



# ANNUAL REPORT 2015 - 2016

## Introduction

*Sarah Kenningham (Chair)*



There are a variety of arrangements in place for the promotion of United World Colleges and selection of students in countries where a UWC exists and nowhere more so than the site of the founding college here in Great Britain. It was only in 2004 that a National Committee (NC) was established as an independent registered charity and company to handle the selections process for the 40+ British students that attend a United World College

every year. Prior to this, Atlantic College (AC) held this responsibility and has continued to manage promotion, fundraising and allocation of scholarship funds throughout.

More recently it was proposed that better coordination of these functions could be achieved if selections reverted back to AC, providing that an independent committee of volunteers remained responsible for the process. There were some concerns, however, about folding the existing NC structure without a more comprehensive consultation with the UWC community in Great Britain as members of the charity. The final decision was to maintain the charitable status of United World College Great Britain (UWC GB), of which the NC are the trustees, enhance cooperation with Atlantic College and increase the visibility of UWC GB within the alumni community.

In August 2015, Atlantic College advertised for volunteers to support the selections process and teamed up with the National Committee to hold interviews for prospective candidates. I was subsequently asked to act as Chair and have spent the past 8 months working with the the other NC members to re-launch UWC GB on a stronger footing for the years ahead. This Annual Report lays out the activities over the past the year and should give some insight into areas where UWC GB hopes to develop with the support of an enlarged membership and engaged volunteers.

## **UWC Great Britain Structure and Governance**

### ***Frances Willmott (Secretary)***

In April 2016, as part of the AGM preparations, the National Committee re-launched the ability to become a member of UWC GB, which had last been possible in 2010. In order to do so we defined the membership criteria, which now allows for two different types of membership:

- **Full membership** is open to anyone who represented Great Britain at a UWC or who went to a UWC and is resident in Great Britain, as well as the parent or guardians of those people.
- **Associate membership** is open to people of have attended UWC Short Courses who are resident in Great Britain or represented Great Britain on a UWC Short Course as well as current or former employees of the UWC movement who are resident in Great Britain.

Membership is renewable annually before the AGM and all membership applications must be approved by the NC. The approved list of members will be registered in September of each year with Companies House. As of 15 May 2016, 46 people had been approved as full members entitled to vote at the 2016 AGM and one associate member had been approved. Only full members are entitled to stand for election to the NC.

### **National Committee (NC)**

The NC are the Trustees and Directors of UWC Great Britain Ltd. (Registered Charity No. 11027423) (Charitable Company Limited by Guarantee No. 5200658). There are currently 10 members of the NC and the maximum number permissible is 15.

### **Executive**

Sarah Kenningham (*USA 1990*) - Chair

Frances Willmott (*Atlantic College 2004*) - Secretary

Richard Hills (*Parent Waterford Kamhlaba*) - Treasurer

Rowan Whittington (*Waterford Kamhlaba 2011*)- Selections Officer

Vacant - Vice Chair

### **Officers**

Sarah Whittington (*Parent Maastricht, Mahindra & Waterford*) - Welfare Officer

Abigail Emery (*Atlantic College 2010*) - Publicity Officer

### **Committee Members**

Rowan Campbell (*Li Po Chun 2009*)

Tim Leyshon (*Atlantic College 1981*)

Hedd Thomas (*Atlantic College 2008*)

Valerie Murray (*Parent Costa Rica & Mahindra*)

Chair, Treasurer and Secretary are roles that we are legally obliged to have being a company as well as a charity. Having officers for selections, welfare and publicity is to ensure that we have have a named person who has overall responsibility for these crucial functions. One of the jobs for 2016-17 is to review the structure of the committee to decide how the jobs that need doing are going to be divided up, creating new officer roles and sub-committees where appropriate. The NC will re-elect the Executive and Officers at their first meeting following the AGM.

### **Appointments**

Since the last AGM<sup>1</sup> the following have been co-opted onto the NC and appointed as Trustees and Directors:

Rowan Whittington (appointed 1 February 2014)  
Rowan Campbell (appointed 30 August 2015)  
Sarah Kenningham (appointed 10 October 2015)  
Richard Hills (appointed 10 October 2015)  
Tim Leyshon (appointed 10 October 2015)  
Abigail Emery (appointed 23 January 2016)  
Valerie Murray (appointed 15 May 2016)  
Hedd Thomas (appointed 15 May 2016)

Sarah Whittington (appointed 30 April 2011) has continued in her role as Welfare Officer throughout. Rowan Whittington was co-opted into the role of Selections Officer and Rowan Campbell and Abigail Emery were both co-opted onto the NC after volunteering during selections. Richard Hills was co-opted in July 2015 following the orientation weekend when a request was made for a new Treasurer. Sarah Kenningham, Frances Willmott, Tim Leyshon, Hedd Thomas and Valerie Murray were co-opted as a result of the AC interview process for new volunteers in October 2015.

### **Resignations**

Since the last AGM the following have resigned as Trustees and Directors:

Bethany Scott (resigned 1 January 2016)  
Aaron Ross (resigned 10 October 2015)  
Emily Decker (resigned 12 April 2015)  
Colin Decker (resigned 30 March 2015)  
Emily Pusill (resigned 5 November 2014)  
Peter Thomas (resigned 1 March 2014)  
Scott Mckenzie (resigned 6 January 2014)

We thank them for all their hard work.

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<sup>1</sup> As the last formal AGM was held in 2013, UWC GB Ltd has obtained permission from the Charity Commission to hold the 2016 AGM and regularise the situation.

## **Community Engagement**

UWC GB is made up of much more than just the National Committee members and this year has seen more new faces join us to volunteer during selections and orientation. We have also been pleased to welcome more formal involvement from recent graduates and parents. It is a testament to the strength of the UWC movement that so many alumni and parents are happy and willing to give up their time to help keep the movement going. The voluntary commitments of orientation and the selections process are very demanding, and would not be possible without a wider involvement.



London is also home to the UWC International Office that organises several events each year to coincide with meetings of the International Board and UWC Day on 21 September. In recent years a London-based alumni group, the UWC Forum, has also organised successful events that have attracted several high profile speakers and a large following. One of the aims next year is to consider the best options for coordinating UWC Community Engagement under the umbrella of UWC GB, working in partnership with the UWC Forum and Atlantic College.

## **Development & Fundraising**

In accordance with the protocol in countries where there is both a United World College and a National Committee, fundraising and the allocation of scholarships to students selected by UWC GB is the primary responsibility of Atlantic College.

The scholarship funding awarded annually by AC to UK students is around the £250,000+ mark. It is currently distributed according to need, in line with the ranking of applicants by UWC GB after assessment week and means testing by AC. The scholarship funding can cover full or partial tuition fees at any UWC, not just Atlantic College. Every year the National Committee is offered a small number of funded places by other colleges but the vast majority of funding comes from the AC scholarship pot.

The AC development team was boosted in 2015 with the appointment of Linda Morris, based at the IO in London, who is focusing many of her efforts on increasing the scholarship pot available to students from the UK. UWC GB wants to mobilise all members and support this fundraising effort in order to reduce the number of students who have to turn down UWC places due to a lack of funding. It will also be important to develop a sustainable funding strategy for UWC GB to ensure a reliable and adequate income stream for all of our activities going forward.

## **Publicity and Communications**

### ***Abby Emery (Publicity Officer)***



For the first time in 2014 and 2015 UWC GB ran Facebook advertising campaigns with the goal of increasing the diversity of applicants. During both advertising campaigns, the adverts were targeted towards those with interests linked to global affairs, charity, and travel. In 2014, there was a subset of adverts targeted towards boys, and in 2015 a subset targeted towards Anglesey residents for the Anglesey-specific scholarship to Pearson which is available in alternating years.

Of the young people who started writing applications in 2014 (for the Class of 2017), 26 reported having heard about UWC Great Britain on Facebook (this was around 9% of started applications). In 2015 (for the Class of 2018), 53 reported having heard about UWC on Facebook (around 15.5% of started applications).

Although these numbers aren't exceptional, we must not overlook the fact that advertising in this way has many potential spillover effects. While the viewer of the ad may not ultimately submit an application, the increase in the number of clicks to the website will spread awareness of UWC which may eventually result in increased applications due to word of mouth advertising. It has also resulted in a large boost in the number of "likes" to the UWC Great Britain Facebook page among young people in the age group 15-17, increasing the number of times that our posts will be served to them and their peers.

With regards to the website, a survey was carried out at the culmination of the 2014-2015 application round for parents to report on their experience of using the website. This was translated into dramatic changes in the structure and a more fully-developed FAQ sections which has reduced the numbers of people contacting us directly to answer simple questions.

I have also conducted a "Live Chat" on Facebook each year, answering candidates' questions and simultaneously creating publicity as when young people comment on our Facebook material, the content is also served to their peers. There are 530 people signed up to receive our newsletter on Mailchimp, and our last newsletters have been opened by 48% of subscribers - more than double the average for other non-profits! We will add newly registered members of UWC GB to the list and continue to use this newsletter to communicate about our activities.

Future strategy will be developed together with marketing staff at Atlantic College and we are also keen to have a more structured network of alumni who



can liaise with schools, host talks or run stands at careers fairs in link with the AC Ambassadors initiative.

### **Atlantic College Open Days**

Around 220 prospective students and their parents attended the Open Days held at AC on 27 August and 10 October 2015. Attendees heard from AC staff and UWC GB National Committee members and were able to go on tours of the campus. Our presentation was a great success as a survey by AC showed, with 81% of respondents finding the information "very useful"! Rowan Whittington (Selections Officer) and other volunteers from the NC were then on hand to meet the enthusiastic prospective students and answer their questions about the applications process.

### **Glasgow Regional Open Day**

#### ***Rowan Campbell***

On 27 September 2015, we held a pilot information day at Glasgow University for potential UWC applicants. The focus here was to deliver the same information that the National Committee presents at AC Open Days, as we are aware that it is unrealistic for many potential applicants in Scotland and Northern England to make the long journey to South Wales. Lots of UWC alumni based in Glasgow came to help out and talk to prospective students and their parents, and the presentations were delivered by previous UWC GB secretary Beth and UWC-WK graduate Celisse, who has also worked at UWC-USA. We hope to expand regional information days this year to other parts of the country in order to give more people the chance to hear about the process 'from the horse's mouth' and talk to alumni and National Committee members directly.

### **European Region National Committee Meeting**



Two representatives from UWC GB attended the UWC European Regional Meeting in Cascais, Portugal in June 2015. The meeting was a fantastic networking and sharing opportunity and it was fantastic to meet so many of our colleagues and peers. Thank you to UWC International for the programme, and to UWC Portugal for hosting us!

## UWC GB Class of 2017

The Class of 2017 began their UWC adventure in August / September 2015 and January 2016 (UWC-WK). Representing the UK are **42** students in total. 18 are attending Atlantic College and 24 have gone to colleges overseas.

Atlantic College **18** (4M,14F)  
Adriatic **2** (1M,1F)  
Changshu **1** (M)  
Costa Rica **3** (F)  
Dilijan **2** (1M,1F)  
Li Po Chun **1** (F)  
Mahindra **3** (2M,1F)  
Mostar **2** (1M,1F)  
Pearson **1** (M)  
Robert Bosch **1** (M)  
Red Cross Nordic **2** (1M,1F)  
USA **4** (1M, 3F)  
Waterford Kamhlaba **2** (M)



## Orientation Weekend

### ***Sarah Whittington (Welfare Officer)***

Orientation is an opportunity for each new year group to meet their co-years who will be attending all the different colleges and to link up with their 'second years'. Orientation weekend 2015 was held in July at Thornbridge Outdoors in Derbyshire. More than 130 people attended including 39 of the 42 new 'zero years' and a brilliant representation of current and former students from each of the colleges as well as parents, family members and UWC GB volunteers. Orientation has grown into a real 'family weekend' with a range of activities such as presentations by current and former students, sharing Hopes and Fears, exploring the Code of Conduct, group games, shared meals and lots of opportunities to ask questions and get practical tips. The weekend was a great success and made more so by the number of volunteers and parents of current students who came along to help out with everything from registration and washing up to leading a night walk or discussing the intricacies of the IB. A big thank you to all our volunteers and we are looking forward to seeing many of you again at Orientation 2016.

The Welfare Officer also stays in touch with students and their parents during their two years at UWC and has links with staff at the colleges. All of the international colleges share copies of student reports and any 'disciplinary issues' with the National Committee and the Welfare team follow up on any issues or difficulties that are identified. Support and advice to parents is an important part of the role and we are grateful to everyone who has helped out, and offered advice, support or practical information to students and their families over the past year.

## **UWC GB Class of 2018**

### ***Rowan Whittington (Selections Officer)***



Due to our change in committee membership and focus on governance, we repeated the same selections process in 2015-16 as the previous cycle. We have gathered a lot of feedback from the UWC GB volunteer facilitators, welfare team and interview panellists over these two years and our main goal for 2016-17 is to use this feedback to regenerate the selections process to include new processes and assessment techniques.

### **Applications**

In 2015 we were pleased to see a consistent number of applicants and an increase in the number of places for UWC GB nominated students. We have been collecting more information around our applicant pool and are keen to ensure we use our learning to inform the next cycle. We received over 250 applications for this cohort and while we did not see an increased proportion of male applicants (who have historically been less likely to apply), the numbers of male applicants remained consistent with the increase we saw in our previous cycle.

### **Shortlisting**

We met at Atlantic College in October to train our shortlisting team of 16 and were pleased to have so many new UWC GB volunteers. The team was made up of alumni, parents of alumni, and members of the National Committee. The shortlisting process involved every application being marked twice, based on a set of predefined UWC criteria. Marks were dip-checked and third marking was undertaken where there was a significant discrepancy.

### **Assessment Week**

The top 80 candidates from shortlisting were invited to the Assessment Week at Atlantic College in December 2015. Our UWC GB assessment team was made up of six panellists, eight facilitators and a group of welfare volunteers. The team assessed the candidates during three separate panel interviews, discussions, presentations, and group games. Between them they welcomed and assessed



twenty candidates a day for four days in a row (including the overnight stay for candidates at AC!). We'd like to thank everyone who helped make Assessment Week 2015 a success.

### **Nominations**

This year UWC GB took part in a nominations pilot run by the International Office, which involved sending nominations to the colleges in January 2016. This did not affect the selections timeline and it is hoped that in the future it will result in successful applicants receiving confirmed offers from the colleges at an earlier date.

**The UWC GB Class of 2018 have secured 49 United World College places and 22 of these students will receive full or partial scholarships.**

*"A great many thanks need to go to the Selections Team headed by Rowan Whittington for ensuring the selection of GB students for the UWC Class of 2018 went ahead during a time of transition for UWC GB" (Chair)*

### **Finances**

#### ***Richard Hill (Treasurer)***

The main sources of income for United World College GB are application fees, orientation fees and general donations.

In 2014 we were awarded a grant from the British Council to run a UWC Short Course, which makes up the restricted fund.

The main expenditure is on selections activities, orientation and UWC GB volunteer expenses.

#### **Financial Year 1 April 2015 - 31 March 2016**

Total Income = £17,120 (of which £3,830 is restricted)

Total Expenditure = £12,772 (of which £ 6,300 was from restricted funds)

Available Funds as of 1 April 2016 = £ 23,506

The re-launch of UWC GB membership and the enlargement of the National Committee will lead to an increase in governance costs and volunteer expenses for the 2016-17 financial year. There will also be an increase in overseas travel costs to cover the participation of some UWC GB National Committee members in the UWC Congress in Trieste, October 2016.

As such, expenses policies and budgets will be established in order to control expenditure and a review of fees (including membership fees) and fundraising strategies will seek to ensure a sustainable future income stream.

## Future Plans

In addition to the plans laid out in earlier sections of the report, UWC GB will continue to work on improving coordination and cooperation with Atlantic College staff in the key areas of admissions, publicity, fundraising and UWC community engagement in the UK.

Necessary amendments to the Articles of Association will be drafted for approval by the membership to ensure that the governing documents reflect the charitable purpose and functioning of United World Colleges Great Britain. As part of this process, we will enter into dialogue with the UWC community in Northern Ireland to combine efforts and ensure that potential students from across the UK are aware of their eligibility to apply.

Regional Open Days, if successful, could lead the way to regional interviews as part of the future selections process. We will also endeavour to increase transparency about the availability of full scholarship, partial scholarship and fee-paying UWC places during the application process and work with the development team at AC to maximise scholarships for UK students.

Finally, we will continue to inform and involve the UWC community in the UK about our activities and promote membership of UWC GB to all that are eligible and want to get involved!

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