

Annual Report from Marketing and Development Subcommittee

Overview and purpose

The purpose of this report is to update the Board on the business conducted by the Marketing and Development committee during 2017-18.

Meetings & Membership

Meetings were held in October, January, March and June and the members were: Sarah Fenton (Chair), Eyong Ebot-Arrey, Jess Bassett, Chloe Sparks, Richard Grindrod, Natasha Mutch-Vidal, David Mihell, Annabel Tonge and Harry May-Bedell.

Terms of Reference

The purpose of the Marketing & Development Committee is to recommend and oversee the implementation of LUU's marketing and communications strategies, advise on marketing and development issues relating to the operating environment of LUU and to advise on developments in fundraising.

Strategic Risks

Through an annual review the committee maintains oversight of the following relevant risks from our Strategic Risk Register:

SR6: LUU perceived as poor value for money leads to decline in income from commercial activity

SR7: Reputational risk of failing to meet sustainability demands/expectations of members.

SR8: Reputation with students is poor in areas for our strategy namely representation and student support

SR9: Reputation with University is poor leading to lack of partnership working on areas to improve the academic experience

SR10: Lack of investment in communications expertise and technology leads to lack of relationship with key parts of our membership

SR11: Relationship with the University declines leading to restrictions on our resources and capacity to deliver our strategic goals

SR12: Reduction in student numbers leads to a negative impact upon revenue, footfall and power of the student voice.

SR13: LUU falls behind social, commercial and market trends leading to drop in income and poor reputation.

Key areas of work

Strategic Review and Planning

The committee had oversight for the data collection and research underpinning the Strategic Review, and gave feedback and direction on the proposed Strategic Impacts for the 2018-22 Strategic Plan. The committee also discussed the most effective methods for communicating the new Plan.

Marketing & Communications

The committee had oversight on a number of key pieces of work which included proposals for Freshers, Leeds Ball, and the Leadership Race. Regular updates on fundraising and operational marketing activity were also provided at each meeting.

Digital Development

As an ongoing key piece of work this year the committee received regular updates on LUU's digital transformation and also reviewed the project risk register. This work continued to be overseen by LUU's Digital Project Board.

Other work

The committee received reports on external partnerships, media coverage, and a social media evaluation. The committee also approved a reviewed Media Policy, the review of LUU's Reputation Management Plan and a review of the Corporate Support Policy.

Recommendation
The Board are invited to note the annual report from Marketing and Development Committee
Contribution to the LUU Plan
The work of this committee supports many aspects of LUU's Plan.
Wins for Students
LUU is governed to a high standard in line with the needs of the members.
Risk
SR3: Leadership and governance is not effective to deliver the strategy

Sarah Fenton
Chair of Marketing and Development Committee

If you have any questions on this paper please call Sally on 0113 3801 301 or email s.stephens@leeds.ac.uk