



Students' Union Report on Finances

Outcome Requested:	<p>Council is asked to consider:</p> <ol style="list-style-type: none">1. Financial Statements QMSU Group Year Ending July 2024 appendix 12. Mid-Year Financial update<ol style="list-style-type: none">Management Accounts and Balance Sheet period P6 January 2025 (appendix 2)3. Key themes of significance<ol style="list-style-type: none">Communicating the QMSU strategy & brand.Internal audit of the students' union.Special measure taken to ensure financial performance is on track in a tough climate.4. End of year forecast (appendix 4)5. Five-year financial forecast (Appendix 5)
Executive Summary:	<p>Financial Statements were unqualified, with significant assurance. There were no new recommendations, and previous years recommendations addressed. The end of year results was slightly better than end of year forecast, and budget. There were no adjustments whatsoever to the financial management information presented to the auditors. a clean audit & smooth process. Please find the final Group Financial Statements, and draft Trustee annual Report. Appendix 1.</p> <p>The General Reserve position improved by over £58K (see Table 1) in this report.</p> <p>The mid-year management accounts for the Group report a slightly better than budget position of £61K, which is less than same time last year (Appendix 2).</p> <p>The financial performance particularly in November and December raised some red flags and resulted 'special measures' being implemented, outlined in more detail in this report. It is satisfying to see the benefit of the steps translating into financial improvement in January accounts. I suggest this is also the benefit of having decent processes in place, along with data and insight used effectively by management.</p> <p>The current end of year projections forecast a Group surplus in the region of £33K. Our target remains £50K, in line with our reserves policy and Block Grant conditions. It will be a tough, again, which is a driver for special measures.</p> <p>Our QMSU Audit and Risk committee recent focus has been on our corporate risk register, putting aside good practice, our energies are on the mitigations, essential during challenging times.</p>

	<p>The five-year financial projections show a steady strengthening of the balance sheet. This is also obviously important as a platform to help enable the delivery of the new strategic plan. Typically, finance, people culture & capability, space, and brand and messaging are critical enablers for the delivery of Mission and Vision. With that in mind, I share Communication and Branding report, which demonstrates approach to our new strategy, but also Unique selling point, and innovations, such as the launch of a loyalty App, and work building Postgraduate student community. In the spring we also aim to launch the Centre of Volunteering and Outreach, including a website and branding which is covered within the Trustee annual report in the statements, and the other broad range of important services and support the Students' Union provides to the University community.</p> <p>The Students' Union is satisfied the internal audit does not appear to have any factual inaccuracies, and welcome the opportunity to work with, and build on the recommendations.</p> <p>The internal audit report provides 'significant assurance' demonstrating sound administration and management of the Block Grant, and of Governance. The auditor recommendations primarily focus on Space, where there is collective potential to improve on. We believe the scope of the recommendations should be more strategic, than mechanical. This theme is explored in our initial response.</p>
QMUL Strategy: strategic aim ref	SA2.2, EA1.2, EA1.7
Internal/External regulatory/statutory reference points:	<p>The Education Act (1994) requires that "the financial affairs of the Union should be properly conducted and appropriate arrangements should exist for the approval of the Union's budget and the monitoring of its expenditure, by the governing body."</p> <p><i>1994 Education Act</i> <i>2006 Charities Act</i> <i>2006 Companies Act</i></p>
Strategic Risks:	<p>11. Sustainable income streams for activities</p> <p>12. Cost control, VFM and expenditure</p>
Equality Impact Assessment:	None required
Subject to prior and onward consideration by:	QMSU Trustees
Confidential paper	No
Timing:	Annual report
Author:	Mike Wojcik, Chief Executive, Students' Union Managing Director, QMSU Services Ltd.
Date:	26 February 2025
Appendices	<p>1) QMSU Group Financial Statements July 2024.</p> <p>2) Management & Balance Sheet Period 6, January 2025</p> <p>3) Strategic Branding & Communications report.</p> <p>4) QMSU End of Year Forecast</p>

	5) QMSU 5 Year Forecast
Sponsor	Tahmid Khan, President, Students' Union

Current financial year 2024/25

The autumn management accounts highlight the detrimental adverse impact on the continued tough climate, compounded by the new risks, rapid and continued cost of living costs, rise in salaries and National Insurance, and the adverse impact of the works in Godward Square. The SMT are concerned by the year-to-date results, and decided to respond promptly, and implement special measures. We started the process in the first full week in January, and full reports shall be presented at the February Board meetings.

Special Measures

The agenda points that will be covered in five team meetings were as follows.

The Framework

- a. People and Culture - inductions/ processes/ procedures/ meeting deadlines / responsibilities
- b. Pricing review - this is ongoing and needs to continue
- c. Procurement / stock management / wastage
- d. Staffing/rotas - reducing costs where possible
- e. Business development

The Aim

- a. Roles and responsibilities of all staff within each team
- b. SOPs/Manuals – which would include the site-specific processes and procedures.
- c. Quick wins for January 2025

Each team has completed and presented an action plan, following the framework and delivering the Aims. The quick wins on balance appear to have been delivered.

Internal Audit

The recommendations provide an opportunity to consider space, from a strategic angle, having shifted from MOA Service Level Agreement model to partnership agreement, recognised our goals, mission, vision and critically our values broadly align, as do shared priorities.

KPI's and other matrix are enablers to achieve strategic priorities, and value for money is good to explore collectively across the campuses, particularly with financial constraints facing the institution, the sector, and our student and staff community.

The scope of the report was not to comment upon other enablers into space, such physical condition, maintenance or mitigations to disruption. Some spaces are occupied in kind, others such as Qmotion, Drapers and Union shop pay £93K per annum. We clearly have developed Partnership agreements with Estates and ITS, and this approach appears to be working constructively in the Garrod Building, which has a specific partnership agreement.

We look forward to working to improve reporting, clarity of expectations, and areas that support efficiency, effectiveness and strategic improvement. There has been good progress developing

a genuine partnership, and working through the recommendations should provide a two-way platform to maximise our spaces and potential.

Existing strategic pathways where space is an enabler

#2030 QMUL

- o National Student Survey
- o Student Satisfaction
- o Student Recruitment and retention.

QMSU Strategic plan

- o 8 KPI's (See Appendix 2, highlighting KPI's where space is an obvious enabler to improve).

Sport and Physical activity Strategy

- o Dozen KPI's

QMUL Civic Engagement, social justice & cost of living.

Develop and agree Student Experience Estates Master plan priorities (Appendix 6 working draft)

Office of Students' Strategy – under consultation.

Russell Group Students' Union Manifesto.

Following on Benchmarking themes could be a starting point to explore

- o Commercial: Like to like, eg Ground Café and Graduate Café, Community Shop and Village shop. Though both Graduate Café and Community shop have had recent capital investment, seems like a good starting point.
- o Block Grant: Compared to other London Russell Group Institutions
- o Set joint KPI to progress with Student Experience Master plan priorities. This should include areas such as progressing with Multi Faith provision, and Women's only spaces.

Values driven KPI's

#2030 KPI 4 student attainment gap, but also KPI 1

Again, going back to the RGSU response to the Office of Students' strategic plan consultation, we collectively said "We support the OfS' integration of equality of opportunity throughout their work. However, we are concerned that the commitment to "ensure that in the face of financial pressures, choice and opportunities for students from disadvantaged backgrounds and underrepresented groups continue to expand rather than reduce" lacks specificity and clear direction."

Spotlight on Opportunities / Mitigation

- a) **Communications, Marketing and Brand** report (appendix 3) underlines the strategy drawing enabling initiatives across the charity, and commercial spaces, and wider central services role (finance, governance & communications) in the coherent joined up approach.
- b) Russell Group CEOs joined the Sabbatical Officer representatives at the residential held at Queens University Students' Union in Belfast. This is the first time the CEO's have met, and pleasingly resulted in invigorating, focused, and strategic conversations, leading to

four priorities to take forward, along with some wider enabling work, with deadlines. We agreed that:

- RGSUs has clear value for officers and CEOs and should continue. The group can make an important contribution to:
- sharing practice between our Unions;
- discussing shared challenges and opportunities;
- identifying and structuring areas for collaboration, including things that could deliver savings, increase income and/or improve our operations;
- supporting increased national public affairs lobbying;
- helping to agree and drive forward new innovative projects that might not be possible for individual SUs acting alone; and
- providing an opportunity and structure for CEOs to support the RGSU officers group.
- CEOs will aim to attend future meetings of the group, including spending more time with the officers working on shared priorities.
- We will aim to keep our governance and priorities as simple and clear as possible to save time and money.

We agreed the following 4 priority topics and leads for action.

1. Good Practice Framework in SU/University Relationships. QMSU to lead.
2. Digital Systems
3. New Income Generation
4. Public Affairs Strategy

Table 1: General Reserve		
Yr end	£	Notes
Jul-24	-121401	Forecast positive reserve in 25/26
Jul-23	-179738	Cost of living pressures kick in
Jul-22	-230741	Post covid recovery
Jul-21	-306786	Covid business interruption
Jul-20	-272502	Covid business interruption
Jul-19	-218582	Solid progress was made. *1
Jul-18	-556738	improve balance sheet. Agreed Block Grant cost of living increase.
		Paid off final installement of £910K
* 1 Note		loan to the university.

Table 2 & 3 High level risk, mitigation and opportunity overview presented to QMSU Board in the Summer Budget planning 2024, and updated Jan 25

New or rising	Direction / Status Feb 25	Existing	Direction / Status Feb 25
Student recruitment projections down.	Risk increased, need to operate in new environment. Strategic mitigations needed	Cost of living to students & charity.	UP – Non Pay costs continue to rise well above inflation. Consumer behaviour hit– Special Measures
Internal relations at QMUL	Some targeted improvements & decent diplomacy. Translating to tangible outcomes is being discussed.	Cost of living to the SU Services & financial underperformance in some areas.	UP – Autumn Budget. Mitigation: Special measures, Branding and signage, & Drapers new business model. Post ITL works opportunity.
Godward square ITL Works	UP – Worse than forecast	New Epos system problematic instal	Down – light at the end of the tunnel.
Shield Café	Same – in discussions	Real term value decline of the block grant	Same, though Autumn Budget toughens
Management stretched	UP	Increased competition	Not getting easier.

Mitigation	Direction / Status Feb 25	Opportunity	Direction / Status Feb 25
Lounge and new entry, mitigation to disruption from ITL works	Compromised, funds reallocated to legacy maintenance. New signage & furniture opportunity Feb 25	Strat plan launch to students and branding	Progress – comms presentation
Click & Collect and Website	Launching this week	Garrod Griff Day & Night business model	First full year, remain opportunity, special measures to sharpen, branding & Comms step up.
Garrod summer works to remedy	Done apart from Griff Screens	Loyalty card	Progress – New Loyalty App to be launched in March. On going up skilling through workshops.
First Full year trading in Garrod	Not seen full financial benefit yet, Opportunity	New Epos system new functionality	
Deep Dive into Venues & Review of the dated Drapers Venue business model.	Live Work, business plan & budget to be presented June 25 Board.	Training and processes	
Organisational design in Commercial and sport, reporting lines, skills and capacity.	Presented as Part of Budget 25/26	Pricing and product review (also risk)	Further reviews in Jan, linked to special measures, target increases.

Charity Registration No: 1147786
Company Registration No: 08092471 (England & Wales)

**QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED REPORTS AND
CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31st JULY 2024**

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

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QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

TRUSTEES' ANNUAL REPORT

FOR THE YEAR ENDED 31st JULY 2024

The Trustees present their report and the financial statements of Queen Mary, University of London Students' Union for the year ended 31st July 2024 (the reporting year).

1. Legal and Administrative Information

Charitable status

Queen Mary University of London Students' Union Limited, also known as QMSU (the Union), is a charitable company, company number 8092471 and charity registration number 1147786.

Registered Office

Students' Union Hub, 329 Mile End Road, London, E1 4NT

Charity Trustees

The Trustees of the Union who hold office at the date of this Report, who are also directors of the Union for the purposes of the company law, are as follows:

Officer Trustees

(from 01/08/24 unless otherwise stated):

Tahmid Khan, Students' Union President (Chair)

Nabihah Ali, Vice President Welfare

Jovani Palnoni, Vice President HSS

Al-Habib Mraish, Vice President S&E

Hassam Naeem, Vice President Liberation, International and Postgraduates

Rahma Hegy, VP Barts and The London

Student Trustees

(from 01/08/24 unless otherwise stated):

Azzah Abubacar

Matthew Beach (resigned January 2025)

Muharram Bin Tariq

Maeidul Khondker

Eshwinder Singh

Harshvardhan Singh

Lay Trustees:

Marcin Pisanski

Dominique Gracia

Hiba Khan (resigned 31 December 2024)

Oscar Tang [OT]

Chris Weavers [CW]

Anneka Kapadia (resigned 1 Nov 2024)

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The following also held office during the reporting year, as Trustees of the Union, in the capacities shown, and as directors for the purposes of company law:

Officer Trustees:
(from 01/08/23 to 31/07/24)

Serena-Amani Al Jabbar, Union President and Chair of Trustees
Amaan Abbas, Vice President Barts and The London
Matthew Beach, Vice President Communities
Jovani Palnoni, Vice President HSS
Aisha Qadi, Vice President S&E
Tahmid Khan, Vice President Welfare

Student Trustees
(from 01/08/23 to 31/07/24
unless otherwise stated):

Rahma Hegy
Aayush Jain (appointed 21/11/23)
Ahmed Mohamed
Liam Nicholson
Eshwinder Singh
Harshvardhan Singh (appointed 15/12/23)

External Trustees

Dominique Gracia
Anneka Kapadia
Hiba Khan - Deputy Chair of Trustees
Marcin Pisanski
Oscar Tang
Chris Weavers

Chief Executive

Mike Wojcik

Company Secretary

Brad Coales

Auditors

TC Group
The Courtyard,
Shoreham Road
Upper Beeding, Steyning
West Sussex, BN44 3TN

Solicitors

Russell-Cooke
2 Putney Hill
London SW15 6AB

Bankers

Barclays Bank plc
240 Whitechapel Road
London E1 1BJ

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TRUSTEES' ANNUAL REPORT (CONTINUED)

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2. Structure, Governance and Management

2.1. Governing documents

The Students' Union operates as a charitable company, with Articles of Association (the Articles) as its governing document, together with bye-laws made under the Articles.

2.2. Recruitment and training of Trustees

Trustees are appointed in accordance with the Articles and relevant bye-laws. The Articles provide for the appointment of up to six Officer Trustees and six Student Trustees, to be elected by secret ballot in accordance with Union Bye-laws, and for the appointment of up to six External Trustees by an Appointments Committee.

Officer Trustees and Student Trustees receive an induction in the role, responsibilities and duties of Trustees. Officer Trustees also receive an induction and extensive specialist training on their roles as full-time Students' Union officers, delivered both internally and by external organisations, such as the National Union of Students. External Trustees receive inductions and briefings as required.

2.3. Organisational structure and decision-making

Under the Articles, the Board of Trustees is responsible for the management and administration of the Students' Union, including its governance, budget and strategy. The Board has power to overrule any decision or policy of the members made in general meeting, in referenda or at Student Council, where it is considered there are financial implications, a breach of legal requirements, a contravention of the Students' Union's aims and objects or the carrying out of the Board's responsibilities as above are affected. In the reporting year, the Board of Trustees had five meetings.

The Trustees have power to delegate their functions to committees or individuals. There are two standing committees, as provided for in the Articles, which are responsible for the functions set out in the relevant Students' Union Bye-Laws or Terms of Reference. These are the Executive Committee, comprising the Officer Trustees (also known as Executive Officers) and the Audit and Risk Committee. The powers of these Committees do not, however, include any decision-making on behalf of the Board.

In the reporting year, the Executive Officers were responsible for the duties of their respective full-time offices as set out in Union's Bye-Laws.

In the reporting year, the Executive Committee generally met at least once every two weeks during term time, and minutes of the meetings can be viewed on the QMSU website.

During the reporting period, the Board of Trustees met five times, and the Audit and Risk Committee met three times.

An Appointments Committee, as provided for in the Articles, convenes as and when required to fill vacant External Trustee posts.

Student Council, elected annually from and by the Union's members and constituted in accordance with bye-laws, has the powers set out in the Articles, including setting the representational and campaigning policy of the Union. Student Council met four times in the reporting year - three quorate and one inquorate meeting. Two Annual Members' Meetings were held, the first on 27 November 2023 and the second on 12 July 2024.

Day-to-day management of the operation and administration of the Union is delegated by the Trustees to the Chief Executive. The Chief Executive reports to Trustees at each Board of Trustees' meeting, and as necessary between meetings, and to Committees of the Board.

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FOR THE YEAR ENDED 31st JULY 2024

2.4. Network - impacting on operating policies

The Union is affiliated to the National Union of Students (NUS) Charity. The policy, guidance and other information resources of the NUS have been considered in the operating policies of the Union.

2.5. Relationship with related parties

2.5.1 QMSU Services Limited

QMSU Services Limited is a wholly-owned subsidiary of the Union. It carries out significant trading activities in support of the Students' Union's work, including Qmotion Sport and Fitness Centre, Drapers Bar & Kitchen, the Griff Café Bar, Ground Café, and the retail outlets of Union Shop and the Village Shop. It also administers a number of activities at the QMUL sports ground in Chislehurst.

Our outlets are so much more than just shops, bars, cafés and a gym. These are important student-led spaces where students can come together to study, socialise, relax and have fun. They're also home to many of our clubs and societies' student-led events, activities and training sessions. We are a not-for-profit charity, and every penny we make goes straight back into improving students' lives.

The Chief Executive of the Students' Union is, ex-officio, a member of the Board of Directors of QMSU Services Limited and is the company's Managing Director. The Students' Union President is also, ex-officio, a member of the Board of Directors. Another Officer Trustee and a Student Trustee, as nominated by the Board of Trustees, serve as Board Directors. Two members of Student Council are members of the Board of Directors. There is also provision for three Independent Directors on the Board, of which two positions are currently filled.

Whilst the Students' Union's financial statements are prepared for each year on a consolidated basis, and include the income, expenditure, assets and liabilities of QMSU Services Limited, separate reports and financial statements for QMSU Services Limited for the reporting year, compliant with company law, can be viewed on the Students' Union's website.

2.5.2 Queen Mary University of London (QMUL)

The Students' Union works closely with QMUL, both in partnership and joint working in their respective activities. The Students' Union President is, ex-officio, a member of QMUL's Council. The Students' Union President, Vice President Barts and The London, Vice President Humanities and Social Sciences, and Vice President Science and Engineering are, ex-officio, members of QMUL's Senate, and two representatives of QMUL are members of the Board of Directors of QMSU Services Limited.

QMUL provides an annual (Block) grant to the Students' Union, which funds the Union's core charitable activities, and other ad hoc grant funding.

QMUL also provides the premises from which the Students' Union and QMSU Services Limited operate their respective services and activities. Those premises include the Students' Union Hub, Union Shop, the Village Shop and Ground Café on the Mile End Campus, the Griff Inn Bar & Kitchen, the BLSA accommodation and facilities in the Garrod Building at the Whitechapel Campus, and, in Charterhouse Square. QMUL is responsible for agreed matters relating to the premises, including maintenance of the fabric of the buildings, plant and machinery, fixtures and fittings and payment of utility and insurance costs. The Qmotion Sport and Fitness Centre premises, and Drapers Bar & Kitchen are held by QMSU Services Limited under leases from QMUL.

QMUL also provides support services in several areas, including campus security and other campus provision, health and safety, human resources, insurance, buildings work project management, provision of ad hoc space and the hosting of the Students' Union's and QMSU Services Limited's accounting records on its accounting systems.

The estimated value of the premises and of the support services provided by QMUL totalled £563,167 (2023: £546,764). That amount is included in the Consolidated Statement of Financial Activities as income as a grant, and as expenditure allocated to relevant charitable activities. The basis on which the value of the premises and support services has been estimated, and the basis on which the allocation as expenditure has been made, is

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indicated in Note 2 (h) to the financial statements.

A Code of Practice is issued from time to time by QMUL's Council under section 22 of the Education Act 1994. This sets out the agreed arrangements between QMUL and the Students' Union in relation to Council's statutory duty to take such steps that are reasonably practicable to ensure the Union operates in a fair and democratic manner, and is accountable for its finances.

A Memorandum of Agreement (MOA), sets out the framework for an ongoing mutually supportive and beneficial relationship between the University and the Students' Union, detailing their respective roles and responsibilities. A MOA Panel has been established to monitor developments and agree any amendments and appended

Partnership Agreements. The Panel membership consists of three members of QMUL, a member of College Council, and three members of the Students' Union, including the President, an external member of the Board of Trustees or the Board of Directors of QMSU Services (as nominated by the Board of Trustees of the Union), and the Chief Executive. QMSU Services Limited is also party to the Memorandum of Agreement and, where relevant, to the arrangements entered into under it.

3. Objectives and Activities

3.1. The Students' Union's legal purposes

The legal purposes of the Students' Union are set out in its Articles. These are, in summary, the advancement of education of students at QMUL for the public benefit by:

- promoting the interests and welfare of students at QMUL during their course of study and representing, supporting and advising students;
- being the recognised representative channel between students and QMUL and other external bodies; and
- providing social, cultural, sporting and recreational activities and forums for discussions and debate for the personal development of students.

3.2. The Students' Union's Strategic Plan 2030

The Students' Unions Strategic Plan was completed during 2022-23 and launched in 2024. The Plan sets out the Students' Union's Mission, Vision and Values, with the vision underpinned by a number of Strategic Pillars.

Mission, Vision and Values

The Union's mission is *'We Listen. We Act. We improve students' lives'* and its vision statement is: *'Our vision is for every student to feel they belong, in an environment where wellbeing, inclusion and community are at the core of everything we do. We will ensure every student is empowered to grow and thrive throughout their time at University and beyond into their future lives.'*

The Union's Values are to be Supportive, Inclusive, Student-Led, and Ethical.

Strategic Pillars

Our strategic pillars bring the work of the Students' Union together and span across all that we do. They are evidence-based and have been created from the insights we have collected from our students, student representatives and staff. The strategic pillars are ambitious and highlight our priority areas, outlining what we will focus on and what our outcomes will be across all of our campuses over the coming years.

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The Strategic Pillars, as set out in the Strategic Plan, are:

Pillar	
Pillar 1	<p>We will build an authentic student voice:</p> <p>We listen, but there's more to hear Currently, we rely heavily on student representatives to amplify student voices, often leading us to overlook individual nuances. This results in an incomplete understanding of the student experience and feelings of being unheard.</p> <p>We will empower students to have their say By introducing more diverse and contemporary feedback channels, we will make it easier for a wider range of students to have their say. Student insights will lead our decision-making</p>
What success looks like	More students will give feedback at least once per academic year and, in return, will feel the Students' Union listens to them.
Pillar 2	<p>We will support meaningful connections:</p> <p>Establishing friendships can be challenging Despite the availability of social and recreational activities, the shift to hybrid learning and online lives has left students grappling with the challenge of forming genuine in-person friendships, leading to feelings of isolation.</p> <p>We will support meaningful connections Acknowledging that students now face unique challenges will see us taking a fresh perspective in helping them to meet new people and develop lasting friendships. We will remove the expectation on students to establish inclusive student communities alone by creating a wide-reaching, eclectic range of activities with strong guidance and support.</p>
What success looks like	More students have opportunities to connect with other students and feel part of a student community.
Pillar 3	<p>We will resonate with every student</p> <p>Not everyone feels seen, heard or informed We provide a fantastic range of opportunities and communications for our collective student body but often students can feel their individual needs are overlooked. Channelling personalised support can help, but we currently rely heavily on student leaders to offer this.</p> <p>We will make sure everyone feels acknowledged We'll ensure every student feels valued as part of the Students' Union, by identifying the most positive impacts we can have on individual experiences. We will build a stronger connection to each student community, by blending targeted</p>
What success looks like	More students from a wider range of demographic groups engage with us and say their Students' Union is relevant to them.
Pillar 4	<p>We will prioritise students' mental health</p> <p>There is a decline in mental wellbeing Irrespective of whether you're reading data from national studies or analysing trending topics on social media, it's starkly evident that the current student experience is one that can be filled with stress, anxiety and feeling overwhelmed.</p>

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	We will contribute to positive mental health We will listen to students' current challenges to offer an accessible and supportive experience continually adapting to their needs and positively impacting wellbeing. Working collaboratively with students and other partners, we will aim to create a community.
What success looks like	Fewer students say their main concern is feeling stressed or overwhelmed and more students say we have a positive impact on their wellbeing.

KPIs

The Strategic Pillars are underpinned by a series of Key Performance Indicators (KPIs) to enable us to measure our progress.

These were being benchmarked during the reporting year, and will form the basis of reporting to the Board of Trustees on the delivery of the Strategy, and will also feature in future Trustees' Reports.

3.3. Volunteers

The Students' Union benefits from a significant volunteer contribution in taking forward its work. During the reporting year, in addition to the voluntary contribution of six Student Trustees and six External Trustees, circa 50 volunteer part-time officers and student representatives served on Student Council. Circa 450 students also acted voluntarily as course representatives. Well over 2,000 students were actively involved in running, societies, sports clubs, student media outlets, and volunteering groups.

3.4. The public benefit context

In the planning of activities for the reporting year, the Board of Trustees considered the Charity Commission's general guidance on public benefit. The Trustees consider it to be in the public benefit that the Students' Union assists the educational aims of QMUL by supporting students, both in terms of their academic performance and in their welfare to enable them to fulfil their individual potential, as well as in terms of their wider life experiences, through their personal development, to enable them to contribute now and in the future to their communities and society as a whole.

4. Achievements and performance during the reporting year

Welcoming new students

Our Venues & Events team also worked with several schools to host social activity and welcome events across our spaces including offering food & drink, games and craft sessions and icebreaker activities. We also worked with the Residential Life team to deliver a series of online speed meeting events for all halls prior to Welcome Week. Over 500 students participated in these online activities prior to their arrival at university, helping them to meet their new flatmates and make connections prior to their arrival.

Over 120 students volunteered their time over Arrivals Weekend and Welcome Week to help welcome new students across our London campuses.

The Students' Union worked in partnership with the university to deliver a successful Welcome Week programme. As well as the activity listed above, this included co-delivering several events such as the Wellbeing Fair and directly supporting other activity such as the Library Square Information Fair and chillout zone.

The Welcome Fair events at Mile End were a great success with over 10,000 students attending across the three days of Fairs. The event featured 250 stalls from our Student Groups, performance and demonstration areas, sporting activities, university services, an inflatable fun zone and several external organisations and charities. At Whitechapel, the event took place inside the BLSA Building.

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Employability

It is well recognised that participation across the range of opportunities and activities offered by the Students' Union help students develop their skills and future employability. The Union continued its series of networking sessions and workshops which aim to help students better understand how their unique skills and experiences can impact their employability skills, and future in the workplace.

We had a total of 355 students register for the Skills Award programme over the course of the year (an increase from 261 in 2022/23), and this brought 431 individual attendances across the 42 Skills Award sessions in both semesters. This session total was comprised of 36 skills sessions where students developed transferable skills, as well as 6 reflection sessions where students are helped to recognise and present the skills they have developed in the Skills Award and other Students' Union activities. Over 50 students achieved a gold skills award this year which will be included in their HEAR transcript.

The skills covered in the programme included soft skills such as Leadership, Time Management and Public Speaking, in addition to practical skills such as CV & Presentation Design and Interviewing with Impact. For semester 2, we also expanded our offering of Mental Health First Aid courses by arranging increased capacity in two full-day courses and adding a Suicide First Aid half-day course. These sessions were popular with participants as 43 individual attendances were recorded across the three courses.

During the year, the Union had circa 150 student staff working across our commercial outlets, sport and as interns across the organisation.

Governance, Democracy and Representation

This year the Students' Union struggled with attendance at Student Council and its sub-committees, there was also a noticeable drop-off in engagement from both Council members and the wider student body. To address this, it was agreed by the Union's Board of Trustees that a full review of the Union's democratic structure would be undertaken, facilitated by external consultants.

Our Annual Student Meetings were again held online. Attendees asked questions and raised concerns with the Executive Officers, and presented motions for debate.

We continued to develop our representation structure for Malta-based students, supporting the part-time BLSA (Malta) Board that focuses upon the student experience in the University's Malta Medical School.

The Students' Union Course Rep Newsletter, Course Rep of the Month Scheme and Course Rep Microsoft Teams group continued this year. Respectively, these help to keep Reps up to date with projects and events, recognise and reward their hard work, and provide a space for Course Reps to communicate and ask questions.

Over 60 Course Reps attended the Course Rep Forum that took place in April, with feedback being shared with the University.

Sport

The University and the Students' Union have a new Joint Sports Strategy, with a Mission: *'To engage, develop and unite through sport and physical activity.'* Its Vision is: *To create an inspiring and inclusive environment where every student is empowered to grow and thrive through their sport and physical activity journey.* And its Values are: *Honest, Supportive, Inclusive, Ethical, and Collaborative.*

The Strategy aims to:

Develop and Engage - creating a vibrant, supportive and inclusive sporting community to allow all to have ownership of their experience, engage in our programmes and achieve, whilst contributing significantly to our students' and staff's wellbeing.

Inspire and Empower - to increase the levels of participation within sport and activities across the whole of the University community, adapting and creating life-long sporting and well-being habits, and an empowering environment.

Retain and Sustain - to be embedded in our community and to create a lifelong affinity to QMUL Sport whilst investing in the sporting future at QMUL to develop a sustainable model for sport and our activities.

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TRUSTEES' ANNUAL REPORT (CONTINUED)

FOR THE YEAR ENDED 31st JULY 2024

The Strategy has four pillars, each underpinned by KPIs by which delivery will be monitored:

Pillar 1 – Student Wellbeing and Success through sport - Enhance the student experience by promoting physical activity, well-being, and employability. **KPIs:** Increase the percentage of students meeting recommended physical activity levels to improve their physical and mental health. Enhance student wellbeing through increased sports participation and expanded support services. Develop employability skills among students by integrating professional development opportunities within sports programmes.

Pillar 2 – Inclusive and Diverse Sporting Community - Promote diversity and inclusion within our sports programmes. **KPIs:** Increase participation of underrepresented groups in sports programmes to foster a more inclusive sporting community. Enhance overall satisfaction with sports facilities, programmes, and services among all student groups. Expand targeted outreach initiatives to engage minority and underrepresented student populations in sports programmes.

Pillar 3 – Community Engagement and Impact - Strengthen community engagement and collaboration through sport. **KPIs:** Expand the number and quality of internal and external partnerships related to sports programmes. Increase participation and engagement across all sports programmes, with a particular focus on community involvement and inclusivity. Enhance the volunteer experience by increasing the number of opportunities for our students and volunteer hours contributed by sports programme participants.

Pillar 4 – Financial Sustainability and Operational Excellence - Ensure the financial sustainability and operational efficiency of our sports programmes. **KPIs:** Increase revenue generation from sports programmes, facilities, and grants. Optimise resource allocation to reduce operational costs while maintaining programme quality. Improve facility utilisation through effective scheduling and programming.

Qmotion offers a wide range of equipment, classes and fitness services in a welcoming and inclusive environment. Fully-qualified staff are on hand to help at all times, and we offer various flexible, affordable membership options.

September, saw a peak membership base of 2920, this demonstrates an increase of 46% when compared to the start of semester 1 2022/23. We have also seen an average weekly number of visits of 2953. Further to this, on average, 54% of our members visit the facility 4+ x per month which research shows is the amount of time recommended for users to achieve the physical, social and mental benefits from taking part in physical activity. We have also successfully continued the reintroduction of our group exercise and gym service programme with over 250 classes delivered and more than 100 personalised gym programme sessions and gym inductions.

Get Active is a part of our recreational sport programme, offering a timetable of weekly sporting activities that students, staff and alumni can get involved with for just £2.50 per session. We offer a range of sports such as Badminton, Volleyball, Fencing and Basketball lead by a mixture of our dedicated clubs and 5 new student staff members. In the first semester, Get Active has had over 600 engagements across its range of activities. The programme introduced 3 new sessions including Dance, Yoga and Meditation and supported Welcome Week and the October Open day by running free pop-up activities for students and visitors to take part in on campus. Get Active also supports the University by running pop-ups on campus for events and key University dates and this included supporting the Residential Services across Arrivals Weekend. Pop-ups were also run across the Welcome Fairs, with 418 students taking part across activities such as badminton, cornhole, touch tennis and table tennis.

One of our objectives this year was to encourage students and staff to look at exercise as a tool for their mental health as well as their physical health. In order to demonstrate this message, we ran an event for the first time using volunteers from a number of different departments across the Students' Union and University to offer taster sessions for alternative activities. The event was run under the title of Spring Fest, and activities were hosted across the campus in Library Square, Godward Square, Geography Square, Drapers Lounge, Drapers Bar, the Sports Hall and Qmotion. The day of activities was advertised as a festival style event to encourage students and staff who would typically avoid sports activities to take part and included live music and a BBQ hosted by Drapers Bar and Kitchen. In total there were over 20 activities on the festival timetable including bowling, inflatable games, table tennis, pop up badminton, garden games, give it a go fencing, women's only lifting workshop and nutritional lunchtime talk, men's only mental health walk and talk, wii sports just dance, spikeball, free access to the gym and many more. As part of the event, we also launched the Balancing Life Survey to gather more information from students about their experience at university with sport and physical activity.

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FOR THE YEAR ENDED 31st JULY 2024

Club Sport is the part of our sporting programme that manages Sports Clubs within the Students' Union, and it represents the student-led, structured, mainly competitive side of sport. This year there were over 70 Sports Clubs, with a collective membership of circa 3,000.

We have grown our focus team programme this year and are pleased to be supporting five clubs. QMBL Vipers are returning to the programme and will be joined by QMBL Women's Fencing, BL Netball, BL Women's Hockey and QMBL Water Polo. The focus team programme has been created to support teams who have clear performance ambitions within their competitions. Focus teams and their players will benefit from a support network to help them achieve their performance goals including: Access to performance development workshops, opportunity for Strength & Conditioning support, additional staff support on BUCS entries, admin, and travel arrangements, extra publicity around the team e.g. social media and dedicated webpage.

The Community Foundation is our programme that aims to support students in developing skills and employability through sport whilst providing a benefit to young people in the wider community through increased access to sports opportunities. Two of the main objectives for this programme are: to support the development of QMUL students as sport leaders and increase participation in sport within the local community. We aim to have a positive impact on the local community by providing a sense of social cohesion for all involved. The programme also prepares our students for life beyond QMUL, allowing them to develop in a wide variety of life and employability skills through a breadth of training and personal development opportunities that are offered.

The Community Foundation purpose was reviewed, and towards the end of the year the decision taken to rebrand as the Sports Employability Academy, it's aim.

- Building off the Leadership Academy
- Professionally upskill students
- Achieve a higher success rate for post-graduation employment
- Open paid opportunities whilst studying
- Develop transferable skills
- Connect Students to the local community
- Increase QM's presence within the local community
- Improve student experience
- Increased quality of coaching within Club Sport

Social Leagues are our intramural leagues which have been developed within our recreational sport programme which are offered to help meet the needs of all levels of participation within our institution. These leagues are the perfect way to enjoy competitive sport and make new friends right here on campus whilst participating in sport and physical activity. These leagues are open to all Queen Mary students, staff and alumni, with teams usually entered representing halls, academic subjects, sports clubs, societies or groups of friends. We offer friendly intermural competitive sport across 7-a-side Football, 11-a-side Football, Basketball, Cricket, and Netball. In just the first semester, the Social Leagues programme engaged 405 students in its weekly leagues. The programme hired 7 new student staff members as officials and also an intern to provide administrative support. 4 out of the 6 leagues sold out.

The Talented Athlete Programme provides QMUL students who perform in sport to an elite level the opportunity to take their training to the next level whilst taking away some of the barriers athletes of this level may face whilst studying for a degree. The athletes are provided with access to the gym facilities, a tailored strength and conditioning programme, 1-2-1 coaching and mentoring from our highly qualified gym team, with BUCS entries and kit also provided. QMUL has recently become part of the TASS Dual Career Accreditation Scheme which recognises an education institution's commitment to dual career support for talented athletes who are in full time education. This scheme acknowledges that we have an enhanced level of academic flexibility and understanding, that allows our talented athletes to balance their studies with a hectic sporting schedule.

The This Girl Can campaign was run by our sports department in November. During this week our clubs opened up their training sessions for any women that wanted to take part and try a sport for free. Get Active also offered two women-only sessions in Badminton and Basketball. The week finished with a women's takeover of Qmotion, which involves the gym opening after hours for women only to use all the facilities.

The Sports Awards took place in April, and 103 Club Sport members purchased tickets to attend the event

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

TRUSTEES' ANNUAL REPORT (CONTINUED)

FOR THE YEAR ENDED 31st JULY 2024

held in the Old Library. It was a great opportunity to bring Club Sport together to celebrate the hard work and achievements of our individuals, teams and clubs. Engagement with the Awards extends beyond the attendance on the evening. We received 393 nominations (109 more than in 2023).

Student Societies

The Union welcomed 51 new student groups this year bringing our total amount to 293 groups across our Mile End, Whitechapel and Malta Campuses.

Student charity fundraising was at a record high again this year, with Student Groups holding many different activities and stalls this year to fundraise, ranging from a Drag Extravaganza to a charity fashion show to a charity hockey tournament. 84 fundraisers took place, delivered by different Student Groups, who adopted 65 different charities through adopt a charity this year. As a result, our Societies, Sports Clubs and other Student Group areas raised £74,571.52 across the year.

Our annual Society and Student Media Awards ceremony took place in March, and was a huge success in the newly refurbished Old Library with over 140 student leaders from our broad range of student groups attending. There were incredible applications for both our group awards and our trophy awards. Overall, we had 26 trophy award nominations and 170 group and individual award nominations.

Sustainability

The Union continued to engage students in our sustainability decision through the Sustainability Board and volunteering opportunities.

Our Re-Use scheme continued to run, and the Reuse Fair was a great success. This year we included ticketed timeslots, a token system for individuals to trade for items, and dedicated student staff helping with the running of the event (funded by the University's Sustainability team). We diverted 1.4 tons of items from landfill and 427 happy students attended.

The Union continued to explore ways to reduce single use plastic including introduction of our new coffee cup recycling stations this year.

Over 700 meals were saved from waste through our Too Good To Go partnership.

The Union participated in Climate Action Week in Feb, with students and staff taking part in 15 events including canal cleaning, darning workshops, and bike sales.

Volunteering

The Volunteering Service had a busy year, offering 6 different Give Volunteering a Go days, supporting 8 active Volunteering Groups and providing a huge variety of Brokerage opportunities. There were 7,809 current students on the volunteering system as active volunteers. The Brokerage service had 189 active charities and offering volunteering opportunities across a variety of sectors. 281 students submitted hours towards a Volunteering Award.

Our Volunteering Fair took place in October, with 41 Community Organisations attending, alongside our Volunteering Groups and Departmental stalls.

In April, 49 Queen Mary's students volunteered at the London Marathon.

The Volunteering Awards took place in March, celebrating the three strands of our volunteering service. This ceremony is a smaller and more intimate event than some of our others, and attendance was high with 55 people joining, including student volunteers, members of volunteering groups, and organisations from Give Volunteering a Go and the Community Volunteering Service. It was a great evening hearing student volunteer's stories, alongside the opportunities that organisations have on offer. Across the evening 4 group/organisational awards, 8 individual awards and 2 trophy awards were presented.

Welfare, Wellbeing and Community

We are proud to have partnered with the Queen Mary Advice and Counselling service to support the delivery

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TRUSTEES' ANNUAL REPORT (CONTINUED)

FOR THE YEAR ENDED 31st JULY 2024

of a pilot exercise referral programme for students who present with mild to moderate anxiety and/or depression. This scheme provides referred students free access to Qmotion Sport & Fitness Centre, timetabled exercise classes and Get Active sessions for 12 weeks. In addition to this, students will receive three 1-1 sessions with an exercise referral specialist to discuss lifestyle, formulate health goals and evaluate progress. Following completion of the programme students will have the opportunity to receive a discounted membership to Qmotion.

The Union was able to expand the QMSU Food Pantry service, having secure sustainable funding for the programme from the University to construct a new space and stock the Food Pantry in the long term. The new space quadrupled the storage capacity available.

Throughout the year, we provided regular and timely feedback on students' education issues at a school, faculty and university-wide level.

The Union continues working to increase representation and engagement infrastructure for postgraduate research (PGR) students. This year we were awarded an Enhancing Research and Innovation Cultures Fund to pilot a PGR Marketing and Communication Assistant student-staff role, alongside an events budget.

The Union's Graduation Fund provides funding to Queen Mary graduates to help them cover the cost of renting their cap and gown for their graduation, thereby removing financial barriers for participation in their graduation ceremony. Applications for ceremonies to be held in July 2024 were processed and reviewed in early May 2024. There were 351 applicants, of which 295 were approved.

This was the final application round as part of a three-year funding agreement with the Alumni Fund - providing £10,000 per annum. Data collected over the past three years demonstrates the clear need for the continuation of such a fund for all students, but especially for students of a lower socio-economic background.

Our Study Well exam-support programme continued in 2022-23, with a range of activities designed to promote wellbeing and combat exam stress, at both Mile End and Whitechapel campuses. This is a long-running joint initiative by the Students' Union and the University. The campaign aims to provide support and care for students during the exam period which can be stressful. Events and programmes are held by both the Union and University. Events include a mix of study support and wellbeing activities beginning with pop up stalls, giving out freebies to students to brighten their assignment and study heavy days.

The Students' Union continued its decolonisation project aiming to reform the curriculum which can often be Eurocentric and fail to acknowledge a more diverse and factual version of historical events.

The activities and services offered by the Students' Union have a critical role to play in encouraging participation from under-represented student communities. One part of this is our liberation campaigns. The University provided £20,000 of funding to deliver our annual programme of liberation campaigns. These have helped us to improve engagement from traditionally underrepresented student communities, whilst developing, enhancing and championing the international diversity of Queen Mary in line with the University's 2030 strategy.

Students are at the heart of these campaigns through student-led organising committees that are supported by the Students' Union. This year saw Antisemitism Awareness Month, Black History Month, Disability Awareness Fortnight, Holocaust Memorial Day, Islamophobia Awareness Month, LGBT+ History Month, Asian Heritage Month and Women's Week to mark International Women's Day.

5. Financial Review

5.1. Principal sources of funding

The principal sources of funding for the reporting year, on a consolidated basis, were grant funding (comprising the core grant from QMUL and grants from third parties) and trading income from QMSU Services Limited. As noted in 2.5.2 above, QMUL also provided premises and additional services to support the activities of the Union and QMSU Services Limited. An amount equal to the estimated value of the premises and support services is included in the Consolidated Statement of Financial Activities (SOFA) both as grant income, as corresponding expenditure and as donated services and facilities to relevant charitable activities as indicated in the notes to the financial statements.

The Trustees would like to thank QMUL for its continued support of the Union's work in carrying out its charitable objects.

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

TRUSTEES' ANNUAL REPORT (CONTINUED)

FOR THE YEAR ENDED 31st JULY 2024

5.2. Income and expenditure

As shown in the SOFA, total income for the operating year, on a consolidated basis, was £7.861m (2023: £7.407m). Grant funding totalled £3.451m (2023: £3.334m). Income generated by QMSU Services Limited totalled £3.756m (2023: £3.537m). Student activity income contributed £642k (2023: £529k) through Clubs and Societies, student events, Recreational Sport income and RAG.

Also as shown in the SOFA, total expenditure in the operating year, on a consolidated basis, was £7.855m (2023: £7.358m). Charitable activity costs totalled £7.855m (2023: £7.358m) including student activity costs of £2.828m (2023: £2.644m), student representation and communication costs of £957k (2023: £981k), and volunteering costs of £180k (2023: £123k). All such costs include both direct costs and apportioned overheads. Note 13 to the financial statements indicates the allocation of support costs across the range of charitable activities, and the basis on which such allocation is made.

The SOFA indicates, on a consolidated basis, a net inflow of funds of £58k (2023: 49k).

5.3. Financial position and reserves

As at 31st July 2022, as indicated on the consolidated balance sheet, net current assets were positive on a consolidated basis, £188k (2023: £182k) and in the Union negative £207k (2023: £106k).

As at 31st July 2024, also as indicated on the consolidated balance sheet, consolidated reserves in aggregate, stood at £369k (2023: £360k). On a consolidated basis, designated funds totalled £274k (2023: £273k) and restricted funds (comprising principally capital grants) stood at £216k (2023: £267k). The consolidated general reserve balance, however, was in deficit of £121k (2023: £180k in deficit).

The overall financial position at the balance sheet date reflects what will be a continuing reliance of the Union and of the Group on the support of QMUL. QMUL has indicated its willingness to continue its support for the Union, through grant funding for the year to 31st July 2025.

In line with recommended best practice, the Trustees feel that it is important that the Union benchmarks its financial position in reference to 'Free Reserves' rather than Unrestricted Reserves. As such, the Union's reserves, in the context of a reserves policy, are unrestricted funds which are freely available to spend on any of the Union's charitable purposes. They therefore do not include restricted or designated funds (though holding such funds may influence the Union's reserves policy from time to time).

Free Reserves are calculated as being unrestricted reserves, less fixed assets. General reserves are the only unrestricted reserves. The table below shows consolidated 'free reserves' as at 31 July 2024 compared to 31 July 2023:

	July 2024 £k	July 2023 £k
General Reserves	(121)	(180)
Fixed Assets	(145)	(145)
Total Free Reserves	(266)	(325)

The Students' Union will continue to work towards eliminating the current general reserves deficit and thereafter towards building an appropriate level of reserves on the basis of budgeting surpluses in the coming years of no less than £50k per year.

The Board of Trustees have considered a budget and financial projections for 12 months and beyond from the date of approval of these financial statements. After reviewing these projections, the Board is of the opinion that the Students' Union will have sufficient funds to meet its liabilities as they fall due over the period of 12 months from the date of approval of the financial statements (the going concern assessment period). The Board also noted that there are possible measures to conserve cash, including restricting planned expenditure to reflect actual income. Having made these assessments, the Board has determined that there is no material uncertainty that casts doubt on the Students' Union's ability to continue as a going concern.

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

TRUSTEES' ANNUAL REPORT (CONTINUED)

FOR THE YEAR ENDED 31st JULY 2024

5.4. Risk management

Updating and detailed consideration of the Risk Register is the responsibility of the Audit and Risk Committee, who then report with recommendations to the Boards of both QMSU and QMSU Services Limited. Membership of the Audit and Risk Committee includes representation from the Board of QMSU Services Limited and there is a single combined Corporate Risk Register, recognising that the financial performance of QMSU Services Limited has potential for a significant impact upon the income of QMSU, and policies passed by QMSU have the potential for significant impact upon the financial performance of QMSU Services Limited. There is a designated manager for each identified risk, in addition to the risk owner, who is responsible for implementing any agreed mitigating actions and reporting on their impact.

6. Affiliations

During the reporting year, the Union was affiliated to the organisations listed below. The annual affiliation fees payable are as indicated:

Organisation	Subscription
National Union of Students (NUS)	£22,500
British Universities and Colleges Sports (BUCS)	£10,794
London Nightline	£2,759
Student Radio Academy	£0
UK Council for International Student Affairs (UKCISA)	Free

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31st JULY 2024

STATEMENT OF TRUSTEES RESPONSIBILITIES

The Trustees are responsible for preparing the Trustees' Annual Report (including the Strategic Report) and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The law applicable to companies and charities in England and Wales requires the Charity Trustees (who are also directors of the Company for the purposes of Company law) to prepare consolidated financial statements for each financial year which give a true and fair view of the state of affairs of the Group and the Charitable Company and of the Group's incoming resources and resources expended (including its income and expenditure) for that period. In preparing these financial statements, the Trustees are required to:-

- select suitable accounting policies and apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the Charitable Company will continue to operate.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charitable Company and enable them to ensure that the financial statements comply with the Companies Act 2006 and the Charity (Accounts and Reports) Regulations 2008. They are also responsible for safeguarding the assets of the Charitable Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees confirm that, in the case of each of the persons who are Trustees at the date of this report, the following applies:-

- so far, as each Trustee is aware, there is no relevant audit information (information needed by the Charitable Company's auditors in connection with preparing their report) of which the Charitable Company's auditors are unaware;
- each Trustee has taken all the steps necessary to make herself/himself aware of any relevant audit information and to establish that the Charitable Company's auditors are aware of that information.

Approved by The Board of Trustees on xxx xxx 2025 and signed on its behalf by:

Tahmid Khan
Union President and Chair of the Board

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS

FOR THE YEAR ENDED 31st JULY 2024

Opinion

We have audited the consolidated financial statements of Queen Mary, University of London Students' Union (the Charitable Company and the group) for the period ended 31 July 2024 which comprise the consolidated Statement of Financial Activities (including the income and expenditure account), the balance sheets, the cashflow statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

In our opinion the financial statements:

- give a true and fair view of the state of the group's and of the parent charitable company's affairs as at 31 July 2023 and the group's surplus or deficit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Groups ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS

FOR THE YEAR ENDED 31st JULY 2024

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' report (incorporating the directors' report) have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the group and the parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' report (incorporating the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the parent company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of the Trustees

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the governors either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: <https://www.frc.org.uk/Our-Work/Audit/Audit-and-assurance/s/Standards-and-guidance/Standards-and-guidance-for-auditors/Auditors-responsibilities-for-audit/Description-of-auditors-responsibilities-for-audit.aspx>. This description forms part of our auditor's report.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

Extent to which the audit was considered capable of detecting irregularities, including fraud

The objectives of our audit, in respect to fraud, are: to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses; and to respond appropriately to fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both those charged with governance of the entity and its management.

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS

FOR THE YEAR ENDED 31st JULY 2024

Our approach was as follows:

- We identified areas of laws and regulations that could reasonably be expected to have a material effect on the financial statements from our general sector experience, and through discussion with the trustees and other management (as required by auditing standards), and discussed with the trustees and other management the policies and procedures regarding compliance with laws and regulations (see below);
- We identified the following areas as those most likely to have such an effect: health and safety; General Data Protection Regulation (GDPR); fraud; bribery and corruption, and employment law. Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the trustees and other management and inspection of regulatory and legal correspondence, if any. The identified actual or suspected non-compliance was not sufficiently significant to our audit to result in our response being identified as a key audit matter.
- We considered the legal and regulatory frameworks directly applicable to the financial statements reporting framework (FRS 102, the Companies Act 2006 and the Charities Act 2011) and the relevant tax compliance regulations in the UK;
- We considered the nature of the group's operations, the control environment and financial performance.
- We communicated identified laws and regulations throughout our team and remained alert to any indications of non-compliance throughout the audit;
- We considered the procedures and controls that the group has established to address risks identified, or that otherwise prevent, deter and detect fraud; and how senior management monitors those programmes and controls.

Based on this understanding we designed our audit procedures to identify non-compliance with such laws and regulations. Where the risk was considered to be higher, we performed audit procedures to address each identified fraud risk. These procedures included: testing manual journals; reviewing the financial statement disclosures and testing to supporting documentation; performing analytical procedures; and enquiring of management, and were designed to provide reasonable assurance that the financial statements were free from fraud or error.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of Our Report:

This report is made solely to the Charitable Company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charitable Company's members those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charitable Company and the Charitable Company's members, as a body, for our audit work, this report or the opinion we have formed.

Mr Mark Cummins FCCA (Senior Statutory Auditor) for and on behalf of

TC Group
Statutory Auditors
Office: Steyning, West Sussex Dated:

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING THE INCOME AND EXPENDITURE ACCOUNT)

FOR THE YEAR ENDED 31 JULY 2024

		General funds	Designated funds	Restricted funds	Total	Total
	Notes	2024 £	2024 £	2024 £	2024 £	2023 £
INCOME FROM						
Charitable Activities						
Student Activity	6	100,494	507,023	33,998	641,515	529,412
Grant income	3	3,269,267	-	181,429	3,450,696	3,334,405
Other trading						
Sponsorship and Marketing Income	4	2,045	-	-	2,045	994
Subsidiary Company Income	5	3,756,405	-	-	3,756,405	3,537,583
Investment Income		10,253	-	-	10,253	4,625
Total income		7,138,464	507,023	215,427	7,860,914	7,407,019
EXPENDITURE ON						
Raising Funds						
Communication and Marketing	7	217,344	-	-	217,344	224,934
Subsidiary Company Expenditure	5	3,650,211	-	-	3,650,211	3,363,558
		3,867,555	-	-	3,867,555	3,588,492
Charitable Activities						
Student Activity	6	2,055,963	505,226	266,772	2,827,961	2,644,015
Student Media	8	22,896	-	-	22,896	20,803
Volunteering	9	180,198	-	-	180,198	123,287
Student Representation & Communication	10	956,779	-	-	956,779	980,936
		3,215,836	505,226	266,772	3,987,834	3,769,041
Total expenditure		7,083,391	505,226	266,772	7,855,389	7,357,533
Movement in fair value of Investments	17	3,264	-	-	3,264	(864)
NET INCOME/(EXPENDITURE) & NET MOVEMENT IN FUNDS		58,337	1,797	(51,345)	8,789	48,622
Reserves Brought Forward		(179,738)	272,692	266,939	359,893	311,271
RESERVES CARRIED FORWARD	20	(121,401)	274,489	215,594	368,682	359,893

All recognised gains and losses are reflected through the SOFA.

All transactions noted above derive from continuing operations.

Of the surplus of £8,789 recorded above, the subsidiary accounts for a surplus of £106,193 and parent charity accounts for a deficit of £97,404.

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

BALANCE SHEETS

AS AT 31 JULY 2024

		Consolidated		Union	
		2024	2023	2024	2023
		£	£	£	£
FIXED ASSETS	16	145,167	145,360	22,483	22,186
INVESTMENTS	17	35,616	32,352	35,616	32,353
CURRENT ASSETS					
Stock		65,822	67,114	-	-
Debtors and Prepayments	18	282,861	359,418	92,630	156,556
Cash at Bank and in Hand		831,957	850,773	125,285	732,419
		1,180,640	1,277,305	217,915	888,975
CREDITORS					
Due within one year	19	(992,741)	(1,095,124)	(424,649)	(994,741)
NET CURRENT ASSETS / LIABILITIES		187,899	182,181	(206,734)	(105,766)
NET ASSETS/ (LIABILITIES)		368,682	359,893	(148,635)	(51,227)
FINANCED BY:					
FUNDS					
Restricted Funds		215,594	266,939	215,594	266,939
Unrestricted Funds		-	-	-	-
General Reserve		(121,401)	(179,738)	(638,718)	(590,859)
Designated Funds		274,489	272,692	274,489	272,692
	20	368,682	359,893	(148,635)	(51,227)

Approved by the Board of Trustees on xxx xxx 2025 and signed on their behalf by:

Tahmid Khan
Union President and Chair of the Board

Mike Wojcik
Chief Executive
Registered Charity Number: 1147786
Company Registration Number: 08092471

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

CONSOLIDATED CASH FLOW STATEMENT

FOR THE YEAR ENDED 31 JULY 2024

	Notes	£	2024 £	£	2023 £
NET CASH INFLOW/(OUTFLOW)					
FROM OPERATING ACTIVITIES	24		31,447		138,155
CASH FLOWS FROM INVESTING ACTIVITIES					
Investment Income		10,253		4,625	
Payments to acquire tangible fixed assets	16	(60,516)		(19,254)	
			(50,263)		(14,629)
CASH FLOWS FROM FINANCING ACTIVITIES					
Increase/(Decrease) in Cash			(18,816)		123,526
 Cash and cash equivalents at start of year			850,773		727,247
Cash and cash equivalents at end of year			831,957		850,773

All cash held consists of cash and cash equivalents.

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 JULY 2024

1 Statutory information

QMUL Students' Union (QMSU) is a Charitable Company, limited by guarantee, registered in England and Wales. The charitable company's registered number and registered office address can be found in the Trustees' Report (incorporating the Strategic Report).

2 Accounting policies

(a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2015) – Charities SORP (FRS102) and the Companies Act 2006.

QMSU meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

The functional currency of the Group is Pounds Sterling. Figures in the accounts are rounded to the nearest pound.

Going Concern

After making appropriate enquiries, the trustees have a reasonable expectation that the charity (and its subsidiary) has adequate resources to continue in operational existence for the foreseeable future.

For this reason, they continue to adopt the going concern basis in preparing the financial statements.

(b) Fixed assets and depreciation

Tangible fixed assets are stated at historic purchase and cost less accumulated depreciation. Cost includes the original purchase price of the asset and the costs attributable to bringing the asset to its working condition for its intended use. Depreciation is calculated to write off the cost of fixed assets on a straight line basis over the expected useful lives of the assets as follows:

Building Works	5 to 10 years
Trading Equipment	5 years
Union Equipment	4 years

(c) Investments

Investments other than the £1 share in QMSU Services Limited are stated at fair value. The share in QMSU Services Limited is disclosed at cost.

(d) Stocks

Stocks are valued at the lower of cost and net realisable value on a weighted average basis.

(e) Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments. The Trustees seek to use short and medium-term deposits where possible to maximise the return on monies held at the bank and to manage cash flow.

(f) Creditors and provisions

Creditors and provisions are recognised where the organisation has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably.

(g) Debtors

Trade and other debtors are recognised at settlement amount due.

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

(h) Recognition of income

- (i) Financial assistance in the form of grants from Queen Mary University of London is accounted for in the period to which it relates.
- (ii) Donations are accounted for in the Statement of Financial Activities when the Union becomes entitled to receive them, they are measurable and it is possible that they will be received.
- (iii) Donated services and facilities provided by Queen Mary University of London are recognised as both income and expenditure.

Queen Mary University of London (QMUL) provides the premises from which the Union and QMSU Services Limited operate their respective services and activities. Those premises include the Students' Union Hub, Union Shop, the Village Shop and Ground Café on Mile End campus, the Griff Inn Bar & Kitchen, the BLSA Reception and the remainder of the BLSA building on the Whitechapel campus, and the Shield Café and the Fitness to Practice gym located in Charterhouse Square. QMUL is responsible for agreed matters relating to the premises, including maintenance of the fabric of the buildings, plant and machinery, and fixtures and fittings, payment of utility and insurance costs. The Qmotion premises and Drapers Bar & Kitchen are held by QMSU Services Limited under lease from QMUL. QMUL also provides support services in a number of areas including human resources, campus security and other campus provision, health and safety, insurance, buildings works project management, provision of ad hoc space, and the hosting of the Union's and QMSU Services Limited's accounting records on its accounting systems.

The value of the premises and support services provided by QMUL is estimated by reference to the amounts payable by QMSU Services Limited under its lease of the Qmotion premises and Drapers Bar & Kitchen, by way of inclusive rent, taking into account the location and relative size of the premises concerned and the nature of their occupancy. Where the provision of support services has involved QMUL staff time, an estimate of salary costs for time spent has been included. Sums have been included for support and services provided on an ad hoc basis, based on an estimate of the amounts which would be payable for such provision by independent third parties.

An amount equal to such estimated value is included as income in the Statement of Financial Activities as a grant and is indicated as donated services and facilities in Note 3.

- (iv) Bar, café, retail and entertainments income is credited to income on a receivable basis.
- (v) Gym membership subscriptions are credited to income over the duration of the subscription period.
- (vi) Investment income is credited on a receivable basis whereas realised and unrealised gains on investments are reflected through the Statement of Financial Activities.

(i) Grants to fund the acquisition of fixed assets

Capital grants received by the charity to fund fixed assets are accounted for in the Statement of Financial Activities as restricted income when the Union becomes entitled to receive them. Depreciation of the related fixed assets is charged against the Restricted Fund. Capital grants received into the trading subsidiary are deferred over the useful economic asset for which they are received to fund.

(j) Expenditure

Expenditure is recognised on an accruals basis. Costs of raising funds consist of costs incurred by the subsidiary trading company and the costs of marketing and communication. Charitable activities costs reflect the costs of services provided for students and are analysed between student activity, communications and marketing, student media, volunteering, and student representation and communication. Governance costs reflect costs incurred to achieve sound governance and compliance with legal and regulatory requirements. These costs include costs of strategic planning, management and organisation costs including legal advice and audit fees. The costs recorded under charitable activities include both direct costs and support costs. Support costs, i.e. costs incurred in support of a range of charitable activities, are allocated to the various charitable activities on the basis of permanent staff costs. Irrecoverable VAT is expended through the SOFA as incurred.

An amount equal to the estimated value of premises and support services provided by QMUL, is included as expenditure in the Statement of Financial Activities, allocated to relevant charitable activities, as donated services and facilities, as indicated in the notes below. Such allocation is made by reference to the extent to which such activities are considered to benefit from such provision and payment.

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

(k) Pension schemes

As described in Note 15, pension costs relate to recharges of pension costs incurred in relation the staff employed by Queen Mary University of London (QMUL) working for QMSU and QMSU Services Ltd. The recharges relate to two defined benefit pension schemes, the Superannuation Arrangements of the University of London (SAUL) and the Universities Superannuation Scheme (USS). Both are multi-employer schemes where the share of assets and liabilities attributable to each employer cannot be allocated on a systematic basis. Pension costs are therefore accounted for on a defined contribution basis as permitted by section 28 of FRS102 and are recharged to the company accordingly.

(l) Fund accounting

General Funds consist of funds freely available which may be applied by the Trustees at their discretion in furtherance of the Union's charitable objects.

Designated Funds represent general funds earmarked by the Trustees for specific purposes.

Restricted Funds are those funds which are subject to donor imposed restrictions and may only be applied in accordance with those restrictions.

(m) Consolidation

The financial statements consolidate the results and net assets of the Union and QMSU Services Limited, the Union's wholly-owned subsidiary. Uniform accounting policies are applied across the group with the elimination of profits/losses on intra group transactions upon consolidation. QMSU Services Limited is incorporated in the United Kingdom. Its principal activities are operating a health and fitness centre, bars, cafés, shops and entertainments. The Union holds the one ordinary share of £1 in the investment.

(n) Critical Accounting Estimates and Judgements

In the application of the group's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised.

The Trustees do not consider that there are any critical estimates or areas of judgement that need to be brought to the attention of the readers of the financial statements.

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

3. Grant Income

	2024 Unrestricted £	2024 Designated £	2024 Restricted £	2024 Total £	2023 Total £
Queen Mary University of London					
Total Revenue Grants	2,706,100	-	181,428	2,887,528	2,787,641
Charity Revenue Grants	2,706,100	-	181,428	2,887,528	2,787,641
Donated Services and Facilities	563,167	-	-	563,167	546,764
	3,269,267	-	181,428	3,450,695	3,334,405

4. Sponsorship and Marketing Income

	2024 £	2023 £
Sponsorship and Marketing	2,045	994
	2,045	994

5. QMSU Services Limited

	Income £	Expenditure £	Total 2024 £	Total 2023 £
Trading Activities				
Gym	770,332	(345,528)	424,804	356,581
Bars	688,087	(555,585)	132,502	264,490
Retail	886,259	(846,158)	40,101	63,454
Cafes	1,154,672	(852,480)	302,192	206,795
Entertainments	82,121	(7,743)	74,378	38,063
Services Marketing	86,286	(44,029)	42,257	9,091
Other	88,647	(168,058)	(79,411)	21,295
	3,756,404	(2,819,581)	936,823	959,769
Total Administrative Costs	-	(830,630)	(830,630)	(785,744)
	3,756,404	(3,650,211)	106,193	174,025

QMSU Services Limited (company number 06677304) is a wholly-owned subsidiary of the Union set up in August 2008 to develop the commercial operations of the Union's unincorporated predecessor. The accounts of QMSU Services Limited for the year ended 31st July 2024 disclose a surplus of £106,193. The registered office address is the same as the parent.

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

6. Student Activity

		2024	2023
		£	£
Income			
Students' Events Income		42,276	24,012
Recreational Sport Income		20,344	10,272
Other Income		37,874	12,778
Student Activity Groups Income		507,023	450,163
RAG Income		33,998	32,187
		641,515	529,412
Expenditure			
Student Activity Groups	Grant funded	151,015	179,725
	Self-generated funds	505,226	491,456
Wages and Salaries (Note 12)		653,038	553,720
Insurance		7,247	9,485
Training		7,540	757
Affiliation Fees		11,289	3,440
Other Expenditure		-	495
Donated Services and Facilities		371,746	360,919
Support Costs		853,812	786,776
Costs charged against Restricted Funds-			
Pathway to Sport and Community (Note 13)		10,000	10,000
Student Experience Volunteering (Note 13)		30,000	30,000
QM Skills & Employability (Note 13)		10,000	10,000
Community Building Events (Note 13)		10,000	10,000
International Student Experience (Note 13)		15,000	15,000
Employability Annual Fund (Note 13)		15,000	15,000
Executive Diversity		20,000	20,000
Sports Development		10,000	10,000
Club Sport Funding		10,000	10,000
QM Annual Fund		15,204	17,061
Employability		157	180
Student Experience		13,227	3,037
Depreciation of Equipment		276	276
RAG Costs and Donations		60,507	31,087
Westfield Trust		6,103	28,508
Other Grant		34,317	22,372
FA Hub		-	2,022
Co-op		-	420
		2,820,704	2,621,736

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

6. Student Activity (Cont'd)

Brought Forward	2,820,704	2,621,736
BL Sports Funding	82	5,800
Drapers	142	1,051
Club Sport	7,034	15,428
	2,827,962	2,644,015

Student Activity Groups are listed in Appendix 1

7. Communication & Marketing Expenditure

	2024 £	2023 £
Staff Salaries and Wages (Note 12)	184,915	196,893
Freshers' Fair	5,523	6,543
Publicity & Marketing	5,724	5,864
Depreciation on Equipment	1,221	-
Training	1,397	-
Other Expenditure	3,790	3,108
Information Technology	14,774	12,526
	217,344	224,934

8. Student Media Expenditure

	2024 £	2023 £
Radio & Media	823	440
Student Development	727	795
Events	1,759	1,302
Support Costs (Note 13)	3,931	3,066
Donated Services and Facilities	15,656	15,200
	22,896	20,803

9. Volunteering Expenditure

	2024 £	2023 £
Salaries & Wages (Note 12)	72,892	47,396
Volunteering Expenses	1,596	921
Other Expenditure	385	306
Donated Services and Facilities	16,389	15,911
Support Costs (Note 13)	88,936	58,753
	180,198	123,287

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

10. Student Representation & Communication Expenditure

	2024	2023
	£	£
Staff Salaries and Wages (Note 12)	263,095	267,680
Affiliation Fees	27,487	45,643
Student Development	474	-
Printing & Stationery	1,875	483
Cleaning (excluding staff costs)	51,626	44,991
Depreciation on Buildings & Equipment	3,049	2,533
Finance Charges	5,715	5,930
Equipment	2,489	482
Hospitality	1,059	45
Other Expenditure	7,598	6,338
Donated Services and Facilities	159,376	154,734
Support Costs (Note 13)	432,936	452,077
	956,779	980,936

11. Governance Costs

	2024	2023
	£	£
Salaries & Wages (Note 12)	381,324	406,103
Legal and Professional	-	2,883
External Audit	20,300	18,500
Staff Training	-	-
Board Meeting and Trustee Expenses	1,261	194
Other	1,425	1,186
Hospitality	410	790
Recruitment	-	828
Depreciation	-	-
Affiliations	70	70
	404,790	430,554

Governance Costs declared in the Financial Statements as follows:

Charity	404,790	385,433
Subsidiary Company	-	45,121
	404,790	430,554

Amount paid to the external auditors in respect of audit during the year was £19,000 (2023: £17,500) and £1,300 for other services. (2023: £800).

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

12. Staff Costs

	2024	2023
	£	£
Permanent staff		
Gross Salaries	2,234,448	2,008,440
Employers N.I.	212,473	190,711
Employers Pension	376,062	366,856
Apprenticeship Levy	10,705	9,630
Sabbatical Officers		
Gross Salaries	189,231	174,405
Employees NI	17,827	16,171
Employees' Pension	19,426	17,753
Part Time Students		
Gross Salaries	832,544	838,113
Employees NI	11,292	10,326
Employees' Pension	55,310	55,467
Apprenticeship Levy	4,109	4,098
Total Staff Costs	3,963,427	3,691,970

Allocated as Follows:

Communication & Marketing (Note 7)	184,915	196,893
QMSU Services Limited Total	1,923,341	1,707,261
QMSU Services Limited included in Governance Costs (Note 11)	-	(45,121)
Student Activity (Note 6)	653,038	553,720
Volunteering (Note 9)	72,892	47,396
Student Representation & Communication (Note 10)	263,095	267,680
Governance (Note 11)	381,324	406,103
Support Staff Costs (Note 13)	484,822	558,038
	3,963,427	3,691,970

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

12. Staff Costs (continued)

The average full-time equivalent number of permanent staff during the period was 67 (2023:66).
The average full-time equivalent number of student staff during the period was 37 (2023:38).
The average full-time equivalent number of staff during the period was 104 (2023:104).

The monthly average number of permanent staff during the period was 73 (2023:70).
The monthly average number of student staff during the period was 143 (2023:144).
The monthly average number of staff during period was 216 (2023:214).

Higher Paid staff

Salary Range	2024	2023
£60,000-£70,000	2	1
£70,000-£80,000	1	1
£80,000-£90,000	-	1
£90,000-£100,00	1	-
Pension Contributions	£51,583	£48,877

The key management personnel during the year were the Chief Executive, Deputy CEO, Deputy Managing Director, Head of Venues, Head of Marketing and Communications, Head of Student Voice and Insights and Head of Finance and Administration. Their total remuneration including the oncosts was £604,070 (2023: £528,334 when the key management personnel were Chief Executive, Deputy CEO, Deputy Managing Director, Head of Venues, Advocacy Manager and Head of Marketing and Communications).

Permanent staff (both full-time and part-time), except for the Union's six Executive (Sabbatical) Officers, are employees of Queen Mary University of London and are recharged at cost to the Union or to QMSU Services Limited, as appropriate. Casual (student) staff hold contracts of employment with the Union, are paid via the University and are similarly recharged at cost. The Union's Executive (Sabbatical) Officers are employees of the Union.

During 2024 No ex-gratia payments were made (2023:Nil).

Trustees' emoluments

Trustees, other than Officer Trustees also known as Executive (Sabbatical) Officers, are not remunerated. Amounts charged in the accounts and paid to the six Officer Trustees during the year amounted to £226,483 (2023: £208,329). £19,426 pension contributions were paid on behalf of the Officer Trustees (2023: £17,753). During the year no trustees were reimbursed for expenditure (2023: NIL).

The following amounts have been charged as emoluments to the Officer Trustees:

	2024 £
Serena Amaani	39,008
Amaan Abbas	38,825
Tahmid Khan	38,825
Aisha Qadi	36,327
Jovani Palnani	36,462
Matthew Beach	37,036
	<u>226,483</u>

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

13. Support Costs

	2024	2023
	£	£
Governance (Note 11)	404,790	430,554
Salaries and Wages (Note 12)	484,822	558,038
Irrecoverable VAT	80,628	36,120
Depreciation on Buildings & Equipment	60,709	51,619
Information Technology	42,604	13,041
Finance Charges	39,971	40,561
Staff Training	5,715	5,547
Printing & Stationery	1,758	2,700
Telephone & Postage	3,296	425
Event Expenses	56,983	53,095
Hospitality	1,808	711
Insurance	45,069	35,781
Operational Costs	32,639	30,946
Recruitment	9,974	1,215
Licences	40,073	39,703
Security Costs	50,687	63,027
Lease & Rentals	114,073	106,696
Cleaning	256,383	200,546
Equipment	23,828	11,164
Publicity & Marketing	7,422	9,524
Maintenance	47,849	50,820
Facilities Costs	378,732	335,654
Other Expenditure	20,432	8,930
	2,210,245	2,086,417

Support Costs are declared in the Financial Statements as follows:

Charity	1,379,616	1,300,673
Subsidiary Company (Note 5)	830,629	785,744
	2,210,245	2,086,417

Charity Support Costs are apportioned to Charitable Activities as follows:

Student Activity (Note 6)	853,812	786,776
Volunteering (Note 9)	88,938	58,753
Student Media (Note 8)	3,931	3,066
Student Representation & Communication (Note 10)	432,936	452,077
	1,379,617	1,300,672

Support costs have been allocated based on the cost of permanent staff in the various activities. Operational costs include disposables and other operational expenditure. Cleaning, Security and Operational costs were included in cost of sales in previous years.

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

14. Comparative funds – Statement of Financial Activities for the year ended 31 July 2023

		General funds	Designated funds	Restricted funds	Total
	Notes	2023 £	2023 £	2023 £	2023 £
INCOME FROM					
Charitable Activities					
Student Activity	6	47,062	450,163	32,187	529,412
Grant income	3	3,070,714	-	263,691	3,334,405
Other trading					
Sponsorship and Marketing Income	4	994	-	-	994
Subsidiary Company Income	5	3,537,583	-	-	3,537,583
		4,625	-	-	4,625
Investment Income					
Total income		6,660,978	450,163	295,878	7,407,019
EXPENDITURE ON					
Raising Funds					
Communication and Marketing	7	224,934	-	-	224,934
Subsidiary Company Expenditure	5	3,363,558	-	-	3,363,558
		3,588,492	-	-	3,588,492
Charitable Activities					
Student Activity	6	1,895,593	491,456	256,966	2,644,015
Student Media	8	20,803	-	-	20,803
Volunteering	9	123,287	-	-	123,287
Student Representation & Communication	10	980,936	-	-	980,936
		3,020,619	491,456	256,966	3,769,041
Total expenditure		6,609,111	491,456	256,966	7,357,533
Movement in fair value of Investments	17	(864)	-	-	(864)
Transfers	20	-	-	-	-
NET INCOME/(EXPENDITURE) & NET MOVEMENT IN FUNDS		51,003	(41,293)	38,912	48,622
Reserves Brought Forward		(230,741)	313,985	228,027	311,271
RESERVES CARRIED FORWARD	20	(179,738)	272,692	266,939	359,893

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

15. Pension Arrangements

Pension costs consist entirely of recharges relating to staff employed by Queen Mary University of London (QMUL). Recharges are based upon scheme contribution rates, staff salaries and time spent by staff working on QMSU and QMSU Services Limited activities.

The recharged pension costs relate to two QMUL pension schemes, the Universities Superannuation Scheme (a defined benefit only pension scheme which was contracted out of the State Second Pension) and the Superannuation Arrangements for the University of London (a centralised defined benefit scheme within the United Kingdom, contracted-out of the Second State Pension).

Further information relating to these schemes can be found in the QMUL accounts for the year to 31st July 2024 which are available to download from the QMUL website.

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

16. Fixed Assets

Consolidated	Building Works £	Trading Equipment £	Union Equipment £	Total £
Cost:				
As at 1 st August 2023	2,415,404	718,343	113,140	3,246,887
Additions	-	52,018	8,498	60,516
Disposals	(1,865,299)	(179,266)	(116,528)	(2,161,093)
At 31 st July 2024	550,105	591,095	5,110	1,146,310
Depreciation:				
As at 1 st August 2023	(2,376,042)	(616,489)	(108,996)	(3,101,527)
Charge for the year	(16,750)	(39,885)	(4,074)	(60,709)
Disposals	1,865,299	179,266	116,528	2,161,093
At 31 st July 2024	(527,493)	(477,108)	3,458	(1,001,143)
Net Book Value:				
At 31 st July 2024	22,612	113,987	8,568	145,167
At 31 st July 2023	39,362	101,854	4,144	145,360

Fixed Assets Union	Building Works £	Trading Equipment £	Union Equipment £	Total £
Cost:				
As at 1 st August 2023	1,261,674	119,597	131,448	1,512,719
Additions	-	-	8,498	8,498
Disposals	(857,737)	(11,576)	(116,528)	(985,841)
At 31 st July 2024	403,937	108,021	23,418	535,376
Depreciation:				
As at 1 st August 2023	(1,253,374)	(119,597)	(117,562)	(1,490,533)
Charge for the year	(4,126)	-	(4,075)	(8,201)
Disposals	857,737	11,576	116,528	985,841
At 31 st July 2024	(399,763)	(108,021)	(5,109)	(512,893)
Net Book Value:				
At 31 st July 2024	4,174	-	18,309	22,483
At 31 st July 2023	8,300	-	13,886	22,186

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

17. Investments

	2024 Consolidated £	2023 Consolidated £	2024 Union £	2023 Union £
Listed Investments at fair value				
Brought Forward	32,352	33,216	32,352	33,216
Movements in fair value of investments	3,264	(864)	3,264	(864)
At 31 st July 2024	35,616	32,352	35,616	32,352
Unlisted investments at cost	-	-	1	1
	35,616	32,352	35,617	31,353

Listed Investments consist of 4,800 ordinary shares of 25p each in JP Morgan Claverhouse Investment Trust plc.

The Union's unlisted investment consists of 1 ordinary share of £1 in QMSU Services Limited (100% holding) , a company (no. 6677304) incorporated in England and a wholly-owned subsidiary of the Union. Total income generated during 2024 was £3,756,404 (2023: £3,537,583), total expenditure during 2024 was £3,650,211 (2023: £3,363,558), total net assets at 31st July 2024 were £529,118 (2023: £529,118).

18. Debtors

	2024 Consolidated £	2023 Consolidated £	2024 Union £	2023 Union £
Trade Debtors	65,724	56,066	4,648	21,309
Queen Mary University of London	78,779	104,440	18,282	23,479
Prepayments	74,096	150,805	5,920	63,661
Tax and social security	59,311	45,031	59,311	45,031
Other Debtors	4,951	3,076	4,469	3,076
	282,861	359,418	92,630	156,556

19. Creditors: Amounts falling due within 1 year

	2024 Consolidated £	2023 Consolidated £	2024 Union £	2023 Union £
Trade Creditors	180,624	173,694	32,929	105,575
Queen Mary University of London	677,122	651,822	318,106	327,708
QMSU Services Limited	-	-	25,406	512,371
Accruals	84,089	142,546	33,415	32,989
Other Creditors	50,906	127,062	14,793	16,098
	992,741	1,095,124	424,649	994,741

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

20. Reserves

	At 1 st August 2023	Income	Expenditure	Transfers	At 31 st July 2024
	£	£	£	£	£
<u>Consolidated</u>					
Restricted					
Capital Grants	4	-	-	-	4
RAG	40,167	33,999	(60,507)	-	13,659
Drapers Fund	4,618	1,973	(142)	-	6,450
Association Fund	42,757	12,867	(13,227)	-	42,397
FA HUB	4,999	-	-	-	4,999
Co-op	6,265	-	-	-	6,265
Club Sport	23,322	13,738	(7,034)	-	30,026
Executive Diversity	-	20,000	(20,000)	-	-
Sports Development	-	10,000	(10,000)	-	-
Club Sport Funding	-	10,000	(10,000)	-	-
Pathway to sport & Comm	-	10,000	(10,000)	-	-
Student Exp & Volunteering	-	30,000	(30,000)	-	-
QM Skills & Employability	-	10,000	(10,000)	-	-
Community Building Events	-	10,000	(10,000)	-	-
Int'l Student Experience	-	15,000	(15,000)	-	-
Employability Annual Fund	-	15,000	(15,000)	-	-
BL Sports Fund	82	-	(82)	-	-
QM Annual Fund	64,305	9,343	(15,204)	-	58,444
Westfield Trust Fund	18,423	-	(6,103)	-	12,320
Employability Fund	157	-	(157)	-	-
Other Grant	61,840	13,507	(34,317)	-	41,030
Total Restricted	266,939	215,427	(266,772)	-	215,594
Designated					
Student Activity Groups	272,692	507,023	(505,226)	-	274,489
Total Designated	272,692	507,023	(505,226)	-	274,489
General Reserve	(179,738)	7,141,728	(7,083,391)	-	(121,401)
Total	359,893	7,864,178	(7,855,389)	-	368,682

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

20. Reserves (continued)

	At 1st August 2023 £	Income £	Expenditure £	Transfers £	At 31st July 2024 £
Union					
Restricted					
Capital Grants	4	-	-	-	4
RAG	40,167	33,999	(60,507)	-	13,659
Drapers Fund	4,618	1,973	(142)	-	6,450
Association Fund	42,757	12,867	(13,227)	-	42,397
FA HUB	4,999	-	(2,022)	-	4,999
Co-op	6,265	-	-	-	6,265
Club Sport	23,322	13,738	(7,034)	-	30,026
Executive Diversity	-	20,000	(20,000)	-	-
Sports Development	-	10,000	(10,000)	-	-
Club Sport Funding	-	10,000	(10,000)	-	-
Pathway to sport & Comm	-	10,000	(10,000)	-	-
Student Exp & Volunteering	-	30,000	(30,000)	-	-
QM Skills & Employability	-	10,000	(10,000)	-	-
Community Building Events	-	10,000	(10,000)	-	-
Int'l Student Experience	-	15,000	(15,000)	-	-
Employability Annual Fund	-	15,000	(15,000)	-	-
BL Sports Fund	82	-	(82)	-	-
QM Annual Fund	64,305	9,343	(15,204)	-	58,444
Westfield Trust Fund	18,423	-	(6,103)	-	12,320
Employability Fund	157	-	(157)	-	-
Other Grant	61,840	13,507	(34,317)	-	41,030
Total Restricted	266,939	215,427	(266,772)	-	215,594
Designated					
Student Activity Groups	272,692	507,023	(505,226)	-	274,489
Total Designated	272,692	507,023	(505,226)	-	274,489
General Reserve	(590,860)	3,385,322	(3,433,180)	-	(638,718)
Total	(51,228)	4,107,772	(4,205,178)	-	(148,635)

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

20. Reserves (continued)

Funds

The Restricted Capital Grants Fund represents grants received from Queen Mary University of London to fund fixed assets. Depreciation of the related fixed assets is charged against the restricted fund. The Restricted RAG Fund represents the unspent balance of all RAG collections. The Campus Community Restricted Fund represents funds generated from surpluses from the Learning Café to develop arts, cultural and learning activities within the Union.

The Association Fund represents funds generated from BLSA Entertainments to support the student experience.

The Drapers, QM Annual, Employability, Westfield Trust, represent grants received from Queen Mary University of London to fund specific projects.

Club Sport, BL Sports Fund, Co-op, FA Hub Innovation and FA Hub represent grants for community sports activities.

The Other Grant Fund represents new grants awarded in the year. The main donors were RFU and other community sport awards. These awards were used for community sport, Get Active and other student activities.

Executive Diversity Fund was part of the QM Block grant awarded to Sabbatical officers to run liberation campaigns such as Anti-Islamophobia, Asian Heritage, Black History and LGBT+.

Sports Development and Club Sport funding were part of the QM block Grant awarded to carry out sporting and student activities.

The Designated Student Activity Groups Fund represents the unspent balances of all student activity groups.

General Funds are amounts generally available to the Trustees and may be applied at the Trustees discretion to the generality of the Union's charitable objects.

21. Operating Lease Commitment (Subsidiary)

At 31 July 2024, QMSU Services Limited had total commitments under non-cancellable operating leases as detailed below;

	Land and buildings		Other	
	2024	2023	2024	2023
	£	£	£	£
Within one year	93,161	93,161	22,739	6,220
Between one and two years	-	-	18,661	580
Between two and five years	-	-	16,590	-
	93,161	93,161	57,990	6,800

The Charity had no operating lease commitments.

22. Related Party Transactions

During the period ended 31st July 2024 the controlling party of the Union was, under its Articles of Association, the Trustees.

During 2024 a total of £NIL (2023: NIL) was reimbursed to Trustees for expenditure.

The Union received a substantial part of its income by means of grant funding from Queen Mary University of London. This funding comprised £2,706,100 revenue funding, and the value of premises and support services provided by Queen Mary University of London estimated at £563,167. The Trustees were of the opinion that this financial and other assistance were not an influencing factor with regards to the formulation of Union policy, nor did it have any effect on the internal management and decision-making of the Union.

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

23. Taxation

The Union is a registered charity and is entitled to the exemptions from tax available to charities.

24. Net Cash Inflow from Operating Activities

	Note	2024 £	2023 £
Net income/(expenditure)		8,789	48,622
Depreciation	16	60,709	55,099
Investment income		(10,253)	(4,625)
Change in market value of investments		(3,264)	864
(Increase)/Decrease in stock		1,292	(17,254)
Decrease/(Increase) in Debtors	18	76,557	(164,438)
Increase/(Decrease) in Creditors due within 1 year	19	(102,383)	219,887
		31,447	138,155

25. Net Funds

	2024 £	2023 £
Cash	831,957	850,773
Net Funds at 31 st July 2024	831,957	850,773

26. Net Assets between Funds

	Unrestricted funds £	Designated funds £	Restricted funds £	Total £
<u>Consolidated</u>				
Fund balances at 31 July 2024 are represented by:				
Tangible fixed assets	145,167	-	-	145,167
Investments	35,616	-	-	35,616
Current assets	690,557	274,489	215,594	1,180,640
Creditors: amounts falling due within one year	(992,741)	-	-	(992,741)
	(121,401)	274,489	215,595	368,682
	Unrestricted funds £	Designated funds £	Restricted funds £	Total £
<u>Consolidated</u>				
Fund balances at 31 July 2023 are represented by:				
Tangible fixed assets	145,360	-	-	145,360
Investments	32,352	-	-	32,352
Current assets	737,674	272,692	266,939	1,277,305
Creditors: amounts falling due within one year	(1,095,124)	-	-	(1,095,124)
	(179,738)	272,692	266,939	359,893

APPENDIX

Appendix 1.1 Queen Mary Sports Clubs

- Archery Club
- Athletics Club
- Badminton Club
- Barbell Club
- Baseball Club
- Basketball Men Club
- Basketball Women Club
- Boat Club
- Boxing Club
- Cheerleading Club
- Climbing Club
- Cricket Club
- Dance Club
- Fencing Club
- Football Men Club
- Football Women Club
- Futsal Club
- Futsal Women Club
- Golf Club
- Handball Club
- Hockey Club
- Ju Jitsu Club
- Judo Club
- KDS Karate Club
- Kendo Club
- Lacrosse Club
- Muay Thai Club
- Netball Club
- QM Calisthenics Club
- QM HEMA Club
- Rugby Men Club
- Rugby Women Club
- Snow Sports Club
- Squash Club
- Swimming Club
- Table Tennis Club
- Tennis Club
- Volleyball Club

APPENDIX

Appendix 1.2 Queen Mary Societies

- 1day Sooner Society
- 3D Net Society
- 93% Club Society
- Abacus Society
- Ability Society
- Accounting & Advisory Society
- Accounting Society
- Actuarial Society
- Actuarial, Mergers & Commercial Awareness Society
- Advertising Marketing and PR Society
- Aero Horizon Society
- Aerospace Society
- Afghan Society
- Afro-Caribbean Society
- Ahlulbayt Society
- Ahmadiyya Society
- AIESEC Society
- Albanian Society
- Alternative Dispute Resolution Society
- Alternative Investments Group Society
- Alternative Music Society
- American Football Society
- American Society
- Amnesty International Society
- Analogue Photography Society
- Ancient Languages and Culture Society
- Animal Rights Society
- Anime Society
- Anti-Imperialist Society
- App Development Society
- Arabic Calligraphy Society
- Arabic Society
- Archegos Society
- Armenian Culture Society
- Art Business Society
- Art Society
- Artificial Intelligence Society
- Artistic Rep Society
- Asean Society
- Asian Development Society
- Aspergers Society
- Aspiring Solicitors Society
- Assassins Creed Society
- Association des Juristes Queen Mary Sorbonne Society (AJQS)
- Astrology Society

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

APPENDIX

- Atheism Society
- Athena Swan Society
- Audio and Technology Society
- Aurora Initiative Society
- Austrian Society
- Austrian Society
- Autonomous Group Society
- Azerbaijan Society
- B.O.F.F.I.N Society
- Bahai Society
- Baking Society
- Baloch Society
- Bangladeshi Society
- Banking & Finance Society
- Banking Against Poverty Society
- Barnardo's Society
- Beard Appreciation Society
- Beastmode Society
- Believers' LoveWorld Society
- Bengali Cultural Society
- BEST Society (Board of European Students of Technology)
- Bhangra Society
- Biochemical & Pharmaceutical Society
- Biochemistry Society
- Biological Society
- Biomedical Engineering Society
- BioMedical Society
- Black Girls Book Club Society
- Blockchain Society
- Board Games Society
- Bollywood Dance Society
- Bollywood Society
- Bolshevik Society
- Book Club Society
- Book Society
- Brazilian Society
- Breaking Into Consulting Society
- Bright Future Society
- British Muslim Youth Society
- Bubble Tea Society
- Buddhist Society
- Bulgarian Society
- Business & Enterprise Society
- Business Society
- Campus Vibe Society
- Capoeria Society
- Catholic Society

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

APPENDIX

Cheese Society
Chemical Engineering Society
Chemistry Society
Chess Society
Chinese Society (Cantonese)
Chinese Student and Scholars Association Society (CSSA)
Chinese-British Students & Scholars Forum Society
Chocolate Society
Christian Society
Cinema Society
Citizens Society
Cocktail Society
Coffee Society
Comedy Society
Commercial Awareness Group Society
Common Mans Folk & Alternative Music Society
Commuters Society
Computer Programming Society
Computer Science Society
Conservative Society
Consultancy Society
Consulting Society
Counterfire Society
Craft Beer and Real Ale Society
Creating a Beat Society
Creative Arts Society
Creative Writing Society
Criminal Justice Society
Critical thinking & problem-solving Society
Cross Cultural Activities Society
Cult Film Society
Current Affairs+ Society
Cycling Society
Czechoslovak Society
DASH-ed Society
Data Protection Society
Data Science and Machine Learning Society
DCR Society (Democratic Century Review)
Debating Society
Debke Society
Deconolise QMUL Society
Desi Society
Design Society
Dialogue & Debating Society
Disabled Society
Disco Society
Disney Society

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

APPENDIX

- Diversity in Business Society
- Diversity In Data Society
- Diversity in technology Society
- Doctoral Students Society
- DoVES Society (Domestic Violence Education & Support)
- Duck Society
- Duke of Edinburgh Society
- EAAS Society (East-African Association Society)
- East African Society
- East European Society
- East London Health Society
- Eastern European Society
- Economics Society
- EECS Society
- Effective Altruism Society
- Egyptian Society
- Electrical Engineering Society
- ELF Society
- Emirati Society
- Employable Students Society
- EmpowHer Society
- Energy For Old Fadama Society
- Engage Society
- Engineering and Tech Society
- Engineering Without Borders Society
- English Society
- Entrepreneurs Society
- Environmental Society
- Equality Society
- Equip Africa Society
- Erasmus Student Network Society
- ESG Society
- Ethiopian and Eritrean Society
- European Law Students Association Society
- European Society
- Every Nation Christian Society
- Evolutionary Medicine Society
- Ex-Muslim Society
- Experimental Film Society
- Experimental Media Forum Society
- Ex-Yu Society
- Faith Talk Society
- Faldo Society
- Fashion Society
- Feminist Society
- Filipino Society
- Film Making Society

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

APPENDIX

- Finance Society
- Financial Monopoly Society
- Fine Art Appreciation Society
- Fintech Society
- First Aid Society
- First Love Society
- Flat Earth Society
- Food Society
- Foosball Society
- Forensic Society
- Formula 1 Society
- Formula Student Society
- Fossil Free Society
- Francophone Society
- Free Speech Society
- FreeOrg Society
- French Society
- Friends of MSF Society
- Friends of Palestine Society
- Funk Dance Society
- Future Frontiers Society
- Game Development Society
- Game of Thrones Society
- Games Society
- Gaming Society
- Genetics Society
- Geography Society
- Georgian Society
- German Society
- Ghost Hunting Society
- Girl Up Queen Mary Society
- Global Brigades Society
- Global Health Society
- Global Markets Society
- Global Zero Society
- Gordon Freeman Society
- Greek & Cypriot Society
- Green Mary Society
- Guild Society
- Guitar Society
- Habesha Society
- Harry Potter Appreciation Society
- Health 2.0 Society
- Henna Society
- Hindu Students' Forum Society
- Hip Hop and R&B Society
- His People Society

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

APPENDIX

- Hispanic Society
- History Society
- HKPASS Society
- Horror Society
- Horse Racing Society
- Human Resources Society
- Hungarian Society
- Hyperlink Society
- Iberian and Latin American Society
- Ideological Society
- Illumina Tea Society
- Immigration & Asylum Law Society
- Improv Society
- Indian Music Society
- Indian Society
- Indonesian Society
- Innovators Society
- Interdisciplinary Legal Society
- International Association for the Exchange of Students for Technical Experience Society
- International Society
- Iranian Society
- Iraqi Society
- Irish Society
- Islamic Finance Society
- Islamic Society
- IT Management for Business Society
- IT Society
- Italian Society
- Jain Society
- Japanese Society
- Jewish Society
- Journalism Society
- Kazakhstan Society
- Keg Society
- Kharis on Campus Society
- Knit & Knatter Society
- Korean Society
- Kpop Society
- Krishna Consciousness Society
- Kurdish Society
- Labour Society
- Latino Society
- LatinX Society
- Law Academia Society
- Law and Business Society
- Law Society
- Lawyers without Borders Society

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

APPENDIX

- Leading Women Society
- Lebanese Society
- Left Forum Society
- Legal Innovation Society
- Lego Society
- LGBT+ Society
- Liberal Democrats Society
- Liberty League Society
- Liberty Society
- Linguistics Society
- Literature Society
- Lithuanian Society
- Live Society
- London Transport Society
- Low-Carbon Futures Society
- Lusophone Society
- M & BL Music Society
- Madinah Society
- Magic Society
- Mahjong Society
- Major Mixer Society
- Make Up & Beauty Society
- Make Up Society
- Malaysian Society
- Marketing & Communications Society
- Marxist Society
- Masters Students Society
- Materials Science and Engineering Society
- Materials Society
- Mathematics Society
- Mature Students Society
- Mauritian Society
- Meat Society
- MEDi Society
- Medical Leadership & Management Society
- Medieval Re-enactment Society
- MedPrep Society
- MedTech Society
- Mehndi Society
- Meme Society
- MEMS Society
- Mental Health Awareness Society
- Metal Music Society
- Mexican Society
- Mixed Martial Arts Society
- Model United Nation's Society
- Mongolian Society

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

APPENDIX

- Moroccan Cultural Society
- MTO Sufi Society
- Music Enjoyment and Production Society
- Music Society
- Musical Theatre Society
- Muslim Women Society
- Nandos Society
- Nature Society
- Neo-Bloomsbury Group Society
- Nepalese Society
- Neurodivergent Society
- Neuroscience Society
- New Music Society
- New Turn Society
- Nigerian Students Association Society
- Non-Law Society
- Nordic Cultural Society
- North Africa Society
- Open Law Society
- Oriental Cuisine Society
- Orphan in Need Society
- Our Passion Project Society
- Oxfam Society
- PACE Society
- Pakistani Society
- Palestine Society
- Pan African Society
- Parkour Society
- Persian Society
- Personal Development Society
- Pharmacology and Drug Discovery Society (PDDS)
- Philosophy Society
- Photography Society
- Pilot Society
- Playwrights Society
- Poetry Society
- Pokemon Society
- Poker Society
- Pole Fitness Society
- Polish Society
- Politea Society
- Political Awareness Society
- Politics and International Relations Society
- Pool and Snooker Society
- Pool Society
- Portugese & Brazilian Society
- Post Graduate Association Society

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

APPENDIX

- Postgraduate Law Society
- Postgraduate Moot Society
- Practical Film Making Society
- Private Equity Society
- Pro Evo Society
- Professional Practice Society
- PROJECT:TALK Society
- Psi Star Society
- Psychology Society
- Punjabi Society
- Qigong Society
- QM4Uyghur Society
- QMUL Go Society (Weiqi)
- Queen Mary Against Prevent Society
- Queen Mary International Finance Development Society
- Queen Mary Machine Learning Society (QMML)
- Queen Mary Nightline Society
- Queen MARY Student Association for Lawyers for Animal Welfare Society (QMSALAW)
- Quiz Society
- Radio Society
- Radiology Society
- Rail Challenge Society
- Rap Society
- Reach Out Society
- Red Cross on Campus Society
- ReproducibiliTea Society
- Research Society
- Retrospective Society
- Rise for Rohingya Society
- Rock and Metal Society
- Rock Solid Society
- Rocket and Space Society (QMRS)
- Romanian Society
- Russian Speaking Society
- SAFE for Survivors Society
- Safeguarding People At Risk Society (SPAR)
- Salsa Society
- Samaritans Society
- Saudi Society
- Save our NHS Society
- Save the Youth Society
- Scandinavian Society
- Schtoom Society
- Science Fiction Society
- Sci-Fi & Fantasy Society
- Scrabble Society
- Scuba and Snorkelling Society

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

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- Shakespeare Society
- Shisha Society
- Sikh Society
- Singapore Society
- Skate Society
- Sneaker and Streetwear Society
- Sober Socials Society
- Socialist Worker Student Society
- Socie TEA Society
- Somali Society
- Soul Society
- South Americans Society
- Southern African Cultural Society
- Spanish Society
- SpeedCubing Society
- Sports Fanatics Society
- Spring Thinkers Society
- SPUE Society
- Sri Lankan Society
- Sri Lankan Students' Society
- Star Wars Society
- Start Ups Society
- STEP Team Society
- Stop The War Society
- Student Assembly Against Austerity Society
- Student Associates Scheme Society
- Student Minds Society
- Student Policy Forum Society
- Student Scout & Guide Organization Society (SSAGO)
- Students for the Development & Exploration of Space Society
- Students with Disabilities Society
- Sudanese Society
- Syria Solidarity Society
- Table Top Miniature Society
- Taekwon-Kode Society
- Taiwanese Society
- Tamil Society
- Tamil Solidarity Society
- Taylor Swift Society
- Team Elite Society
- TEDx Society
- Thai Society
- The Redeemed Student Fellowship Society
- The Well-being Society
- The Word Society
- Theatre Company Society
- Third Culture Kid Society

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

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- Trading and Investment Society
- Travel Society
- Turkish Cypriot Society
- Turkish Society
- Ukrainian Business Society
- Ukrainian Society
- Underground Music Society
- Uni Boob Team Society
- UNI Vibe Society
- UNICEF Society
- Unite Society
- Unity Society
- Unmanned Arial System Society (UAS)
- Unspoken Society
- UNYA Society
- Vegan & Vegetarian Society
- Video and Games Gaming Society
- Vietnamese Society
- Virtual Reality Society
- WaterAid Society
- Welsh Society
- WESQMUL Society
- William Harvey Research Institute Society
- Wine App Society
- Wine Society
- Woke Talk Society
- Women Empowerment Society
- Women In Art Society
- Women In Business Society
- Women in Consulting Society
- Women in Finance Society
- Women in Law Society
- Women in Politics Society
- Women of Colour Society
- Women of STEM Society
- Women on Board Society
- Women Working in Law Society
- Womens Wellbeing Support Society
- World Development Society
- World Rev Society
- Yoga Society
- Young Greens Society
- Youth Stop AIDS Society
- Zionist Society
- Zoological Society

APPENDIX

Appendix 1.3 Barts and The London Clubs

- Alpine Club
- American Football Club
- Badminton Club
- Basketball Club
- BL Volleyball Club
- Boat Club
- Brazilian Jiu Jitsu Club
- Chess Club
- Cricket Mens Club
- Cycling Club
- Football Men Club
- Football Womes Club
- Golf Club
- Hockey Men Club
- Hockey Mixed Club
- Hockey Women Club
- Lacrosse Club
- Netball Club
- Rugby Men Club
- Running Club
- Sailing Club
- Squash Club
- Tennis Mens Club
- Ultimate Club
- Water Polo Club

APPENDIX

Appendix 1.4 Barts and The London Societies

- Academic Research Society
- ACS Society (African Caribbean)
- Aerospace Medicine Society
- Aksum-Barts Partnership Society
- Allied Courses Society
- Alternative Medicine (BLAMS) Society
- Anaesthetics & Intensive Care Society
- Anatomy Society
- Angling Society
- ArguDent Society
- Art & Photography Society
- Asian Society
- Asian Society (Gozo)
- Aviation Medicine Society
- Bangladesh Society
- Barts Cancer Institute PhD Forum Society
- Barts Cardiology Society
- Be the Change Society
- BEADS Society (Barts East Asian Dental Students)
- Biomedical Engineering Society
- Board Games Society
- Buddhism Society
- Calligraphy Society
- Carrom Society
- Christian Union Society
- CLASS Society
- Coborn Society
- Commuters Society
- Craft Society
- Cypriot & Hellenic Society
- Dance Society
- Debating and Ethics Society
- Dental Conference Society
- Dental Graduation Committee Society
- Dental Journal Society
- Dental Midway Ball Society
- Dental Society
- Dentalks Society
- Dermatology Society
- Diagnostic Medicine Society (DiMed Society)
- DiKnow Society
- Doctors as Educators Society
- Drama Society
- Drug Science Society

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

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Ear Nose and Throat Society
Egyptian
Emergency Medicine Society (BLEMSO)
Endocrinology Society
Ethics Society
European Society
Feminist Society
Film Society
Forensic Pathology Society
Forensic Society
Games of Thrones Society
Gastroenterology Society
Gastronomy Society
GEP Society
Gospel Choir Society
GOZO Society (Gozo)
GP Society
Grad Society
Haematology Society
Head and Neck Society
Health Entrepreneurship Society
Healthy Planet Society
History of Medicine Society
Indian Society
Infectious Diseases Society
Innovation & Enterprise Society
Innovation in Medicine Society
Integrative Medicine Society
Irish Society
Isoc Society
Japanese Culture and Language Society (Gozo)
Kashmiri Society
Korean Society
Kurdish Society
Kuwait Society
Language & Culture Society
LGBT Society
London Sports and Exercise Medicine Society
Malta African & Caribbean Society (Gozo)
Malta Arts & Fashion Society
Malta Chess Society
Malta Christian Union Society
Malta Clinical Skills Society (Gozo)
Malta Cricket Society (Gozo)
Malta Diving Society (Gozo)
Malta Ecology and Business Society (Gozo)
Malta First Aid Society in Cooperation with the ERRC (Gozo)

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

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Malta Isoc Society (Gozo)
Malta Surgical Society (Gozo)
Malta Tennis Society (Gozo)
Marrowm Society
Medic Recruit Society
Medical Current Affairs Society
Medical Entrepreneurship Society
Medical Humanities Society
Medical Leadership Society
Medicine and Heritage Society
Medic-SHARE Society
MedTech Society
MESS Society
MESS Society (Gozo)
Metabolic Medicine Society
Middle Eastern Society
Military Medicine Society
Monopoly Society
Music Society
North African Society
Nutritank Society
Obstetrics and Gynaecology Society
Oncology Society
Ophthalmology Society
Oral and Maxillofacial Society
Orthopaedic (Conference) Society
Orthopaedics Society
Paediatric Society
Pakistan Society
Palliative Care Society
Pathology Society
Peer Assisted Learning Society
Pharmacology Society
Philosophy Society
Physician Associates Society
Physiology Society
Plastic Surgery Society
Pre-Hospital and Emergency Medicine Society (BLPHEMS)
Pride Society (Gozo)
Psych Society (Gozo)
PsychSoc Society
Public Health and Preventive Medicine Society
Pyrotechnics Society
Questions in Medicine Society
Radiology Society
Rare Diseases Society
Refugee Crisis Foundation Society

QUEEN MARY UNIVERSITY OF LONDON STUDENTS' UNION LIMITED

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- Regenerative & Reconstructive Medicine Society
- Renal Society
- Rental Society
- Respiratory Society
- Sexpression Society
- Sexual and Reproductive Health Society
- Sign Language Society
- Simulation Society
- South Asian Society (Gozo)
- Student Assisted Medical and Dental Applicants Society (SAMDA)
- Students for Global Health Society
- Students for Kids International Projects (SKIP)
- Surgical Society
- Sustain Society
- Tamil Society
- Teddy Bear Society
- The Breast Project Barts Society
- Traditional Art Society
- UAEM Universities of Allied Essential Medicines Society
- Urology Society
- US Society
- USMLE Society
- USMLE Society
- Vegetarian and Vegan Society
- Welsh Society
- Wilderness & Extreme Medicine Society
- Women in Healthcare Society
- Yoga Society

QMSU SERVICES LIMITED
REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JULY 2024

QMSU SERVICES LIMITED

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QMSU SERVICES LIMITED

LEGAL & ADMINISTRATIVE INFORMATION

Administrative information

Legal status

QMSU Services Limited, company number 06677304 (England and Wales), is a subsidiary of Queen Mary University of London Students' Union.

Registered Office

Students Union Hub
329 Mile End Road
London
E1 4NT

Managing Director

Mike Wojcik

Auditors

TC Group
The Courtyard, Shoreham Road
Upper Beeding, Steyning
West Sussex, BN44 3TN

Solicitors

Russell-Cooke LLP
2 Putney Hill
London
SW15 6AB

Bankers

Barclays Bank plc
240 Whitechapel Road
London
E1 1BS

Directors

Company Secretary

Bradley Coales

QMSU SERVICES LIMITED

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS

FOR THE YEAR ENDED 31 JULY 2024

We have audited the financial statements of QMSU Services Limited for the year ended 31 July 2023 which comprise the Profit and Loss Account, the Balance Sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Generally Accepted Accounting Practice, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 July 2023 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'; and
- have been prepared in accordance with the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the director's use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the director with respect to going concern are described in the relevant sections of this report.

Other information

The directors are responsible for the other information. The other information comprises the information in the Report of the Directors but does not include the financial statements and our Report of the Auditors thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Directors has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Directors.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

QMSU SERVICES LIMITED

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS

FOR THE YEAR ENDED 31 JULY 2024

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.
- The directors were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small company's exemption in preparing the report of the directors, and exemption from the requirement to prepare a Strategic Report.

Responsibilities of the directors

As explained more fully in the Statement of Directors Responsibilities set out on page four, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the director determines necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or has no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Auditors that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Auditors.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

Extent to which the audit was considered capable of detecting irregularities, including fraud

The objectives of our audit, in respect to fraud, are: to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses; and to respond appropriately to fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both those charged with governance of the entity and its management.

Our approach was as follows:

- We identified areas of laws and regulations that could reasonably be expected to have a material effect on the financial statements from our general sector experience, and through discussion with the directors and other management (as required by auditing standards), and discussed with the directors and other management the policies and procedures regarding compliance with laws and regulations (see below);
- We identified the following areas as those most likely to have such an effect: health and safety; General Data Protection Regulation (GDPR); fraud; bribery and corruption, and employment law. Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the directors and other management and inspection of regulatory and legal correspondence, if any. The identified actual or suspected non-compliance was not sufficiently significant to our audit to result in our response being identified as a key audit matter.
- We considered the legal and regulatory frameworks directly applicable to the financial statements reporting framework (FRS 102 and the Companies Act 2006) and the relevant tax compliance regulations in the UK;

QMSU SERVICES LIMITED

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS

FOR THE YEAR ENDED 31 JULY 2024

- We considered the nature of the Companies operations, the control environment and financial performance.
- We communicated identified laws and regulations throughout our team and remained alert to any indications of non-compliance throughout the audit;
- We considered the procedures and controls that the company has established to address risks identified, or that otherwise prevent, deter and detect fraud; and how senior management monitors those programmes and controls.

Based on this understanding we designed our audit procedures to identify non-compliance with such laws and regulations. Where the risk was considered to be higher, we performed audit procedures to address each identified fraud risk. These procedures included: testing manual journals; reviewing the financial statement disclosures and testing to supporting documentation; performing analytical procedures; and enquiring of management, and were designed to provide reasonable assurance that the financial statements were free from fraud or error.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in a Report of the Auditors and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Mr Mark Cummins FCCA (Senior Statutory Auditor)

for and on behalf of

TC Group

Statutory Auditors

Office: Steyning, West Sussex

Dated:

QMSU SERVICES LIMITED

PROFIT AND LOSS ACCOUNT

FOR THE YEAR ENDED 31 JULY 2024

	Note	2024 £	2023 £
Turnover	4	3,756,404	3,537,583
Cost of sales		(2,819,581)	(2,577,814)
Gross Profit		936,823	959,769
Administrative expenses		(830,629)	(785,744)
Profit/(Loss) for the Financial Year		106,194	174,025
Total comprehensive income/(expenditure)		106,194	174,025

All recognised gains and losses in the year and the previous year are included in the profit and loss account. Further detail is provided in the statement of changes in equity.

Results for the year and the previous year as set out above are derived entirely from continuing operations.

The notes on pages 13 to 18 form part of these financial statements.

QMSU SERVICES LIMITED

BALANCE SHEET

AS AT 31 JULY 2024

	Note	2024 £	2023 £
Fixed Assets			
Tangible Assets	8	122,681	123,172
		122,681	123,172
Current Assets			
Stock		65,821	67,114
Debtors	9	215,638	715,238
Cash at bank and in hand		706,672	118,354
		988,131	900,706
Creditors: Amounts falling due within one year	10	(593,496)	(612,755)
Current Assets Less Current Liabilities		394,635	287,951
Total Assets Less Current Liabilities		517,316	411,123
Capital and Reserves			
Called up share capital		1	1
Profit and Loss account		517,315	411,122
Total Capital and Reserves		517,316	411,123

The financial statements were approved by the Board of Directors on 13 April 2023 and signed on its behalf by:

Paul McLintock
Chair

Mike Wojcik
Managing Director

Company no. 6677304

The notes on pages 13 to 18 form part of these financial statements.

QMSU SERVICES LIMITED

STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED 31 JULY 2024

	Called up share capital £	Retained earnings £	Total equity £
Balance at 1 August 2022	1	355,092	355,093
Changes in equity			
Gift aid distribution to parent charity	-	(117,995)	(117,995)
Comprehensive income	-	174,025	174,025
Balance at 31 July 2023	1	411,122	411,123
Changes in equity			
Gift Aid distribution to parent charity	-	-	-
Comprehensive income	-	106,193	106,193
Balance at 31 July 2024	1	517,315	516,316

QMSU SERVICES LIMITED

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 JULY 2024

1. STATUTORY INFORMATION

QMSU Services Limited is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

2. SIGNIFICANT ACCOUNTING POLICIES

Basis of Accounting

The financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention and have been prepared on a going concern basis.

Turnover

Turnover represents the total invoiced value, excluding value added tax, of sales made during the year and derives from the provision of goods/services falling within the Company's ordinary activities.

Expenditure

All expenditure is accounted for on an accruals basis.

Tangible Fixed Assets and Depreciation

Tangible Fixed Assets are stated at historic purchase cost less accumulated depreciation. Cost includes the original purchase price of the asset and the costs attributable to bringing the asset to its working condition for its intended use. Depreciation is calculated to write off the cost of Fixed Assets on a straight-line basis over the expected useful lives of the assets.

Building improvements are capitalised although the Company has no title to the underlying building, title vesting in Queen Mary University of London. The costs are capitalised because they are of enduring benefit to the Company's trade and as both parties recognise that the Company's use of the premises is for the longer term. Building improvements are depreciated over 5 or 10 years on a straight-line basis depending on the nature of the improvement and the underlying asset.

Fixtures, fittings and equipment are depreciated over 5 years on a straight-line basis.

Deferred Capital Grants

Where assets are acquired with the aid of specific grants they are capitalised and depreciated as per the depreciation policy above. The related grants are treated as deferred capital grants and released to income in line with the depreciation charge.

Pensions

As described in Note 6, pension costs relate to recharges of pension costs incurred in relation the staff employed by Queen Mary University of London working for the company. The recharges relate to two defined benefit pension schemes, the Superannuation Arrangements of the University of London and the Universities Superannuation Scheme. Both are multi-employer schemes where the share of assets and liabilities attributable to each employer cannot be allocated on a systematic basis. Pension costs are therefore accounted for on a defined contribution basis as permitted by section 28 of FRS102 and are recharged to the company accordingly.

QMSU SERVICES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

2. SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Stock

Stocks are valued at the lower of cost and net realisable value on a weighted average basis.

Operating Leases

Costs in respect of Operating Leases are charged to the profit and loss account as premiums become payable.

Cash Flow

Under FRS102, the Company is exempt from the requirement to prepare a cash flow statement, on the grounds that the ultimate parent undertaking includes the Company in its own published consolidated statements.

Deferred Tax

As the Company intends to gift aid all taxable profits to the Union as its parent charity, no deferred tax provision is required.

Cash at bank and in hand

Cash at bank and in hand includes cash and short term highly liquid investments. The directors seek to use short and medium-term deposits where possible to maximise the return on monies held at the bank and to manage cash flow.

Creditors and provisions

Creditors and provisions are recognised where the company has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably.

Debtors

Trade and other debtors are recognised at settlement amount due.

3. PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION

The profit on ordinary activities before taxation is stated after charging:

	2024 £	2023 £
Depreciation	52,510	50,843
Auditors' remuneration	6,000	5,000
Operating lease charges	<u>114,074</u>	<u>106,696</u>

QMSU SERVICES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

4. TURNOVER

By Trading Activity, all in the United Kingdom market:

	2024 £	2023 £
Gyms	770,332	705,931
Bars	688,087	854,430
Cafes	1,154,672	777,161
Retail outlets	886,259	999,992
Entertainments	82,121	42,591
Other Income	88,647	99,724
Services Marketing	86,286	57,754
	<u>3,756,404</u>	<u>3,537,583</u>

5. STAFF COSTS

Staff costs excluding directors:

	2024 £	2023 £
Wages and salaries	1,620,678	1,292,078
Social Security costs	96,718	61,753
Pension costs	197,848	151,774
Apprenticeship Levy	8,094	6,490
	<u>1,923,338</u>	<u>1,512,095</u>

Directors' & key personnel remuneration:

	2024 £	2023 £
Aggregate emoluments including social security costs	177,734	125,275
Company pension contributions	27,505	24,261
Apprenticeship Levy	747	511
	<u>205,986</u>	<u>150,047</u>

The monthly average number of staff, including executive directors, during the period was 74 (2023: 74).

The Company does not employ labour directly. It relies on the services of permanent full time and part time members of staff who are employees of Queen Mary University of London, and casual members of staff who are employed by QMSUSL. The Company accepts recharges at cost for their services.

QMSU SERVICES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

6. PENSION COSTS

Pension costs consist entirely of recharges relating to staff employed by Queen Mary University of London (QMUL). Recharges are based upon scheme contribution rates, staff salaries and time spent by staff working on QMSU Services Limited activities.

The recharged pension costs relate to two QMUL pension schemes, the Universities Superannuation Scheme (a defined benefit only pension scheme which was contracted out of the State Second Pension) and the Superannuation Arrangements for the University of London (a centralised defined benefit scheme within the United Kingdom, contracted-out of the Second State Pension).

Further information relating to these schemes can be found in the QMUL accounts for the year to 31 July 2022 which are available to download from the QMUL website.

7. TAX ON PROFIT ON ORDINARY ACTIVITIES

No corporation tax charge arose in the year ended 31 July 2024 or year ended 31 July 2023.

RECONCILIATION OF CURRENT TAX CHARGE

	2024 £	2023 £
Profit/(Loss) on ordinary activities before taxation	<u>106,193</u>	<u>174,025</u>
Tax on Profit/(Loss) on ordinary activities at 25%	26,549	33,064
Effect of difference between depreciation and capital allowances	(509)	6,391
Loss brought forward utilised	-	-
Gift Aid (25% of £104,160 donation to parent)	(26,040)	(39,455)
Total Current Tax	<u>-</u>	<u>-</u>

The Company gift aids profits which are assessed to corporation tax to the Union as its parent charity and as such no tax charge arises.

QMSU SERVICES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

8. TANGIBLE ASSETS

	Building Works £	Equipment Fixtures & Fittings £	Total £
Cost			
At 1 August 2023	1,153,730	580,385	1,734,115
Adjustments	-	-	-
Additions	-	52,018	52,018
Disposals	(1,007,562)	(167,690)	(1,175,252)
At 31 July 2024	<u>146,168</u>	<u>464,713</u>	<u>610,881</u>
Accumulated Depreciation			
At 1 August 2023	(1,122,668)	(488,275)	(1,610,943)
Charge for the period	(12,625)	(39,884)	(52,509)
Disposals	1,007,562	167,690	1,175,252
At 31 July 2024	<u>(127,731)</u>	<u>(360,469)</u>	<u>(488,200)</u>
Net Book Value			
At 31 July 2024	<u>18,437</u>	<u>104,244</u>	<u>122,681</u>
At 31 July 2023	<u>31,062</u>	<u>92,110</u>	<u>123,172</u>

9. DEBTORS

	2024 £	2023 £
Trade debtors	61,077	34,758
Amounts due from Queen Mary University of London	60,497	80,962
Prepayments and accrued income	68,176	87,147
Other debtors	482	-
Amount due from Ultimate Parent Undertaking	25,406	512,371
	<u>215,638</u>	<u>715,238</u>

10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024 £	2023 £
Trade creditors	147,697	68,119
Accruals and deferred income	50,674	109,551
Amount owed to Queen Mary University of London	359,016	324,119
Other Creditors	36,109	110,966
	<u>593,496</u>	<u>612,755</u>

QMSU SERVICES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

11. DEFERRED CAPITAL GRANTS

	Balance at 1 August 2023 £	Transfers Capital Grant £	Release £	Balance at 31 July 2024 £
Deferred Capital Grants	45,681	-	(10,000)	35,681

12. FINANCIAL COMMITMENTS

The Company had total commitments under non-cancellable operating leases as follows:

	Land and buildings 2024 £	2023 £	Other 2024 £	2023 £
Within one year	91,334	93,161	22,739	6,220
Between one and two years	-	-	18,661	580
Between two and five years	-	-	16,590	-
	91,334	93,161	57,990	6,800

13. ULTIMATE PARENT AND CONTROLLING INTEREST

The ultimate parent undertaking and controlling party at the balance sheet date was Queen Mary University of London Students' Union, a company limited by guarantee (company number 8092471) and a charity registered in the United Kingdom (charity number 1147786). Copies of the ultimate parent undertaking's accounts can be obtained from their website. The parent undertaking shares an address with QMSU Services Limited.

14. RELATED PARTY TRANSACTIONS


The Company is exempt from disclosure of transactions with group undertakings under Financial Reporting Standard 102 as it is wholly owned within Queen Mary University of London Students' Union's consolidated accounts.

QMSU GROUP BALANCE SHEET

QMSU GROUP BALANCE SHEET

	Group		Group		Group		Group		Group	
	Actual Jan 25		Jul-24		Jul-23		Jul-22		Jul 2021	
	£	£	£	£	£	£	£	£	£	£
FIXED ASSETS		148,831		145,164		145,360		181,205		262,732
INVESTMENTS		35,616		35,616		32,352		33,216		26,592
CURRENT ASSETS										
Stock		72,950		65,821		67,114		49,860		53,413
Debtors and Prepayments										
Trade Debtors		78,336		60,422		56,066		36,581		49,478
QMUL Debtor		332,706		84,082		104,440		50,089		568,718
Other Debtors & Prepayments		119,492		138,358		198,912		108,310		226,034
Cash at Bank and in Hand		1,056,273		831,957		850,773		727,247		324,198
		1,659,757		1,180,640		1,277,305		972,087		1,221,841
CREDITORS:										
Due Within one Year:										
Trade Creditors		(126,723)		(180,626)		(173,694)		(113,194)		(114,693)
QMUL Loan		0		0		0		0		0
QMUL Creditor		(731,642)		(677,122)		(651,822)		(570,704)		(869,638)
Other Creditors & Accruals		(431,055)		(134,993)		(269,608)		(191,339)		(219,658)
NET CURRENT ASSETS/ (LIABILITIES)		370,337		187,899		182,181		96,850		17,852
CREDITORS: Due after more than one year										
		0		0		0		0		0
		<u>554,784</u>		<u>368,679</u>		<u>359,893</u>		<u>311,271</u>		<u>307,176</u>
		0		0						
FINANCED BY:										
FUNDS										
Designated Funds		389,562		274,489		272,692		313,985		362,845
Restricted Funds										
Capital Grants		0		4		4		4		21,894
RAG		16,241		13,659		40,167		39,067		11,687
FA Hub		5,662		4,999		4,999		7,021		1,444
Drapers		6,450		6,450		4,618		3,694		1,727
Community Campus		0		0						28,442
Other Grants		49,488		41,030		61,839		43,951		27,225
Student Experience		41,079		42,397		42,757		29,198		23,733
Co-op		6,265		6,265		6,265		6,685		9,163
Annual		52,587		58,444		64,305		41,993		31,393
Westfield		12,320		12,320		18,423		25,071		33,855
FA Hub Innovation		0		0						547
Club Sport		35,283		30,026		23,322		25,124		19,933
BL Sports Fund		0		0		82		5,882		5,790
Employability		0		0		158		337		
Total Restricted Funds		225,375		215,594		266,939		228,027		216,833
General Reserve		(60,153)		(121,404)		(179,738)		(230,741)		(272,502)
		<u>554,784</u>		<u>368,679</u>		<u>359,893</u>		<u>311,271</u>		<u>307,176</u>

Reconciliation of Movement in General Reserves:	
General Reserve at July 2024	(121,404)
Management Accounts I&E Profit/(loss) for 6 months to Jan 25	61,251
General Reserve at Jan 2025	(60,153)

Group Accounts											
For Month 6		January 25									
	Full Year Budget		Full Prior Yr	YTD to Month 6				for Month 6			
	Prior Yr £'000	Current Yr £'000	July24 End Yr £'000	Prior Yr Amount £'000	Budget £'000	Amount £'000	Variance £'000	Prior Yr Amount £'000	Budget £'000	Amount £'000	Variance £'000
Charity											
Income	2,031	2,079	2,106	1,068	1,040	1,051	11	171	173	175	2
Pay	1,792	1,838	1,622	835	909	845	64	149	150	154	(4)
Non Pay	491	479	454	224	244	232	12	26	39	30	10
Charity SURPLUS/ (DEFICIT)	(252)	(237)	31	10	(113)	(26)	87	(4)	(17)	(9)	8
QMSU Services Ltd											
Income	4,183	4,150	4,001	2,053	2,224	2,156	(68)	318	299	336	37
Pay	1,943	2,003	1,904	919	1,027	1,036	(9)	148	159	170	(11)
Non Pay	1,910	1,849	1,991	1,012	1,008	1,023	(15)	145	124	94	30
QMSU Services Ltd SURPLUS/(DEFICIT)	330	298	106	122	190	97	(93)	25	16	72	55
Administration											
Income	874	925	916	466	462	465	2	72	77	77	(0)
Pay	413	384	418	227	198	185	13	36	33	30	3
Non Pay	519	572	577	271	284	289	(5)	33	47	50	(3)
Administration SURPLUS/(DEFICIT)	(58)	(31)	(79)	(32)	(20)	(9)	10	4	(3)	(3)	(0)
GROUP SURPLUS/ (DEFICIT)	20	30	58	100	57	61	4	25	(3)	60	63

Communications and Marketing Strategic Project Update

December & January 2025

Jak Curtis-Rendall & Jenny Upstone
February 2025

Communications & Marketing Strategic Project Update

This paper provides a glimpse into some of the Strategic & Commercial projects being completed fully in-house by our Communications and Marketing team, made up of a full-time and part-time team of staff, equivalent to 4.2 FTE.

Department Strategic Projects Updates

QMSU 2030 Strategy

December was a pivotal month as we focused on the delivery and rollout of key materials to support and embed the QMSU 2030 Strategy across the organisation. Central to this has been the creation of a comprehensive 2030 Strategy guide, available in both print and digital formats, designed to clearly communicate our long-term mission, vision, values and strategic pillars that outline our commitments to students, representatives and student groups.

To ensure the strategy is not just a document, but a living and engaging part of our everyday work, we have also developed an engaging and accessible website, providing an interactive platform for students to explore our strategic goals, and from later this year to track progress against our KPIs. Additionally, we have introduced branded merchandise and kit that reinforces our strategic messaging to staff as part of their everyday work.

These resources are crucial in making our QMSU 2030 Strategy more tangible and actionable, helping our entire community understand how they can contribute to and benefit from its success. As we move forward, we will continue to find new ways to embed the strategy into our culture, ensuring it remains at the heart of everything we do.

- View the Strategy guide and discover more at www.qmsu.org/strategy.

Brand Refresh

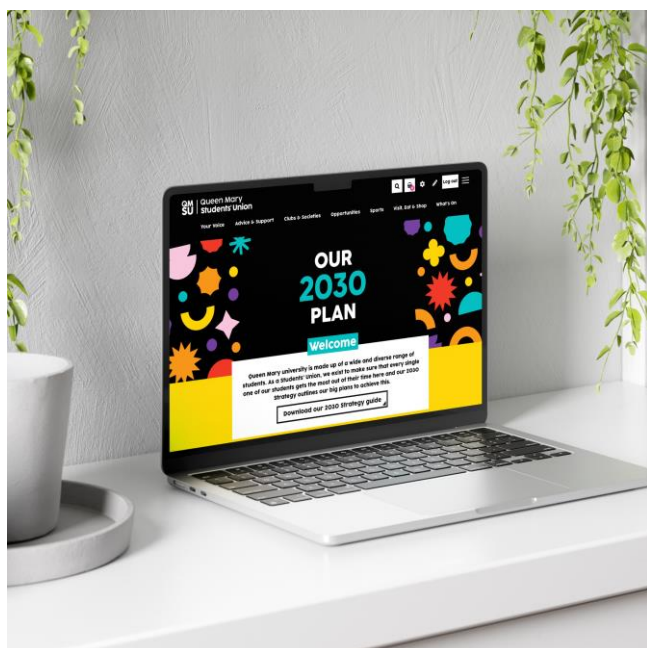
The latter half of Semester 1 marked a significant step forward in refreshing our Students' Union brand—an essential project that aligns closely with our 2030 Strategy. This transformation supports key KPIs across our 2030 Strategy, particularly Pillar 3, by ensuring our identity, communications and marketing resonate with every student and strengthens our role as a truly student-focused organisation on-campus. By managing research, brand development, and brand rollout entirely in-house - led by our talented designer without any external agency support - we are delivering a high-impact refresh that maximises value within a very limited budget. The cost of producing the new brand guidelines has essentially just been existing staff time.

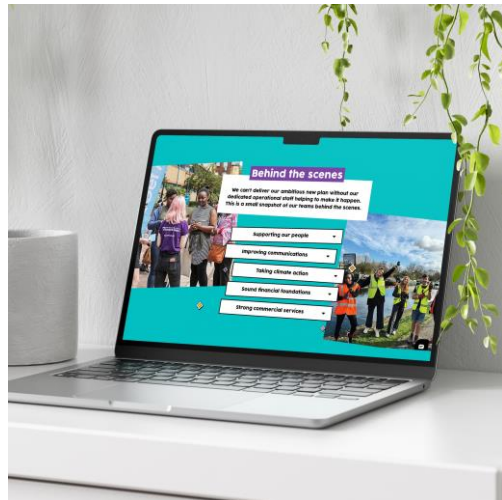
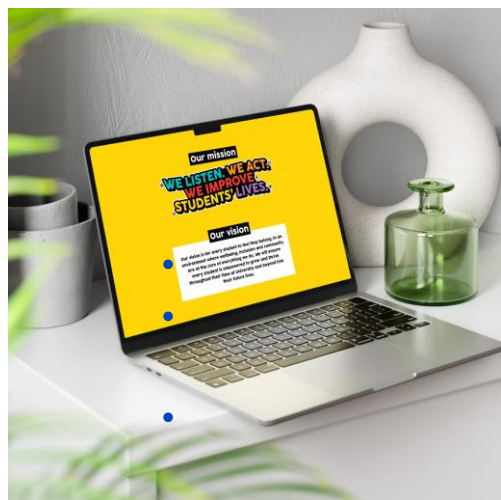
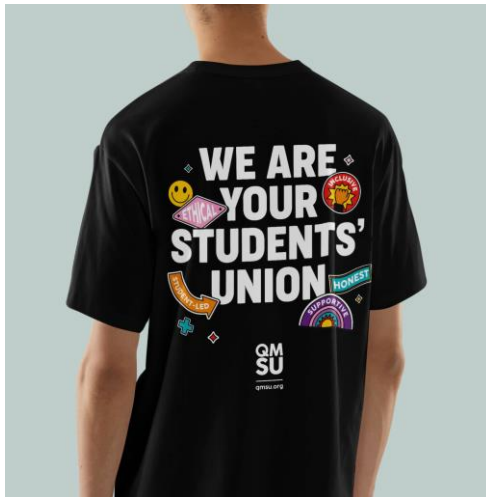
Our brand evolution began with the in-house Brand & Communications Survey, which gathered insights from over 800 students. These findings have guided the development of a refreshed and future-ready identity for QMSU, including a new organisation logo, distinctive sub-brand identities, a refined colour palette, and updated naming conventions. Beyond visuals, we are enhancing our brand experience with new stickers, animations, an evolved tone of voice, and key strategic messaging—such as reinforcing our not-for-profit commercial mission across our communications output.

This refresh is already taking shape in our physical spaces too, with projects like the new Drapers Lounge space and Griff embracing the new identity, strengthening their connection to the Students' Union, and reinforcing our commitment to creating spaces that help to develop student connections and strengthen our student communities. Throughout the academic year cycle, we are also revitalising various brand campaigns as they go live to ensure consistency and engagement across all touchpoints.

Looking ahead, the next phase focuses on embedding the new brand into every aspect of our work. This includes updating templates for student reps and staff and introducing merchandise packs to act as a constant reminder of our strategy in our every day work. We're also working through rebranding essential assets such as event equipment and signage that are used at high footfall events and activations on campus. As we continue this journey into Semester 2 and the summer, our refreshed brand will play a vital role in delivering on our 2030 Strategy – ensuring QMSU remains an accessible, impactful and student-led and centered organisation for the years ahead.

- See Appendix 1: Brand Presentation for a further glimpse into our refreshed identity.



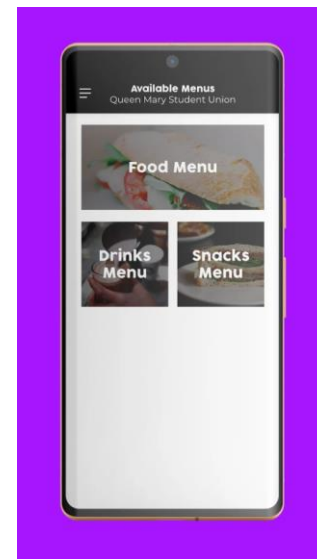
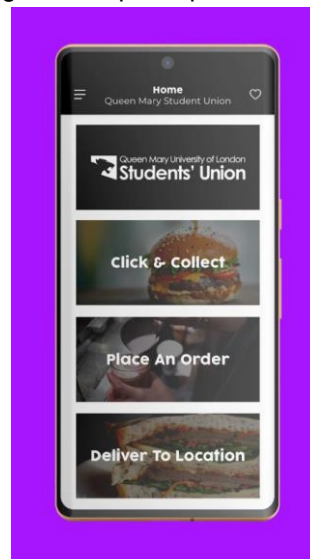
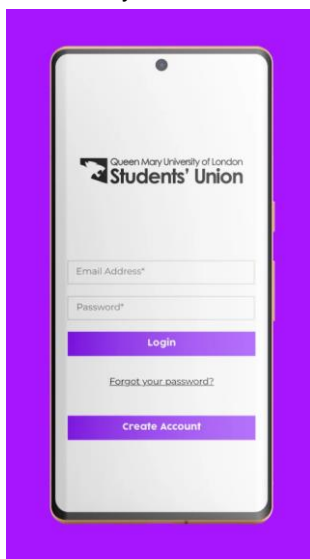


KPI 5
& 6

QMSU Perks Loyalty App

Phase I of the QMSU Perks loyalty app has now been successfully completed. As part of this rollout, the app's click & collect functionality has been trialled at Drapers and The Griff during selected event to segments of our student community, with positive feedback received from users and demonstrating its potential to enhance the student experience.

Building on this success, we are now advancing to the next phase – introducing the app's loyalty features to strengthen brand affinity, help students with the cost-of-living crisis and reward students for their engagement in Students' Union charitable activities, volunteering and representation. In addition, exclusive one-off offers will be available through the app, driving downloads and encouraging ongoing user engagement. This next step will further QMSU Perks as a key tool in enhancing student participation and connection with QMSU.



Postgraduate Engagement Project

KPI 1,
2, 3, 4,
5, 6, 7,

A core pillar of our organisational strategy is ensuring we resonate with every student, and a key focus of our 2030 Strategy so far has been deepening engagement with our postgraduate community. To drive this forward, PhD student Lilyemma Whalley joined our team as a part-time Postgraduate Communications & Marketing Assistant. In this role, she has played a vital part in developing the new Postgraduate Hub website, creating dedicated postgraduate-specific assets, and leading targeted campaigns to better connect with this community of students.

This initiative has already gained external recognition, with [the project being featured by WonkHE](#). More importantly, we're seeing tangible results, email open and read rates from postgraduate students have consistently increased and now outperform our general campaigns. By embedding segmented, tailored communications and moving away from a one-size-fits-all approach, we continue to enhance engagement across both our charitable and commercial activities. Discover more at www.qmsu.org/postgraduate



January Welcome Campaign

KPI 3,
4, 5, 6,
7, 8

This year saw us deliver our biggest January Welcome campaign to date to welcome around 750 new students to Queen Mary. For the first time, we delivered a Welcome Pack to all new students during their induction sessions, including our Students' Union guide, Qmotion material and discount vouchers for the commercial services. Alongside this we created a dedicated welcome webpage, email campaign and a joint welcome video from Hassam, the VP Liberation, International & Postgraduates and Queen Mary's VP International, Helen Bailey.

We also worked in partnership with the Associate Students team to widen the reach of our messages and deliver a tailored programme of welcome events just for them in our QMSU venues, with over 450 attendances across 3 bespoke events. www.qmsu.org/welcome

86.7%
open rate for our
welcome email

35.1%
click through rate for
our welcome email

650
Welcome Packs
distributed

7.8%
increase in website
views YOY

Drapers Lounge

KPI 3,
4, 7, 8



Our team collaborated with the University Estates project team to complete the new Drapers Lounge space following the significant budget reduction. This is a vibrant new community space on campus designed to act as a social & study space by day, whilst also hosting a range of alcohol-free programme events, as well as Clubs and Societies activities. The space is already serving as a more inclusive and welcoming space for students to connect and engage with each other, building student communities in line with our Strategy.

To align the space with our brand identity, we managed the design process in-house, developing a colour palette and supporting the selection of furniture that complements both the venue and our brand aesthetic. Once the new furniture arrives, we will formally launch the space with a dedicated marketing campaign and the installation of eye-catching window and entrance vinyls – this within a carefully managed £2k budget.

While budget constraints mean we are unable to proceed with the full exterior enhancements, signage, and interior digital displays at this stage, the initial window and entrance signage will play a key role in improving visibility and refreshing the space's exterior, drawing attention to a previously drab exterior. I'm excited to see Drapers Lounge come to life as an integral part of our campus community.

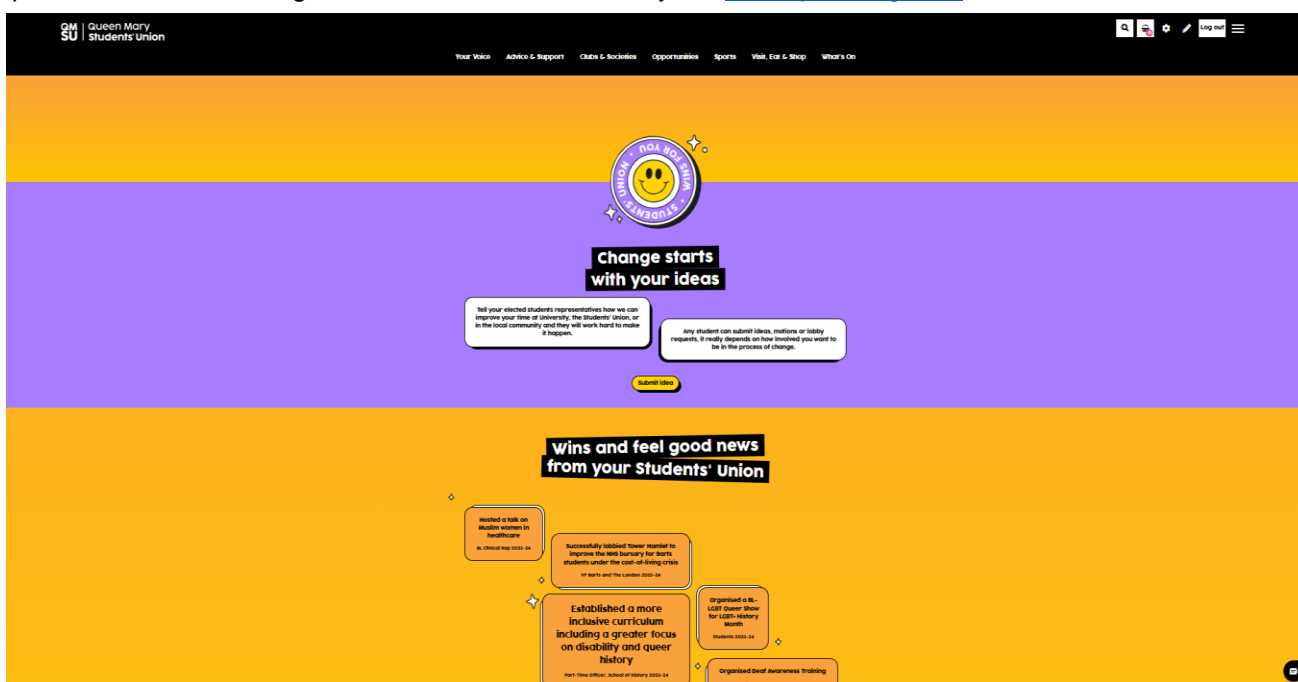


KPI 1,
2, 5, 8

SU Wins

We've recently launched SU Wins – a key campaign designed to increase student awareness of QMSU and how “We Listen, Act and Improve Students’ Lives” every day across our charitable and commercial operations. The initiative highlights student rep achievements driven by student feedback, improvements made by our commercial services, whilst also featuring a dedicated “Feel Good News” sub-campaign that celebrates the achievements of our Clubs and Societies.

To bring SU Wins to life, we've developed a new look and a dynamic, stand-out webpage that serves as the central hub for these successes. The campaign is being amplified across print, digital, social and email channels to ensure maximum reach and engagement. I'm excited to see how we continue to evolve and expand this initiative throughout the rest of the academic year. www.qmsu.org/wins



KPI 3,
4, 5

The Griff

The Griff is one of our newest spaces, but following the completion of the university project it initially lacked the warmth and character of a true QMSU venue. It felt cold and corporate, failing to reflect its role as a student-led community hub at the heart of the Garrod Building. To change this, we introduced a range of new signage and design elements in Semester 1 that have brought the space to life - featuring fun sticker graphics, dynamic photography of our Clubs, Societies, and reps, and key messaging that showcases the Students’ Union, BLSA, and everything we stand for.

A key part of this project was also incorporating a heritage element, in response to student feedback. We collaborated with the NHS and Barts and The London archive teams to curate a collection of historic photography alongside some memorabilia from the old BLSA Building, celebrating the rich history of Barts and The London while adding depth and character to the space.

We've also delivered a comprehensive marketing campaign to boost awareness of the venue's daily food & drink deals, full menu range, and click & collect service - all aimed at resonating more with our student community at Whitechapel, improving the student experience and increasing footfall during off-peak times. This multi-channel campaign has been launched across key locations on the Whitechapel campus, as well as through our digital platforms, ensuring greater visibility and engagement.

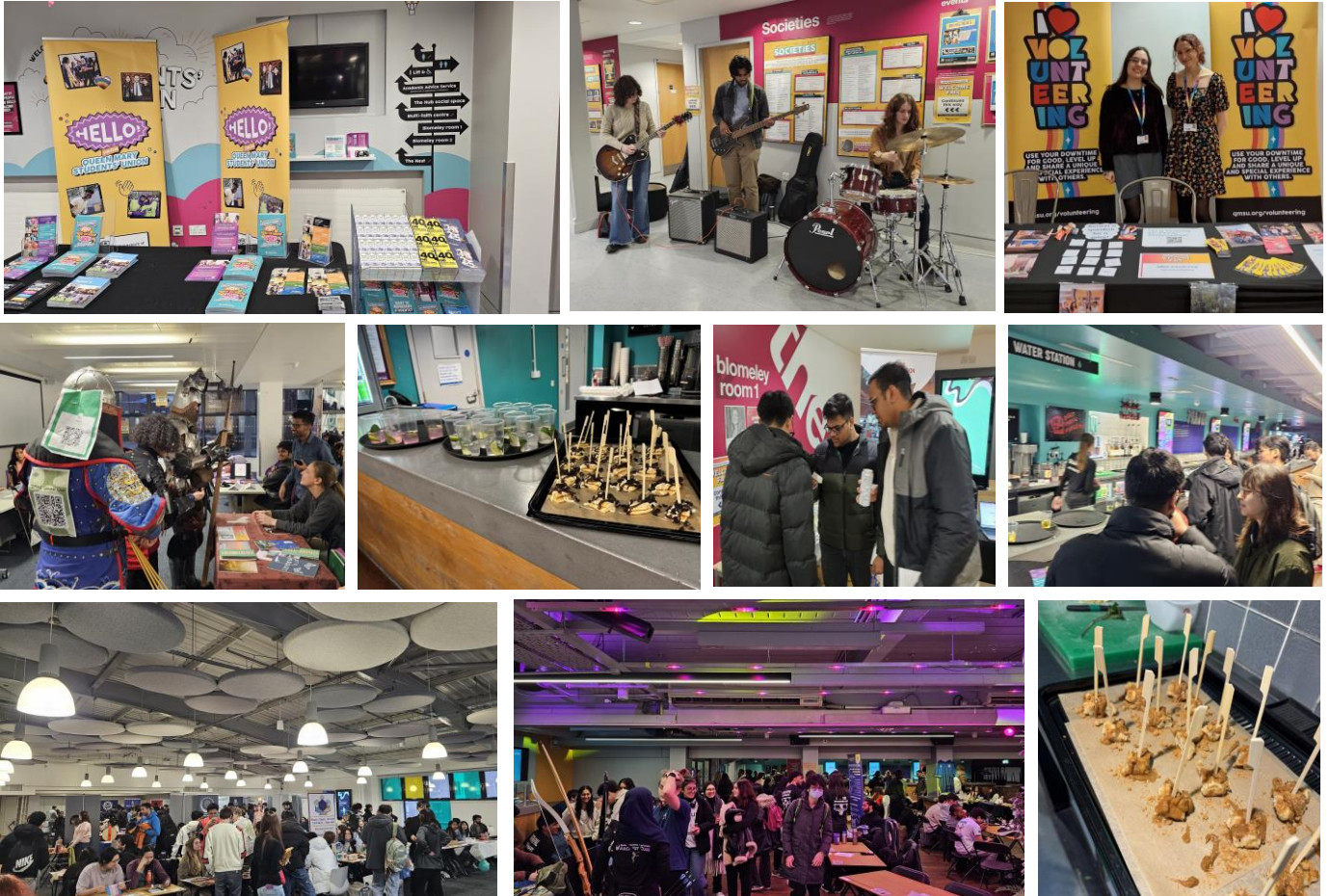
With these changes, The Griff now truly reflects the energy and identity of the Students’ Union, making it a more welcoming and engaging space for our student community.

- Examples of this work are provided in **Appendix 2: The Griff**.

KPI 3,
4, 5, 6,
7, 8

January Welcome Fair

Our January Welcome Fair took place on Thursday 23rd January in the Students' Union Hub, The Nest, Drapers and The Lounge. Over 1500 students attended to find out about everything the Students' Union has to offer them with stalls from our services, alongside over 100 stalls from our Clubs and Societies. The event is a key part of our engagement with students and increasing awareness of all that we do. It was also pleasing to see the efforts put in by teams across the commercial services – from Drapers organising tasting & samples of their new alcohol-free drinks and desserts range (they were very tasty!) to our shops offering samples of our Bubble & Fruit tea range, alongside a pop-up clothing and merch sale. www.qmsu.org/fair



Jak Curtis-Rendall, Head of Communications & Marketing

Jenny Upstone, Brand & Communications Manager

Queen Mary Students' Union

QM | Queen Mary
SU | students' Union

HELLO!



Cocogoose

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

Proxima Nova

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijkl
nopqrstuvwxyz



QM
SU

QM
SU

QM
SU

QM
SU

QM
SU





QM | Queen Mary
SU | **Students' Union**

QM | We Listen. We Act.
SU | **We Improve Students' Lives.**

QM | Not for Profit.
SU | **Just for Students.**

QM | Part of your
SU | **Students' Union**



| Barts and The London
Students' Association

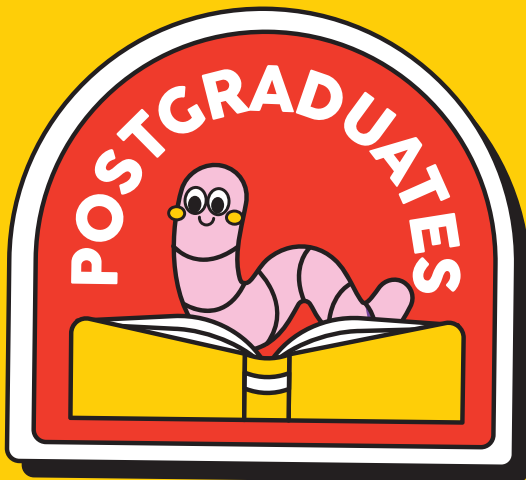
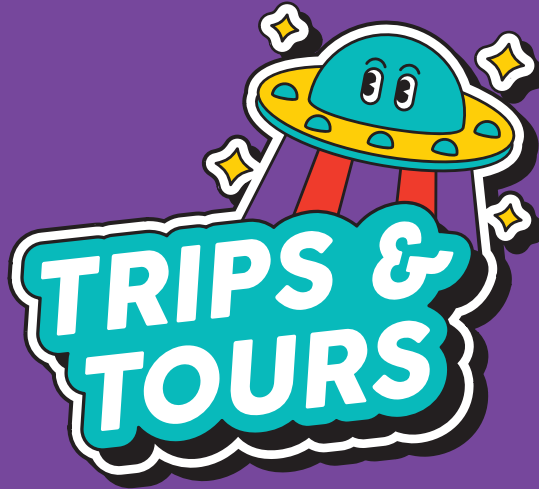
QM | Queen Mary
SU | Students' Union

QM | Multi-faith
SU | Centre

QM | Union
SU | Shop

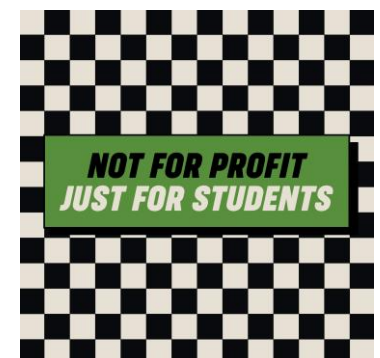
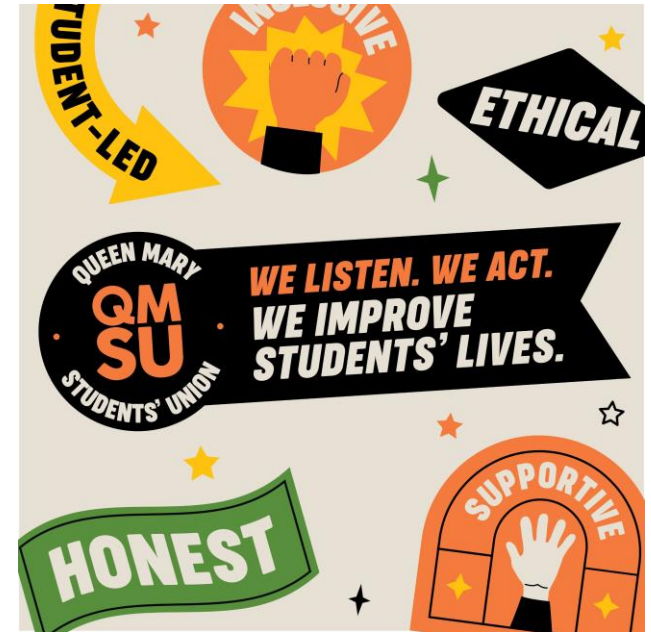
QM | Students'
SU | Union Quarter

QM | Students'
SU | Union Hub



QM
SU

Brand Elements



Signage Examples





In-Venue Brand Asset Examples



January / February Promotional Campaign Examples

Posters shown for illustrative purposes. Campaign replicated across email, social, table talkers & digital screens.

THE GRIFF DAILY DEALS

MONDAY	20% OFF MEAT-FREE MAINS	20% OFF SOFT, LOW & NO DRINKS
TUESDAY	20% OFF PANCAKES	3 FOR £10 ON BEER & CIDER
WEDNESDAY	4 PINT JUGS FROM £12.50	SPIRITS & SHOTS DEALS
THURSDAY	3 FOR 2 ON SIDES	£5 OFF WINE
FRIDAY	20% OFF LOADED FRIES	BUY 1 GET 1 FREE COCKTAILS AND MOCKTAILS

Click and Collect now available via QMSU Perks App

QMSU | Queen Mary Students' Union | Barts and The London Students' Association

THE GRIFF

WINNING WEDNESDAYS

WED 9PM TO 1AM

HOUSE SPIRITS: £3 SINGLES, £5 DOUBLES
SHOTS: FROM 2 FOR £5
J BOMBS: 2 FOR £5
SHOT PADDLES: FROM £8

Click and Collect now available via QMSU Perks App

QMSU | Queen Mary Students' Union | Barts and The London Students' Association

THE GRIFF

BOGOF FRIDAYS

FRI 5PM TO 11PM

BUY ONE COCKTAIL OR MOCKTAIL, GET THE SAME ONE FREE

Click and Collect now available via QMSU Perks App

QMSU | Queen Mary Students' Union | Barts and The London Students' Association

THE GRIFF

£5 OFF WINE

THURS 5PM TO 9PM

£5 OFF ANY BOTTLE OF WINE ON THURSDAYS

Click and Collect now available via QMSU Perks App

QMSU | Queen Mary Students' Union | Barts and The London Students' Association

THE GRIFF

LOADED FRIES-DAY

FRI 11.30AM TO 6.30PM

20% OFF ALL LOADED FRIES

Click and Collect now available via QMSU Perks App

QMSU | Queen Mary Students' Union | Barts and The London Students' Association

THE GRIFF

MEAT FREE MONDAYS

MON 11.30AM TO 6.30PM

20% OFF ALL MEAT FREE MAINS

Click and Collect now available via QMSU Perks App

QMSU | Queen Mary Students' Union | Barts and The London Students' Association

THE GRIFF

TABLES JUG DEALS

WED 7PM TO 9PM

4 PINT JUGS FROM £12.50 ON WEDNESDAYS

Click and Collect now available via QMSU Perks App

QMSU | Queen Mary Students' Union | Barts and The London Students' Association

THE GRIFF

LOW & NO MONDAYS

MON 5PM TO 7PM

20% OFF ALL SOFT DRINKS, LOW & NO ALCOHOL

Click and Collect now available via QMSU Perks App

QMSU | Queen Mary Students' Union | Barts and The London Students' Association

THE GRIFF

3 FOR 2 ON SIDES

THURS 11.30AM TO 6.30PM

3 FOR 2 ON ALL SIDES, CHEAPEST FREE ON THURSDAYS

Click and Collect now available via QMSU Perks App

QMSU | Queen Mary Students' Union | Barts and The London Students' Association

THE GRIFF

PANCAKE TUESDAY


TUES 8AM TO 11AM

20% OFF PANCAKES

Click and Collect now available via QMSU Perks App

QMSU | Queen Mary Students' Union | Barts and The London Students' Association

Email Campaign Example




BY DAY * BY NIGHT

Fancy celebrating the end of term with some food and drinks with friends? Head to The Griff!

The Griff is our favourite hot-spot located in the heart of our Whitechapel campus.

By day: An alcohol-free café serving delicious coffee, food and drinks.
By night: Join our bar from 5pm where you can get a drink (including a wide range of alcohol) and pizzas. Or have a party at our regular weekly and seasonal events.


Get cosy in The Griff and save those £££ with our new food and drink menu! Located on the ground floor of the Garrod Building, it's the perfect place to study, socialise and grab some yummy food without leaving campus.



Happy Hour Deals

Did you know that The Griff has Happy Hour deals? We have some amazing daily offers available every day from 5pm! This includes **buy one get one free** on all mocktails and cocktails every Friday, 2 for 1 bottles every Tuesday and £5 off bottles of wine every Thursday.

All Happy Hour Deals




Book The Griff for your society or sports club

Fancy a change of scenery for your events, activities and meetings? The Griff is the perfect spot for all your members to relax and have fun whilst enjoying its delicious catering services. Book a table, a section or the whole venue! We can also work with you on creating an extra special event.

Book The Griff Here

Everyone's favourite menu!

Looking for a delicious meal on campus? Check out our menu offering pancakes, burgers, loaded fries, sharers and so much more - freshly-made! We also have an extensive drinks menu, with everything you need to satisfy all your cravings and keep you refreshed.



Full Food Menu Here

Daily Food Deals

Our new Daily Food Deals are here! Hang out with your friends and socialise over some food & drink, all while saving important £££.



Meat Free Monday - 20% off all meat-free options



Pancakes Tuesday - 20% off all pancakes



Winning Wednesday - Find our weekly special on the boards



Thursday: 3 for 2 on all Griff Sides - Perfect for sharing with friends



Fries-day - 20% off loaded fries



Chef's Bakery Special - each day choose one of our homemade cakes made on campus.

Upcoming Events at The Griff



Final Whistle
 Wednesday 11 December
 7pm - 1am
FINAL 50 TICKETS ON SALE NOW

For years, tables and Final Whistle at The Griff have been a core part of Barts and The London's vibrant community so come and join us for an epic night of celebrations as we play the best christmas hits and wrap up semester one.

Find out more information about The Griff here!

Other Garrod Building Signage Examples



Concept packaging & uniforms // not-for-profit messaging example



Jak Curtis-Rendall | Jenny Upstone | Roza Hamta

YE Projection 2024-25						
YTD January 25		January 25		Actual	Budgeted Target	YE Projection
Budget £'000	Amount £'000	Budget £'000	Amount £'000	July 24 £'000	2024-25 £'000	2024-25 £'000
Charity						
Income	1,040	173	175	2,106	2,079	2,103
Pay	909	150	154	1,622	1,838	1,674
Non Pay	244	39	30	454	479	464
Charity SURPLUS/ (DEFICIT)	(113)	(17)	(9)	31	(237)	(35)
QMSU Services Ltd						
Income	2,224	299	336	4,001	4,150	4,178
Pay	1,027	159	170	1,904	2,003	2,076
Non Pay	1,007	124	94	1,991	1,849	2,021
QMSU Services Ltd SURPLUS/(DEFICIT)	190	16	72	106	298	81
Administration						
Income	462	77	77	916	925	928
Pay	198	33	30	418	384	364
Non Pay	284	47	50	577	572	577
Administration SURPLUS/(DEFICIT)	(20)	(3)	(3)	(79)	(31)	(13)
GROUP SURPLUS/ (DEFICIT)	57	(3)	60	58	30	33