

UNIVERSITY OF
LANCASHIRE



Students' Union

LEARN



Well



Live



MORE

Strategic Plan

2024 – 2028



Our Purpose

is to support students to **Learn Well** and **Live More** whilst at University.



Our vision for 2028

is that **our students are thriving** because we are too.

Overall measures of success:

NSS score

Q 26: How well does your Students' Union represent your academic interests?

Student Engagement

How many of our members are actively engaging with us.

NPS scores

Membership satisfaction with our services.

OUR 3 CORE MISSIONS

We're focussing on 3 core missions over the next 4 years. These missions are what our students have been telling us they need us to be focusing on.

We'll review these missions annually, if we need to change focus based on student feedback we will.



Tackling the Cost of **STUDYING**

🎯 Goals

- Keep our services and activities accessibly priced
- Run short-term projects to tackle direct need
- Help more students gain part-time work roles with conscientious employers and employ more students in our organisation
- Fight for maintenance loan increase at a national level

🔍 Success Measures

- Increase numbers of student staff opportunities at the SU
- Increased access to the hardship fund
- Engagement in national campaign for student funding changes
- Students know us for the work we are doing in this area



Supporting your

WELLBEING

Goals

- Work proactively to create activity and shape services that boost student wellbeing, working in partnership with University and external services
- Fight the student loneliness epidemic by creating more routes for connection via student-led groups and activity
- Bring joy to campuses on purpose and make spaces for students to create positive, lasting memories and deepen their sense of belonging at this University

Success Measures

- NSS feedback (wellbeing related questions for the institution)
- Increased engagement in our opportunities and events
- Students tell us we have supported a better sense of wellbeing
- Information and data from student support services
- Engagement in Mental Health Charter work



Helping you

SUCCEED

Goals

- Help more students to stay in study and leave with the education they have worked for
- Do more activity that equips students with tangible skills and helps them to articulate these as transferable
- Actively dismantle barriers to educational attainment

Success Measures

- Graduate Employment rates improve
- Awarding Gaps reduced
- Students recognise we are a place for skills development
- Engagement in Race Equality Charter work
- Completion rates increase

University of Lancashire Students' Union's

THEORY OF CHANGE

How we change the big things
with small actions



We create opportunities for students to voice **their feedback** on their education and student life and **empower them** to make the change they want to see →

→ **Inputs** (How we do it)

Elected Student Representatives

Student Voice Platform

Feedback forums and flexible options to give insight

Community Organising

Students on our Board of Trustees

Students on University committees

⚙️ **Mechanisms of Change** (Why it works)

- There are many different ways to engage at different levels, which engages the diversity of our student body.
- Opportunities to hear students' voices are shaped and led by students, creating peer-to-peer trust.
- We maintain strong & respectful relationships with stakeholders in the student experience to connect students with decision-makers.

✍️ **Outcomes**

Short Term

Large numbers of diverse students are able to share their voices and ideas with the SU.



Long Term

Support for students is shaped directly around students' ideas and needs.

We provide accessible,
fun and student-centric
social enterprise
activities and **spaces** →

→ **Inputs** (How we do it)

Lampworks bar & venue

University merchandise

Student-led enterprises

Café

Marketing partnerships

SU spaces on Preston & Burnley campuses

Welcome Week events programme

Yearly events programme

⚙️ **Mechanisms of Change** (Why it works)

- We are not motivated by profit which means we can focus on our values more.
- Our social enterprise spaces are designed for students based on feedback from students.

✍️ **Outcomes**

Short Term

Student-designed spaces and resources mean that they are welcoming, accessible and create a sense of ownership and pride.



Long Term

Students make friends, have fun and feel proud of their university experience.

We facilitate student-driven activities that offer **skills** development & a chance to find your **people** & **community** →

→ **Inputs** (How we do it)

Communities based on academic and personal identity

Student societies

Social sport

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Student employment

Supporting competitive sport

⚙️ **Mechanisms of Change** (Why it works)

- Students have access to support to initiate, create and deliver inclusive activities that work for them and their peers.

✍️ **Outcomes**

Short Term

There is a huge diversity of opportunities and positive experiences to engage with at University.



Long Term

Students make friends, have fun and develop skills to serve them well in their next stages of life.

We deliver **services**
and facilitate **activities**
that enhance students'
well-being →

→ **Inputs** (How we do it)

Free and independent Advice Service

Mental Health Charter student lead

Events run with friendship and connection front of mind

Student-led welfare campaigns and activity

⚙️ **Mechanisms of Change** (Why it works)

- The independence of our Advice Service means we can provide trusted impartial support to students facing challenges at University.
- Welfare activities are designed by students which makes campaigns more relevant and effective.

✍️ **Outcomes**

Short Term

Students know how to access the right support for them, when they need it.



Long Term

Enhanced student wellbeing means more students feeling better, learning better and staying at University.

OUR GOALS



Students leave with new skills & great employment prospects.



Students' mental health is positively affected by their University experience.



The University experience creates community-minded students who are active citizens.



Students stay at the University to complete their studies and achieve the award they have worked for.



Students leave the University feeling like they belonged here. They have made positive memories that last a lifetime.



OUR VALUES

Stay Human

We are embracing our digital future but this will never mean leaving the human approach behind. Our organisation is powered by people, and we exist to be the first port of call for our students when they need us. We'll never run out of time to have that conversation, kettle is always on.

Do What We Say We Will

We are a reliable and sustainable organisation that our members and partners can trust to follow through on commitments we make. We don't over promise but we do challenge ourselves to achieve. We also proudly tell people about our work and celebrate our achievements.

Curiosity Not Judgement

We love that everybody is different and we value diversity of thought, experience and people. We embrace new ways of doing things with interest and questions, never judgement. We embrace our people's uniqueness, it's our superpower. We actively learn more about things we do not yet understand.

Prioritise Joy

We're a charity for students, not a law firm. Part of our mission is to bring people together to connect, try new things and feel happier whilst doing it. We can't achieve this without a large dose of fun. We welcome the weird ideas and the slightly silly ones too because we know joy is a radical act in a world where it is not always possible.

Act with Courage

We are brave because our members need us to be. Sometimes we need to challenge to make the change we need to see happen. We will always have the courage to say the thing, with care, that others might not be able to say. Our courage allows us to push boundaries and take calculated risks.

We promise to uphold these values in all that we do

OUR 6 ENABLING PLANS

The things that make the cogs turn, and make us able to do what we do





Finance & Resourcing

Vision:

Our income is more diversified and we are less wholly reliant on block grant funding to deliver the activity and services we want to. Our physical spaces are allowing us to work for and with students.



Equity, Diversity & Inclusion

Vision:

We have delivered sector-leading work to create a more equitable, diverse and inclusive organisation for our staff and membership. We will lead from the front with compassion and courage to open our doors to more of our members than ever before by harnessing the power that diversity brings.



People & Culture

Vision:

Our people feel proud, happy and safe working at the SU. We have equipped staff with the tools, networks and knowledge they need to be delivering the best job possible for our members.



Data & Insight

Vision:

We are a Union that genuinely knows and understands its students. Insight doesn't sit on a shelf - it shapes what we do, how we do it, and why.



Democracy & Governance

Vision:

We are delivering on our objective to be the voice of students at the University of Lancashire, engaging more voices than ever before in feedback and change mechanisms.



Communications

Vision:

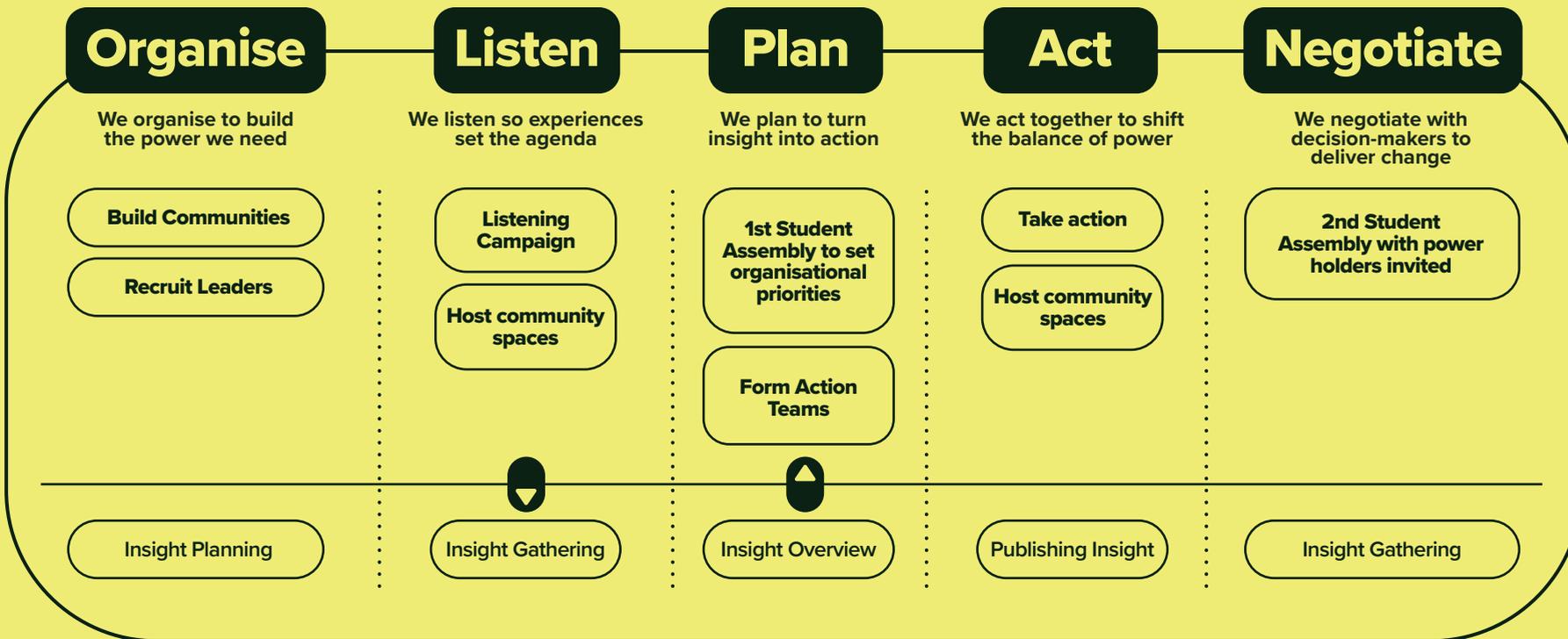
To position the Students' Union as a visible, relevant, and empowering presence in every student's university journey.

WE USE THE 5 STEPS

Goal: Listen to

OF SOCIAL CHANGE

Every Student



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We communicate early and often, sharing successes, challenges and next steps while actively listening to members and stakeholders. This ongoing exchange ensures transparency, trust and shared ownership of progress.

This plan looks lovely, right?
But we are a member-led organisation,

POWERED BY STUDENTS

This means that things can and should change when there is a need to. We will stick to these guiding principals over the next 4 years but we will also be acting on the feedback our members give us, that's the fun bit!

To see what we and our members get up to on this next adventure, head to our website or follow us on social media.

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UNIVERSITY OF LANCASHIRE

Students'
Union