

SUBU

STRATEGIC PLAN

2021/22 - 2023/24

We Know Students





Welcome

Welcome to SUBU's Strategic Plan.

Our Strategic Plan is about taking the very best of what we have achieved over the years as well as learning from all we have faced as a community more recently.

There is no doubt that the past years have been the most challenging in SUBU's history. Our services, finances, and ways of working have all been severely affected by the pandemic and its social, political and economic aftermath.

Throughout we have never lost sight of what we are here for and why we exist – our students. Every decision we make and every action we take is guided by what students need from their University experience and from their Students' Union.

Everything in this plan is designed to achieve the very best for each and every student – whether that be ensuring the highest quality learning experience, providing opportunities to enhance career success, or to simply provide a welcoming and fun place to socialise and make friends.

SUBU has always been here for students, and always will. This plan is our commitment to show how we will never stop trying to be the very best for you, our students.

Yours faithfully,

Chike Dike
SU President

Dr Samantha Leahy-Harland
Chief Executive Officer

SUBU

We Know Students

The Student Union at BU Ltd., otherwise known as SUBU, exists for Bournemouth University students. We are an independent charity dedicated to making the lives of Bournemouth University students better, whether that is through running clubs and societies, putting on events in our venues or by supporting students with our Advice Service, we are here to be the voice of students at Bournemouth University.



Our SUCCESSSES

A SNAPSHOT OF SOME OF OUR KEY ACHIEVEMENTS



Our Full-Time Officers' over the last 5 years include:

- Introducing an International Students Buddies scheme attracting over 400 students;
- Lobbying with BU to introduce a bus service to Chapel Gate;
- Introducing a Cost-of-Living Hub, a Community Kitchen and agreeing a basket of essential goods from the student shop to be kept under retail prices;
- Working with BU to introduce a laptop loan scheme for students;
- Using Student Representative feedback, putting in place Academic Advisers for all undergraduate students, regardless of their year of study;
- Working with BU to develop a BU Maintenance Bursary that is automatically given to eligible students, ensuring they are received by all who are entitled to them;
- Working with BU to develop anonymous marking for all assignments for which this is appropriate.



Every year we recruit, train and support over 600 Student Reps, who collect feedback from students and represent the student voice at different levels in BU and SUBU. Student Reps worked with BU and SUBU to enhance the joint policy that governs how the student voice works at the university, Policy 6C, and supported the development of a joint website dedicated to student voice at BU, called 'Your Feedback'.



We have established a thriving clubs and societies community with over 80 groups currently open for students to join. Each year we see an increase in the diverse variety of clubs and societies that offer a vast array of interest to students.



We coordinate and facilitate over 100 volunteering opportunities each year supporting students to contribute to the local community and enhance their employability.



We have reformed our democratic structures to better represent our members, this has seen increased engagement from a broader variety of students ensuring the union is actively listening to its members.



Each year our liberation networks and campaigns ensure we have spaces and events celebrating the members of marginalised communities, allowing them to come together, create communities and promote intersectionality.



Since 2018/19 we have provided independent advice to 7,500 students, with over 90% of clients who rate us consistently describing the service as Excellent or Good.



Every year we hold one of the bigger and most successful Freshers Fairs. Regularly judged top or runner up in the UK by national brands and attendees.



The Old Fire Station entertainment venue is a grade 2 listed building was a leap of faith of both SUBU and BU. Multi award winning, fiercely popular and the number one reason students invite their friends to visit BU. So good Ed Sheeran had to play it twice.



SUBU organise the largest end of year celebration at any UK university. The Summer Ball has become enshrined in student life and is a unique aspect of BU that students from other universities eye with envy. Nearly half our students attend each year and the post event video is the most watched online content from BU or SUBU.



SUBU manage a great range of commercial services that employ around 200 student staff. We uniquely rely on their skills in supervisory roles and were recognised for our development work by being awarded the National Training Award.



SUBU manages its commercial services efficiently to reduce the financial contribution from BU. We are a top twenty students' union by commercial scale and when factored to our university size we are elevated to one of only a handful of Unions that lead the way.

Our New **STRATEGIC PLAN**

At SUBU, we are always striving to do more for our students.
This Strategic Plan describes our ambitions for the next three years.

Our **MISSION**

WHY ARE WE HERE?

We will support, represent and empower you – our students – to make your vision a reality.

Our **VISION**

WHAT DO WE WANT TO BE?

We will be an excellent Students' Union that helps you create the best university experience for yourself, your community, and your future.

Our **AIMS**

WHAT EXACTLY WILL WE FOCUS ON?

We will focus on three core aims that will enable you to:

Realise Your Potential

We will deliver high quality opportunities for you to develop and evidence transferable life skills that empower you to succeed.

Create Your Community

We will deliver holistic support across areas of student life and studies, offering you opportunities to make friends, create lifelong networks and have fun.

Empower Your Voice

By being fully informed and student-led, we will work with you to ensure your voice is heard, and together we make a positive impact.

Our **VALUES**

How we will behave
in delivering our
Strategic Plan

AS STAFF, WE COMMIT TO BE:

Student-Focused

We will put students at the heart of everything we do.

Inclusive

We will promote collaboration, welcome diversity and advocate for equal opportunities.

Ambitious

We will always strive to deliver an exceptional student experience.

Fair

We will uphold our democratic principles and embody fairness, professionalism, respect and integrity.



Our **ENABLERS**

The foundations we need to deliver the Strategic Plan

TO BE THE VERY BEST WE CAN BE, WE NEED TO ENSURE SOLID FOUNDATIONS ACROSS:

People

We want SUBU to be a great place to work, where staff are supported, developed, motivated and rewarded to consistently deliver the highest quality of service.

Sustainability

To deliver our services today and in the future, SUBU needs to be financially and environmentally sustainable.

Governance & Compliance

To exemplify a student-led organisation with appropriate, effective, and transparent governance.

Communication & Engagement

To communicate, collaborate, and engage with our students and partners in the way they want, when they want, and where they want.



HOW WE WILL MEASURE OUR SUCCESSES

We have developed a framework of performance indicators to keep us on track but a lot of what SUBU does for students cannot be easily counted or measured.

It is sometimes the slightest thing or seemingly smallest interaction we have with our students - whether that's a smile when you come to see us in the Student Centre or when a staff member encourages a nervous individual to come to an event - it is these often intangible (and immeasurable) impacts that drive and motivate us each and every day.

Ultimately SUBU's mission and vision is to support, represent and empower you to have the best university experience you can.

Every member of staff, every team, and everything we do in SUBU is to deliver this for you.

We will measure our success using two key questions from our annual 'How's SUBU for you?' survey.

Our target by the end of this Strategic Plan will be for:

90%

of students to agree that SUBU has a positive impact on student life

90%

to agree that SUBU influences positive change in the University for students

We also commit to regularly sharing SUBU's successes and achievements across all services and departments with our members. This will be through our democratic and governance structures, as well as via our website and social media channels. We will also report annually on progress against this Strategic Plan.

Keep up to date with all that is going on in your Students' Union

 www.subu.org.uk

 SUBU Bournemouth

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