

# SUBU

## STRATEGIC PLAN

2021/22-2023/24

*We Know Students*





# Welcome

Welcome to SUBU's Strategic Plan for the next three years.

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 year or so has been the most challenging in SUBU's history. Our services, finances and ways of working have all been severely affected by the pandemic.

Throughout we have never lost sight of what we are here for and why we exist – our students. Every decision we make and action we take is guided by what students need from their University experience and 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 opportunities, 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 new plan is our commitment to show how we will never stop trying to be the very best for our students.

Yours faithfully,

**Naomie Lebe**  
President

**Dr Samantha Leahy-Harland**  
Chief Executive Officer

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# 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 helping Bournemouth University students get the most from their University experience, whether that is through representation to the University, running clubs and societies, putting on events in our venues or by supporting students with our Advice Service.

SUBU is here to be the voice of students at Bournemouth University.



# Our SUCCESSES

## A SNAPSHOT OF SOME OF OUR KEY ACHIEVEMENTS



Every year we recruit, train and support around 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'.



Our Full-Time Officers, elected by students, are responsible for representing all BU students' views to the University. They lead a network of student volunteers and work full-time to ensure that student life is the best it can be. Their work has ranged from working with BU to put in place academic advisors for all undergraduate students through to the creation of a dedicated Allyship Hub to help us all become better allies to under-represented communities.



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 50 volunteering opportunities each term supporting students to contribute to the local community and enhance their employability.



In 2020/21 we reformed our democratic structures to better represent our members, which has seen increased engagement from a broader variety of students, ensuring the Union is actively listening to its members.



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



Since 2017/18 we have provided independent advice to 4,735 students, with over 90% of clients who rate us consistently describing the service as Excellent or Good.



Every year we hold one of the biggest 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.



Every penny we make through our commercial outlets is ploughed back into the Students' Union to deliver an excellent student experience.



## *Our* **MISSION**

### WHY ARE WE HERE?

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

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## *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.**

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## *Our* **AIMS**

### WHAT EXACTLY WILL WE FOCUS ON?

#### **Realise Your Potential**

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

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#### **Belong To Your Community**

We will provide you with a wide variety of visible and inclusive opportunities to support you in your studies, make friends, create lifelong networks and have fun.

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#### **Make Your Voice Heard**

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

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**AS STAFF, WE COMMIT TO BE**

**Student-Focused**

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

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**Inclusive**

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

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**Ambitious**

We will always strive to deliver an exceptional student experience.

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**Fair**

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

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# *Our* **ENABLERS**

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

## **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

A lot of what SUBU does for students cannot be easily counted or measured. It is sometimes the smallest interaction we have with our students that drive and motivate us every day - whether that's a smile when you come to see us in the Student Centre or when a staff member encourages a nervous student to come to an event.

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](http://www.subu.org.uk)

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