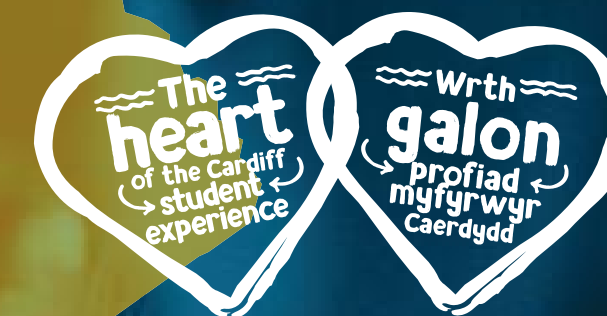


Cardiff University Students' Union
Undeb Myfyrwyr Prifysgol Caerdydd



ANNUAL IMPACT REPORT 2019-2020

CONTENTS

04 Our Strategy 2018-21

05 Our year at a glance

07 Wins for students

10 Chief Executive

11 Students' Union President

12 Student engagement and satisfaction

14 Our departments and services

19 Our themes

27 Our enablers

34 Partnership

35 Finances

37 Trustees 2019-20 and Senior Staff

OUR STRATEGY 2018-21

In 2018, Cardiff University Students' Union launched a new three-year strategy, laying out the organisation's priorities that would confirm its place at the heart of the student experience. Not only does the strategy focus on creating more opportunities for the Students' Union to have an impact on students' lives, it also seeks to develop a sector-leading, inclusive and engaging student and learner experience, in partnership with Cardiff University.

As we come to the end of the second year in the life of the strategy, this report focuses on our progress in reaching our aims.

OUR STRATEGIC VISION

- Working with every Cardiff student to enhance their University experience

OUR VALUES

- Student leadership
- Inclusion
- Partnership
- Diversity



OUR PURPOSE



Cardiff University Students' Union advances the education of students at Cardiff University for the public benefit by:

- Promoting the interests and welfare of students at Cardiff University during their course of study and representing, supporting and advising students;
- Being the recognised representative channel between students and Cardiff University and any other external bodies; and
- Providing social, cultural, sporting and recreational activities and forums for discussions and debate for the personal development of its students.

OUR YEAR AT A GLANCE

AWARDS

We achieved some pretty awesome things!

Achieved 1* accreditation and ranked 56th in the Sunday Times Top 100 Best Not-for-Profit organisations 2020.

Ranked 65th in the National Centre for Diversity (NCFD) Top 100 index.

Voted as one of the top 3 Students' Unions in the WhatUni Student Choice Awards 2020.

Featured in The Best Companies to Work For in Wales 2020 top 30 list.

Wales Students' Union of the Year at the NUS Wales Awards for the 2nd year running.



DIGITAL & SOCIAL

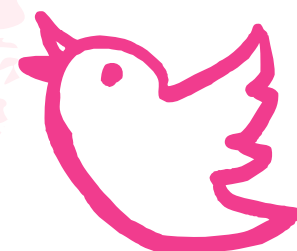
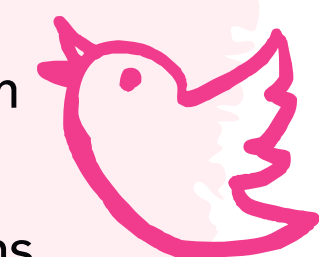
27% increase in Instagram followers

522,600 tweet impressions

36,510 downloads of our new food & drink app

3.7k new users on Facebook

6,185,024 website hits



JOBS AND SKILLS

Jobshop provided **115,815** hours of paid work up to the end of March 2020, an increase of over **12,500** compared to the same period in the previous year.

224 student staff attended training to join our Venues Department.

DEMOCRACY

37% increase in attendance at our Annual General Meeting

6,126 students voted in our Spring Elections

3,858 Speak Week cards were submitted featuring 7,897 comments from students.



REPRESENTATION

We trained and supported **980** Student Academic Reps.

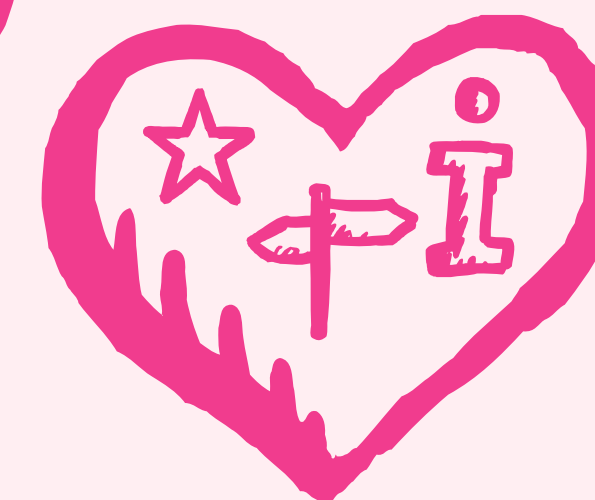


HELP & ADVICE

6,633 individual students received advice and guidance from our Student Advice team.

117 Societies Wellbeing Officers were registered to help students in their groups.

450 new students were paired with buddies as part of our Buddy Scheme.



COMMERCIAL

Cardiff Student Letting conducted **15%** more viewings.

Love Cardiff processed **860** orders after developing the online store throughout Covid-19 to minimise disruption for students and customers.



ENVIRONMENT

We have planted **467** trees by switching to the Ecosia search engine.

HAVING FUN



Attendance at our club nights hit **108,296**, a 5% increase!

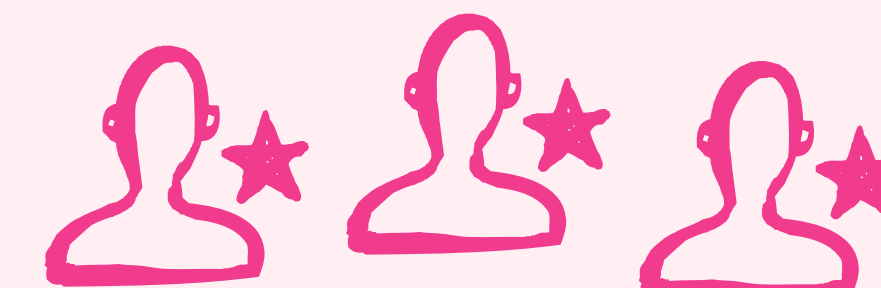
Give it a Go increased engagement in the 2019 Autumn semester by **11%** compared to the same period in 2018.

The Athletic Union entered a record 86 teams into BUCS leagues allowing over **1,100** students to represent our Sports Clubs.



COMMUNITY

1,137 students volunteered their time to Cardiff Volunteering projects.





THE SABBATICAL OFFICER TEAM 2019-2020

WINS FOR STUDENTS

Each year, a team of students are elected to represent their fellow students and their academic interests. These students are the Sabbatical Officer team, and they work on lots of projects throughout the year, from lobbying the University to change and improve the things students care about like library opening hours and extra study space, to campaigning on the issues that matter.

STUDENT WINS 2019-20:

- Added microwaves and kettles in study spaces and ensured more water fountains were installed across campus.

👍👍 **1 down, 3 to go! Based on your feedback, we've been working with the University to install extra water fountains at the Heath so now you can refill your bottles around campus rather than buying single-use plastic ones. A big win for you and a win for the environment!**

- Secured £10k of funding for a Period Poverty campaign.

👍👍 **We're providing free tampons to all students at our Welcome Centre. We know menstruation is a natural part of life and we hope this will make things a little easier.**

- Won the Wales Students' Union of the Year at the NUS Wales Awards for the 2nd year running!
- Extended the opening hours of the IV Lounge.

👍👍 **We listened to your feedback and are pleased to announce we have increased our club night capacity, social space and sports and society activities space by redeveloping and opening up the first floor.**



WINS FOR STUDENTS

- Implemented Wellbeing Officers for Society Committees, to ensure students had yet another preventative structure to support their wellbeing.

👍👍 We registered 117 Wellbeing Officers in Societies.

- Revolutionised the training and support of volunteers and Societies Committees, and deepened the two-way conversation between them and the Students' Union.

👍👍 Following feedback from Committee Members at last year's Freshers' Fairs and at AGM, we have created a wristband system to improve the experience of students who are running Fair stalls this year.



LAUNCHED

- Developed new recycling initiatives and adopted Cathays station to support the creation of an eco-friendlier station.
- Established a new Cardiff Safety Summit – unifying all Cardiff students through a collaborative project including the four Cardiff students' unions and South Wales Police.
- Launched a collaborative food poverty campaign with University of South Wales Students' Union.
- Began the Students' Union fight against the Climate Emergency by launching a Students' Union Climate Emergency Taskforce to reduce environmental impact from Union operation.
- Improved accessibility to Heath Park information online by creating a Heath Park icon on the front page of the website and organised the largest Freshers' Fairs and Medics Varsity Event (with free entry for all) in history.
- Developed the Refreshers' Period, hosting a full Fair for student activities, which saw a significant spike in engagement levels.

WINS FOR STUDENTS



- Adapted to Covid-19 regulations and hosted virtual Awards Balls, to celebrate student groups and leaders achievements throughout the year.
- Supported 3,000 students during their spring exams with Revision Aid.
- Organised big events to support international English Language Programme students' transition to Cardiff.
- Delivered Suicide Prevention Training to 589 students, with an aim to make Cardiff a Suicide Safer University.

LOBBIED AND COLLABORATED ON

- Supported the Union and University in responding to the COVID-19 Pandemic:
 - » Lobbying private halls providers to release students early from contacts and coordinated a Cardiff Union President lobby on private letting agencies and landlords.
 - » Protecting students' interests in University Halls accommodation.
- » Worked with the University on improving the extenuating circumstances policy and ensuring assessment and feedback is fair during this period.
- » Strategic oversight of all COVID planning groups.
- Lobbied the First Minister and Housing Minister on improving private student housing.
- Stood up and spoke out for students' concerns during the period of Industrial Action.
- Submitted a business case and lobbied the University to refurbish the toilets beside the IV Lounge (Ground Floor, Neuadd Meirionnydd building).
- Secured free printing for Master's dissertations.
- Collaborated with the Libraries team to maintain the Science Library.
- Changed the skyline of the campus forever by signing off on capital projects including the new ABACWS building.
- Worked on the roll out of the Safety Net Policy.

CHIEF EXECUTIVE

The past year has been unlike any other in modern history due to Covid-19, with the twin challenges of adapting how we support Cardiff students, whilst trying to protect the organisation from the financial impact of a massive downturn in income.

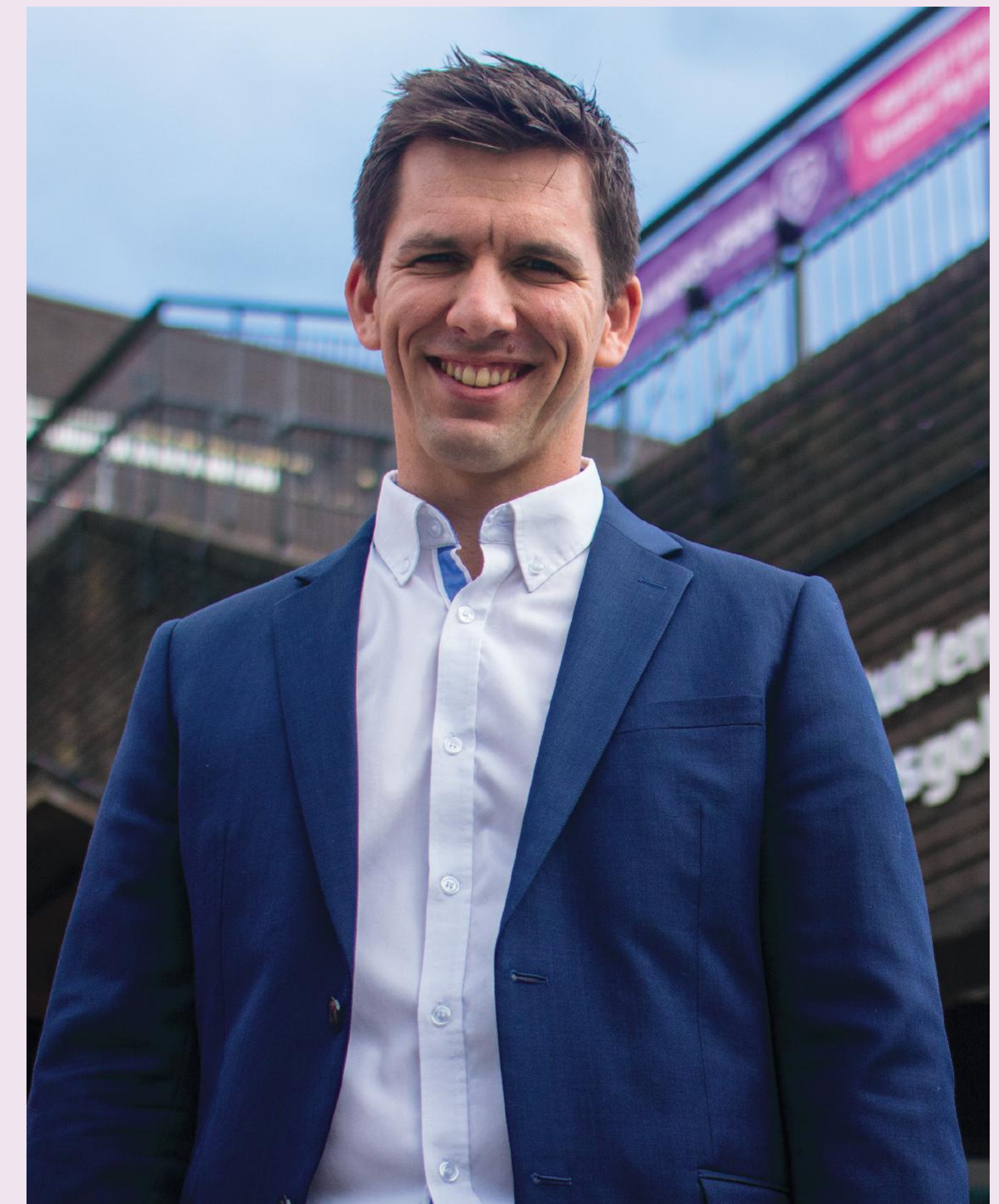
Up to March 2020 the 2019/20 academic year was going very well, with continued engagement success, recognition of our work through multiple awards and planning for the opening of the Centre for Student Life in 2021. The Union was also on track to exceed £12M income for the first time. When the first lockdown began in March 2020 we had completed the vast majority of the trading and engagement we would normally undertake during the year, so this report bears little visible impact from the effects of being effectively closed during the quietest part of the year. However, 2020/21 will show the impact of the pandemic on our performance and we have been planning for the impacts of it for some time.

Going into the pandemic the Union was achieving unprecedented success, as detailed further in this report. This includes maintaining our place as one of the highest ranked SU's in the UK, engaging with record numbers of students and vastly increasing the quality and quantity of welfare support provided to our members. The Union won the Welsh SU of the Year award for the second time in a row, maintained its place as

a recognised leader in organisational equality and diversity and was named as one of the top 30 employers in Wales.

Looking forward, we have many reasons to believe that we will emerge from the pandemic in a strong position and ready to improve further the student experience at Cardiff University. Financially, the Union has reserves that can be used to prevent a significant loss in provision for students whilst life returns to normal. We have taken the opportunity during lockdown to improve our physical environment to students and student groups and with the opening of the Centre for Student Life in 2021 we are confident that our offer, along with our colleagues and partners in the rest of the University, will be sector-leading. I hope you enjoy reading this report and can see what our staff and student volunteers do to make the Cardiff student experience the best it can be.

Daniel Palmer
Chief Executive



STUDENTS' UNION PRESIDENT

It is often easy to reflect on an academic year and talk about how it was “a rollercoaster of a year”, but I think all would agree that 2019-20 will be a year that is remembered for significant turbulence and disruption to both education and wider society like no other.

The first term was met with many highs and achievements for students, with record breaking Freshers' Week activity, securing £10k to provide free period products and establishing a city-wide Safety Summit to work with external partners to improve student safety to name a few of the proud achievements for the Students' Union. You can read more of these fantastic student wins from page seven onwards.

From January, the news of a highly contagious virus had hit, and fast forward two months later to national lockdowns, online learning, and a complete pause in all things student experience. I'm proud of the student representation work that took place throughout this time, lobbying for student interests to be at the heart of all decision making. Key issues were raised including petitioning for students to be released from housing contracts early, improving the extenuating circumstances policy and developing a fair assessment and Safety Net policy during this period.

I am also proud of our organisation's response, our staff adapted to providing our incredible student support services from home, ensuring our advice and representation could be delivered digitally to students and adapting to the dramatic changes with resilience.

Our student body has also been incredibly strong and patient through these challenging times and we have seen some fantastically creative ways of community building even with heavy restrictions in place.

It is clear that the impacts of Covid-19 will be felt into the academic year 2020-21, but just as we have done this year, we will adapt and continue to advocate for our students' interests throughout the challenges ahead.

Tom Evans
Students' Union President 2020-21



STUDENT ENGAGEMENT AND SATISFACTION



ENGAGEMENT DATA

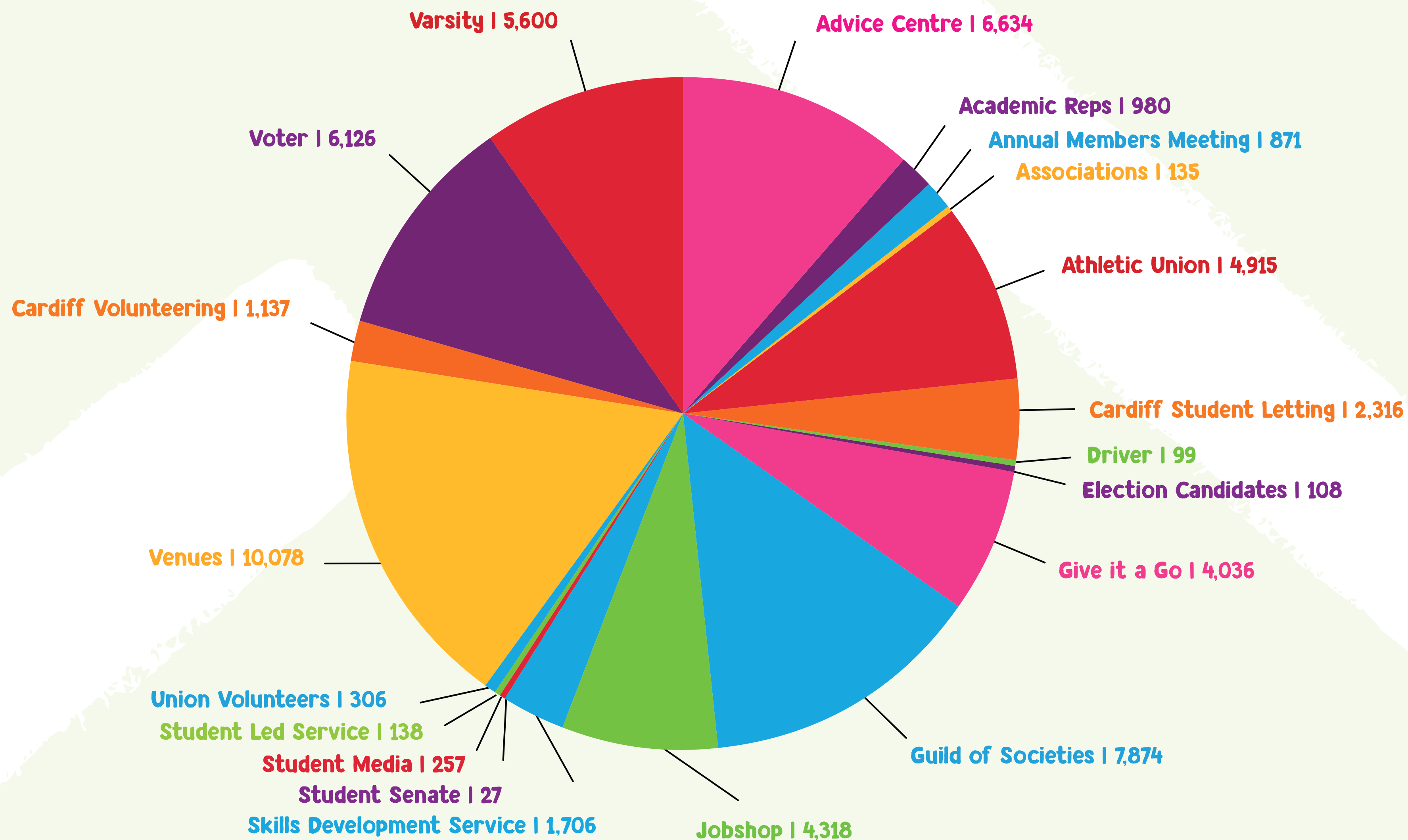
Our vision is to work with every Cardiff student to enhance their University experience. Our levels of student engagement with our activities and services reflect our progress in achieving this vision. In 2019-20, student engagement, participation in activities and overall satisfaction remained high, and before the enforced shutdown of activities due to Covid-19, the Students' Union was on course for a record year in many areas.

Despite the early closure of in-person activities and services, the Union had 50,806 engagements (18.5% decrease on 18-19) from 21,658 students (3% decrease from 18-19). The unexpected interruption to our services meant that for the first time in seven consecutive years, student engagement dropped. However, we're confident that without Covid-19, engagement would have at least been maintained at the level shown in 18-19 with three quarters of all Cardiff students having a relationship with the Union. It is difficult to make comparisons to other students' unions, but we believe our levels of engagement are amongst the highest in the UK.

SATISFACTION

The Students' Union prioritises student satisfaction and sets stretching targets to continually improve. We track satisfaction from our student members via internal and external measures, and we use the feedback gathered to shape our activities and services. In the past year, many external bodies didn't report independent student satisfaction results due to interruption caused by Covid-19 at a point in the year when much of this research would have been taking place. However, we maintained our place as the 3rd best Students' Union in the UK according to the WhatUni Student Choice Awards 2020, and were the 3rd highest ranked Students' Union within the Russell Group in the National Student Survey.

STUDENT ENGAGEMENT 2019-20 BY DEPARTMENT



OUR DEPARTMENTS AND SERVICES

STRATEGIC MANAGEMENT TEAM

Our great staff are led by the Chief Executive and a broader Strategic Management Team that includes the Deputy Chief Executive, the Director of Communications, Director of Engagement and Participation and Director of Finance.

STUDENT ENGAGEMENT AND PARTICIPATION

The Student Engagement and Participation Directorate facilitates student activity including sport, societies, volunteering, democracy, representation, support and welfare at the Students' Union. The work undertaken in these areas has a lasting impact on the student experience at Cardiff University.

Activities

The Activities Department plays a significant role in enhancing the student experience at Cardiff University. The team facilitates the activity of over 200 societies, 66 sports clubs, the four sections of student media, our Give it a Go programme and more than 25 volunteering projects. Over 14,000 individual students are engaged in this activity each year which makes the department a dynamic and exciting one to be part of. Extra-

curricular activity is a very important part of student life, for both physical and mental wellbeing, and we are extremely proud of the offering we have here at Cardiff University Students' Union.

👍👍 **Our Give it a Go programme saw a 11% increase in engagement across the Autumn Semester compared to the same period in 2018.**

Cardiff Volunteering

The Cardiff Volunteering team offers students volunteering opportunities with a wide variety of different and exciting projects. Through building strong relationships with local and national charities and organisations, they are able to place students in volunteering projects in and around the local community. The team also supports students to develop their own volunteering projects, and runs fundraising events and initiatives throughout the year.





👍👍 **The Bare Necessities project provided 500 gift bags to the Football Homeless World Cup last summer giving those in need access to valuable and essential dignity items.**

Jobshop

Jobshop is responsible for providing all kinds of part-time and temporary paid work for our students which fits around their studies. It represents an essential service for many students, not just as a source of extra income, but also in terms of valuable work experience which will enhance their future employability.

Skills Development Service

The Skills Development Department provides students with a range of training courses and sessions that are designed to build their confidence, improve transferable skills and increase employability. The team is made up of full-time career staff and student peer trainers.

Student Advice

The Student Advice Department provides free, confidential, independent and impartial guidance to the students of Cardiff University. The service empowers students with objective information, and explains options, so that they may make decisions in their own best interests. The team also accompanies and represents students through University disciplinary and regulatory procedures.

👍👍 **In 2019-20, 6,633 individual students received advice/guidance, representing a 25% increase compared with same period in 2018-19.**

Student Voice

The Student Voice Department works in partnership with Cardiff University students to have their voice heard; from the Academic Representation system, democratic services, policy and campaigns, to providing support for the Elected Officer team. This department works with colleagues from across the University and NUS to provide students with more opportunities to be represented.

COMMERCIAL

The Union's activities are managed within a group of three companies, Cardiff University Students' Union (CUSU), Cardiff Union Services Limited (CUSL) and Cardiff Volunteering (CV). CUSU is a charitable company, bringing in funds through commercial activity that go towards providing the other services the Students' Union offers to students. As well as operating our own letting agency, the Students' Union also runs a night club and live music venues, a pub, catering outlets, a clothing store and a Post Office.

Cardiff Student Letting

Cardiff Student Letting opened in 2006 and was one of the first Students' Union or University owned letting agencies to open in the UK. The main aim was to provide a free housing service to students by not charging agency fees, and to work with landlords to improve the quality and standard of student accommodation.



👍👍 In 2019-20, Cardiff Student Letting conducted 15% more viewings with students and increased the number of houses they manage by 15%.

Love Cardiff

Love Cardiff is the Students' Union's popular retail store, offering Cardiff University branded merchandise, stationery and gifts, and housing a Post Office.

Venues

The Venues Department welcomes hundreds of thousands of customers through the doors of the Students' Union and is the one stop shop for student entertainment. As well as providing a first class food and drink offering and a full entertainment calendar, they also employ almost 300 part-time student staff.



👍👍 The Venues team increased attendance by 5% to a huge 108,296 students thanks to the increased capacity in events provided by the new first floor space.

Heath Park

Our Students' Union at the Heath is our second campus site dedicated to our students that are studying at the Heath Park hospital site, providing activities and support to those students.

SUPPORT SERVICES

As well as our student-facing teams and our commercial services, the organisation has a number of support teams who work internally with staff and services to support them in what they do.

Customer Services and Sales

The Customer Service and Sales Department manages the customer journey for all our members. They are responsible for the formation and implementation of customer service

standards across the organisation and oversee external advertising partnerships and sponsorship requests.

Facilities and IT

The Facilities and IT Department are a core central team at the Students' Union. This department encompasses hard services (building maintenance and building projects), soft services (cleaning), and IT support to departments and services within the building.

👍👍 In 2019-20, the Facilities team introduced an alternative search engine on the CUSU domain called Ecosia which helped us fund the planting of 467 trees!

Executive Office

The Executive Office is responsible for overseeing and facilitating the governance functions of the organisation, as well as supporting the Sabbatical Officer team and Chief Executive in their roles.

Finance

The Finance Department delivers the accounts function for the Students' Union and its trading subsidiaries. It covers a wide range of activities from basic bookkeeping to providing information and assisting managers in making strategic decisions.

Human Resources

Our Students' Union aims to recruit exceptional staff with high level skills, abilities and personal qualities to share and achieve our commitment to providing high quality services to students. The Human Resources Department supports over 100 career staff undertaking a wide variety of roles.



👍👍 In 2020, we ranked 56th in the Sunday Times Top 100 Best Not-for-Profit organisations – a jump from 96th place in 2019!

Marketing and Communications

The Marketing and Communications Department has the exciting job of driving communication between the Students' Union and our 30,000+ student members. They are also responsible for marketing the great things that Cardiff University Students' Union does in a creative and innovative way, conducting research to understand what students want, and developing our brand and sub-brands.

Web Development and Data

The Web Development and Data Protection Department provides the support and technical 'know how' to ensure our website and web related services run securely and intuitively. The department also has the overall responsibility of managing the most engaged communication platform 'cardiffstudents.com'.



OUR THEMES

OUR THEMES

THE HEART OF STUDENT LIFE



Maintain our place at the heart of student life and prepare for the Centre for Student Life.

OUR PROGRESS

All students are aware of the help, support and guidance they can receive from the Union, the University and others.

2019-20 saw a huge increase in students receiving advice, representation and support. 6,633 individual students received advice/guidance through 8,420 issues. This is 1,400 more students (a 25% increase) compared with same period in 2018-19. This is also triple the number of clients who approached Student Advice five years ago.

Our Student Advice department have continued to grow their wellbeing outreach remit. Over the year, they recruited, trained and supervised 50 permanent student members to the Advice and Welfare Executive Committee to provide peer support

and enquiry management. Thousands of additional students have been triaged through Student Advice and received support because of the Executive. They also helped students to administer our nine Student Led Services which cover welfare areas such as sexual health awareness, alcohol and substance help, housing and mental wellbeing. Thousands of students have accessed and used a Student led Service such as calling Nightline, using the YMCA C-card scheme for free condoms from SHAG or attended a Student Minds support group.

The Student Advice department also delivered 30 workshops to 500 students on topics ranging from Bystander Intervention, to REACT training, and Suicide Prevention. These workshops help support student wellbeing and improve the safety of their community.

Our Skills Development service have also built a programme of sessions focusing on Mental Health Awareness and they saw a 50% increase in the number of students completing these in 2019-20.

The Centre for Student Life building opens in 2020.

The Centre for Student Life is a service-led project delivered in partnership between Cardiff University and the Students' Union, and is the biggest campus upgrade in a generation. The Centre will provide a new home for Cardiff University student support services offering additional social study spaces, consultation rooms, a large auditorium and quiet spaces.

The building work that took place initially allowed the main Park Place entrance to the Students' Union to remain in place. Towards the end of 2019, a new temporary entrance into the Students' Union was opened and the Communications Directorate have worked on effective communication, signage and feedback to students to ensure minimum disruption to students so the organisation could remain successful during this period of change.

This project remains ongoing, with a new expected completion date of September 2021.

80% of students have engaged in our activities and services during their time at University.

In 2019-20, 64% of students engaged with us across all of our services. This was impacted by Covid-19, as noted on page 12.

Our commercial services saw an increase in student engagement. Cardiff Student Letting increased engagement with students by 22% compared to the previous year and conducted 15% more viewings. They also increased their stock holding by 10% which meant more choice of properties for students making it easier for them to find their home sweet home. In addition to all this, the Cardiff Student Letting team also encouraged landlords to upgrade and refurbish the houses available to ensure the standards across the student market are rising and meeting the expectations of students.

We also helped more students unwind and have fun this year. Our Venues team saw a 5% increase in student attendance at our two weekly club nights, YOLO on a Wednesday and Juice on a Saturday. That meant 108,296 students came to hit the dance floor before we had to unexpectedly close our nightclub in March. The increase was helped by the expanded venue space provided by the redevelopment of the 1st floor.



OUR THEMES

HOME OF THE STUDENT VOICE



We will develop our role as the home of the student voice, cultivate our relationships across the University and enhance communication with our stakeholders.

Our students feel more empowered and assured that their voices will be heard.

Our annual Speak Week campaign continues to grow year on year. We saw an increase in completed Speak Week cards which means that we're hearing more about the student experience from our members than ever before. A total of 3,858 cards were completed featuring 7,897 individual comments providing a solid base of research for our annual Student Written Submission that is produced by the Sabbatical Officer team. This year, the submission was renamed 'The Student View' and provided comprehensive data-led recommendations to the University regarding improvements

students were seeking to their University experience.

Student Democracy maintained a solid year, but with industrial action taking place across campus during the Spring Elections polling week, we saw a drop in voter turnout to 6,126 students. We did see a 37% rise in attendance at our Annual General Meeting in November where 871 students came to cast their votes.

80% of students will be satisfied that we represent their academic interests.

Each year, the National Student Survey asks final year

students to rate their agreement with the statement “The Students’ Union (association or guild) effectively represents students’ academic interests’. In the 2020 survey, 64% of final year students agreed that the Union had represented their academic interests, an increase of 2% from 2019

The Union’s communications to students are informed by high quality data, are segmented intelligently and tailored to students’ needs within their life cycle.

Our Web and Data Department developed a new system to import student data records via an API (application programming interface), which has meant that information fields have increased to include student course information and resulted in increased accuracy in areas such as targeting communication and engagement tracking.

We also increased our reach through integrating Facebook pixels, Google tag manager, MSL and WordPress together. This enables us to observe engagement and generate audiences for advertising via Instagram and Facebook platforms so we’re getting the right messages to the right people. Through this, we have gained valuable insight into behaviour around our advertising campaigns and elections activity, and it has helped



us engage some of our less-engaged communities in a targeted, intelligence-driven way.

The curriculum is positively impacted by student leaders and learner feedback.

We brought together our knowledge and expertise to support the Quality Enhancement Review, providing a comprehensive student view as part of the audit process with the Quality Assurance Agency.

OUR THEMES

SECTOR-LEADING FACILITIES AND SERVICES

We will create and support the development of sector leading activities and services that help make students succeed.

AIM: The Union will ensure that Cardiff students have access to the best facilities and services, recognised for their high quality and links to the broader student and learner experience.

We were pleased to have successfully completed an exchange with the University of meeting rooms on the fourth floor for the space their services occupied on the third floor. The old IT room, study spaces and Café Bar were then demolished in February to make space for new meeting rooms and toilets. During the first lockdown period, the fourth floor was vacated and construction continued on the third floor, with the building of walls and fitting out of the space. The new space will provide seven large meeting rooms and 13 gender neutral toilets for use with both the meeting rooms and our Y Plas venue.

One of the highlights of the year came when we adopted Cathays train station. The station is located next to the Students' Union building in Cathays and is a travel hub for students who commute to study or for making the trip home to see family and friends. Adopting the station has given us the chance to make a valuable contribution to our community, and to work on making the station a welcoming, thriving and celebratory gateway to Cathays and the University campus.

STUDENT ACTIVITIES AND SERVICES ARE USED BY OVER 80% OF ALL STUDENTS.

Despite activity being cut short in March by Covid-19, our Give it a Go team were off to a great start earlier in the year. During the

Autumn Semester, there was an 11% increase in engagement versus the same period in 2018. That means even more students getting to try something new or going on one of our great trips.



Our Athletic Union entered a record 86 teams (across 19 sports) into the British Universities Wednesday afternoon leagues allowing over 1,100 students to represent our Sports Clubs on a weekly basis. This signified a 5% increase in our team entries and allowed more students than ever to represent their Clubs and have the experience of travelling across the UK competing against other universities.

DEVELOPING OUR DIGITAL COMMUNICATIONS AND ONLINE ACTIVITIES.

When the pandemic brought an abrupt halt to our plans from March onwards, departments worked together to reimagine planned activities into a virtual format. Some of the highlights were the Societies and Athletic Union Virtual Awards Balls. We were the first Students' Union to deliver these and they were very well received by our students.

Our Facilities team have also worked hard to update all computers in the building to Windows 10 and Office 2016. As a result, students who use the open access machines in the lounge and in meeting rooms now have the latest software to use to help them with their studies.

WE WILL HAVE PARTNERSHIPS WITH EXTERNAL ORGANISATIONS.

Our Love Cardiff store built a partnership with the University Alumni Division to provide bespoke offers and discounts for Alumni students over the summer months. By working with the Alumni team, we have provided the opportunity for students to stay connected and purchase official merchandise post-graduation.

Our Cardiff Volunteering service and the Bare Necessities project provided 500 gift bags to the Football Homeless World Cup over the summer. The gift bags contained essential dignity items including a toothbrush, toothpaste, comb, soap, lotion and face cream to provide those in need with some valuable support.

OUR THEMES

ENGAGING OUR LESS-ENGAGED COMMUNITIES

We will engage with Heath Park and less-engaged student communities so that the Union means something to every Cardiff student.

During the 2019-2020 academic year, the new Heath Park team worked to increase engagement with students in meaningful ways. This included launching a wellbeing campaign 'Positivi-TEA' which engaged 400 students, providing them with a space to meet and talk about their mental health and how training to be a medical professional can have an impact. This included launching a wellbeing campaign 'Positivi-TEA' which engaged 400 students, providing them with a space to meet and talk about their mental health and how training to be a medical professional can have an impact on mental wellbeing.

The team also celebrated 100 Years of Nursing with an event aimed at highlighting the evolution of the nurse and why many students join the profession. Over 300 students engaged with the activity which captured and shared real stories from students about their experiences as trainee nurses.

The Union will continue to broaden its appeal so that students from all backgrounds and circumstances feel engaged, represented and a part of the Union.

One of the ways we have worked to increase engagement with our postgraduate researcher community is through our Skills Development Service. By working closely with the Doctoral Academy, the Skills Development Service has become a regular provider of training for postgraduate researchers. As a result, we saw a 36% increase in postgrad research engagement with the Diploma of Professional Development in Leadership.





The Skills Development Service has also been working on more targeted engagement with specific cohorts, including delivering their first ever session through the medium of Welsh and engaging over 400 students studying with the School of Bioscience in Presentation Skills training.

More students will be employed and will volunteer to run the Union's activities and services.

The Cardiff Volunteering team successfully reintroduced RAG Week and engaged students to volunteer their time in fundraising activity. A variety of events took place to raise money and one of the highlights was the Glow Walk in collaboration with Cardiff Marrow which had more than 50 students participate and raised £175. This was made possible thanks to staff working closely with a variety of societies to reintroduce this valuable initiative which we hope will become an annual event again.

Students in other areas have also volunteered their time to deliver events and raise money. In Student Media, Xpress Radio broadcast a 24 hour 'Specialist Takeover 2020' show and raised £500 for Cardiff Foodbank.

In 2019, our Guild of Societies staff supported the creation of Nerd Varsity which involved some of our less-engaged student

groups. Nerd Varsity is a two-week tournament of competitions featuring everything from Quidditch matches to lightsaber battles and the nerdiest of quizzes. In 2020, this tournament ran for the second time with more than 15 societies taking part and thanks to a steering group of relevant committee members and staff, the events were delivered well and a sustainable model for future years has been created.

Students will take meaningful planning roles in developing major events and night time activities.

Each year in September, the Students' Union welcomes thousands of new students to Cardiff and delivers a range of events, activities and support to help students settle in and build a community. To help us do this effectively, the Student Advice team recruited 65 Welcome Team volunteers, recorded over 1,000 volunteering hours and engaged in 7,500 conversations with new students through our 'Talking Shop' initiative. They also distributed 6,500 Cardiff Induction Board Games and paired 450 new students with buddies as part of our Buddy Scheme. Student Advice and our Wellbeing Team of students and staff have continued to develop this 'Welcome to Cardiff' contribution with the aspiration of encouraging as many students as possible into communities of support.



OUR ENABLERS

OUR ENABLERS

PEOPLE

The Union will prioritise people development and ensure that its volunteers and staff have the right skills and competencies to deliver its strategic vision and mission.

In 2019-20, the Jobshop provided 115,815 hours of paid work up to the end of March 2020, an increase of over 12,500 compared to the same period in the previous year. The Jobshop team worked to make more opportunities available and helped pay more money to our students in wages which offers important financial support to them while they study.

At the start of the academic year, our Venues Department inducted 224 student staff and gave them training in allergen awareness, health and safety, manual handling, Control of Substances Hazardous to Health (COSHH), Hazard Analysis & Critical Control Point (HACCP) and the Award for Licensed Premises Staff (ALPS). This training not only ensures we

operate our premises to a high standard, it also provides personal development, skills and knowledge that students can take forward into their future careers.

At least 90% of career staff, student staff and volunteers agree that the Union is a great place to work.

The Best Companies survey takes place annually to measure and acknowledge excellence in the workplace. We have taken part in this survey for a number of years and 2020 saw our highest response rate from staff (93%) and our best ever engagement score. As a result of this, we are pleased to have





achieved 1* accreditation and ranked 56th in the Sunday Times Top 100 Best Not-for-Profit organisations 2020. In 2019, we ranked 96th so this is a big improvement. We also featured in The Best Companies to Work For in Wales 2020 top 30 list for the first time.

Our student staff were also recognised this year with 37 students nominated for the Student Employee of the Year Awards, an increase from six nominations in 2019. Our Jobshop team ran a sustained campaign to raise awareness of the awards and to encourage staff from both the University and the Students' Union to nominate students.

The Union achieves level three Investors in Diversity status.

Cardiff University Students' Union has achieved Investors in Diversity Stage 3, and we were thrilled to have ranked 65th in the National Centre for Diversity (NCFD) Top 100 index in 2020. This is an improvement from 94th place in 2019. The positions are calculated from the most recent diagnostic survey results from each organisation eligible to be entered into the Award Scheme. Consideration is also given to each organisations' level of achievement against National Centre for Diversity Standards across a range of accreditation levels.

The Union develops a competency framework for all staff and volunteers.

Our Human Resources Department works to ensure that we are compliant in mandatory organisational training, this sets out a base line training plan for all employees and includes areas such as Health and Safety training. In 2019-20, we achieved a 100% completion rate for staff who need to undertake IOSH Managing Safely mandatory training and an 89% completion rate for CIEH H&S within the initial time period desired.

OUR ENABLERS

FINANCE

The Union will develop its financial resources so that it can provide a stable foundation for the organisation to grow.

OUR PROGRESS

Developing surpluses of over £250k per annum.

- We achieved our budget target for the fourth year running.
- The Students' Union achieved a cash surplus of £334,131 and at the end of the financial year (31st July 2020) held over £1.3m in reserves, meeting our long stated minimum reserves target. The timing of this achievement was significant and allowed us to budget for a deficit in 2020-21 as we react to the loss of income caused by the Covid-19 pandemic.

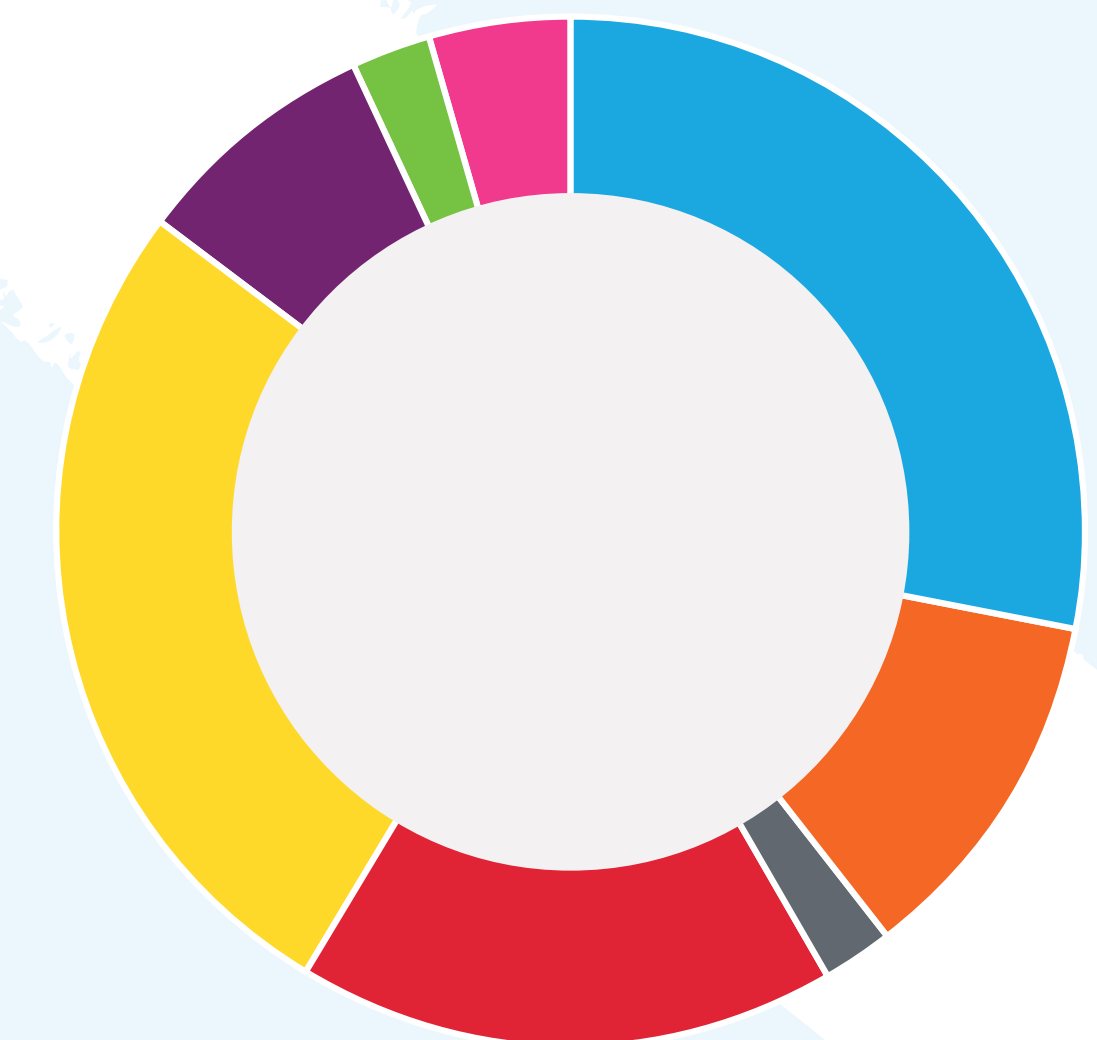
Developing reserves to continue investment in new facilities and projects.

- The Students' Union received of £1.15 million from Cardiff University which allowed us to refurbish the third floor areas that we acquired from the University.

Diversifying income streams to be less reliant on alcohol.

- The Union's total income was over £10 million for the first time in spite of trade being limited to seven months of the year due to the pandemic, following receipt of an additional grant from the University.

INCOME



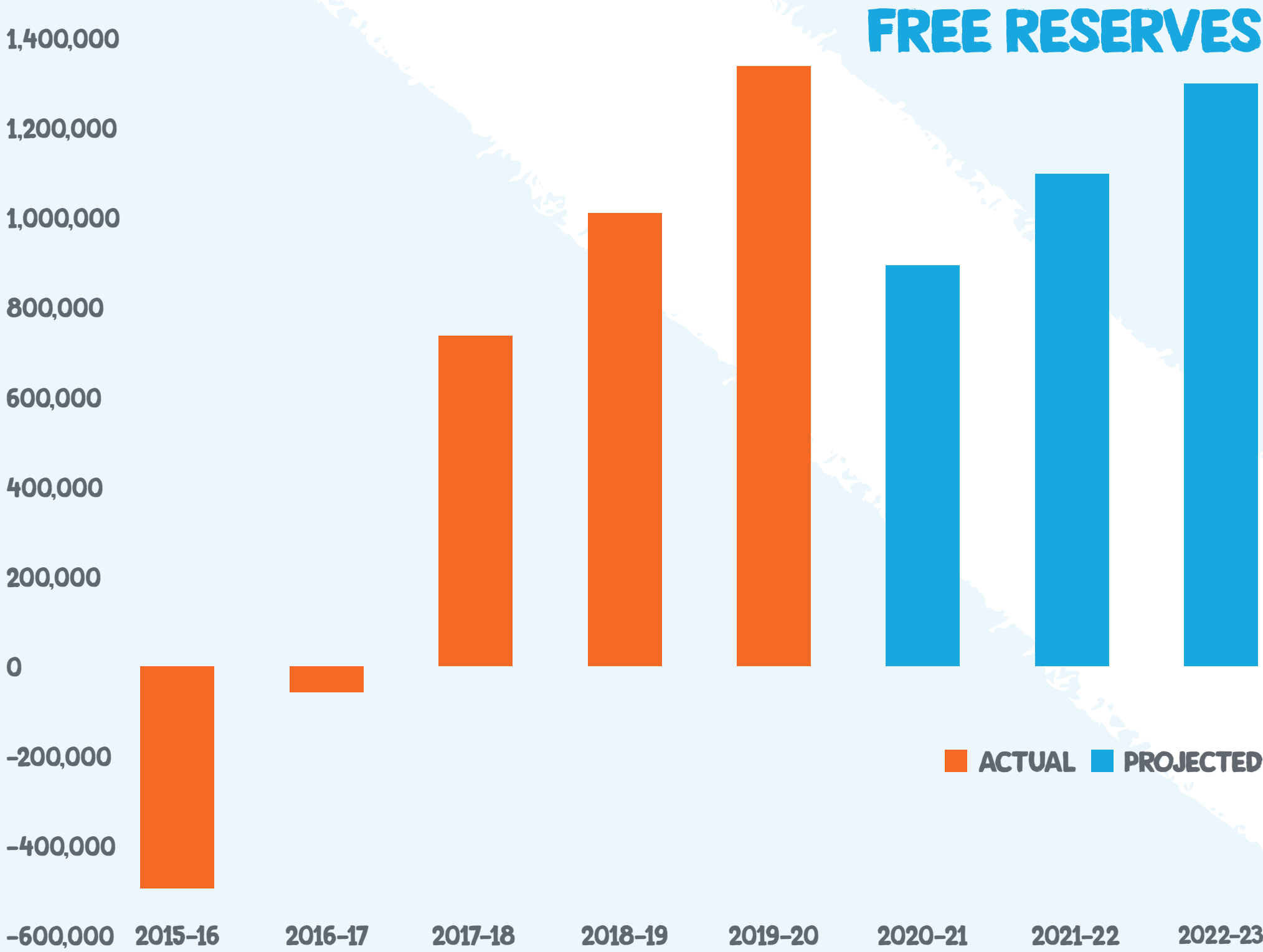
- Block grant
- Other grants/donations
- Participation fees - Student Activities
- Jobshop
- Venues
- Retail, Letting Agency and Advertising
- Investments
- Rental Income
- Government Grants (CJRS)

- To protect its working capital, the Students' Union obtained a business loan to fund the replacement of its boilers with a CHP plant that will deliver both more efficient heat and power as well financial savings on utilities bills.

WHAT'S NEXT

The Students' Union is expecting to need to utilise up to a third of its free reserves in response to the loss of income due to the coronavirus pandemic in 2020-21.

This unprecedented situation has highlighted the importance of reserves to ensure the long term financial sustainability of the Students' Union. Therefore, we will continue to budget for cash surplus to replenish the reserves utilised during 2020-21 and strive to reach our long-stated objective of holding £1.3million in reserves by 2023.



OUR ENABLERS

FACILITIES

The Union will complete the modern redevelopment of the Union building.

2019-20 saw continued development of the Students' Union building at the Cathays campus. From redeveloping the first floor space to exchanging the meeting rooms on the fourth floor for the Graduate Centre space on the third floor with the University, we are getting closer to our goal of 'redeveloping all of the building's public spaces within 10 years'.

A greater range of social, study and performance spaces will have been developed.

One of the big achievements for this year was the improvements made to areas on the first floor of our building. This had a noticeable effect on our ability to deliver high quality events to our student members and the general public. These improvements allowed us to expand our event spaces, adding an extra 600 people to our capacity during all building events like our student club nights, and providing a relaxed bar and social area for use during live music events.

During the daytime, this redevelopment has also added further bookable space for our student groups, and added extra social learning space for students looking for a place to study.

The Union will have established external partnerships to provide additional facilities and services to its students.

Our Activities team collaborated with the Careers and Employability and Global Opportunities departments at Cardiff University on their annual Internships, Work Experience, and Volunteering event, their biggest annual career fair.

Hundreds of local employers and charities attend this event to have stalls. This benefits the students because they have an amazing opportunity to find out about, and network with, potential employers and volunteering opportunities. It benefits our Cardiff Volunteering service because it is attended by several hundred students providing the service with a great showcase for their projects and partners.



OUR ENABLERS

DIGITAL TECHNOLOGY

The Union will ensure that it understands who its members are and will develop its digital technology.

As an organisation, we have been working towards increasing and improving our digital technology in recent years. Following the changes brought about by Covid-19 in March 2020, in many cases the timeline for these developments shortened and we found ourselves increasingly operating in a digital first environment. While the changes were unexpected, they have resulted in some innovative thinking and solutions that have brought about positive progress for students which will be taken forward, even after restrictions are lifted in the future.

More students are engaged with the Union online.

Our Love Cardiff clothing and merchandise shop developed their online store and new processes to operate throughout Covid-19 to minimize disruption to students and customers. 860 orders were placed online under the new process which was hugely positive for the store and gave our students access to the products that they wanted.

In September 2019, our Venues team launched a new food ordering app. The app allowed students to order to their tables in The Taf pub, to study spaces and meeting rooms around the building. This helped to improve customer service and students' experience when visiting the Students' Union for food and drink. In 19-20, the app had 36,510 downloads and achieved 24.95% of sales, equating to £129,302.

The Union's online infrastructure will be supported which will mean we are more efficient with time and financial resources.

2019-20 saw some great improvements behind the scenes. This work isn't always visible to our student members but it helps staff deliver the services that students need.

In March, the Facilities department had the big task of deploying remote working for all staff to allow them to work

from home. Staff were set up so they could access all their software and files from home and continue to provide core services to students.

The development of the Cardiff Student Letting website included streamlining of the tenancy application process. As well as offering online contract signing, they can now accept ID and supporting document uploading within the application process. This means that students coming from abroad or elsewhere in the UK can complete the entire letting process online without ever setting foot in their office.

The Give it a Go team streamlined their submission process, which resulted in much a faster turnaround of their sessions, allowing more time to be devoted to customer service during the process.

The Web and Data team worked to redevelop the intranet used by central teams into a modern, flexible and feature packed system. This process also fixed security issues present in the original intranet and led to the development of a bolt-on system which allowed for the creation of new modules such as a training system and student records system.

PARTNERSHIP

The Union will be asking Cardiff University to invest in the student experience over the next three years so that teaching and learning quality and student support are prioritised.

OUR PROGRESS

Each year, the Students' Union and the University work together through a number of partnership projects. The focus of these groups is guided by the Student Written Submission produced by the Sabbatical Officer team based on feedback gathered from students. The partnership projects are attended by selected staff from both organisations and Sabbatical Officers.

2019-20 PARTNERSHIP PROJECTS

- Catering
- Pastoral Support for Postgraduate Researchers

- Transport and Travel
- Assessment Taskforce
- Student Written Submission

2020-21 PARTNERSHIP PROJECTS

- Student Support
- Learning Communities
- Student Complaints



FINANCES

INCOME AND EXPENDITURE

	Unrestricted Funds 2020	Restricted Funds 2020	Total Funds 2020	Total Funds 2019
INCOME FROM:				
Donations and legacies	2,895,750	1,178,647	4,074,397	2,941,781
Charitable activities	1,960,991	-	1,960,991	2,468,637
Other trading activities	3,795,928	-	3,795,928	4,516,928
Investments	5,181	-	5,181	7,541
Other income	444,353	-	444,353	-
Total income:	9,102,203	1,178,647	10,280,850	9,934,887
EXPENDITURE ON:				
Raising funds	7,484,311	-	7,484,311	6,160,460
Charitable activities	3,307,891	31,201	3,339,092	3,771,262
Total expenditure:	10,792,202	31,201	10,823,403	9,931,722
Net Income/ (expenditure)	(1,689,999)	1,147,446	(542,553)	3,165
Transfers between funds	489,306	(489,306)	-	-
Net movement in funds	(1,200,693)	658,140	(542,553)	3,165
RECONCILIATION OF FUNDS:				
Total funds brought forward	8,759,985	24,715	8,784,700	8,781,535
Net movement in funds	(1,200,693)	658,140	(542,553)	3,165
Total funds carried forward	7,559,292	682,855	8,242,147	8,784,700

Total income amounted to £10,280,850 (2019: £9,934,887) with total expenditure of £10,823,403 (2019: £9,931,722) in the year. Overall this resulted in a net expenditure of £542,553 (2019: net income of £3,165). This includes restricted grant income of £1,178,647 and expenditure of £520,507.

Despite trade being limited to seven months of the year due to the pandemic, the Union's trading subsidiary's turnover only decreased to £3,795,928 (2019: £4,516,928) resulting in a reduced gross profit of £1,898,977 (2019: £2,380,850). The timing of the initial Covid-19 shutdown came after the Company's busiest periods of the year, whilst some trading activities were able to continue, such as Cardiff Student Letting. Administrative expenses increased to £3,924,274 (2019: £3,901,420) in the year. Overall the trading company made a deficit of £-1,332,408 (2019: £-1,256,541) following a significant increase to the company's pension liability.

FINANCES

BALANCE SHEET

	2020 £	2019 £
FIXED ASSETS		
Tangible assets	11,987,331	12,409,699
Investments	73,563	73,563
Total fixed assets	12,060,894	12,123,262
CURRENT ASSETS		
Stocks	129,535	70,786
Debtors	578,763	825,778
Cash at bank and in hand	2,795,037	1,655,788
Total current assets	3,503,335	2,552,352
CURRENT LIABILITIES		
Creditors: amounts falling due within one year	(1,305,907)	(1,593,028)
Net current assets/ (liabilities)	2,197,428	959,324
Total assets less current liabilities	14,258,322	13,082,586
Creditors: amounts falling due after more than one year	(245,833)	
Provisions for Liabilities	(5,770,342)	(4,297,886)
Total net assets	8,242,147	8,784,700
CHARITY FUNDS		
Restricted funds	682,855	24,715
Unrestricted funds	7,559,292	8,759,985
Total funds	8,242,147	8,784,700

At 31st July 2020, the Union Group's free reserves (i.e. unrestricted funds not represented by fixed assets) amounted to £1,342,303 (2019: £1,008,172) and the Trustees are satisfied that the Union has a sound financial base to continue to operate through the Covid-19 pandemic and to pursue its objectives and activities. In addition, a further £682,855 (2019: £24,715) was held in restricted funds.

During the year the company's pension liability increased to £5,770,342 (2019: £4,297,886) following the outcome of the triannual valuation of the Scheme. The deficit arises from the Company's future obligations towards the Students' Union Superannuation Scheme (SUSS), which was closed to future accrual in 2011. The Trustees and Directors are satisfied that it has the funds to meet the obligations to the fund as they fall due over the life of the scheduled deficit recovery plan up to 2035.

TRUSTEES 2019-20 AND SENIOR STAFF

SABBATICAL TRUSTEES

Students' Union President:

Tomos Evans (from 1st July 2020)

Students' Union President:

Jackie Yip (to 30th June 2020)

VP Societies and Volunteering:

Luke Evans (from 1st July 2020)

VP Societies and Volunteering:

Orla Tarn (to 30th June 2020)

VP Sports and AU President:

Jude Pickett

VP Education:

Hannah Doe (from 1st July 2020)

VP Education:

Tomos Evans (to 30th June 2020)

VP Heath Park Campus:

Sebastian Ripley (from 1st July 2020)

VP Heath Park Campus:

Shekina Ortom (to 30th June 2020)

VP Postgraduate Students:

Jane Chukwu (from 1st July 2020)

VP Postgraduate Students:

Nick Fox (to 30th June 2020)

VP Welfare and Campaigns:

Georgie East (from 1st July 2020)

VP Welfare and Campaigns:

James Wareham (to 30th June 2020)

STUDENT TRUSTEES

- Gabriella Gropper (to 30th June 2020)
- Thomas Mahony-Kelross (from 1st July 2020)
- Stephen Oldfield (from 1st July 2020)
- Daniel Onafuwa (to 30th June 2020)
- Ryan Singh

UNIVERSITY NOMINATED TRUSTEES

- Jayne Sadgrove
- Ray Singh CBE

EXTERNAL TRUSTEES

- Denise Rich (to 3rd October 2019)
- Natasha Applasamy (from 23rd April 2020)
- Dick Roberts OBE
- Bethan Walsh

REGISTERED OFFICE:

- Park Place, Cardiff, Wales. CF10 3QN
- Registered Company Number: 07328777
- Registered Charity Number: 1137163

SENIOR STAFF

Chief Executive:

Daniel Palmer

Deputy Chief Executive:

Ben Eagle

Director of Finance:

Christine Akers

Director of Communications:

Raechel Matthey

Director of Engagement and Participation:

Steve Wilford