

## Case Study 1 – Student Hubs

Founded in 2010 Student Hubs works across the UK to transform student involvement in social action. They currently work in the universities of Bristol, Cambridge, Imperial Oxford, Oxford Brookes, Southampton and Warwick – with a membership of over 20,000 students, 100 student groups and 20 national NGOs. At a national level, they also run the UK's leading student conferences on international development, social entrepreneurship, climate change and community volunteering. They also deliver the UK's largest student internship programme focused within the third sector.



2012

Turnover: £1,285,000\*

Full Time Employment: 31

Part Time Employment: 13

2013

Turnover: £1,701,333\*

Full Time Employment: 30

Part Time Employment: 23

\*The turnover is for Student Hubs and Hub Commercial Ventures CIC

**Delivery:** Deloitte began their relationship with Student Hubs by undertaking a needs assessment to look in more detail at how they could best support the business, identifying 15 strategic priorities which were then ranked. From this, Deloitte identified Salesforce development as a key area, seconding a member of staff for four weeks to develop the Student Hubs platform. This work looked not only at data management but also social impact reporting. Another identified priority was around growing their assets, and so Deloitte's real estate team were brought in to identify and support the organisation's application for an asset in Cambridge.

**Impact:** Student Hubs have grown by 30-40% this year, and this would never have been possible without Deloitte's help. The Salesforce development has had a huge impact on the business: it is the cornerstone of how they now deal with graduate volunteering, and informs much of their business activity. It has also helped to facilitate the production of Student Hub's first social impact report, which will be launched in summer 2013.

Whilst they were unsuccessful in their efforts to get an asset in Cambridge, the insights into this process from Deloitte's real estate team have put them in a very strong position moving forward. This learning for the whole organisation is also a key benefit; the programme has had a major impact on the entire staff team as Deloitte have worked with all of them, which has been the "best bit" according to executive director Adam O'Boyle.

**Future:** Deloitte have really helped to hone and refine Student Hubs' strategy. They are now much more focused on what they want to achieve, particularly in terms of how the social enterprise arm relates to the charity arm. They have also begun to think with much greater clarity about what happens to graduates when they move to London and what community they become part of.

[www.studenthubs.org](http://www.studenthubs.org)

***"The most valuable long term aspect has been the effort all Deloitte employees we have worked with have placed on teaching our staff team useful skills... This has been invaluable."***

- Sara Fernandez, COO, Student Hubs