (NUS) has accepted Bloomsbury as a member. The Board of Trustees (BoT) requested that this acceptance be contingent upon a student council vote to ensure student body representation. Alena B., the new student president, will follow up on this in the 2024/25 academic year, as it will benefit students.

## **EVENTS AND ACTIVITIES**

**Societies:** To ensure the safety of students during events. Societies are now required to complete risk assessments before proceeding with activities like sports.

**London Pride:** The Guild participated in London Pride with students and friends. The celebration of the LGBTQ+ community brings attention to the ongoing fight for equality and was great fun. We were able to take part in the parade due to the funding provided by the EDI committee chair, Maria Jackson.

**Community Event:** Diwali celebration in collaboration with academics, Bloomsbury Radio, and SEWS at the Indian YMCA. Activities included traditional dance performances, music, and food. It was an excellent opportunity for students to engage with their teachers and the Guild.

The end-of-year party at the George Bar BBK was a resounding success, with a high student turnout.

**Kahoot Quiz:** General Knowledge hosted an online for students to explore London. The quiz covered topics like history, architecture, and culture.

**Welcome Event:** We hosted a welcome event for 140 students. Although it took place during the day, everyone celebrated fantastically. Both undergraduate and postgraduate students attended to enjoy food, play games, and dance.

**Black History Month:** The Guild celebrated Black History Month with a show on Bloomsbury radio. We talked about celebrating Black British Women as they are now today and how the perception of people from different cultures has changed.

**Global Entrepreneurship Network:** Bloomsbury Students volunteered to help organise two events hosted by HSBC and NatWest. Both events were successful, with significant student registration.

**Period Poverty:** Continuing our commitment to end period poverty on campus, we put some items in the GPS and Bedford campus. We are grateful that BBK has made items available at Euston Road.

**Guild Cabinet:** We had to move from GPS to Bedford, and the Guild had too many items, so we concentrated on reducing waste and gaining space. We started the Guild Cabinet, giving away items on campus, which has been successful.

## **SOCIAL MEDIA**

The Guild created social media content to improve our reach with students. We performed well,

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

especially in the posts below, which were liked and saved by many students, showing that students valued us.

**Top Posts include:**

Student Life at Bloomsbury: The Guild promoted our mission, vision, values, team members, student leaders and representatives.

**Election:** Election-related social media content, including manifestos and candidate posts on Instagram, was positively received, reflecting students' interest in the electoral process. Support for candidates boosted the Guild's visibility and excitement on campus.

**Part-time Work:** Posts promoting the Guild's employability workshops, including London Job Fairs and job vacancies, were very popular. This is understandable given the ongoing cost of living crisis resulting in students spending more time working.

**Friendship:** Understanding the challenges that students face in feeling integrated into the campus community and developing a sense of belonging, we launched a Friendship campaign. We encouraged students to join clubs and societies and engage in volunteering opportunities. We distributed friendship bracelets during enrolment to promote this effort.

**END OF PAPERS**