

N A S M A

National Association of Student Money Advisers

**Annual Report
2011-12**

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1. Message from the Chair

I am delighted to present to you this annual report which covers the 2011-12 academic year. It is an overview of the work NASMA has undertaken in this period with specific reference to both the NASMA company objects and our charitable aims and objectives.

I am sure you will all agree that the 2011-12 year has been a year of further challenges and changes. The Board have on occasion had to make difficult decisions around priorities in relation to what is realistically achievable with limited resources and a voluntary Board.



Lynne Condell, NASMA Chair

At this point last year the NASMA Board identified four key focus areas, linked directly to the NASMA Objects and membership feedback, which they would work on during the 11-12 year. These focus areas were as follows:

- To provide NASMA members with access to high quality training and development linked to accreditation of membership.
- Develop NASMA resources to ensure that members have access to a full suite of materials and tools to be able to operate effectively.
- Lobby the UK Government on student issues whilst working with those with responsibility to deliver on student finance in all the devolved nations.
- Establish a suitable NASMA office, staffed appropriately with relevantly qualified and skilled staff.

When you read the body of this report you will recognise that we have fully met these targets and I am rightly proud of the work that the Board and NASMA staff have achieved in the 2011-12 year.

However, we cannot afford to be complacent as there is much more that must be done. The need for a well-trained, informed and fully developed membership has never been greater. We need to ensure that NASMA members are truly recognised as the sector experts that we are and that everyone from our institutions to Government recognise and value this expertise.

As well as reviewing our achievements to date, this report identifies the focus of our work for the future. You can read more about these in section 11 of this report. These priorities include:

- Fundraising for the long term security of NASMA
- Training linked to accreditation of membership
- Support the continued development of the financial capability of students
- Resource development to ensure members have access to high quality and relevant information

As I leave the NASMA Board after my four year term I am confident that while the sector may be facing a lot of changes, challenges and uncertainties NASMA is in a position of relative strength to face the changes and challenges if we tackle them collectively.

I wish Phil Davis, the new NASMA Chair, the Board and NASMA staff every success. I have no doubt that under their leadership NASMA will go from strength to strength.

Lynne Condell
NASMA Chairperson 2008-2012

2. NASMA Objects

The objects of NASMA are:

- I. to advance education about student finance and disseminate good practice in respect of all areas of student money and student finance advice; and
- II. to relieve the poverty of students through the promotion, provision, and support of professional money advice for higher education students in the FE and HE sectors, with particular emphasis on student finance, and student debt; and
- III. to provide advice, information and training to student money advisers, and administrators of discretionary funds and bursaries.

3. Structure, Governance and Management

NASMA is a membership organisation registered as a company limited by guarantee and also as a charity in England & Wales. NASMA's governing document is its Articles of Association, which are published on the Members' Area of the NASMA website.

The NASMA board of directors is a voluntary body, consisting of up to 12 members elected by the membership. Four of the directors hold executive positions (Chair, Training Officer, Secretary and Treasurer). Responsibilities for committees and regional activity are allocated to individual directors. All NASMA Board members are also trustees of the charity.

Elections to the Board are conducted at the Annual General Meeting. In the event of the elections not achieving the required number of directors, the elected directors have the power to co-opt additional directors in order to ensure the Board is of the required composition as set out in the Articles of Association. All directors serve an elected term of two years (up to a maximum of two consecutive terms) and receive an induction to their role, with additional training where appropriate.

All directors are required to avoid and declare conflicts of interest. Financial and risk management are discussed under closed business at Board meetings which occur six times a year. The company has two employees (1.7 FTE); a Financial Capability Manager line managed by the Chair, and following a change in personnel at the end of the 2010-11 year, a new Administration & Events Co-ordinator line managed by the Financial Capability Manager.

4. The NASMA Board

In 2011-12 the NASMA Company Directors/Charity Trustees were:

Lynne Condell	Liverpool John Moores University	Chairperson
David Quinn	Durham Students' Union	Training Officer
Jan Barnes	Edge Hill University	Secretary
Claire Evenden	University of Greenwich	Treasurer

Helen Abrahams	University of Brighton
Phil Davis	Bishop Grosseteste University College Lincoln
Caroline Ingram	University of Strathclyde Students' Association
Michelle Jagger	Exeter Students Guild
Mo Onyett	University of York
Elaine Robinson	Cardiff University
Jane Whitehead	Coventry University

5. Sub Group Reports

Attached to the NASMA Board are a number of sub-groups. These groups are formed to consider specific elements of NASMA activity and are made up of Board members and in some cases other NASMA members will also participate. What follows is a report of their activity in 2011-12.

Training and Development (T&D)

During 2011-12 we delivered our biggest ever range of training, with eighteen one-day events taking place in addition to the Annual Professional Development Event (APDE), incorporating internal and external trainers and catering for the needs of new and experienced advisers, administrators, and money doctors. Members of the T&D sub-group together with NASMA's Financial Capability Manager and Admin & Events Co-ordinator organised the training, with delivery by experts in the different subject areas taken from the NASMA membership, staff, and external trainers. In total 320 delegates attended across the 18 events.

For the 2012 APDE we returned to the Hilton in Liverpool, following the success of the 2011 event and the positive experience with the venue. We offered over 40 workshops across the three days, and through delegates, exhibition area, speakers and trainers we engaged with over 270 individuals during the course of the event.

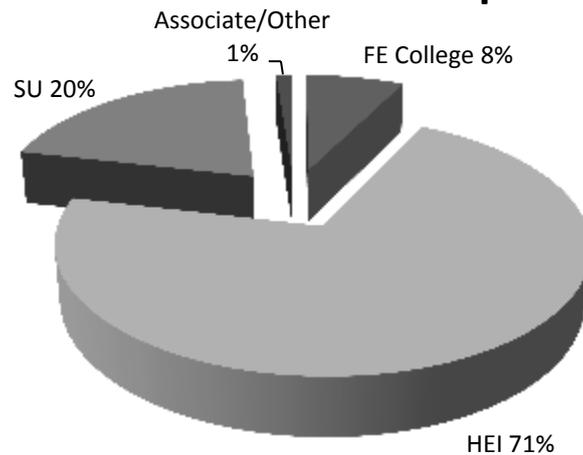
Planning for 2012-13 training was started much earlier than in previous years, including circulation of an online training needs survey in spring to all members rather than waiting until the APDE to gather training needs of members. The intention for this was that an outline of the 2012-13 training programme would be available earlier to support members in their discussions with managers and budget holders regarding CPD needs for the coming year.

Plans for further development of NASMA training and accreditation remain firmly on the agenda and we hope that during 2012-13 we will be able to make further progress building on the work we have been undertaking in recent years.

Membership

Membership for 2011-12 totalled 619, with representation from right across the sector in Higher Education Institutions (HEIs), students' unions and Further Education (FE) colleges, as well as associate members from organisations such as CPAG and ButtleUK. We have contacted many potential members this year about the opportunities presented by NASMA and it is largely down to this work and our increasing national profile that our membership has grown so much. This is particularly apparent from those working in the FE sector.

NASMA Membership 2011-12



Analysis of equality data demonstrates that we are a diverse organisation and it is important that we continue to recognise that diversity and ensure all opportunities for members are fully inclusive, from our mailbase and web resources through to regional meetings and training events. We monitor equality data across the membership, and will extend this to include those attending NASMA events in 2012-13.

Our charity status will continue to increase the opportunities for fundraising, which in turn will provide additional benefits to members through the resources available to them and their students.

Policy

Work in this area has been as busy as ever, with NASMA's continued engagement in stakeholder groups and also due to the many changes to student funding and the implications this has had on associated local and national policies. Engagement with key consultations on policy matters is detailed in the Research report on page 8.

Policy subgroup members and the wider Board have continued to complete the additional work required following NASMA's successful registration as a charity achieved in June 2011.

As part of our policy work, the NASMA Chair attended a number of meetings with BIS for the Student Finance Interest Group. This group reviewed the regs for 2012, the Student Support regs plus the part time fee regulations and the repayment regs. The group also started the QA process of the 2013 regulations.

The NASMA Chair also participated in the Student Finance England Operations Group meetings which take place each month throughout the year. At peak processing times these move to weekly meetings so that the sector can closely monitor student finance delivery. The primary purpose of this group is to oversee the entire student finance delivery cycle as well as to focus on any issues and risks.

The NASMA Chair also participated in the Vulnerable Students Stakeholder Group which has fed into a number of SFE improvements such as the introduction of a discretionary payments team at SFE as well as a specialist team for students that are estranged or independent.

In addition, the NASMA Chair represented NASMA on a new Student Finance England stakeholder group looking at the introduction of part time tuition fee loans. The Chair has also been asked to

participate in the Student Loans Company Digital Delivery Strategy group which is developing a new on line application service for students and the implications of the move from Direct.gov. The group is initially looking at the part time application process before moving to the Adult Learning Loans for the FE sector.

The SFE Information Advice and Guidance stakeholder group has not met during the current academic year which is a disappointment. Never has the need for high quality IAG and associated materials been greater. However NASMA have reviewed publicity materials upon request including the full range of part time materials for 2012 entry.

In Wales, NASMA have continued membership of the Joint Consultative Group, a group convened by the Welsh Government and involving UCAS, HEIs, LAs, the NUS and FE representatives. The group meets twice a year and looks at policy including overall applications and related issues, IAG, finance delivery for the year, Regs and amendments, and more. In addition we have participated in the bi-weekly Operations Group discussions, have attended the part time funding consultation meeting and responded to the part time funding consultation. The Wales regional co-ordinator has also met with WGov/SLC regarding the new fee arrangements.

Also in Wales, NASMA have been involved with the consultation with WGov regarding issues around not counting CPR from a previous course. We will continue to monitor this for the benefit of students.

In Scotland we have responded to the Scottish Government post-16 consultation and have maintained regular contact with SAAS, including contacting them about the forthcoming changes to discretionary funds. We are also in touch with SAAS about possible collaborative working on materials and training for 2013-14 funding. MSPs were invited to the summer term Scotland regional meeting but were unable to attend.

In Northern Ireland NASMA members have continued with twice yearly meetings of the Department for Employment & Learning (DEL) Student Finance Practitioner's Group. NASMA is involved with practical and honest discussions with DEL and the Education and Library Boards. In addition, NI regional members responded to the NI review of student funding and to the review of Health & Social Care (HSC) bursaries.

Relationships with the NHS continue to improve. The NASMA Secretary and Chair have been heavily involved in these discussions, including meeting with the NHS Stakeholder Services Manager to discuss collaborative working in the sector. As part of that discussion it was agreed that the NHS would set up a stakeholder group, with the first meeting taking place in May 2012. The NASMA Secretary also fed back from members to the NHS on the consultation to centralise the HEI helpline, and was involved in arranging an open day in Newcastle at the customer contact centre to which NASMA members were given the opportunity to attend.

The NASMA Secretary has also worked hard to foster stronger links with the Training & Development Agency (TDA) (now the Teaching Agency (TA)). NASMA were asked to review the PGCE bursary guidance, and we instigated some changes before publication. Being part of the review process meant that the guidance was available as early as possible to NASMA members. We were also consulted on the practicalities of making payments to PGCE students, and we were able to advise the TDA on possible options.

In addition, NASMA has been a key member of the 2012 Independent Student Finance Taskforce, has continued to engage with the All Party Parliamentary Group on Financial Education for Young

People, and has also forged stronger links with bodies such as the Office of Fair Trading including attending OFT discussion workshops.

In what has clearly been a busy year, we have also contacted BIS regarding possible changes to the Access to Learning Fund, the Student Awards Agency for Scotland regarding changes to discretionary funds, the Student Loans Company regarding HEBSS, and HEFCE regarding the National Scholarship Programme. In each case this engagement was based on feedback and experiences of NASMA members and the students they support.

Communications

With funding secured from Awards for All (part of the Big Lottery Fund) during 2011-12, the website is looking better than ever, the student area being the main place to see big improvements, increasing from one content page to over 30 pages. We've added information and advice for all students, across all the nations.

We have continued to build and monitor our engagement with social media, using both Twitter and Facebook to share information, identify new opportunities, and link with external organisations. The accounts are linked so that messages on either are shared across both and the feeds are available to view on the NASMA website, to cater for those not using social media.

Since the improvements to the web we have seen a massive increase in hits. For the first three months of 2012 we saw a huge 522% increase in hits on the site, compared to the same period of 2011. Due to a problem with the stats for April and May 2011 it is not possible to accurately compare the first six months of 2012 against the previous year. Taking an average of the ten months in 2011 that we hold data for we can demonstrate an increase in average monthly hits of 166% when we compare 2011 to the average hits for the first seven months of 2012.

In addition to the website, we have created a smartphone application, available across all platforms (Apple, Blackberry & Android). Following a difficult and prolonged process, the app was finally launched in July 2012. The app contains lots of information, videos, a budget calculator to help monitor spending, and contacts such as UCAS and National Debtline. The News tab provides up to date articles, linked from the information on the NASMA website. In the member's area of the app there are policy documents, downloadable data, and access to the NASMA member database.

We will be continuing to develop communications during 2012-13, including some planned upgrades to the app and additional content pages across all sections of the website, as well as further improvements to NASMA News.

Research

Over the past year we have contributed to numerous Higher Education based consultations and have strived to engage with Further Education discussion where possible. In terms of HE consultations NASMA has had a voice UK wide with the Scottish Government, Welsh Assembly, Northern Ireland Executive, and BIS. We have also considered those studying at FE level, especially in terms of those eligible for EMA.

During 2011-12 we have responded to the following consultations:

- BIS White Paper – Students at the Heart of the System (September 2011)
- BIS Early Repayment Mechanisms (September 2011)
- Welsh Government review of the future shape of higher education in Wales (October 2011)
- Scottish Government – Putting Learners at the Centre (December 2011)

- Treasury Select Committee inquiry into the Money Advice Service (May 2012)
- OFT review of the payday lending industry (May 2012)
- Scottish Government review of bankruptcy law (May 2012)
- Northern Ireland review of support for health care and medical students (June 2012)
- Social Security Advisory Committee – Universal Credit (July 2012)
- Department of Health review of social work bursaries (July 2012)

We invited member comments to feed in to NASMA responses to the Scottish Government regarding Rest of UK fees (August 2011) and the OFT review of their Debt Management Guidance (August 2011). As no comments were received no response was submitted to either consultation.

Working with the BIS Illegal Money Lending Team we also conducted our own research, investigating student use of illegal money lenders. This involved online surveys aimed at practitioners and students. The results from the surveys were presented at APDE and we will be following up actions during 2012-13. One such action is a collaborative partnership project involving four universities, a credit union, the Illegal Money Lending Team, and NASMA working together to support students.

6. Regional Round-Up

NASMA regions usually meet once per term and again at APDE. The meetings enable members to keep up to date with developments and provide a good opportunity to get feedback on the Board's activities. All Regional Co-ordinators follow a standard agenda but the nature of the meetings differ as they are led by local membership issues. Some regions provide training opportunities and all facilitate networking and a chance to discuss current issues with others in similar roles. Statutory and discretionary funding are always popular topics and this past year has been dominated by the increase to tuition fees and funding arrangements for 2012. During 2011-12 most regions linked with the Money Doctors meetings in their region, holding both meetings on the same day.

LONDON & SOUTH EAST - 201 Members

We met three times in 2011-12; at University of the Arts London, Kings College London and Sussex University. We reflect the membership as a whole in terms of issues, and usually we have lengthy discussions around ALF and SFE, and more recently shared our frustrations about the implementation of NSP at our institutions and voiced confusion over transferring students. Hopefully with the combination of the mailbase and training, many issues and uncertainty have now been ironed out. As a result of the Taskforce, we are increasingly being asked to give talks and presentations at colleges to prospective students and parents, and this has provided excellent opportunities for some members.

MIDLANDS - 108 Members

We met three times in 2011-12; both the November meeting and the March meeting were held at Coventry University, and the May meeting held at the University of Sheffield. The November meeting was dominated by SFE processing issues, with concerns about deterioration in customer service. A visit to Darlington was encouraged to clarify current procedures. In March, members were pleased to hear that NASMA had arranged a visit for late April. Discussions took place around ALF e-systems and NSMW. There was also discussion regarding the late announcements on specialist funding – medicine, MA Social Work and other NHS. Members were keen for NSP guidance for 2013.

NORTH EAST - 92 Members

We held three meetings in the North East region during 2011-12, at York St John University, Teesside University and Bradford University. At each meeting we have devoted the morning session to financial capability (Money Doctors) issues and have covered NASMA business in the afternoon session. This has included providing feedback via the NASMA website, discussion about payday loans, building links with DWP and local authority benefit assessors, ALF, plans and review of NSMW12.

We have also invited a guest speaker to each of the meetings. This has included a brief introduction from Kevin Butler (York CAB) on formal insolvency options, an update on welfare reform from Malcolm Bateman (Middlesbrough Welfare Right), a presentation about IVAs from a Grant Thornton representative. The new NASMA Administration & Events Co-ordinator attended our November meeting.

NORTH WEST - 75 Members

Our meetings have encouraged healthy debate around the changes to funding in 2012, ALF and financial capability. Many NW members have fed back that they now see the regional meetings as an important part of their professional development. We have listened to the needs of members and as requested, where possible, we have invited speakers who we think will be of interest to our members to our regional meetings. The Financial Ombudsman attended our February meeting which was held at Liverpool JMU.

NORTHERN IRELAND - 6 Members

Regional meetings are still very well attended and we have been lucky enough to have had guest speakers from the SLC and then NASMA at two of our meetings this year. We had one more meeting in May, where we discussed our response to the review of HSC bursary scheme.

SCOTLAND - 30 Members

We now have members representing 17 different Universities, Colleges and Students' Associations across Scotland, and have had much more active participation. This increased engagement allows us to claim a much stronger voice, and we have used this to good advantage: we have responded to Scottish Government consultations, written to SAAS expressing our concerns about student funding changes, and have been in touch with an MSP regarding attendance at our next regional meeting.

To maximise the benefit to members of the travel required to attend regional meetings, we've implemented a system of combining the regional meetings with training and information sessions. The first two regional meetings this year included an update from SAAS on the changes to Scottish funding for 2012/13, and an information session on the work of the Illegal Money Lending Unit.

SOUTH WEST - 54 Members

It has been another busy year in the South West with three meetings, at Marjon (Plymouth), Bristol and FXU (Falmouth). Colleagues from Southampton Solent, Portsmouth and Reading joined us for our second meeting in Bristol, which was also a joint meeting with Money Doctors. It seems many members are struggling with the implementation of the NSP- every HEI appears to have a different version and the complexity of some schemes are going to make it even more of a challenge not only to explain to prospective students but account for differences in eligibility when in similar circumstances to another student. SFE issues still dominate the work of colleagues, especially regarding matters of estrangement and childcare applications.

There have been closer links with the SW HELOA group. We delivered a presentation on NASMA to a HELOA meeting in Bristol and NASMA has been invited to regularly attend their regional meetings.

WALES - 31 Members

Regionals and Money Drs meetings were held in November 2011, February and May 2012 and at conference in Liverpool. At the regionals we had a session on delivering presentations/workshops using the Turning Point clicker system, a session by the local Illegal Money Lending unit, and a speaker from the North Wales Financial Capability Forum.



7. National Consultations

During 2011-12 NASMA have responded to a high number of external consultations, having first requested feedback from NASMA members to ensure responses are representative of the views of the membership. Details of the consultations that NASMA has engaged with are listed as part of the Research Subgroup report on page 8. Responding to appropriate consultations addresses one of the aims within the Business Plan 2011-14.

8. Training & Development

As in the past, during 2011-12 NASMA continued to provide training of relevance to the needs of members whilst maintaining efforts to develop recognition of member engagement with CPD activity.

2011-12 Training

Of the 320 delegate places taken across the 18 training events, the following summarises the total number of individuals reached:

- 142 delegates attended one event, of which 18 were external delegates (i.e. not NASMA members)
- 49 delegates attended two events
- 16 delegates attended three events
- 8 delegates attended four events

This means that in total 215 individuals were reached through NASMA training during 2011-12. Of these, 197 were NASMA members.

Of the 18 events offered across the year, eight were offered at no cost to NASMA members and Money Doctors. Some of these events carried high trainer costs. Eight events were offered at a delegate rate of £50 for NASMA members/Money Doctors, with the remaining two events being £75 for NASMA members/Money Doctors. The 18 external delegates attending events generated income of £2,100. In total, after all costs are taken in to account, just over £1,500 was generated from events that will be used to support the ongoing work of NASMA.

Accreditation of members

Investigations have continued in to options for recognition of member engagement with development activities. This is something that NASMA remain committed to.

Certification of training event attendance continued for all training events during 2011-12 and for the APDE. We have also monitored member engagement across 2011-12, considering attendance at training events, APDE and regional meetings, alongside use of the NASMA mailbase, Members Area of the website, and involvement in working and project groups.

In total NASMA members completed 569 separate activity engagements during 2011-12. Two members engaged with nine different activities, and a further 32 engaged with five or more activities. Unfortunately we do not yet have all the engagement data from two regional meetings, so these figures will increase when that information is confirmed.

Annual Professional Development Event (APDE) 2012

Across the three days of APDE we had over 220 delegates attending workshops from a selection of 42 workshop choices. These choices were spread across eight strands covering topics such as debt, welfare benefits, financial capability, hardship fund administration and service management.

NASMA again offered an Exhibition Area as this received excellent feedback in previous years. In 2012 we had thirteen different stands across the three days, offering information about services of relevance to advisers as well as other services for students. Six of these stands were Money Doctors showcasing their work.

9. Achievements & Successes

Throughout this report we have shown how we have addressed each of the objects of the company:

I. Advance education about student finance and disseminate good practice in respect of all areas of student money and student finance advice



Organised, co-ordinated and promoted National Student Money Week (NSMW), building on the success of 2011 and reaching over 320,000 individuals during NSMW alone



Provision of mailbase and regional meetings for discussions amongst NASMA members



Training events and APDE provide an invaluable networking and information sharing opportunity



Engaged with national consultations of relevance to student money advice



Participated in national policy discussions to push for appropriate support for students

II. Relieve the poverty of students through the promotion, provision, and support of professional money advice for higher education students in the FE and HE sectors, with particular emphasis on student finance, and student debt



Promoted work of NASMA members to other organisations across the advice, charity and business sectors



Continued investigations in to options for accreditation and training to professionalise the field of student money advice



Engaged with national policy makers to promote the needs of students



Considerable development of NASMA website, including new resources for use by practitioners and students



Increased use of social media, particularly Facebook and Twitter, to communicate messages and promote opportunities for NASMA members, external finance and advice practitioners, students, and external organisations

III. Provide advice, information and training to student money advisers, and administrators of discretionary funds and bursaries



Training events and APDE organised



Regular updates to members via NASMA mailbase



Updates to NASMA members via regional groups



Increased and improved resources provided via NASMA website for use by members



Ongoing developments to NASMA website to increase accessibility and resource base for members



Development and release of smartphone application for use by students and practitioners

As stated at the start of this Report, and outlined in the 2010-11 Annual Report, in 2011-12 the NASMA Board had four key focus areas, linked directly to the NASMA Objects, which they would work towards during the year. These focus areas were as follows:

Financial Capability

We have managed the final year of the Money Doctors project, monitored regularly by the Financial Capability Working Group and through quarterly meetings with the Money Advice Service. In addition, we have continued to develop resources available via the NASMA website, have managed the Money Doctors jiscmail list, and designed and delivered training to support those working on financial capability for students.

Fundraising

We have continued to explore funding options, including holding discussions with relevant external bodies, and also applying to funds where appropriate. Through our income generation plan we have monitored support for NASMA and tried to promote opportunities to get involved, including looking at options for including a Guinness World Record attempt as part of the APDE.

This is an area that we will need to focus on heavily in 2012-13 if we are to build on our increased staffing resource enabled through Money Advice Service support 2010-12.

Training & Accreditation

We have increased not only the amount of training offered, but also the range of topics covered. To ensure the training was as accessible as possible to NASMA members and Money Doctors we have offered training either free of charge or at very competitive rates. To ensure the training programme meets the needs of members we have completed regular monitoring of feedback and also held regular discussion as part of Board and project group meetings.

Our investigations in to development of accreditation schemes and formal recognition of member engagement with CPD activity have continued throughout 2011-12 and will be developed further in future years.

Resources

We have developed more resources, and have provided a lot more materials as downloads from the website. In launching the smartphone application we have also increased the accessibility of information and resources for students and practitioners.

Money Doctors

The Money Doctors project created under the Financial Services Authority (FSA) transferred to the Consumer Financial Education Body in April 2010, before falling under responsibility of the Money Advice Service from April 2011. It was decided that the project would draw to a close following the 2011-12 academic year, and the Money Advice Service invited proposals for management of the project during the final year. NASMA were successful in their proposal to take over management of this work and to plan for the future development of financial capability for students in FE and HE.

National Student Money Week (NSMW)

This has continued to be a key area of our work on financial capability for students, allowing us to give a focus nationally to work that was already taking place and also to encourage those that had not previously been involved to try new things for the benefit of their students. As we have already stated above, in excess of 320,000 individuals were reached during the week alone.

NSMW came about because we want everyone - students, the media, politicians and the public - to know about and celebrate the financial support and advice offered in universities, colleges and students' unions across the UK. The week provided a chance to take a positive message to the widest possible audience and contribute to the collective voice of those working to support current and prospective students and to improve the financial capability of students. NSMW supported NASMA work against a number of key aims within the Business Plan 2011-14.

Fundraising

Following the appointment of the Financial Capability Manager, fundraising for the future development of NASMA has received a lot of attention, in line with the Business Plan 2011-14 aims.

In addition to applications to advertised funding opportunities, NASMA have also approached organisations and departments of relevance to the work of NASMA to explore options for funding for specific activities. Now that NASMA are registered as a charity it is hoped that more opportunities will open up for access to additional external support. This remains a key focus for the organisation.

Promoting NASMA

We have continued our membership and involvement with the Money Advice Liaison Group (MALG) at a national level, the All Party Parliamentary Group on Financial Education for Young People, and the Independent Taskforce on Student Finance Information. We maintain strong links with other professional member organisations and charities of relevance to the current work and future development of NASMA.

During the year we have contributed articles to Quarterly Account, the newsletter of the Institute of Money Advisers, as well as contributing to many other publications and articles.

NASMA Board members and staff have presented at many external conferences and training events across the year, ranging from delivery at regional and national UCAS conferences and events, to training on financial capability and money management for students at the NUS conference. NASMA members have also engaged in many discussions about student funding and advice in local and national media.

Monitoring

Across 2010-11 we have seen continued growth in our engagement with social media, and in particular our Twitter account has enabled us to develop new partnerships and strengthen existing links. Monitoring of both accounts continues, so that we can focus our communications

appropriately. From July 2011 to the end of June 2012 we have seen an increase of 154% in our Twitter followers, and an increase of 191% in our Facebook followers. Our Facebook page is still viewed infrequently and we could do more to promote this page.

Monthly monitoring of website usage continues, looking not only at hits on the main site, but also which pages within specific sections of the site are generating most interest. Since the website was upgraded and redesigned in the summer of 2011 we have been able to monitor use within the Members Area so that we can target resources to those areas that members are looking to for information. This is also informed by regular monitoring of activity on the NASMA mailbase, looking in particular at the topics arising and thus enabling us to identify and respond to trends as they emerge.

A number of key aims are identified within the NASMA Business Plan 2011-14. Progress against these aims is monitored by the NASMA Board, and activity is included both within the NASMA Annual Report and also as part of the feedback given at the Annual General Meeting held within APDE.

10. Risk Management

The NASMA Board has given consideration to the major risks to which the charity is exposed and have satisfied themselves that systems or procedures are established in order to manage those risks. A risk management document was drafted towards the end of 2010-11 and reviewed during 2011-12. The risk management documents will be discussed and monitored regularly during 2012-13 by Board members. These documents include:

- an acknowledgement of the Board's responsibility;
- an overview of the risk identification process;
- an indication that major risks identified have been reviewed or assessed; and
- confirmation that control systems have been established to manage those risks

11. Looking forward

There are a number of actions that can be drawn directly from the content in this 2011-12 Annual Report, that also link directly with the focus areas highlighted through a membership survey conducted in June 2012, and so align with Board priorities for 2012-13. These actions, balanced alongside the NASMA Objects, will form the focus for our work over the coming 12 months.

Fundraising

- Secure the long-term functioning and development of NASMA.
- Maintain current staffing levels and look to develop them further.
- Investigate a range of income generation opportunities and pursue actions to facilitate their successful implementation.
- Source funding for development projects, including accreditation of members, practitioner advice line, student advice line, additional resources, and increased staffing to support research and project opportunities.

Training & Accreditation

- Increase the training offered through NASMA of relevance to NASMA members and practitioners across the sector.
- Ensure a continued competitive pricing structure for training and briefing events.
- Respond to the needs of all NASMA members when drafting training programmes and event content.
- Continue to investigate accreditation and formal recognition of member engagement with CPD activity.

Financial Capability

- Continue the Financial Capability Working Group to develop and monitor work in this area.
- Develop additional resources and training.
- Support and promote further growth opportunities for NSMW.

Resources

- Further develop the resources provided by NASMA to support members in their work.
- Increase the resource provision for students, to alleviate demands on members in creating documents already in existence.

12. Financial Position

NASMA is a registered charity with income generated through membership fees, training and development events and fundraising. Every effort is made to keep costs to a minimum whilst also maintaining a reserve to fund ongoing activities.

On the basis of streamlining and efficiency we have moved our accounting year from the 1st September to the 1st April to enable us to have a smoother accounting session. This will move our year in line with the statutory timeline for HMRC in regards to income tax and national insurance. As well as making it easier to keep records, it will be much clearer to demonstrate actual costs for a full term. This means that the 2011-12 financial year covers only 7 months and this will result in further independent examinations of the accounts.

NATIONAL ASSOCIATION OF STUDENT MONEY ADVISERS COMPANY LIMITED BY GUARANTEE

BALANCE SHEET

31 August 2011

	Note	2011		2010	
		£	£	£	£
Fixed assets					
Tangible assets	7		305		141
Current assets					
Debtors	8	4,873		180	
Cash at bank and in hand		122,240		144,579	
		<u>127,113</u>		<u>144,759</u>	
Creditors: amounts falling due within one year	9	<u>11,498</u>		<u>(66,449)</u>	
Net current assets			<u>115,615</u>		<u>78,310</u>
Total assets less current liabilities			<u>115,920</u>		<u>78,451</u>
Funds					
Unrestricted – general reserves			59,000		78,451
– designated reserves	10		<u>56,920</u>		-
TOTAL FUNDS	11		<u>115,920</u>		<u>78,451</u>

**NATIONAL ASSOCIATION OF STUDENT MONEY ADVISERS
COMPANY LIMITED BY GUARANTEE**

BALANCE SHEET

31 MARCH 2012

	Note	2012		2011	
		£	£	£	£
Fixed assets					
Tangible assets	8		152		305
Current assets					
Debtors	9	4,122		4,873	
Cash at bank and in hand		148,047		122,240	
		<u>152,169</u>		<u>127,113</u>	
Creditors: amounts falling due within one year	10	<u>23,924</u>		<u>11,498</u>	
Net current assets			128,245		115,615
Total assets less current liabilities			<u>128,397</u>		<u>115,920</u>
Funds					
Unrestricted – general reserves			89,397		59,000
– designated reserves	11		39,000		56,920
TOTAL FUNDS	12		<u>128,397</u>		<u>115,920</u>

Our supporters in 2011-12 included:



Compiled by Jo Gibson, Strategy & Development Manager*
On behalf of the NASMA Board
7 August 2012

* Financial Capability Manager during 2011-12

The following information provides a brief history of the organisation.

Following the Dealing with Debt conference in April 1994, where a need for a national network of student money advisers in HE was discussed, the 1995 Finance to a Degree conference at Keele University was the opportunity for student money advisers to discuss options further. This was when the Association of Student Money Advisers was formed. Later in 1995 the 'Association of Student Money Advisers' added 'National'; becoming 'NASMA'. NASMA then officially launched on 2 July 1996, at the conference AGM, again in Keele.

Back in 1995 it was the Midlands group leading the way as far as regional groups go, closely followed by the North East. London & South East joined the regional groups in February 1996. The other regions then became operational across 1996. The figures within the reports above show the current position regarding regional membership.

Early in 1998 NASMA introduced an electronic mailing/discussion list, hosted on a server at Newcastle University. By the time of the Spring 1998 newsletter the forum had 50 members. By late 1998 the forum was "quite a busy list" with 60-70 messages per month. Amid concerns about the future of the list, 130 members had joined by conference 1999. From January-June 2000 the monthly average number of messages to the mailbase was 75. Moving forward ten years to 2010, the monthly average for January-March 2010 was 248. The website was launched in September 2001, reviewed in 2009, and completely redesigned in July 2011.

In March 1998 NASMA employed a part-time administrator for 10hrs per week, to support the vast amount of work needed to organise the annual conference. In June 2004 NASMA advertised for a part time administrator, increasing the hours to 25 per week. The NASMA Board recognise the need to employ additional staff if we are to move on as an organisation. Members of the Board give a lot of hours of their own time to work for NASMA. The Board realise that NASMA could be doing so much more for members, students and the wider sector if we had more resources. We were delighted that the Money Advice Service offered to support a one-year Financial Capability position this year, commencing November 2010. Taking this work forward and building on the success of 2010-11 NASMA will manage the final year of the Money Doctors project through a contract with the Money Advice Service during 2011-12.

Further strengthening NASMA as a professional membership body, we completed our registration with the Charities Commission and were confirmed as a charity on 15th June 2011. This resulted in NASMA Board members becoming charities trustees as well as company directors.

Over the past 18 years NASMA has grown to have over 600 members. Looking back, we have the 2002 Future Directions paper, three years spent moving towards accreditation and training, and in 2009 we drafted our first formal Business Plan.

Throughout the past 18 years we have been involved in consultations with relevant bodies across the sector. NASMA has fed into changes to student support systems, welfare benefits, access funds, and we have taken any and every opportunity to provide feedback at a national level on issues affecting NASMA members and the students our members support. Throughout this time, NASMA has raised issues and ideas both with and about the Student Loans Company and Local Authorities. Amongst others, NASMA has worked closely with the NUS, AMOSSHE, the FSA, Money Advice Service, and more recently we have started to establish links with other relevant sector and advice organisations.

We've seen the Dearing Report, Cubie Report, Rees Report, white papers, the Hopkin Review, the Browne Review, more white papers, the Hughes Report – the list goes on. All these have an impact on the work that NASMA members do as advisers, managers and fund administrators. As the size and profile of NASMA continues to grow we hope that we can continue to build on our developments of the past 18 years, and drive the organisation forward with continued involvement in policy discussions, links with partner organisations, and continue to support members through research, training, and raising issues on a national level.

Membership

1995-6 – no data available
1996-7 – 97
1997-8 – 167
1998-9 – 222
1999-0 – 275
2000-1 – 265
2001-2 – 311
2002-3 – 364
2003-4 - no data available
2004-5 – 366
2005-6 – 442
2006-7 – 478
2007-8 – 525
2008-9 – 577
2009-0 – 553
2010-1 – 559
2011-2 – 619

Chairs of NASMA

1995 – 1997: Jude Hawes
1997 – 1998: Judith Walker
1998 – 2002: Jayne Aldridge
2002 – 2006: Keith Houghton
2006 – 2008: Ian Summers-Noble
2008 – 2012: Lynne Condell
2012 – : Phil Davis

Honorary Life Members

Alison Ahern
Jayne Aldridge
Maureen Aspinall
Lindsey Gadd
Jude Hawes
Maggie McHale
Ian Summers-Noble
Stef Thomas
Judith Walker
Lis Wilkie