

Heriot-Watt University Sports Union

Annual Report 2020/21



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EXECUTIVE SUMMARY

Like any other organisation, the Heriot-Watt University Sports Union has experienced a year incomparable to any other as a result of the Covid-19 pandemic. Every single element of what the SU provides, in terms of volunteering, social activities, opportunities to establish and grow new friendships and, of course, participation in sport, has been impacted by the pandemic. The challenges have been numerous and wide-reaching but, rather than paint a picture of a year in which the SU just about survived, this annual report demonstrates that a strong commitment to adapting and innovating in all areas, to continue to provide students with an engaging and high-quality experience, has enabled the SU to thrive.

The year began in collaboration with other HWU stakeholders to deliver a socially distanced Watt Welcome Fair at Oriam to over 500 Freshers. An adapted training schedule for all sports, and the introduction of a new online track and trace booking system followed, with all 32 clubs able to operate in some capacity. The university's first ever Consolidation Week was marked with the inaugural 'Global Fitness Challenge', capitalising on the strong level of engagement in the SU's new 'Strava' club, where members from all over the world can feel a sense of belonging to an online community that celebrates physical activity.

The highlight of Semester One was undoubtedly the record £35K raised by SU members for Movember, led by student ambassador, Stewart Morgan. As restrictions continued and eventually became much tighter in Semester 2, the SU put plans into action to replace the thrill of traditional competitive sport and shared team goals by launching a weekly virtual Battle of the Clubs and Half Marathon Club. The traditional highlight of the year, the Sports Ball, could not go ahead but award winners were instead crowned on Instagram Live, allowing family members and friends to interact with the celebrations for the first time.

Student volunteers went above and beyond to prepare for a very different year and their commitment to their clubs and the Sports Union was rightly recognised with the awarding of six WattMark Golds, in a first for the SU. This commitment was again clear in March with an excellent response to the SU's volunteering campaign resulting in competition for every place on next year's SU Executive Committee and all clubs successfully electing the key roles for their own committees.

The SU's profile has increased this year, with much higher visibility thanks to a new website and the sharing of news stories in the staff and student newsletters on a weekly basis. It has been particularly pleasing to see staff and non-Edinburgh based students engaging in SU activities such as the Half Marathon Club and Global Fitness Challenge. Instagram continues to be a key platform for the SU, with nearly 3000 followers, up 12% since the summer.

Memberships reached the 1000 mark, far short of the previous year's 1700, inevitably resulting in a significant drop in income compounded by the loss of sponsorship and income-generating special events. However, expenditure has reduced drastically and even with a reduction in the University Subvention there is a projected small surplus that will be reinvested back into the SU large equipment fund.

The foundations are clearly in place for the SU to successfully emerge from the pandemic as the world returns to normality, with 87% of current members stating that they would recommend joining the SU to a friend. It will be critical to look at what innovation can be taken from this highly unusual year and applied in the future to ensure that the SU continues to be an organisation that does not just survive but thrives.





PARTICIPATION



SPORT & COVID-19

Shortly after Welcome Week, all 32 Sports Union clubs were up and running with training sessions, with a commitment from the Sports Union that every club member would be able to participate in at least one training session per week. At the peak of activity, in line with the most lenient period of restrictions, there were at least **154 training sessions each week** across the 32 member clubs.

With the new restrictions that came into law from 7th October 2020, it became increasingly difficult to deliver sporting activity, however **over 75% of SU Clubs** were still able to operate in some way by adapting to either going online and outdoor where necessary. As restrictions tightened after Christmas, all in-person activity was forced to stop until Week 10 when the relaxation of rules to allow up to 15 adults to enjoy non-contact outdoor activity allowed a modified return to play for several clubs including Football, Boat, Boxing, Netball and Volleyball.

Constant collaboration between SU staff, volunteer club committees, Oriam, Sport Governing Bodies and the wider University has been required to ensure that all activity was delivered safely while providing the best possible experience for participants.

MEMBERSHIPS

In particularly challenging circumstances, the SU sold **1369 memberships** to 1000 students (unique members), down 42% on 19/20 memberships which had been a record year for the SU. This is an average of 31 members per club, down from 79 last year.

BATTLE OF THE CLUBS

There was hope that traditional competitive activity would return in Semester Two, allowing clubs to participate in BUCS leagues and other organised competition. Ultimately this was not the case, leaving students facing a full academic year with no opportunity to compete in their sport. While there can be no direct replacement, the SU sought to go some way towards filling the void by launching the first ever **Battle of the Clubs**.



Each Monday, for **ten weeks**, a different challenge was posted on social media, inviting members of each club to compete amongst themselves, before selecting their best entry to submit to the SU on behalf of their club. Challenges ranged from the physical, including fastest 5K run, the creative, including a Burns



inspired 'ode to your club, and the downright silly with the most entertaining way of getting a tea bag into a cup.

The SU were impressed with the high level of engagement and commitment from the clubs each week getting involved with the challenge. The bar was set high in Week 1 with **16 entries** being submitted, kicking off the challenge with the Hockey Club winning the first 10 points.

A weekly winner was crowned each Friday with points accumulating in a club league table. **20 clubs** participated at least once, **the Football Club** entered every single week and ultimately, they were crowned overall champion, beating second place Volleyball Club by 13 points, and securing a £100 prize for the club.

COMPETITIVE SPORT

The SU is a participation-focused organisation, with 32 student-led clubs, in a normal year they would be facilitating activity commensurate with all abilities, ranging from some of the country's best athletes right to the absolute beginners. This year, club successes were very different with not many clubs being able to participate in competition. Luckily, there were a few clubs that managed to represent their University and have some success.

The Football Club were the most active, competitive club to date with the Mens 1st team considered part of the SFA's professional bubble, allowed to train physically for nearly the full year. Although things had to come to a halt because of implemented guidelines in December, the Mens 1st team sat **top of the East of Scotland Division 1 Conference B League** with 24 points.



NEW CONSTITUTED CLUBS

March 2021 saw two new sports submit applications to join the Sports Union as constituted clubs. Both **Cricket** and **Futsal** had been running activity during the academic year 19/20, which had proven successful and of interest to members. Having fulfilled the SU constituted club criteria, both Club Presidents, with the support of the Sports Union, put together a proposal to show their 3-year plan and budget to ensure the sustainability of the club. This was then presented to the SU Executive Committee who approved both club applications to go forward to be voted in at the SU AGM. Both Club Presidents presented again at the AGM where the membership passed the vote to make Cricket and Futsal fully constituted Sports Union clubs. A warm welcome to both as part of the WattFamily.





WELLBEING & ENGAGEMENT



HEALTH & WELLBEING

This remit has been incredibly strong both at club and SU level this year, following on from the strong efforts last year. With Health & Wellbeing at the forefront this year due to the challenges of the pandemic, the SU team including the 32 clubs made sure there were many things to be involved with and where they can go for support to get them through the difficult year. Making sure everyone was checked in on from the staff team to the volunteers, to reiterating to club committees to check in with their members. The Sports Union, Student Union and the University came together and worked closer than ever on how to improve health and wellbeing as it is so important to the student experience.

Mental Health

The Student Union held its [Mental Health Conference](#) on the 7th of October, this focused on resilience and motivation throughout COVID-19. The SU Health and Wellbeing Executive Officer sat on the panel with other guest speakers to discuss what these terms mean and why they are so important, this bringing both Union together on the important matter of Mental Health.



Coinciding with **University Mental Health Day** on Thursday 4th March, Heriot-Watt was represented at a BUCS (British Universities & Colleges Sport) [Mental Health Webinar](#) with a very inspiring panel discussing their experiences of mental health and stressing the importance of talking to the people around you and it's

okay to not be okay. The SU were very fortunate of its former SU Vice-President Alistair McDermid to be sat on the panel where he discussed his story and challenges.

MATES Program

The Student Union launched its **MATES program** in January for a way of meeting new people, making friends and get a personalised introduction to any society or club they want with them being paired up with a MATES Ambassador from each of the societies and/or sports clubs. This was ideally for students who don't feel as confident to approach a society and/or club and would benefit from the pairing with an ambassador to feel more confident joining each community.

25 students signed up to have a MATES ambassador from the Sports Union with a total interest for **59 sports clubs** with students being interested in 3 or more clubs.

SU STRAVA CLUB

The Sports Union's Strava Club launched in July 2020 with **60 initial members** and has since grown to **over 400** from across the Watt Family. It quickly became established as an important virtual network during the pandemic, where members could take inspiration from others and get outside for walks, runs and cycles during a time when many traditional sporting opportunities have been unavailable.



HWU Virtual Half Marathon

Given the increased severity of restrictions during Semester Two, it was deemed critical that students and staff alike were provided with opportunities to feel part of something and have a goal to aim for that could be realised regardless of these restrictions. January 2021 saw the launch of the first **HWU Virtual Half Marathon Club** with a **twelve-week training plan**, aimed at those with no prior experience of distance-running, culminating in running 13.1 miles **on Friday 2nd April**. Participants were invited to join the SU’s Virtual Half Marathon Facebook group to share tips, advice, and encouragement, which was particularly welcome during the snowy and icy winter weather. After 12 weeks of training, the Easter weekend was kicked off with the big run which was a huge success! **30 people** including HWU staff, students, alumni, and others from other institutions participated with some amazing times.



WATT WELCOME

All Sports Union Clubs, bar Snowsports, were able to hold taster sessions during Welcome Week, with **70% of available spaces** booked by **484 different new students**. Several clubs also continued to hold further taster sessions throughout Semester One to ensure that students who had arrived late, or had been in quarantine, did not miss the opportunity to get involved in sport. Alongside club taster sessions, Sports Union Ambassadors hosted informal activities including Oriam Tours, Foot Golf and free gym sessions which were attended by **400 Freshers**.

The end of Welcome Week was marked by the first **“Watt Welcome Fair,”** an SU and Oriam-led project, in collaboration with the Student Union, Chaplaincy and Wellbeing Services to deliver a socially distanced in-person Freshers’ Fair. **All 520 available places were booked up** by Freshers in advance, enabling them to meet a variety of clubs and societies within Oriam’s many different event spaces. Those who were unable to attend in person were able to drop in to **online ‘meet the clubs’** sessions hosted on Microsoft Teams by members of the SU Executive Committee.



SPORTS BALL AWARDS

Traditionally in the third week in February, the entire Sports Union would descend on the Corn Exchange to celebrate the collective achievements of its clubs and members with the awarding of trophies to winners voted for by the 32 members of the SU Club Forum. Conceding that such an event would not be possible this year, but also conscious of ‘online fatigue’, the SU took a maverick approach to the occasion by hosting a more informal **Instagram Live** with a twist. Both the event host, the Sports Union President, and the winner of each award learned that they had beaten their fellow shortlisted nominees by being added to the live broadcast in front of an **audience of over 400**.



- **SU DEVELOPMENT TROPHY FOR MOST IMPROVED CLUB:** Ultimate Frisbee
- **SU TROPHY FOR TEAM OF THE YEAR:** Football Mens 1st Team
- **MIERAS TROPHY FOR SOCIAL CLUB OF THE YEAR:** Volleyball
- **JOHNSTON TROPHY FOR SPORTS PERSONALITY OF THE YEAR:** Alice Tilly
- **PETER WILSON TROPHY FOR CLUB OF THE YEAR:** Netball

EQUALITY & DIVERSITY

October marked **Black History Month**, **National Coming Out Day**, and **Women in Sport Week**. The SU, along with their Equality & Diversity Executive Officer highlighted these 3 campaigns using its social media platforms raising awareness and celebrating them, while engaging their followers at the same time.

In Women in Sport Week, The SU marked the occasion by aligning with Scottish Student Sport to promote the **‘She Can She Will’** campaign, via a series of inspirational video messages from past and present female members. Each of the videos shared managed to engage **over 1000 views** which is half of the following on the SU Instagram. The campaign seeks to address the barriers that stand in the way of female participation in sport, while also celebrating progress that has already been made. Currently females account for **40% of SU members**, highlighting the importance of continuing specific work aimed at encouraging female participation.



In March 2021, the same month as International Women's Day, members of the HWU Football Club attended Scottish Student Sport and the Scottish FA's first **'Introduction to Coaching' Course**, with a focus on building confidence as well as coaching skills.

SU SURVEY

The annual SU Survey was completed by **51% of a total of 492 SU members**, with feedback on the SU, Oriam, and their individual clubs. With there being a smaller membership cohort than normal and with the year being unique, with training and/or socials being virtual, the feedback was very positive across the board.

Key Findings



Rated their **experience of being an SU Member** 7/10 or higher



Would **recommend joining the SU to a friend**



Rated **Oriam** 7/10 or higher



Average club score for **inclusivity**





PEOPLE DEVELOPMENT



VOLUNTEERING

The SU volunteering pathway continues to be **sector-leading** with engagement from all years, schools, and backgrounds. The SU will continue to support its volunteers through the **Enhanced Transcripts** to accredit their volunteer hours as well as enhance their employability through volunteer training. This support is provided both administratively and through the funding of coaching and officiating courses. This year there were **245 volunteers** with a total of **14,000 volunteering hours** which includes Club Committee members and SU Ambassadors (equating to 6.79 FTE staff).

Club Committee members started their roles earlier than normal with them working hard from summer to make sure everything was done correctly for starting the year. In the summer, the SU staff team managed to recruit **two volunteer SU Interns** to work alongside them virtually to help prepare website and social media content which was a massive help to the SU staff team. The club committee members were aided by the recruitment efforts of the ambassador programme throughout the start of the semester activity which was lucky enough to be in person. These ambassadors are led by SU **Vice-President** and the six-strong **Executive Officer team**. The SU were one of the small group of institutions that successfully held their volunteer inductions in person with holding three inductions to a total of **50 exec and ambassadors in September**.

To the Sports Union delight, one of their SU Ambassadors and two members of the SU Executive have successfully been accepted onto the **Scottish Student Sport Leadership programme**; The Sports Union have never had more than one person accepted on this programme.



Volunteer Recruitment



Volunteer recruitment was seen to be a challenge this year because of the impact of the pandemic, with the possibility of lack of engagement. Early identification of this potential issue allowed the Sports Union to implement a strong volunteer recruitment campaign.

The Sports Union held its first **'Value of Volunteering'** webinar in February hosted by Oriam Executive Director, **Ross Campbell**. Ross was joined by a panel of notable Sports Union alumni, including **Mike Tumilty**, Standard Aberdeen's Global Chief Operating Officer. The event was a success with **over 100 people** tuning into the call, with representation from Dubai and Malaysia, as well as the UK Campuses.

As a result of the campaign, every club in the Sports Union has been able to recruit a full committee for next year following a successful spell of Club AGMs and every SU volunteer role has been filled.



Volunteer Week

In the absence of the Blues and Volunteering Event, the SU celebrated its volunteers on social media with starting the week with the Bronze Award Winners to ending the week with its Platinum Award Winners. The **Lenn Burnett Trophy** was awarded to **Grant Salisbury** for showing the most significant contribution to their club and/or the SU during their time at University.

CLUB COORDINATORS

Five of the larger Sports Union clubs, **Basketball, Football, Hockey, Rugby, and Squash**, recruited for paid Club Coordinator positions in March 2020. This role is responsible for the core administration of the club, supporting the Club President and working closely with the Sports Union. With Covid-19 interrupting all BUCS competitive fixtures and the main workload for the role, the Coordinators took on the new responsibility of lead Club Covid Officer and were on hand to assist the club committee with risk assessments and liaise with the SU and Oriam, in the 'return to play' phase of activity.

WATTMARK



At the end of 2020, **six SU Clubs were awarded WattMark Gold**, in a first for the Sports Union, and **81% of clubs** either maintained or improved their grade from 19/20.

WattMark is the Sports Union's club accreditation scheme, designed to support, guide, and drive the sustainability and development of clubs, and is judged over a full calendar year. For the 2020 awards, clubs were given an additional opportunity to demonstrate how well they **had responded to the Covid-19 pandemic**.

Between adapting training sessions in response to each change of rules and putting in a huge amount of time and effort since the summer into completing new risk assessments and keeping up with governing body guidelines, volunteer club committees also found the time to organise alternative online socials and make new members feel welcome on walks up Arthur's Seat and in the Pentlands.



TALENT DEVELOPMENT PROGRAMME

The Talent Development Programme (TDP) builds on over **twenty years of success** in delivering sports scholarships to elite student athletes. The TDP provides support to students who are UK residents who choose to study at our Edinburgh campus.

30 students were involved with the programme this year with a range of different sports, from karate to ice hockey. As there are different individual governing bodies for each of the sports, the group of scholars this year all had a very different experience, many still being able to compete and/or train in their sport in some capacity.

Scholar Success Stories

Alex Carcas, an **Athletics Scholar**, ran two new personal bests during competitions in September with running a 3000m race in 8 minutes 23 seconds and running a mile in 4 minutes 12 seconds.

Judo Scholars, Josie Steele and Alex Short were successful in being selected for the European Senior Championships which are due to take place in Prague, Czech Republic in November. This not only marks a return to competition but also a first senior selection for a major championship for both athletes.

Hamish Wolfe who is a **Cross-Country Skiing Scholar** managed to compete at the U23 World Ski Championships in February in Vuokatti, Finland. He came out of the competition with the best results he has ever had.





PROFILE & RELATIONSHIPS



FUNDRAISING



In November 2020, Sports Union Clubs collectively **raised £35,000 for Movember**, the UK’s leading men’s physical and mental health charity. This incredible total **surpassed the 2019 total by £20,000** and saw HWU finish in the **top 40 businesses** and institutions in the UK for Movember fundraising.

Movember Ambassador and SU Basketball Club Member, **Stewart Morgan**, led the way, collaborating with the University to raise awareness with Movember bus adverts and with John Pye Auctions to fundraise over **£2,500**. He also hosted online in-conversation events with well-known athletes such as Mark Beaumont and Nasi Manu and health professionals covering men's health issues. Stewart has now personally raised over £7,000 for Movember and only

two other students in the whole of the UK fundraised more than he did for the cause in 2020.

The Sports Union’s annual **Strictly Come Dancing** fundraiser for **Lothian Disability Sport** could not take place as normal this year. However, an online version that opened the competition to groups of flatmates and individuals, instead of the traditional male/female pairings, saw 8 entries submitted and revealed over the course of a full day on Instagram Live, raising **£266** for our charity partner with the most votes going to Ultimate Frisbee.

NEW SPORTS UNION WEBSITE

In conjunction with HWU Information Services, the SU developed a brand-new **Sports Union website** which was launched just before Welcome Week. The new site is a first in a planned series of ‘microsites’ across the University and has been an important test bed for colleagues in the web team.

The new website has provided the SU staff team with a centralised hub where the most up to date information can be easily hosted for both current and prospective members to engage with; a critical tool during the ever-changing circumstances brought about by the pandemic.

Over the course of the year, development of the site has continued with the addition of an events calendar, scholar profiles and a volunteering section, showcasing the SU’s many different facets. News stories are added to the site on an almost weekly basis, ensuring that relevant and current content can be easily shared with the HWU Communications Team for inclusion in staff and student newsletters, helping to raise the profile of the SU across the wider University.



HWU INTER-CAMPUS RELATIONSHIP

Student Partnership Agreement (SPA)

HWU and the HWU student representative bodies work in partnership to develop a SPA each year. The groups 3 key priorities are **Academic, Community and Wellbeing**.

The Sports Union were integrated in the SPA even more this year with it working more in the Community and Wellbeing priorities. With the Sports Union being such a big part of the HWU community at the Edinburgh campus, the SPA was a way to make this global and enhance it. At the time of writing the SU team are preparing to host their first **Global Sports Forum**, for the student representatives from all campuses to come together and share best practice and development ideas.

HWU Global Fitness Challenge

Coinciding with Consolidation Week in Semester One, the SU organised the first **HWU Global Fitness Challenge**. The aim of the challenge was to create both a personal and shared goal for participants to work towards, regardless of location. Collaborating with colleagues in Malaysia and Dubai, a social media campaign invited anyone connected to the Watt Family to join the SU’s Strava Club and record two and a half hours of physical activity, with the aim of collectively reaching **1000 hours** by the end of the week. While the overall total of 1000 hours ultimately proved a little too ambitious, the challenge was responsible for a **25% increase** in membership of the SU’s Strava Club, including those from other campuses, and has laid the foundations for a new annual SU challenge event on a global scale.



KIT TENDER



At the beginning of the 20/21 Academic Year the Sports Union teamed up with **FN Teamwear** on an initial two-year contract to provide **Joma** Trainingwear, Leisurewear and Teamwear for the SU, as well as staff clothing for all the staff in Oriam. Working with FN Teamwear we were able to re-model HWUSUclothing.com for better aesthetics and added functionality. FN Teamwear have been a strong partner throughout- this has included facilitating a photoshoot with the new teamwear to create marketing material, attending the Watt Welcome Fair, providing a gift of kit allowance to purchase teamwear and providing strong day-to-day support.





OPERATIONS

Office 365



SYSTEMS

With the change to communicating through Microsoft Teams prior to this year, the SU had no issues with switching everything to its being held virtually which made things a lot easier getting through the year.

Excitingly after a lot of work, Oriam launched their **brand new Our Oriam App** at the start of the semester. This making it a lot easier for students to buy their membership, book onto training and other activities they can take part in through Oriam. This was useful for the Oriam and Sports Union staff team for administrative purposes and for track and trace for COVID-19.

FINANCE & SU REVIEW

Income has been reduced drastically based on the inability to host special events and the prolonged temporary closure of our primary sponsor, Glendola Leisure. The introduction of a **£5.50 SU membership** fee per club membership, that was **passed as part of the SU Review**, has developed a new income stream. Membership levels were just under half of expected levels due to the circumstances surrounding Covid-19 so this income is reduced, compared to what it would be in a non-COVID year. The fee of £5.50 for this was due to rise next year but this has been **frozen**, as voted at the SU AGM, due to the lack of activity available this year due to Covid-19.

Expenditure has reduced drastically in this academic year due to a vast reduction in activity. Special Events have all been cancelled and sport has taken place on a vastly reduced capacity. Costs such as Salaries and Coaching have been largely fixed but there has been a significant reduction in transport, facility, entry and affiliation costs.

A reduction in the **University Subvention** to £100k, leaves a projected small surplus that will be reinvested back into the SU large equipment fund.

The budget for 21/22 allows for a full programme of activity with spending on facilities, coaching, transport, affiliations, and entries increasing significantly from this year to reflect this. Spending on salaries is increased as part of the staff restructure, as well as an increase in spending on coaching to reflect the commitment made, as part of the 19/20 SU Review.

Overall, the 21/22 budget is projected to make a **very small surplus of £62.50**, with the University Subvention returning to the full amount and the return of sponsorship income and a projected increase in membership.



INCOME	FORECAST 2021	BUDGET 2122
Special Events	£830.00	£57,534.91
Other External Income	£18,656.97	£21,896.71
Transport	£-	£5,100.00
Sponsorship	-£3,150.00	£9,500.00
Membership	£7,150.00	£15,675.00
Furlough Savings	£3,000.00	£-
TOTAL	£26,486.97	£109,706.61
EXPENDITURE	FORECAST 2021	BUDGET 2122
Salaries	-£80,834.65	-£109,132.75
Coaching	-£39,898.00	-£52,534.70
Corporate Clothing	-£10,500.00	-£5,100.00
Equipment	-£5,000.00	-£7,282.80
External Facilities	-£12,000.00	-£30,728.73
Affiliations	-£14,127.56	-£18,023.30
Transport	-£18,672.18	-£51,748.79
Entries & Rep	-£342.00	-£18,000.00
Special Events	£-	-£57,269.54
Staff & Volunteer Expenses	-£1,100.00	-£2,500.00
Marketing & Promotion	-£2,000.00	-£1,000.00
IT Systems	£-	£-
Long-term planning	£3,575.00	-£500.00
TOTAL	-£180,899.39	-£353,820.61
SUBVENTIONS	FORECAST 2021	BUDGET 2122
University Subvention	£100,000.00	£171,870.00
Oriam contribution	£68,650.00	£72,306.50
TOTAL	£168,650.00	£244,176.50
SURPLUS/ DEFICIT	£14,237.58	£62.50



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