

Partnerships Annual Report 2024

Team

The Partnerships team consists of Raffaella Cuccia, Vice-Chair, from City St George's, University of London; Lucy Nottingham, Partnerships Manager (Non-Commercial), from University of East Anglia; Jennifer Barton, Partnerships Manager (Membership Engagement), from Durham University; and Hilary Beck, Partnerships Manager (Commercial), from Anglia Ruskin University. We have also started working closely with the new group Vice-Chair Partnership roles and will meet with them quarterly.

Partners

- **Non-Commercial**

- **Strategic Partners**

UCAS - The UCAS Events Working Group and Product Development Group managed by Partnerships meet regularly throughout the year, with representation from each Group via the new Vice-Chair Partnerships roles. We have run two very successful train the trainer sessions, engaging over 300 members. We are reviewing our Memorandum of Understanding (MOU) with UCAS to increase collaboration.

FindAUniversity - We continue to work closely with them to share insights and have started to include quarterly updates in the bulletin. We have one member of HELOA UKC attending their training days that run twice per year. Their MOU has been reviewed.

Student Loans Company (SLC) - HELOA continues to work closely with SLC to share vital updates and insights from and with SLC.

The Student Room - Their MOU was re-signed in March. They provide monthly student insights to HELOA bulletins and have supported numerous HELOA events such as National, November Professional Development Conference and an online South West HELOA group meeting.

- **Supporters**

We are maintaining partnerships with the following non-commercial partners:

UniTasterDays, Zero Gravity, Save the Student and IDP. We have also signed a new supporter agreement with The Brilliant Club following members' feedback to increase partners linked to the widening participation agenda. Supporters delivered sessions at National Conference, including a keynote and supporting the Awards.

- **Commercial**

Commercial partners/sponsors of the 2025 National Conference include: Blackbullion, Campus XR, Datafiltr, Gecko, Pathways, Prospectus+, RAD Brothers, SMRS, Student CRM, UK University Search, Unifrog, Unibuddy. These partners not only provide financial support but also insight and services that can benefit our members.

Unifrog will sponsor the February Professional Development Conference on the theme of collaboration and will be delivering a workshop session.

The Partnerships Team continues to actively engage with potential partners for future activity and is looking for further sponsorship opportunities.

Raffaella Cuccia

UK Vice-Chair (Partnerships)

November 2024