

Worcester Students' Union Strategic Plan 2016-2021

Worcester Students' Union (WSU) is pleased to share a new strategic plan to take us up to 2021. As well as having a strong commitment to meet our charitable objectives (defined in our Constitution at <http://www.worcsu.com/yourunion/aboutwsu/>), we have developed some core, strategic goals to help us achieve our overall vision. This will be flexible over the coming years to take into consideration the ambitions of future, elected Officers and to respond to emerging needs. We want to focus our efforts on representing our members and on helping them to gain useful, transferable skills and memorable experiences whilst at University. We will do so with enthusiasm and dedication so that students view us positively and want to get involved. We want our members to know we are there to help them and that they are integral to our continuous improvement. As the University grows and develops, we will act as their critical friend to ensure that students are at the heart of the decision-making process and we will work hard to promote students' achievements and contributions within the local community.

Our Vision Statement:

Representing and supporting students to develop and achieve

Our Values:

Professional

We will conduct and present ourselves to our students and stakeholders in a professional manner, ensuring we have sound organisational processes and procedures, as well as internal expertise to support the student leadership.

Inspirational

We will lead by example and provide our students with inspiration to reach their full potential and try new things.

Accountable

We will ensure that our students and stakeholders know how we utilise our funds and make decisions through our democratic structure, and how they can get involved.

Student-centred

We will ensure that the services and events we deliver achieve high levels of student satisfaction and that students are integral to our continuous improvement.

Positive

We will be positive about Worcester and what it can offer students, promoting how we can help and support them.

Entertaining

We will have fun and help students have great memories of their time at Worcester.

Core Goal	1. Increase the number of students who know about and use our services		
Objective	1.1 To diversify the number of ways in which we interact and communicate with our members and demonstrate our impact		
Achieved by	Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Developing on-line and physical presence across the campuses and in accommodation - Producing an annual impact report - Developing new media platforms, including those run by students - Producing student achievements and recognition magazine - Increasing role in Open Days and student induction - Developing a bespoke feedback system for students and ensure we respond and publicise action - Investing time in professional networks eg LinkedIn - Continuing to develop SU Out and About and feedback on outcomes - Developing excellent relationships with RAs 	<p>MCC SW OFFICERS SEM</p>	<ul style="list-style-type: none"> - Annual impact report produced Oct 16 - Facebook, Twitter, Instagram, Snapchat and YouTube followers/friends - Feedback and outcomes via SU Out and About - Numbers of students engaged via SU O&A - Magazine of achievements produced x 2 in 16/17 - Number of magazines distributed and readership - Improved promotion of SU on City campus and Jenny Lind via personal visits and SU material. - Engagement from students with online forms e.g. StARs journal forms 	<ul style="list-style-type: none"> - Bespoke feedback system implemented via website - Social media engagement increases year and year and adapts to changing needs - Interaction increases with students through employability initiatives - One platform developed for multi-use - Useable and bespoke communications strategy is developed

Objective		1.2 To work in partnership with UoW to ensure they champion our services		
Achieved by		Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Delivering awareness raising presentations to University departments and academics - Having routine involvement in induction of new University staff - Regularly liaising at all levels with corresponding University staff - Producing a guide for staff as well as for students - Ensuring regular features on the weekly staff update on services and activities 		SW MCC SEM OFFICERS	<ul style="list-style-type: none"> - Referrals from University services and academic staff - Likes on portal - Features in key University documents (e.g. prospectus, graduation, on-line and physical) <p>Guide produced and distribution rate</p> <ul style="list-style-type: none"> - Number of features 	<p>All staff session arranged for University staff on SU services</p> <p>Guide produced for University staff on SU Services</p> <ul style="list-style-type: none"> - More involvement in prospectus - Increased number of academic societies - More UoW staff are using SU space and fully aware of all of our services - Increased collaboration on welfare campaigns - More online promotion from UoW
Objective		1.3 To increase engagement and interaction with the WSU website		
Achieved by		Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Ensuring content is accurate, relevant, accessible and up-to date - Obtaining student feedback on website - Feeding back to students after events to keep the communication going - Improving our marketing of services 		MCC OFFICERS	<ul style="list-style-type: none"> - Google analytics of website usage - Number of likes / dislikes - SU services have bespoke material - Increased resources in marketing department 	<ul style="list-style-type: none"> - Website usage increases significantly year on year - Employability embedded into the website - Feedback box implemented so people can have more interaction on the website

<ul style="list-style-type: none">- Ensuring peaks of activity during key events- Increasing involvement of the wider SU team in updating and developing content	<ul style="list-style-type: none">- Engagement with elections (candidates and voters)- Staff expertise in using MSL to ensure content is up to date, vibrant and relevant
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Objective	1.4 To ensure it is easier for students to access and use our services		
Achieved by	Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Introducing on-line booking systems for students and more ways for students to interact with us on-line e.g. during elections - Holding regular surgeries for the different activities and areas of the Union from Officers to sport and societies - Taking SU Out and About to City Campus and areas where non-traditional students will be - Improving our statistical records to ensure we monitor the demography and diversity of students accessing our services and activities - Ensuring better signage around campus and visibility - Going out to accommodation and the local community to interact with students 	SEM MCC SEC AWA SSC	<ul style="list-style-type: none"> - Interaction with our services in numbers - Number of surgeries held - Interactions through SU Out and About - Number of city campus students involved in clubs and societies 	<ul style="list-style-type: none"> - Better collation and analysis of member engagement - Establish society and sport engagement competitions - Better signage across campuses to SU
Objective	1.5 To ensure we consult more with our members to understand more about what they need and react accordingly		
Achieved by	Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Developing a programme of consultation tactics and mechanisms for the different areas of the Union's operations - Utilising SU Out and About for specific questions and issues - Conducting an annual survey of students on what they think of and need from the Union and compare year on year - Ensuring we feed back to students who get in touch with us 	BM SEM MCC	<ul style="list-style-type: none"> - Student participation with the governance review - Activities during SU Out and About and outcomes - Survey completion rates and feedback therein - Welcome Desk data collation and developing better systems around FAQs 	<ul style="list-style-type: none"> - Governance review is implemented in a way that best suits students - Annual comparison of SU Out and About engagement and outcomes - Repeated annual surveys allow comparisons year on year and inform annual objectives

Core Goal	2. Facilitate wider student involvement in decisions that affect our members		
Objective	2.1 To strengthen our engagement and feedback systems to ensure they are as effective as possible		
Achieved by	Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Improving mechanisms by which we can obtain feedback on StARs - Filling all StAR positions - Ensuring the processes involved in what we do are simple and accessible e.g. elections - Ensuring an active Student Council and Executive Committee, with positions filled - Utilising student staff team meetings and communications to gain feedback on the Union and University 	SEM VPE	<ul style="list-style-type: none"> - Create StARs video explaining the role of a StAR, benefits and how to get involved - Number of courses with StARs/gap analysis - Create an online feedback method for StARs to submit updates, issues and student - Numbers of candidates and votes in elections - Numbers of student councillors and activities - Question 26 - Invites to meetings and number attended. Feedback received 	<ul style="list-style-type: none"> - Full implementation of the governance review - Number of StARs represents number of courses year on year - Engagement with journals increases year on year - Engagement with StARs forums increases year on year - System whereby students stand for and vote in elections simplified, increasing candidates and voters
Objective	2.2 To ensure that we distribute information and feedback in a targeted way		
Achieved by	Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Ensuring the collation of meetings attended by Officers, Reps and feed back to relevant cohorts of students e.g. PG or placement students on specific issues - Developing a co-ordinated database of information from committees and forums - Keeping the membership informed of Officer activities – meetings attended, campaigning and overarching activities – blogging etc. 	SEM MCC OFFICERS	<ul style="list-style-type: none"> - How many group meetings attended and how many different cohorts represented. All attendances collated into a single register. - Notes published following meetings - Website and social kept up to date with officer activities, with support of staff mentors 	<ul style="list-style-type: none"> - All feedback published within 2 working days - List of activities included on Semester calendars. - More PTOs recruited to ensure all students groups are liaised with regularly - Number of events added to website by student groups

<ul style="list-style-type: none"> - Publishing a calendar of activities - Utilising part-time officers more effectively in targeting student groups - Publishing updates from StARs forums 	<ul style="list-style-type: none"> - Calendar published and University events promoted - Create website news story for each officer campaign with images and impact on students - Publication dates of notes on website 	
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Objective		2.3 To develop new ways of engaging traditionally under-represented groups in the Union		
Achieved by		Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Identifying the groups with which we wish to engage - Increasing our engagement with City Campus by our physical and marketing presence - Liaising directly with Course Leaders to develop bespoke ways of interacting with different cohorts - Utilising PTOs more to develop ways for FTOs to meet with students and understand their needs - Raise profile of Union's efforts for the environment to engage students interested in sustainability 		OFFICERS AWA SEM	<ul style="list-style-type: none"> - New groups established - Number of different group meetings attended and how many groups not interacted with. - Number of visits to City Campus and establishment of permanent fixed schedule of attendance. - Course lectures/head of Faculty meetings attended. - Number of informal cohort sessions held in the SU - Identify and target student group areas to set up societies – number of societies - New PTO mentoring system - Number of academic societies - Student engagement in Governance Review and other consultations - Number of GISU related activities and students involved 	<ul style="list-style-type: none"> - PTO role enhanced to cover some current FTO responsibilities - PTOs roles and how recruited reviewed - SU features prominently in course inductions/literature - Governance review completed
Objective		2.4 To ensure greater participation from our members in the democratic process		
Achieved by		Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Obtaining increased support from the University to promote the benefits and merits of becoming involved and being a candidate 		SEM OFFICERS MCC SEC	<ul style="list-style-type: none"> - Candidate numbers 	<ul style="list-style-type: none"> - Promotion of elections and officer roles across all University social media.

<ul style="list-style-type: none"> - Embedding the democratic process in what we do from events in the bar to our decorations so students are far more aware of the opportunities - Improving promotions of the elections - Developing a new dialogue with the University 	SEC BM	<ul style="list-style-type: none"> - Voter numbers - Student Council, PTO, and Liberation Rep positions filled - Number of StARS - Case studies of previous officers – successes of campaigns and career progression 	<ul style="list-style-type: none"> - More than one candidate for every FT and PT Officer role - Increased attendance at election roadshows and pre-election debates. - Increased voter turnout - More accessible system for UW students to stand for elections
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Objective	2.5 To strengthen the relationship with the University to ensure the Student Voice is heard and reacted to		
Achieved by	Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Increasing attendance throughout the annual programme of StARs forums - Defining liaison between FTOs and University Exec to ensure SV is kept high on the agenda - Growing and developing the Students' Choice Awards and utilising the nominations and feedback intelligently to promote best practice - Supporting the University to continue to increase survey completion rates - Interrogating and analysing all major survey results and work with closely the university on resultant action plans - Producing an annual Impact Report to include the work of academic reps 	VPE SEM AWA	<ul style="list-style-type: none"> - Number of attendees at all StARs forums - SV a regular agenda item at Uni Exec meetings - Number of nominations received and outcomes of that feedback e.g. reports - Number of surveys completed - Number of action plans formulated following survey feedback and the number completed in year - Articles provided by academic reps for inclusion in the Impact report 	<ul style="list-style-type: none"> - Survey completion rates continue to increase year on year. Aim to be above the national average. - Impact Report mainly written by the student population. - Findings from SCAs form key part of development of academics and teaching across the University, as well as promotion for Open Day etc. - Action plans formulated and completed within the Academic year.

Core Goal	3. Provide responsive, appropriate and accessible support and advice to students			
Objective	3.1 To create captivating campaigns that make a positive difference to our students' lives			
Achieved by	Lead/s	How measured by June 2017	Targets beyond June 2017	
<ul style="list-style-type: none">- Researching good practice across the sector and utilise networks available- Utilising the expertise from external organisations wherever we can- Involving more students in creating campaigns - Ensuring that with every campaign we inform students where they can obtain further help and support	OFFICERS SEM AWA MCC	<ul style="list-style-type: none">- Contact made with SU's of similar demographics- Campaigns show evidence of need- No. of campaigns led by FTOs and PTOs - Each campaign to have a further help link on the website - Number of students contacting us as a result of a campaign- Campaigns section created on website- Comparison of plans to outcomes - Engagement in and outcomes of GISU campaigns	<ul style="list-style-type: none">- Campaigns all show evidence of success- Student engagement with campaigns increase year by year- Campaigns are jointly run where appropriate with University - More involvement in national campaigns by Exec	
Objective	3.2 To increase awareness of the Advice Service and how it can support students			
Achieved by	Lead/s	How measured by June 2017	Targets beyond June 2017	
<ul style="list-style-type: none">- Raising awareness amongst University staff through inductions and presentations of what the services offer- Ensuring Annual Impact report is communicated to students- Ensuring advice and support forms part of each SU report to LTSEC and the Board of Governors	AWA SEM OFFICERS	<ul style="list-style-type: none">- SU involvement with the UW Teaching, Research & Student Experience Induction- Bitesize info from the Impact Report used on website and social media- Visits to help & advice section on the website	<ul style="list-style-type: none">- Routine / annual all staff session attended by University personnel to learn about the SU- Involvement in University outreach initiatives - Relationships built with key staff in each institution	

<ul style="list-style-type: none"> - Promoting the service in Partner Colleges - Utilising SU Out and About - Implementing an on-line booking system - Developing specific information regarding the advice centre and what it offers on-line 	<ul style="list-style-type: none"> - Number of students contacting us from Partner Colleges - Referrals from SU Out and About - Number of students using the service - Additional presence in University documents - Targeted promotional campaigns (gender, etc.) 	<ul style="list-style-type: none"> - More advisors required due to demand
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Objective	3.3 To increase the support and advice we provide to students taking part in extra-curricular activities		
Achieved by	Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Improving training for student role, such as Trustees and Student Councillors - Facilitating excellent comprehensive induction and refresher training for committee members and ordinary members of clubs and societies - Increasing links with Alumni to support current students - Encouraging students to engage external speakers - Utilising expertise across the University to develop training programmes 	SEC SCC SEM	<ul style="list-style-type: none"> - Training resources on website - Feedback gained from students about training they have received - Final year students identified who could deliver future training. - Member satisfaction rates throughout year - Number of clubs in debt - Fixture completion rate - Number and outcomes of half year budget reviews - Number of 3 year club development plans - Role specific training undertaken - Culture and behaviour integral to training - Number of University staff involved in training - Number of handover meetings between incoming and outgoing club and society committees - Number of Guest speaker request forms received. - Gap analysis on training programme completed. 	<ul style="list-style-type: none"> - Welfare and Inclusivity committee member in all clubs and societies - Reduced number of complaints about clubs & socs - Student feedback used to educate induction and training. - Role specific training delivered. - No clubs or societies in debt. - All fixtures completed. - All resources & procedure guides available online. - Alumni delivering training to committees. - Reduced number of basic queries received by staff from socs and clubs - Continue to increase use of guest speaker request forms by clubs and societies. - Greater involvement of University expertise in developing training programmes.

Objective	3.4 To develop initiatives that offer emotional, academic and social support to students		
Achieved by	Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Promoting health and wellbeing throughout the Union's activities - Increasing the range of welfare-related information to enable students to seek help and look after themselves - Working with the Welfare PTO to facilitate events and activities focusing on wellbeing - Working closely with the health and wellbeing team and departments at the University to collaborate on events - Developing links with local schools to help prepare prospective students for University life - Increasing involvement in volunteering by students - Promoting our support services through the bar 	OFFICERS AWA SEM MCC	<ul style="list-style-type: none"> - Gaps identified in the available information to students with action plan to address - SU Out and About stalls per semester focusing on this. - Welfare PTO delivers against an officer development plan with support of FTOs and mentor - Collaboration on events. - Number of visits to or interactions with local schools - Number of volunteers, monitoring where they are volunteering and impact they have 	<ul style="list-style-type: none"> - Action plan implemented from research into information gaps - Welfare and Inclusivity Officers appointed to sports and societies, trained and attend regular meetings - Greater SU involvement in annual health and wellbeing fairs at University - Develop better links with local schools to showcase what SU has to offer

Objective	3.5 To ensure a positive and responsive staff culture within the Union		
Achieved by	Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Holding regular all staff meetings and good communication channels - Ensuring all student staff teams have regular meetings and 1-2-1s with staff - Implementing Staff Consultative Forum involves student staff - Ensuring cross-organisational working groups enable staff get involved in projects outside of their usual remit e.g. elections - Holding regular student forums - Providing clarity for students on when they can expect to receive responses to queries and the consequences of us not responding - Delivering high quality recruitment, induction and development processes - Implementing HR and performance monitoring processes - Establishing reward and recognition schemes for core and student staff - Establishing a culture of sustainability within the organisation 	SW SF	<ul style="list-style-type: none"> - Number of all staff meetings and content - Number of team meetings and 1-2-1s and outcomes - Staff Consultative Forum established with student staff involvement and outcomes - Existence of working groups and outcomes from wider staff involvement- step-change and improvements - Number of forums held - Clear set of principles advertised to student body - Experience of new staff as judged by induction reviews - Number of staff with objectives and performance reviews - Implementation and use of R&R schemes - Establishment of Green Committee & outcomes 	<ul style="list-style-type: none"> - Gain Investors in People accreditation and increase standard year on year - Annual performance process embedded across organisation - Green Impact Gold Silver accreditation at least year on year

Core Goal	4. Create and promote opportunities for students to develop transferable skills		
Objective	4.1 To increase the employability skills of our students		
Achieved by	Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Promoting the importance of gaining transferable skills by participation in extra-curricular activities, roles, and part-time employment with the Union - Review training and implement skills-based training - Implementing annual GIAG sessions - Holding workshops and fairs on the roles available within the Union prior to the annual recruitment round detailing what we are looking for and how to be successful at applying - Building clear and engaging material and information on how to apply for jobs and be successful at interview - Providing information to unsuccessful applicants on how to improve their employability - Ensuring clear job roles and person specification for all Rep and Officer positions 	SEC SEM SW MCC	<ul style="list-style-type: none"> - Case studies of success - Student achievement magazine - Number of part-time officer roles filled - Review implemented for all SU training - Number of GIAG weeks hosted by June 2017 and number of students involved with GIAG sessions, with successes reported - Employability sessions piloted with student staff before advertising more widely - Guides produced for students on how to apply for jobs and do well at interviews and made accessible via website - Responses sent to unsuccessful applicants with details of further support - Implementation of skills matrix for all roles - All job roles updated by June 2017 	<ul style="list-style-type: none"> - Integrate recognition systems with the University (Worcester Award and V-Record) - Skills-based training implemented across all areas of the union - Taster sessions integrated into Welcome Week activities program - Close liaison with University on developing job shop/agency - Gap analysis undertaken of UOW careers service

<ul style="list-style-type: none"> - Developing an employability fair and closer links with University alumni to come and talk to students - Developing student-led media opportunities 	<ul style="list-style-type: none"> - Promotion of University Careers Fair, and other University/society employability fairs - Contacts made with other SUs running employability fairs - Alumni invited to deliver a keynote speech at a celebration week event - Skills-based training for elections candidates implemented - Student media channels included in governance review - Support the Voice society to develop online content which is relevant to all students - Revised structure is created for student media 	<ul style="list-style-type: none"> - Run annual part-time job and volunteer fair - Union has comprehensive student-led media offer - Space is negotiated for student-led media activities considering internal/external options
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Objective	4.2 To increase the quantity and quality of opportunities supported by the SU for students to develop new skills and abilities		
Achieved by	Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Employing, wherever possible, student staff in front-line roles - Increasing the number and variety of volunteering opportunities within the local community and beyond - Develop a student-led fundraising offer that encompasses an institution wide total 	SW SF SEC SEM	<ul style="list-style-type: none"> - Number of SU student staff employed - Processes implemented for monitoring opportunities and feed back around volunteering - Positive relationships built with current and new partners - Accessible resources created for community organisations - No. of charities and opportunities featured on brokerage system - Launch Childreach projects - Review of structures undertaken, with additional recruitment if possible - Amount raised - Fundraising offer implemented 	<ul style="list-style-type: none"> - Consider options for graduate interns - SU facilitates comprehensive brokerage system with 100s of opportunities for students - SU becomes 'go to' place for local organisations seeking volunteers - £50,000 total raised by 2020/21

Objective	4.3 To increase the number of students taking part in Union-led activities and opportunities		
Achieved by	Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Ensuring SU Out and About is utilised effectively to promote SU opportunities and activities - Building a larger, core group of SU volunteers to support ongoing delivery and promotion - Increasing our activities whereby we go out to students where they are - Facilitating and promoting student-led events within the Pear Tree and across campus - Developing the relationship with students in accommodation and the RAs - Ensuring an ongoing relationship with different cohorts of students through PTOs and Reps 	AWA SEM OFFICERS SEC	<ul style="list-style-type: none"> - Undertake research undertaken on roles students want - New identity & structure for SU volunteers - Increase in number of interactions (aim of 25%) - No. of student-led events held in the Pear Tree - Number of events in partnership with Residential Ambassadors - Student council rep for accommodation identified - Support Part-time Officers to develop relationships using an officer development plan - Part-time officers involved with 50% of SU Out and About sessions - Promotional guidance document implemented for student groups 	<ul style="list-style-type: none"> - Welcome Week events routinely at City campus - SU has dedicated space in City Campus - Ensure training sessions for volunteers etc. are at City and St Johns

Objective		4.4 To demonstrate the impact on employability of getting involved in the SU		
Achieved by		Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Promoting the successes of SU Officers and employees post- graduation or term of office - Securing quality features in University literature on outcomes of engagement with the SU - Distributing annual impact report to key stakeholders - Ensuring regular case study feature on website 		SW MCC SEM	<ul style="list-style-type: none"> - Number of impact reports distributed and where - Student Achievement Magazine - Positive case studies highlighted with University - Previous officer campaigns and case studies used to promote elections - No. of features in University publications - Inclusion in University prospectus - Student staff of the month award promoted - No. of students recording awards - No. of awards recognised - Discussions began with University about improving HEAR 6.1 	<ul style="list-style-type: none"> - Developed relationships with SU alumni to demonstrate employability potential of getting involved - Report provided on volunteering specifically to be distributed amongst wider community - Impact report distributed to more community stakeholders - Bespoke entries for roles on HEAR 6.1
Objective		4.5 To increase the number of student-led projects that ensures a wider range of activities and a more diverse culture across campus		
Achieved by		Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Supporting students to develop activities involving the arts - Making proactive efforts to engage with our 'non-traditional' students - Increasing liaison with the University on the development of new facilities and courses 		SEC SEM OFFICERS	<ul style="list-style-type: none"> - No. of arts & culture based societies - Local/community arts & culture events shared - Input to academic and facility planning committees 	<ul style="list-style-type: none"> - Detailed research undertaken of needs of 'non-traditional' student groups - Opportunities/ placements offered for students to increase portfolios

<ul style="list-style-type: none">- Supporting and offering opportunities for students to add to their own personal portfolios e.g. in design, arts and culture	<ul style="list-style-type: none">- Method for how we group 'non-traditional' students reviewed- Sport Activity survey responses and resulting actions	
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Core Goal	5. Help students to be safe and to enjoy University life			
Objective	5.1 To provide a diverse range of events for our students			
Achieved by	Lead/s	How measured by June 2017	Targets beyond June 2017	
<ul style="list-style-type: none">- Facilitating better use of building during day times for student-led events- Strengthening links with different groups of students such as PG, international students, city campus students- Collating and acting on student opinion and feedback on events and publicise post event photos- Actively supporting cultural, arts and wellbeing activities- Promoting student-led events in student magazine- Ensuring SU involvement in developing a social offer at University Court- Enabling 'takeover' nights for students to host / perform/ DJ within our spaces	<ul style="list-style-type: none">BMSBSMCCSEC	<ul style="list-style-type: none">- Number and range of events and numbers attending- Numbers of events and numbers attending- Student feedback from events, Social media posts and activity, ents surveys, FB likes- Range and numbers of events and numbers attending- Range of magazine articles- Involvement in ongoing plans and discussions- Numbers of events and numbers attending- Income from events and bar- Initiatives/ events around GISU and sustainability	<ul style="list-style-type: none">- Improve the space in the Pear Tree to be more inviting and appropriate for events- To have an active and funded student entertainments committee creating events- Feedback from WW16 survey implemented and results are positive- Open the bar 7 days a week for students with regular student takeover nights- Healthy and sustainable income from bar- SU has space in new residential developments- Campaigns to increase FB likes	
Objective	5.2 To develop strong relationships with internal and external stakeholders to increase students' awareness and engagement in social activities and events in Worcester			
Achieved by	Lead/s	How measured by June 2017	Targets beyond June 2017	
<ul style="list-style-type: none">- Ensuring regular liaison with Worcester BID and local businesses- Establishing regular contact with International Office and PG students- Improving our promotion of local events and activities- Developing relationships with local statutory agencies and charities to develop opportunities	<ul style="list-style-type: none">FMBMOFFICERSMCC	<ul style="list-style-type: none">- Number of Stall holders at Freshers Fair and Refreshers- Number of meetings with external companies and outcomes- Number of volunteering opportunities in local area- Promotions of city centre events	<ul style="list-style-type: none">- Have more of a presence at Crowngate Student takeover 2017- Website promotes events external to University to students.- Build a strong working relationship with local businesses through localised NUS extra discounts.- Promotion of SU's 'green' credentials within the City	

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- Community forum meeting outcomes
- Worcester BID meetings attended

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Objective		5.3 To improve the safety and security of the Union bar environment and promote its USP		
Achieved by		Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Achieving Best Bar None Silver standard - Engaging students in alcohol impact initiatives - Promoting campaigns within the bar as well as services that support students and encourage them to take care of each other - Improving the look, feel and hygiene of the bar environment - Ensuring close liaison with external and internal partners, such as the Police, Security, Tramps, Nightsafe etc. 		BM FM SBS	<ul style="list-style-type: none"> - BBN Silver award achieved - Involvement in national / NUS initiatives and campaigns, outcomes from community forums or local meetings - Number of campaigns promoted through bar - Customer feedback, income and look of bar - Green Impact initiatives carried through to bar - Outcomes from Health and Safety Committee meetings where incidents discussed - Nightsafe meetings attended and outcomes 	<ul style="list-style-type: none"> -BBN Gold award achieved - Involvement retained in alcohol awareness initiatives and internal partners on board e.g. Aramark - Provide/lead more student centered safety campaigns especially those centered around health and safety. - Deliver Student Minds 'Look After Your Mate' training to cohorts of students each year
Objective		5.4 To work with the University to increase the variety and availability of social space for students across the University campuses		
Achieved by		Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Conducting more targeted consultation with students - Actioning feedback gained from City Campus students via SU Out and About - Negotiating with the University on future space for the Union - Playing a key role in the development of University Court and other residential and campus developments 		SW OFFICERS	<ul style="list-style-type: none"> - SU Out & About data, bespoke surveys - Reports to the University on things that matter to students - Outcomes from working relationships with University Departments - Outcomes from meetings attended re: University Court 	<ul style="list-style-type: none"> - Continue to drive up SU presence at all University campuses - Lobbying for sustainable new builds - Student hub allocated at University Court, with SU as integral part.

Objective	5.5 To develop the Union's offer and a culture of inclusivity and belonging across the University Estate		
Achieved by	Lead/s	How measured by June 2017	Targets beyond June 2017
<ul style="list-style-type: none"> - Ensuring regular SU presence in City Campus for residents and WBS students - Negotiating permanent SU space away from St John's - Ensuring adequate marketing space for the Union across the University estate - Developing smaller, more bespoke events for different cohorts of students - When appropriate, treating initiatives as engagement activities, rather than commercial 	BM MCC SEM	<ul style="list-style-type: none"> - Visits and involvement with city campus - Sites for SU promotion - Number of noticeboards etc allocated to Students' Union - Number of events (outcomes from events) - Number of student - run events in the Pear Tree 	<ul style="list-style-type: none"> - City campus students integral to SU's social offer - Have engaging SU advertising in key areas on all Univeristy campuses. - Re-brand Re-freshers week into a well recognised Worcester Students' Union event and a main stay for the start of semester 2. - To have an active and funded student entertainments committee creating events - Significantly increase number of student-led events in Pear Tree