



# STRATEGIC PLAN

2022-2027



# Our Aims



## Engagement & Participation

Increase student engagement, participation and diversity, across all activities.

## Representation

Be experts on Birmingham students, representing them on the issues that matter most.

## Community & Support

Have an intrinsic culture of support that enables students to thrive.

# Engagement & Participation

**We will:** increase student engagement, participation and diversity across all our activities

## **Student Experience & Engagement**

We will seek to improve your engagement and participation with the Guild across a range of activities and events. We want to make it easy for you to get involved and understand more about the types of services, activities and events we offer. We will make sure that we are responsive to your needs within our provision, and that a wide range of students' needs are catered for.

## **Student Groups**

As well as increasing the number of student groups available for you to join, we will help you create new groups and provide a 'Save a Society' scheme for new committees and those needing extra help. We will make sure that the right processes and digital tools are in place to ensure the support we provide to groups is the best it can be. We will raise the profile of the amazing work of student groups including the wide range of extra curricular opportunities available, including those to help you develop skills outside of your studies.

## **Student Staff & Volunteers**

We will create a Volunteering & Skills Strategy, which will clearly identify the skills and opportunities which are available from participating in volunteering opportunities and part-time work at the Guild. Those working or volunteering for us, will be able to clearly articulate the skills they have developed and we will work with key partners within the University, such as UB Sport, Careers Network and DARO to support your future employability.



## Aim 1

# Engagement & Participation: What will success in 2027 look like?



**80%**

satisfaction  
with the  
Guild



**80%**

satisfaction  
with our  
services

**STUDENT  
GROUPS**

**500**

recognised  
student  
groups



**80%**

satisfaction  
with our  
activities



**15,000**

students  
joining  
our groups



**5,000**

student  
volunteers via  
the Guild



**Learned  
Skills**

recognised  
by student  
staff

# Representation



**We will: be experts on Birmingham students, representing you on the issues that matter most**

## Representation & Democracy

We will work to effectively represent your academic interests, and ensure a range of appropriate feedback mechanisms are in place for you to tell us about what is important. We will review our democratic structures ensuring that you are able to engage with democracy at Birmingham. This includes our elections and other democratic processes to ensure they are relevant. We will work with the University to improve the feedback provision, and produce an annual Student Voice report which will represent the student voice and respond to academic issues.

## Campaigns

We will identify and outline priority campaigns each year, including the campaigning priorities of the Officer Team. Campaigns will be student led, based on your feedback, policy insight and focus on the issues that matter most to you. We will provide you with the tools to create and lead successful campaigns and projects during your time at university. Our campaigns will be informed by your feedback and we will work with Officers and students to ensure our campaigning priorities remain relevant.

## Student Reps

We will ensure Student Reps are representative of the academic community at Birmingham, and review our training to ensure Reps are fully supported to help you make changes on your course and in your school or college. We will support Student Reps to give accurate and timely feedback, so that you are kept well informed and your academic interests are effectively represented. We will support Reps on finding solutions to issues identified and work to ensure there are a sufficient number of Student Reps across the University so that all your voices are heard.

# Representation: What will success in 2027 look like?



**70%**

say the Guild effectively  
represents their  
academic  
interests



**70%**

of PG & international  
students say we  
are an effective  
representative



**70%**

say we represent  
and provide them  
with a voice to  
the University



**90%**

of Student Reps receive  
quality training  
that enables timely  
feedback



**10,000**

voter turnout  
in Officer  
Elections

# Community & Support

**We will:** have an intrinsic culture of support that enables you to thrive

## Community

We want you to feel like you're part of a community, whether you're living in University accommodation, or the local area. We will enhance the experience for all students living in University accommodation, via a review of the services provided to students through the Student Mentor and Hall Reps schemes. We will create activity plans which are responsive to needs and reflect the diversity of the student community in accommodation. For those of you living in the local community, we will work to build a sense of belonging and affinity via the work of the Community Wardens.

## Wellbeing

You've told us that your wellbeing has suffered recently, so we'll be reviewing and clearly identifying the support provided by the Guild. We will introduce a plan to promote our support and wellbeing provision and clearly signpost where you can get help.

## Advice

We will make sure you recognise the Guild as a place you can get help and advice on a range of issues. We will work to obtain a nationally recognised accreditation – the Advice Quality Standard, to ensure the advice you receive from us is of the highest standard. We will provide an online hub of accessible information that is relevant, and up to date.



## Aim 3

# Community & Support: What will success in 2027 look like?



**70%**

agree the Guild has  
a positive impact  
on their  
wellbeing



**70%**

agree they feel  
part of the  
community  
they live in



**70%**

in UoB accommodation  
agree we support  
their accommodation  
experience



**70%**

say “the Guild  
is a place I can get  
useful advice”

# Enabling Change

In order to achieve our framework for the future and provide a more stable environment for the Guild to operate in, there are a number of critical enabling actions which need to be implemented.



	<b>Supportive Partnerships &amp; Relationship</b> 	<b>Sound Financial Footing</b> 	<b>Investment in Infrastructure</b> 
<b>Our aim:</b>	A positive and strong partnership with the University, underpinned by a clear governance arrangement.	To create long term financial sustainability, allowing us to focus on quality service delivery.	Introduction of improvements in space and digital services to keep pace with students' expectations.
<b>By 2027 we will achieve:</b>	<ul style="list-style-type: none"> <li>◆ Standardised and simplified partnership agreements between the Guild and University.</li> <li>◆ A continued commitment to building stronger relationships to improve partnership working, with particular focus on accommodation, community, and IT infrastructure.</li> </ul>	<ul style="list-style-type: none"> <li>◆ A longer term (5 year) funding agreement with the University.</li> <li>◆ Identification of new commercial opportunities for the Guild.</li> </ul>	<ul style="list-style-type: none"> <li>◆ Investment and development into the Guild's IT infrastructure, including transition to the University's platforms and an upgrade to CCTV.</li> <li>◆ A capital development plan to improve the space provision available for the delivery of services, events and student led activities.</li> </ul>
	<b>People &amp; Culture</b> 	<b>Communications &amp; Branding</b> 	<b>Facilities</b> 
<b>Our aim:</b>	All employees are supported to their full potential to make the Guild a great place to work, with Equality, Diversity & Inclusion (EDI) at the heart of what we do.	For all students to identify with the Guild as their Students' Union and want to be a part of it.	The Guild building is effectively managed and maintained to support and facilitate the best delivery of our activities and operations.
<b>By 2027 we will achieve:</b>	<ul style="list-style-type: none"> <li>◆ A refreshed People Strategy which prioritises the needs and development of all employees.</li> <li>◆ An EDI plan which sets out ambitious targets for improvement across the organisation.</li> </ul>	<ul style="list-style-type: none"> <li>◆ Effective delivery of our Communications Strategy, which focusses on what the Guild is, who we are and what we do.</li> <li>◆ Roll out of the Guild's brand across all services and activities.</li> </ul>	<ul style="list-style-type: none"> <li>◆ A pro-active approach to Health &amp; Safety across the organisation.</li> <li>◆ Sustainable management of the Guild building.</li> </ul>