



NTSU

NOTTINGHAM TRENT STUDENTS' UNION

IMPACT REPORT

2022

2022



CONTENTS
CONTENTS
CONTENTS
CONTENTS
CONTENTS
CONTENTS
CONTENTS
CONTENTS
CONTENTS
CONTENTS

01

PRESIDENT'S WELCOME

02

WE WILL ADVOCATE FOR
THE BEST EDUCATIONAL
EXPERIENCE FOR NTU STUDENTS

03

WE WILL ENCOURAGE
HEALTHY COMMUNITIES

04

WE WILL REPRESENT AND
CELEBRATE OUR DIVERSE
MEMBERSHIP

05

VENUES, ENTERTAINMENTS, &
BUSINESS DEVELOPMENT

01

PRESIDENTS WELCOME



PRESIDENT'S WELCOME

AS A UNION REPRESENTING 40,000 STUDENTS, WE HAVE GONE FROM STRENGTH TO STRENGTH IN 2021/2022. WE'VE BUILT ON OUR OUTSTANDING WORK DURING THE PANDEMIC TO EMPOWER OUR MEMBERS AND GIVE THEM THE BEST ON-CAMPUS, IN-PERSON EXPERIENCE.

This commitment from everyone at NTSU has seen us again be recognised as a top ten Students' Union in 2022 by *StudentCrowd* and the *WhatUni?* Awards. Our services and opportunities have broken our engagement records. Almost 8,000 students turned out to vote in our annual elections, and we reached a new milestone for society memberships with 13956 memberships sold to 9873 individual members.

The largely unchanged officer team from 2020/2021 has driven on with passion, purpose, and direction to realise several projects and refocus the Union's strategic priorities post-COVID. Our groundbreaking #BoogieSafe campaign, campus safe places, and our Give It A Go weeks have helped support, re-engage, and re-energise thousands of our members.

As a Union, we continued to buck the sector trend. We boldly returned to campus, working with NTU on in-person teaching—of which over 90% has been on campus. Additionally, we made major reforms to NTU's student code of behaviour, and the buzz quickly returned to our membership.

Looking ahead, 2022/2023 will undoubtedly be a year of change and evolution as NTSU welcomes an almost entirely new officer team and new CEO alongside wider senior management changes. Thanks to the diligent efforts of officers and staff, the Union is poised to continue its outstanding record as a top ten Students' Union. And it remains in beautiful shape to empower its members and make NTU the best academic and personal experience for themselves and others.

This report paints the story of a record-breaking year for NTSU in so many ways. It details our representation, support, opportunities, and entertainments activity, and more.

Away from the big headlines, what I am most proud of this year is the small interactions that have had an enormous impact on our members. The welcoming smile of a Freshers Team member, the caring cup of tea with an IAS advisor, or the campaign that made a student feel a sense of belonging for the first time. These all help us to engage and support our members and be an integral part of the NTU student community.

I trust you will find this report a compelling showcase of our work and an illuminating record of a fantastic year of achievement for the Union.

Thank you.



CONOR NAUGHTON
NTSU PRESIDENT 2020-22



02

**WE WILL ADVOCATE
FOR THE BEST
EDUCATIONAL
EXPERIENCE FOR NTU
STUDENTS**

STUDENT VOICE

COURSE REPS

NTSU's Course Reps have a vital role in working with their coursemates, school officers, and other staff to optimise the learning experience at NTU based on student feedback.

This academic year, we elected and trained **744 reps** (608 undergraduate reps and 136 postgraduate reps).

We have elected 28 FE Brack Reps through our Course Rep programme. FE students have historically received less support than their undergrad counterparts, so this figure represents significant progress.



744 ACADEMIC REPS ELECTED TO REPRESENT STUDENTS



7,918 STUDENTS
STUDENTS VOTED IN OUR 2022 ELECTIONS

NTSU ELECTIONS

2022 saw the largest number of individual voters in NTSU election history.

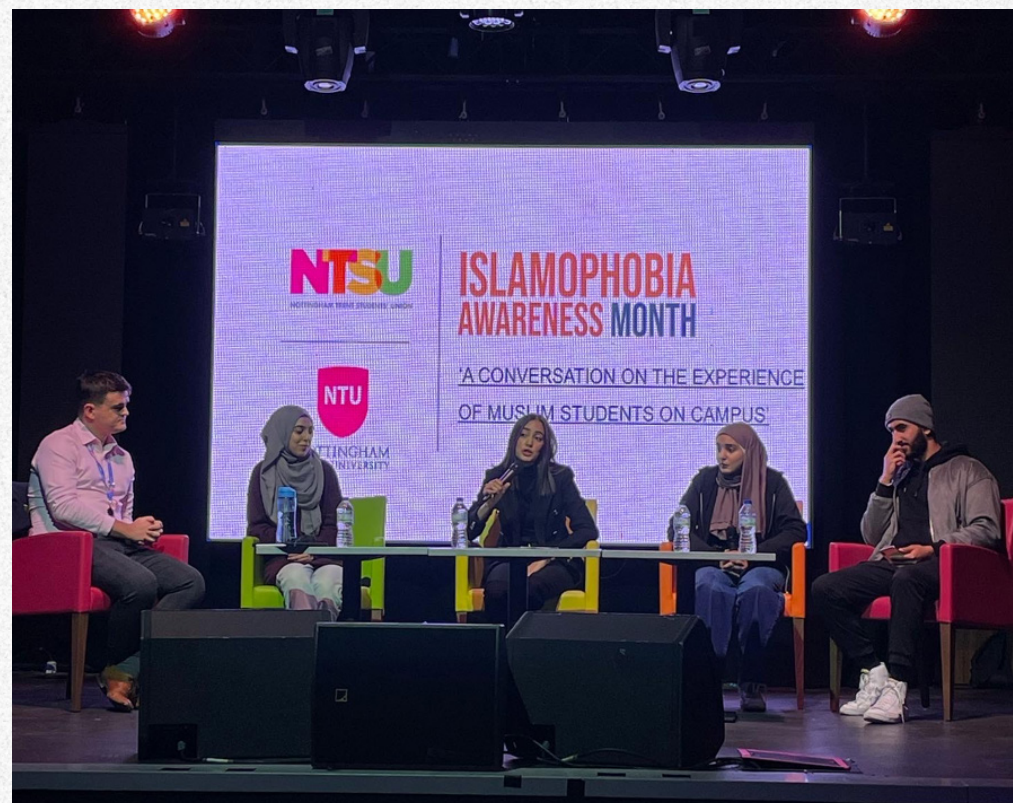
38 candidates stood in our officer elections.

7918 students cast their vote, surpassing our previous record turnout of 7015 in 2015.

POSTGRADUATE INTERDISCIPLINARY CONFERENCE

We ran an Interdisciplinary Conference for postgraduate students in November 2021.

13 PhD students presented their research in a series of mini lectures & Q&A sessions. The conference gave taught and research-based postgraduate students a chance to network and find opportunities to collaborate and share ideas. The conference welcomed over 100 attendees, and their positive feedback encouraged us to organise a second conference for May 2022.





**284 STUDENT
STAFF**
IN THE LAST 12 MONTHS

38 CANDIDATES
STOOD IN OUR OFFICER
ELECTIONS



STUDENT Q&AS

This year, we launched termly online Q&A sessions, giving students the opportunity for a direct dialogue with the University. These saw healthy engagement, with students submitting over 300 questions across the first two Q&As. The sessions received over 700 live views, rising beyond 1,300 on playback. As a result, more direct school-specific Q&As, improved campus safety measures, and extended library hours have

been implemented at students' request.

SCoB WORK

We have collaborated with NTU to significantly revamp the Student Code of Behaviour (SCoB). As a result, we have a policy framework in place and have introduced educational sanctions, community service, and restorative justice as possible outcomes of SCoB cases. Additional changes should be in place for 22/23 including the

introduction of further definitions and clarity for students and staff members to ensure the process is fair and just for students. These developments will result in a more expansive and robust code and set of associated processes.

STUDENT STAFF

We've employed 284 students in the last 12 months. This includes 147 new student staff members. Between them, they have worked

49,458 hours (impacted by Covid restrictions in 2021)

48 students have been trained to work as Team Leaders or Supervisors, giving them an extra level of responsibility to support their personal development.

We've held 2 student staff awards, with 12 winners across various categories.

50



5

51

CASE STUDY

CATHERINE ROMERO

BRACKENHURST STUDENT

WHEN DID YOU FIRST GET INVOLVED WITH NTSU, AND HOW DID THIS COME ABOUT?

In my first year of university (back in 2016). I started my journey with NTSU by becoming a Hall and Course Representative and an ARES first-year School Representative.

WHAT THINGS HAVE YOU BEEN INVOLVED WITH?

As well as my two rep roles, I have worked at SU coffeeshop, The Orangery, and the SU shop. I am also a student membership engagement assistant, so I run on-campus activities for students. I have also previously been the Treasurer for the Endangered Species Society and volunteered to run an American Stall at the SU's Global Week.

WHAT IMPACT HAS YOUR INVOLVEMENT HAD ON YOUR OVERALL NTU EXPERIENCE?

It's been really positive. I have been able to work on my personal development, build a strong work ethic, and develop teamwork skills. It has also provided me with an opportunity to better myself and earn money while still doing my studies.

HAS BEING INVOLVED WITH THE SU HELPED YOU FEEL PART OF A COMMUNITY?

Certainly. I have made lifelong friends and connections and have always felt that my voice has been heard.

HAS IT HELPED YOU TO PREPARE FOR LIFE AFTER UNIVERSITY?

Yes—it has provided me with real-life opportunities to better myself in work ethic, communication, and time management. Plus, my CV has been boosted from my time at university thanks to the SU.

WHAT IS THE BEST THING YOU HAVE GOT OUT OF BEING INVOLVED WITH NTSU?

The opportunity to create and be a part of new things. I am most proud of my work in creating the Wellbeing Wednesdays activity program at Brackenhurst. What started as something small we initially thought would be once a term is now something that happens every week. I get to meet new people and support them when necessary. This has helped me feel closer to the community and allowed me to give back to students who need a break.

WHAT IS YOUR FAVOURITE MEMORY OF BEING INVOLVED WITH NTSU?

The most recent Student Union Awards Ceremony. I was nominated for the NTSU Special Recognition award and won the Student Staff of the Year Award. My time at university is now coming to an end, so it was an emotional night for me, and I appreciated my hard work being recognised with such a fantastic night.

WHAT WOULD YOU SAY TO STUDENTS WHO HAVE YET TO GET INVOLVED WITH NTSU?

I would highly recommend everyone get involved with the SU while at university, whether it be attending events, joining a society or sport, getting a paid job, or volunteering. You meet tons of new people and will inevitably make lifelong friendships. It has changed my time at university for the better and made me feel as though my voice was heard. I truly found myself while at NTU, not least because of my time at the SU.

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**I HAVE MADE LIFELONG
FRIENDS AND CONNECTIONS
AND HAVE ALWAYS FELT
THAT MY VOICE HAS BEEN
HEARD.**

IAS CASE STUDY A

IAS OUTREACH PROJECTS

To provide more varied and tailored support to students, our IAS has launched two new schemes this year:

A Peer Support Scheme, which provides peer-to-peer support to students who are facing discrimination at NTU. We have recruited and trained 18 students to work as Peer Supporters and support students through the scheme.

To support both schemes, we've developed an active outreach program with a mix of information stalls and engagement activities to raise awareness and funnel students into the service. Since September 2021, we have engaged with 2,113 students through this outreach program and received positive feedback about both schemes.

MONEY SAVED FOR STUDENTS: £60,030.00

Once lockdown restrictions were lifted, the partner ‘allowed’ Student A to attend university, but the student was unsure who they could seek help from. However, as the student had visited the IAS with their friend before lockdown, they felt they could seek help from us.

The IAS supported the student, ensuring they knew they were in a safe place and had options open to them. (These options included going to the police, filing an injunction against the partner, finding alternative accommodation for them and their child, and financial help.)

The student's young child was being looked after by a friend that day, so the student knew that they could collect them before the partner finished work with no risk of harm. We advised them to contact the police to ensure they were accompanied to their property when they collected both their and their child's belongings.

The IAS supported the student throughout their Homeless Persons Application, including successfully appealing the Local Authority's decision that the student was not legally homeless. Once the Local Authority discharged their duty by providing the student with accommodation, the IAS supported the student to settle into their new accommodation, access welfare benefits, and receive support through a Housing Officer to help them maintain their new accommodation.

Additionally, the IAS helped the student access support services within NTU to help them continue with their studies. We helped the student complete and submit NECs requesting extensions when they were needed.

Student A is now happy in safe and settled accommodation and is on route to successfully completing their studies.

IAS CASE STUDY B

STUDENT B, A FINAL YEAR INTERNATIONAL STUDENT, CONTACTED IAS AS THEY HAD BEEN INVITED TO ATTEND AN ACADEMIC IRREGULARITY PANEL.

Student B only knew that they had been accused of plagiarism but was unsure what the process involved, what would happen at their meeting, or what penalties could be applied.

The work in question was suspected not to have been completed by student B as the style and language used differed from any previous work they had submitted.

Student B informed us that they were taught to use both US and UK English in their home country, and they would occasionally alternate between these two styles. They denied that they either plagiarised or colluded with anyone else to gain an unfair advantage.

The IAS helped the student write a statement explaining their case, which would be presented to the panel for consideration. The IAS also went through the Academic Irregularities procedure with the student, explaining the definition of plagiarism and collusion so the student could understand precisely what they were being accused of. We also explained the process and penalty

framework related to their panel meeting.

The student, therefore, knew what to expect at their meeting, what types of questions may be asked, and the penalties they may face. This helped them feel less anxious about the meeting.

The IAS attended the Academic Irregularities meeting with the student to support them. As the University could not prove on the balance of probabilities that the student had submitted work which was not their own, the student's work was accepted and marked without penalty.

The impact this result had on student B's future was immense. They were advised that if the panel found they had committed an Academic Irregularity, Student B would have to leave the UK due to their Visa conditions. They would also not have been able to take advantage of the two placements within the NHS and a private practice they had secured.



NIALL O'HAGAN

WHEN DID YOU FIRST GET INVOLVED WITH NTSU, AND HOW DID THIS COME ABOUT?

I ran for School Officer in Term 1 2021/22. I felt like my experiences working for NTU and doing my undergrad here a few years ago gave me a unique insight and confidence to address my coursemates' issues.

WHAT THINGS HAVE YOU BEEN INVOLVED WITH?

I have been involved with several things as a School Officer. I've met regularly with NTSU's VP Postgrad, Benedict, to update him with feedback from myself and other students. As a result, I've helped to implement some great change and start conversations about issues that ought to be tackled. I've also been a vocal contributor to various student forums, panels, and meetings. I am about to participate in the TILT panel discussion, and I am delighted to say I won School Officer of the Year at the NTSU awards.

WHAT IMPACT HAS YOUR INVOLVEMENT HAD ON YOUR OVERALL NTU EXPERIENCE?

It has made me feel more like I am part of the wider conversation, as I think that PG students can often feel shut out or be treated as an afterthought. My postgrad cohort is a dedicated and successful group, worthy of more attention than postgrads have typically received. So it's been rewarding to be a voice for them

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**WINNING SCHOOL OFFICER
OF THE YEAR WAS VERY
VALIDATING AND TOUCHING.**

and ensure that our voice is heard. It's also great for my CV. My career field is very competitive, so my experience gives me an extra edge in applications and interviews.

HAS BEING INVOLVED WITH THE SU HELPED YOU FEEL PART OF A COMMUNITY?

Attending the forums, seeing familiar faces, and making my voice heard certainly have. Though sadly, I have been unable to attend any social events or collective talks due to timetable conflicts. As well as being a part-time student, I work 24 hours a week, so my time is limited.

HAS IT HELPED YOU TO PREPARE FOR LIFE AFTER UNIVERSITY?

Yes—it gives me more experience and evidence of my dedication to creating change. Doing this alongside my degree and part-time job will set me apart from other candidates in the future.

WHAT IS THE BEST THING YOU HAVE GOT OUT OF BEING INVOLVED WITH NTSU?

Being a School Officer has been fantastic,

as so many students come to me for help, support, advice, or just for someone to talk to. One of the biggest wins was when I pushed for the School of Social Sciences to make their hoodies available to postgrad students instead of just undergrads. Even though a hoodie may seem like an odd win, it was a way to ensure that postgrad students were treated the same as undergrads, which made us feel part of the NTU community.

WHAT IS YOUR FAVOURITE MEMORY OF BEING INVOLVED WITH NTSU?

Winning School Officer of the year was very validating and touching. I have worked very hard to represent my cohort, and it's elating to receive recognition for that.

WHAT WOULD YOU SAY TO STUDENTS WHO HAVE YET TO GET INVOLVED WITH NTSU?

Do it. Absolutely do it; it is a wonderful opportunity. It's great for establishing yourself on your course, to peers and staff. It offers many rewards for your future employability, sense of accomplishment, and maybe even an award at the end.



03

**WE WILL
ENCOURAGE
HEALTHY
COMMUNITIES**

SUPPORTING STUDENT SOCIETIES

BOOGIE SAFE

In term one, we launched our **#BoogieSafe** night-time safety campaign to support students who choose to enjoy the night-time economy. It was launched as a direct response to safety concerns in Nottingham and across the UK.

The campaign provides health and safety tips and information on the measures NTSU has taken to help them stay safe on nights out. It has educated thousands of students on how to safely enjoy the night-time economy and dramatically reduced the number of reported incidents since its launch.

SAFE PLACES

To support our **#BoogieSafe** campaign, we collaborated with NTU to launch on-campus Safe Places at City, Clifton, and Brackenhurst campuses. These spaces are accessible seven days a week 9pm - 9am to support NTU students on nights out.

The spaces have been used by over 100 students and are now open to NTU staff. They are the first spaces of their kind in the sector and a critical collaboration between NTSU and NTU. We have received significant student support and positive feedback regarding the peace of mind the spaces give them and the confidence that NTSU care for them.

RECYCLABLE CLOTHING FAIR

In March, we held a **recyclable clothes fair at City Campus to tackle fast fashion and promote sustainability**. Students donated preloved garments to us, which we resold, then donated the proceeds to our chosen RAG charities, Trekstock and Women for Women International. This generated significant engagement — students donated over 600 items of clothing, and we had over 700 attendees. In total, **we raised over £1000** for our charity partners.





KERRY LUFF

PSYCHOLOGY (MENTAL HEALTH) STUDENT

Right at the start—during my first-year freshers week. At the Freshers Fair, I discovered ways to become an active student community member. The Student Mental Health Champions group really stood out to me as mental health is something I have a great passion for and is what I study. So I signed up, attended training sessions, and learned more about the role.

I have been involved in various events as a Student Mental Health Champion throughout

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**BEING PART OF SUCH A
FANTASTIC COMMUNITY GIVES
ME ENORMOUS PRIDE.**

the year, including mindfulness walks, Global Week, and Welcome Fairs. I also introduced NTYUOROCK to spread mental health awareness, positivity, and creativity throughout campus.

We have held many sessions on NTU's three main campuses. Students are invited to paint mindful quotes or images on rocks and distribute them around campus in the hope of bringing some colour and motivation to others as they go about their day. The sessions provide a safe place for people to meet new friends, take time out of the stresses of studying, get creative, and bring some colour to campus.

I am also on the Psychology Society committee, which I love with all my heart.

It has definitely improved my confidence and given me a sense of achievement. Regularly meeting new people and stepping up to facilitate sessions has enabled me to improve my leadership and communication skills. Also, rather than coming to university just to study, I feel part of something I have contributed to. Being part of such a fantastic community gives me enormous pride.

HAS BEING INVOLVED WITH THE SU HELPED YOU FEEL PART OF A COMMUNITY?

Definitely. The people who run the SU and the students who get involved are all so welcoming and helpful. Being a society committee member has enabled me to build genuine friendships and learn from others. It's made me feel like an individual with a purpose rather than just a student who comes into uni, studies and leaves.

My engagement with the Student Mental Health Champions has broadened my perspective and knowledge of mental health, positively influencing my studies. I believe that actively participating in something you are interested in significantly benefits you.

Definitely. Some of the skills I gained will benefit me for life. I know I want to make a difference in the community throughout my future career. By observing how others have led teams and dealt with various situations, I better understand how to deal with things myself.

Some of the best friends I could ever ask for. Stepping out of my comfort zone and

helping to run a society means I have spent a lot of time with new people. And from that, I have made the best memories with friends I know will last a lifetime.

One of the most heart-warming moments was actually on a night out. In my first year, I facilitated a group through a 12-week course to reflect and improve mental health. Whilst everything was done online due to COVID-19, we built a lovely sense of community within our group.

In my second year, a student from the group came up to me on a night out, hugged me, and told me how much I had helped him and impacted his mental health and outlook on university. I had never had the chance to meet him in person due to the restrictions, and it was such a proud moment to see how happy and grateful he was—I could have cried.

Just do it. What have you got to lose? There is no better way to maximise your uni experience than pushing yourself out of your comfort zone and getting involved in as much as you can. Whether it's joining a society, sports group, volunteering for open days, or getting a job within the uni, these are all incredible opportunities to learn more about others and—most importantly—yourself. Your university experience will fly by, so make it one to remember. NTSU know how to help you with this better than anyone.

GIVE IT A GO (GIAG)

GIVE IT A GO IS A FLEXIBLE PROGRAM OF ONE-OFF ACTIVITIES DESIGNED TO ENCOURAGE STUDENTS TO TRY SOMETHING NEW, MEET NEW PEOPLE, AND HAVE FUN.

This year, we delivered our largest program yet, featuring comprehensive GIAG Weeks in terms one and two on top of a year-round programme of recurring weekly events that included bowling, laser tag, and virtual reality gaming.

In total, we've delivered over 130 activities this year. We had over 1600 attendees across our regular GIAG events and a further 844 students engaged with our GIAG Weeks. 35 societies collaborated with our GIAG program to offer free one-off taster sessions and activities such as drone flying and singing and sign language workshops for our members.

Our Opportunities team have 141 students on 10 trips and tours to multiple cities across UK since Covid restrictions were lifted. Destinations include York, Bristol, Manchester, Birmingham, and Liverpool. These trips have proved vital for engaging and supporting international students while they are in the UK.

NTU Sport collaborated with us in term two and offered free sports club and Just For Fun taster sessions to remove barriers to sport and lifestyle activities.



BEING INVOLVED IN GIAG WEEK HELPED US PROMOTE OUR SOCIETY AND GAIN MEMBERS. WE DIDN'T HAVE THE CHANCE TO DO THIS AT THE FRESHERS FAIRS AS OUR SOCIETY ONLY FORMED IN JANUARY, SO WE RELISHED THE OPPORTUNITY. IT WAS SO FUN TO MEET NEW PEOPLE FROM OUTSIDE OF OUR COURSES IN A CAREFREE AND INVITING WAY. THE EXTRA PROMOTION FROM THE NTSU'S SOCIAL CHANNELS WAS A GREAT HELP.

SWIFT SOCIETY

SOCIETIES IN NUMBERS

ACTIVE SOCIETIES: 135
NEW SOCIETIES: 24
ACADEMIC SOCIETIES: 33

13,958
MEMBERSHIPS SOLD

9,873
INDIVIDUAL STUDENT
MEMBERS

960 INTERNATIONAL SOCIETY MEMBERS
525 POSTGRADUATE SOCIETY MEMBERS
225 CONFETTI STUDENT MEMBERS

677
COMMITTEE MEMBERS
ONLINE TRAINING DELIVERED TO 449 STUDENTS

STUDENT TESTIMONIALS



BEING A SOCIETY COMMITTEE MEMBER HAS HELPED ME IN SO MANY WAYS. FOR EXAMPLE, IT HAS HELPED ME FEEL A PART OF THE NTSU STUDENT COMMUNITY. MY LEADERSHIP AND TEAMWORK SKILLS ARE VASTLY IMPROVED, AND MY EXPERIENCE AS A SOCIETY COMMITTEE AND FRESHERS TEAM MEMBER HAS BEEN THE BEST TWO YEARS OF MY LIFE.

EVIE BULLIVANT
PRESIDENT OF FASHION SOC



“

BEING A COMMITTEE MEMBER THIS YEAR HAS ALLOWED ME TO EXPAND MY FRIENDSHIP NETWORK, BECOME MORE CONFIDENT, AND DEVELOP MY NETWORKING AND LEADERSHIP SKILLS. I AM HAPPY TO HAVE HELPED MAKE THE SOCIETY A WARM AND WELCOMING PLACE FOR ANYONE TO JOIN.

JAKE HUTTON

HISTORY PRESIDENT AND FRESHERS TEAM MEMBER 2021





MOLLY TRINDER

64

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**I HAVE BECOME A LOT MORE
CONFIDENT AS I AM QUITE
SHY.**

At the beginning of my first year at university (October 2020), when I nominated myself to be a course representative for BA History. I had seen adverts online and around the campus, and my CERT mentor, Amber, encouraged me to nominate myself for the role. I applied as I wanted to help make a positive impact on the student experience on my course.

I have mainly been involved in the course representative program, which I have been involved with for the past two years (and plan to reapply next year). I have also been a member of the Photography, History, and Craft societies.

It has definitely had a positive impact. Most importantly, my involvement with NTSU has made my university experience more than just the course. It's provided me with new experiences and opportunities that have encouraged personal and professional development. Since taking on the role of course rep, I have become a lot more confident as I am

Yes. In particular, being a member of the History Society has definitely made me feel part of a community, as I have been able to meet people from different courses with similar interests. I have particularly enjoyed the trip to the Castle in January and the online and in-person quizzes held in 2021 and 2022.

The improvement in my confidence from engaging in activities at NTSU has transferred to my academic work. Additionally, changes to academic issues in response to course rep feedback have helped both myself and my coursemates.

Being a course representative has helped me develop and refine employability skills such as communication, being proactive and organised, and problem-solving, which will be helpful in pursuing a career in teaching and will also look good on my CV.

I have had the opportunity to meet people across the university that I wouldn't necessarily have met if I hadn't become a course rep or signed up for any societies. Joining the Photography Society in my first year allowed me to meet others with a passion for photography, which helped foster a passion for photography and encouraged me to experiment with editing. I have since had my photography featured in the local newspaper and university social media pages.

Being awarded the Course Representative of the Year Award 2022. It really meant a lot that my course mates found my help useful enough to take the time to nominate me for the award. It was also great to be recognised by the NTSU for my contributions this year.

I would definitely encourage anyone who has yet to get involved with NTSU to explore what's on offer on the website. There are so many things to do, societies to join, and opportunities to get involved in.

BRACKENHURST ENGAGEMENT

Each week during term-time, we run crafting sessions to help students connect with like-minded people, learn about the support we offer, and take a mindful break from the day in a fun, chilled environment. So far this year, our Brackenhurst Wellbeing Wednesday sessions have welcomed 206 attendees.

We also have delivered Consent is Everything and Racism and Allyship workshops to all Brack first year FE students this year



SEXUAL CONSENT WORKSHOPS

During the first two terms, we collaborated with NTU to deliver 271 Consent is Everything workshops to 5,079 students, 55.8% of eligible 1st-year students this year. Attendee feedback has been overwhelmingly positive:

- 90% stated they would recommend the workshop to other students, 96.8% know where to signpost a fellow student if they disclose a sexual assault



- 91.9% are more confident in ensuring they have received consent in situations that require it.

SURVIVORS SUPPORT NETWORK

This year we launched our Survivors Support Network – a safe, supportive community for self-identifying women at NTU who have experienced sexual violence or other forms of violence against them. They have run several events throughout the year, including games nights, bookmark making, information stalls, and a weekly book club in partnership with Nottingham Women's Centre.

The 250-strong community is led by a four-member student Committee that runs promotion and outreach activities, ensuring an inclusive and safe environment for

members to join. The Network Chair, Rose, has thrived and secured placement options due to the experience they have gained chairing the network.

RECLAIM THE NIGHT

In November 2021, our Survivors' Support Network helped to organise a student presence at Nottingham's biggest and loudest annual grassroots protest against all forms of male violence against women.

Women students came together for a banner making workshop before the event, and then attended the protest together in a celebration of unity.



COMMUNICATING WITH OUR COMMUNITY

STRATEGY SHIFT

We have revamped our social media strategy over the last 12 months to reflect the dynamic nature of the space.

We have replaced the individual Exec Officer Twitter accounts with Instagram accounts. The platform receives significantly more engagement than Twitter and gives the officers more visibility and flexibility to showcase their work and communicate with students.

We have shifted the focus of the main NTSU Twitter account from student engagement to an audience of wider stakeholders. We also launched a brand TikTok account to leverage the growing attention from students on the platform.

VIDEO CONTENT

We have reoriented our social media content strategy towards short-form video content, which performs exceptionally well on our channels. This has meant focusing more heavily on Instagram Stories and Reels and creating evergreen video microcontent to promote our services throughout the year rather than relying on grid posts.

We have also been more active in creating longer-form video content on our YouTube channel to augment this short-form content. The channel now features dedicated playlists for different aspects of the organisation, such as elections, exec, campaigns, and societies. We have also started a video series documenting the journey of our Student Engagement Coordinators across their two-year contracts, delivered in termly instalments.

SOCIAL MEDIA FOLLOWING

WE NOW HAVE 50,000 COMBINED SOCIAL MEDIA FOLLOWERS AND FINALLY HIT OUR 10K INSTAGRAM FOLLOWER GOAL.

FACEBOOK: 19.2K TWITTER: 19.2K INSTAGRAM: 10.1K TIKTOK: 741

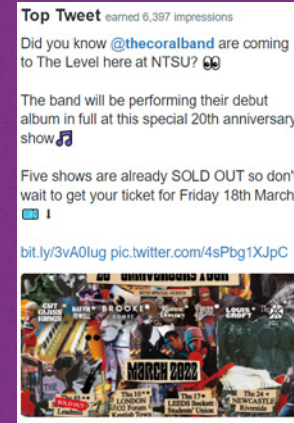


TOP TWEETS

FRESHERS' TEAM APPLICATIONS
11.5K IMPRESSIONS

THE CORAL GIG
6.4K IMPRESSIONS

PLANT SALE
7.7K IMPRESSIONS



TOP FACEBOOK POST

SAFE TAXI SCHEME 12.5K REACH
403 ENGAGEMENTS



TOP INSTAGRAM POSTS

GIVE IT A GO WEEK #TBT 461 LIKES
EXEC FRESHERS WELCOME MESSAGE 2,745 VIEWS



TOP INSTAGRAM REEL

5 MOST INSTAGRAMMABLE SPOTS IN NOTTS
15.6K PLAYS



TOP TIKTOK

2020 GRADUATION CONGRATULATORY MESSAGE
62.7K PLAYS



WEBSITE PERFORMANCE

491,595 people made 840,337 visits to our website, registering 3.3 million page views between April 2021-2022 (almost 2x the traffic from the previous 12 months).

BRANDING WORK

We initiated a brand refresh in April 2021, updating NTSU's brand to keep it relevant for a Generation Z audience. We've significantly expanded our brand guidelines to cover our tone of voice and updated visual identity elements. We've also rebranded several individual services. Notably, we have considerably rebranded our IAS. They now have a central identity that can be adapted to support their expanded operations, including their Peer Support Scheme, volunteering program, and outreach activity.

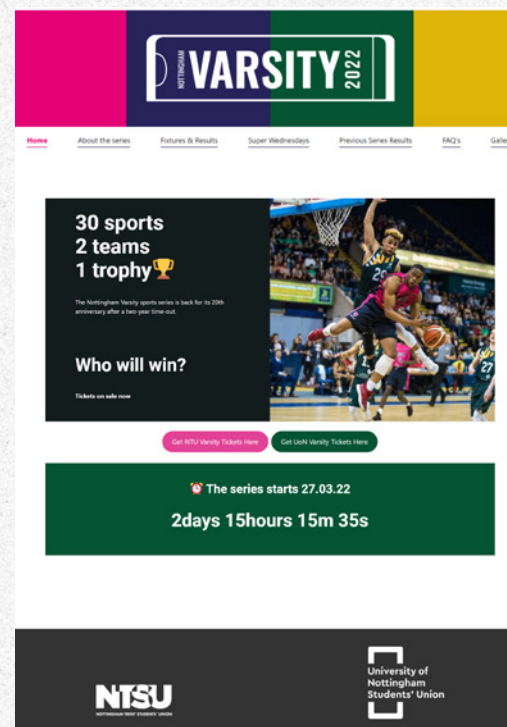


EMAIL MARKETING

Thanks to more granular student data from NTU, we've improved our mailing list segmentation. This has allowed us to tailor and target our emails to different segments within our student audience, increasing the relevance of our communication. This has resulted in notable increases in open rates and conversions (most notably with postgraduate students), leading to higher engagement with our services.

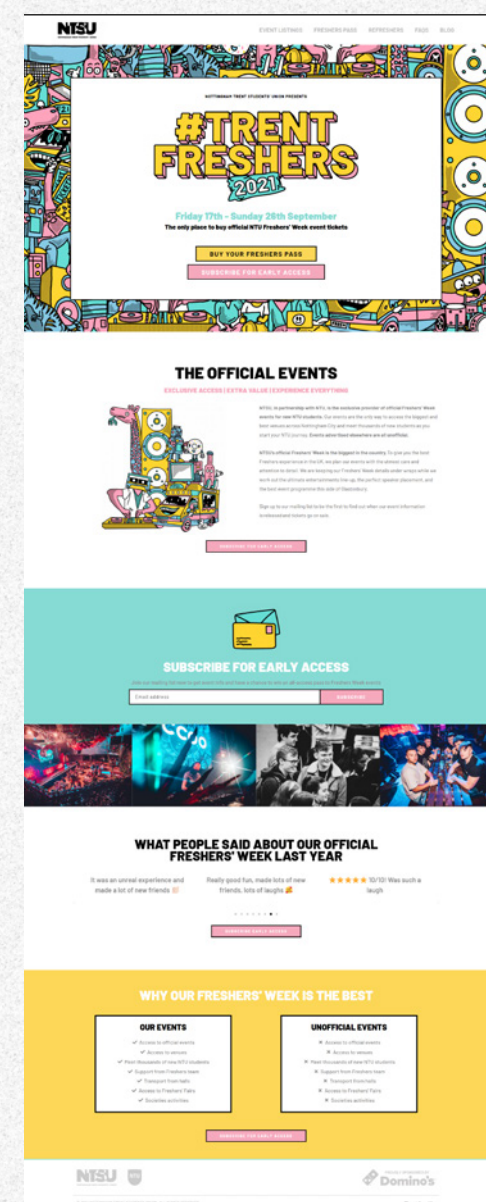
A prime example of this is the daily email sequence we delivered during our 2022 election voting week. We ended the week with the highest voter turnout in NTSU's history.

We also created a marketing campaign for our 2021 Freshers event passes using a



combination of automated email sequences and product landing pages to improve the customer journey. Along with a new deposit scheme designed to engage students before their NTU place was confirmed, this strategic campaign contributed to a 45% increase in sales from the previous year — £118,710 in revenue (a £37k YoY increase).

We grew the combined membership of our seven E&D networks by 300 students in 3 days from a single set of targeted email invitations. Total membership is now 683, giving them the critical mass necessary to become autonomous communities. Another example of successful targeted email marketing was one of our BHM events. A single targeted invite to our BAME mailing list resulted in a sell-out event overnight.





04

**WE WILL
REPRESENT
AND CELEBRATE
OUR DIVERSE
MEMBERSHIP**

LGBTQ+ HISTORY MONTH

We ran a series of LGBT History Month events in February 2022 to celebrate and educate people about LGBT history, issues, and culture. Our flagship event was the **Challenging Heteronormativity in History Panel Discussion**. The sell-out event featured a presentation by four PhD Students challenging heteronormativity in history followed by a Q&A panel discussion.

NTU PRIDE SOCIETY - INCLUSIVE SPORTS PROGRAMME

Our **Pride Society** collaborated with **NTU Sport** to educate sports clubs on how to support people who may be reticent to access sport due to their gender identity, body dysmorphia, scars and acne, physical disability, or mental health. They worked with other student-led groups to provide workshops and training events addressing how to make their activities more inclusive, remove barriers to participation, and gain better insight into the challenges our diverse membership faces.

ISLAMIC SOCIETY

The **Islamic Society** raised over **£3k in 48 hours** to install new prayer carpets in the prayer rooms in NTU. This is a testament to their leadership within NTU's Muslim student community.



SUPPORTING OUR GRADUATES

We successfully lobbied for **free graduation gowns** and hats for the class of 2020

We delivered a joint **Grad Ball** for the classes of 2020 and 2021 to give them the memorable university ending they'd hoped for despite graduating during COVID-related lockdowns. This was our first large-scale event since the pandemic, and we welcomed over 700 students back to NTSU for one final celebration.

Student feedback highlighted how much they appreciated the event and how strongly they connected with NTSU:

“ LOVED GETTING ONE FINAL NIGHT AT MY SU.

“ SO NICE TO REUNITE AND RECONNECT WITH MY FRIENDS.

“ UNBELIEVABLE TO FINALLY STEP FOOT BACK ON THE SU DANCEFLOOR AFTER SO LONG.



05

**VENUES,
ENTERTAINMENTS,
& BUSINESS
DEVELOPMENT**

EVENTS & VENUES



SUPPORTING STUDENT SAFETY

We have run a series of year-round campaigns and schemes to help students safely enjoy the night-time economy. These include:

#BoogieSafe Campaign to tackle drink spiking, responsible drinking, and more.

Ask Angela scheme deployed, and staff trained to support students who may feel vulnerable while in our venues.

Safe Taxi Scheme offered in collaboration with Nottingham Cars so students can travel safely in the city, even when they have no money.

We've created new **Welfare Staff** roles in our venues and hired 14 staff into them. We are also working with partner venues around the city to create similar roles off-campus. 100% of our events staff have completed **Emergency First Aid** at Work and **Bystander** training.

FRESHERS WEEK 2021

THIS YEAR WAS OUR MOST SUCCESSFUL FRESHERS AND REFRESHERS WEEK EVER.

9,000+

NEW STUDENTS WELCOMED & SUPPORTED BY OUR FRESHERS TEAM

98%

OF FRESHERS TEAM SAID THEY WOULD RECOMMEND THE ROLE TO ANOTHER STUDENT

2,638

FRESHERS PASSES SOLD

37,736

INDIVIDUAL EVENT ADMISSIONS

FRESHERS + REFRESHERS COMBINED GROSS INCOME =

£285K



THE LOFT REDEVELOPMENT

We have refitted our Loft bar at City Campus to accommodate a wider range of event activity, including publicly accessible live music events, in our venues.

NEW STUDENT EVENTS

We have updated our regular events program to reflect the diversity of our members. We've introduced new event brands, including **Drag Bingo**, **Encore (RnB)**, and **District** (our new Saturday club night).

LIVE MUSIC AT THE LEVEL

We have expanded our public live music events offer. This has helped us establish our city centre venue, the Level, further diversify our entertainments offer, engage the local community, and generate revenue. Event highlights include hosting the Nottingham dates for the UK tours of acts including **The Vaccines**, **Bastille**, **The Coral**, and **A history of Drum and Bass Orchestra**.



COMMERCIAL ACTIVITY

FRESHERS FAIRS & MEDIA SALES

It's been a strong year of recovery for our media sales and third-party commercial activity.

£73,602

REVENUE FROM COMMERCIAL FAIRS

OVER £90k

REVENUE FROM MEDIA SALES

14,000

PEOPLE THROUGH OUR FRESHERS FAIRS

OVER 500

STUDENTS ATTENDED OUR HOUSING FAIR

13

LIVE MUSIC SHOWS



RETAIL ACTIVITY

WE SOLD

479,350

UNITS IN OUR SHOPS, GENERATING

£793,118

IN REVENUE

BIGGEST SELLER: SOFT DRINKS

139,488

UNITS

