



LINCOLN BISHOP UNIVERSITY
STUDENTS' UNION

OUR STRATEGY

2025 – 2030





INTRODUCTION

Lincoln Bishop University Students' Union (LBUSU) is the independent registered charity that exists to represent all students enrolled on a programme of study at Lincoln Bishop University.

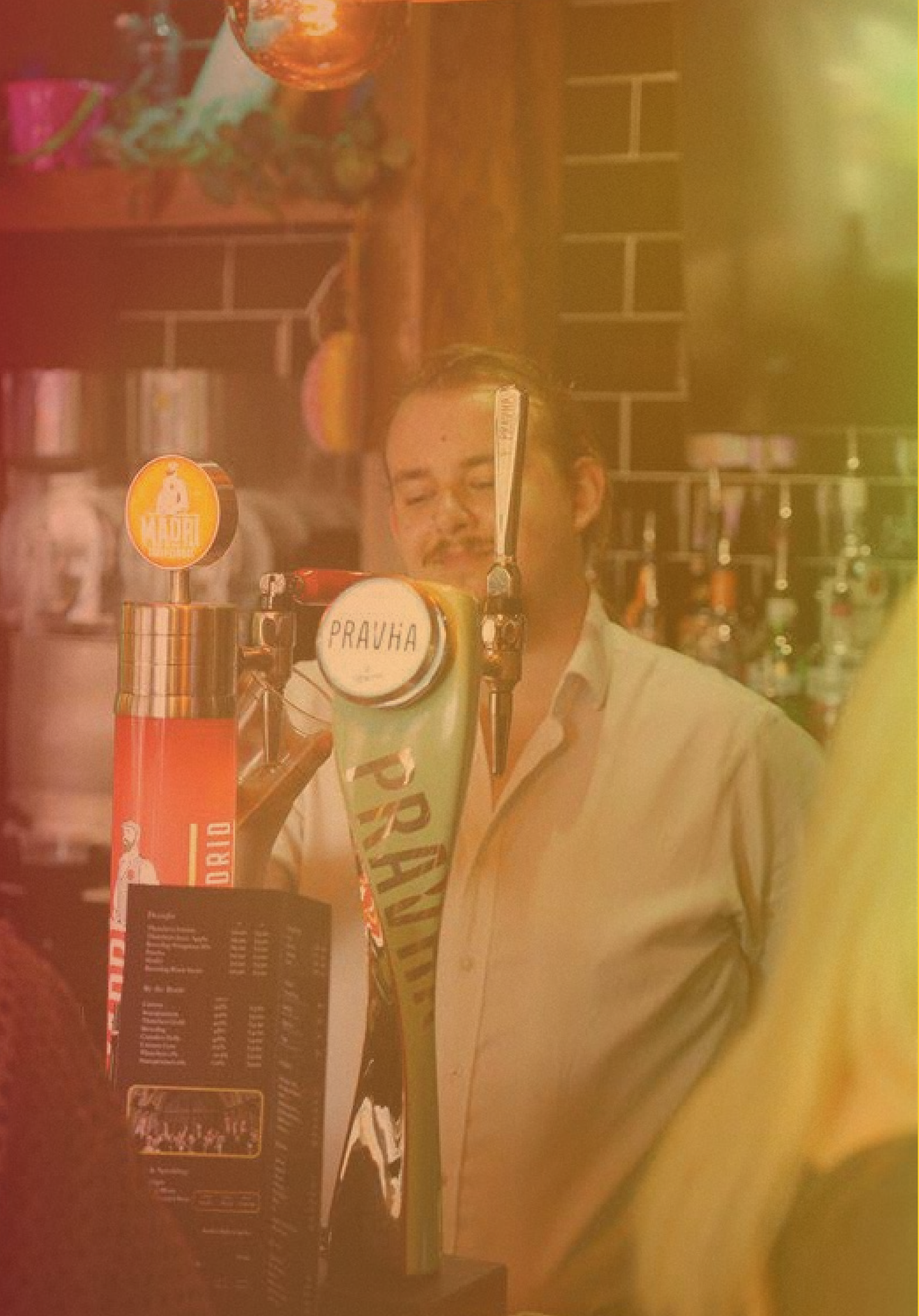
We are here to support you and to enhance your experience of university life in whatever ways we can – but mainly through clubs, societies, events and representing your interests.

We are independent of the University and have an Executive team of two full-time student leaders who are supported by elected part-time officers and assisted by our staff team.

There were four phases to our preparation of the new LBUSU 2025-2030 Strategy:

- We evaluated our performance against targets from our 2016-2020 strategic plan.
- We reviewed a representative sample of current strategy documents from 27 other UK universities
- We consulted with our membership during autumn 2024 through a survey about satisfaction with LBUSU and ambitions for the future
- We made presentations to the Student Council and received feedback from members.

This document describes the values we have as an organisation that shape what we do and how we do it. We summarise our current purpose and ambitions for the next five years, and identify the targets we are setting to monitor and evaluate our progress.



BACKGROUND

The Higher Education sector in the UK has experienced unprecedented challenges during the last five years including the Covid pandemic, severe financial pressures, an increasingly competitive market, and students' mental health. As a small students' union, we feel the impact of these and other factors very acutely, and we are especially susceptible to downswings in the economy. In planning for our next chapter, we are optimistic about our future but realistic about the context in which we exist.

Our last strategy ended just after the Covid pandemic struck the UK. We set ourselves a set of 46 very ambitious targets and made some good progress on several (24%) of them concerned with student engagement, representation, and planning our future. In total, however, several others (26%) were not achieved, and half were not monitored or were over-taken by other events.

Our review of other universities' strategies highlighted the most frequently shared values: fairness and equality, representation, honesty and transparency, accessibility, and support. Mission (purpose) and vision (ambition) statements also emphasised community, welfare, empowerment, activities, and advice.

The survey of our members provided us with a baseline for setting some of our targets for improvement.

There were 126 responses (6.6% of the Lincoln Bishop University-based student community):

92%

were from undergraduates, and 2.4% from Foundation Year students.

91.3%

were aged 18-25.

68.3%

identified as women

23%

identified as men

7.9%

identified as non-binary or self-describe

93.7%

identified as White

3.2%

identified as Black

1.6%

identified as Asian

They indicated that:

90.5%

agreed or strongly agreed that they were satisfied with LBUSU

91.3%

agreed or strongly agreed that LBUSU promotes and supports diversity and inclusivity

80.2%

agreed or strongly agreed that LBUSU represents them and their views effectively

It was thought that the top five values for the LBUSU were to be: inclusive (44.4%), fun (40.5%), accessible (40.5%), continuously improving (33.3%), and representative (27.0%).

The top five strategic priorities for 2025-2030 were identified as: activities and socialising (59.5%), emotional and mental health (58.7%), cost of living crisis (55.6%), student welfare (42%), sports clubs and societies (42.9%)

Recognising what is achievable within our resource constraints, we have designed a Strategy for 2025-30 that reflects the views of current students as well as our commitment to the wider community of which we are part.

VALUES

We are committed to empowering students to have life-changing experiences, which help them shape their futures and the world around them. To do this we have key principles that guide what we will do and how we will do it. For the Strategy 2025-30, we will be:

Accessible

Available and Understood

Collaborative

Working with our partners

Supportive

Providing guidance and encouragement

Honest

Truthful and sincere

Inclusive

Representing marginalised groups



PURPOSES

As LBUSU, we were set up as a registered charity, with **three main purposes** from our constitution:

- 1.** To promote the interests and welfare of students enrolled on Lincoln Bishop University programmes of study by representing, supporting and advising them.
- 2.** To be the recognised representative channel for our students with Lincoln Bishop University and with other organisations.
- 3.** To provide social, cultural, sporting and recreational activities and forums for discussions and debate for the personal development of our students.

We will commit ourselves to the continuous improvement of each of these, and they remain the three pillars of our Strategy 2025-2030.

AMBITION

For the new strategy to have a clear scope and measureable outcomes, we have identified 4 main areas of focus as the scope and range of our work from 2025-2030. These 4 main areas encompass vast functions of our work and help us commit our efforts directly towards the benefit of our students.

To deliver our Strategy 2025-2030, we have identified the following priorities as our 4 pillars:

1.

REPRESENTATION

2.

**ACTIVITIES &
EVENTS**

3.

COLLABORATION

4.

COMMERCIAL



1. REPRESENTATION – FOR ALL STUDENTS ENROLLED IN LINCOLN BISHOP UNIVERSITY PROGRAMMES OF STUDY

a) In recent years Lincoln Bishop University has increased the number of its collaborative partners. They are also more spread out, with some being outside of our county of Lincolnshire. We will therefore reach out to our partners to support our partner students through prioritised awareness-raising campaigns and targeted support.

Semesterly visits to all franchised partner institutions.

Develop a way to establish a base-line awareness and satisfaction data for partner students.

Once data is established, aim to track satisfaction data and key trends.

Set up LBUSU 'pop up's at partner institutions to increase awareness of our services and to signpost students and monitor effectiveness.

Elect an SU representative from each partner institution to join LBUSU's course rep system, forum or similar representative body.

Ensure the LBUSU staff structure grows appropriately to support the increasing work with partners.

Once data is established, aim to track satisfaction data and key trends.

Work to ensure the partnership role on the exec is filled, if possible with a partner student.

b) Our survey highlighted the students who engaged most with LBUSU were undergraduate students, & our postgraduate students, apprenticeship learners, and Foundation Year students engage less.

- We will work to become more actively engaged with these groups of students and **visit their cohorts semesterly.**
- We will have a **physical presence** at the intake day for apprentice learners and induction days for Postgraduate, Doctoral and International and Foundation students.
- We will set up a forum or group for these students with our **progression officer**, to aid engagement and support for these students.

c) Although our survey indicates that students thought LBUSU promotes and supports diversity and inclusivity, as a priority, we want to ensure that we serve students from marginalised groups as effectively as we can.

- We will launch a series of **annual targeted campaigns** to support and engage with those groups (e.g., LGBTQ+ students, disabled students, care-leavers).
- We will deliver a regular series of campaigns over the period of this strategy, specifically targeted towards our **marginalised** groups of students.
- We will also ensure there is a planned a programme of events every year that specifically promote **inclusivity** for our marginalised groups

2. ACTIVITIES AND EVENTS – INCREASED AWARENESS AND MORE ENGAGEMENT

- a) Over 80% of our students thought that the activities provided by LBUSU were relevant to their university experience. However, 11% didn't know if they were relevant. We will therefore launch a series of campaigns to raise awareness of both Union Bar activities and Student Union activities, and in doing so also aim to increase membership of our clubs and societies.
- Ensure there is an activities item to the agenda of sports forum, exec meetings and student council, so we can ensure students are more aware of the activities we undertake.
 - Gather feedback on our activities, so we are able to use student voice in planning activities to continuously improve.
 - Produce a monthly newsletter or what's on post to our socials, to send to programme leaders to add into subject group chats, post on the student portal and in halls etc, so at any given month students will know what activities we have going on.
- b) We will evaluate engagement with our organised activities on an annual basis and adjust what we offer in response to demand.
- A year-on-year percentage increase in the number of students who are members of LBUSU clubs and societies.
 - A significant increase in the proportion of students who participate in LBUSU events.

**INCREASE
AWARENESS**

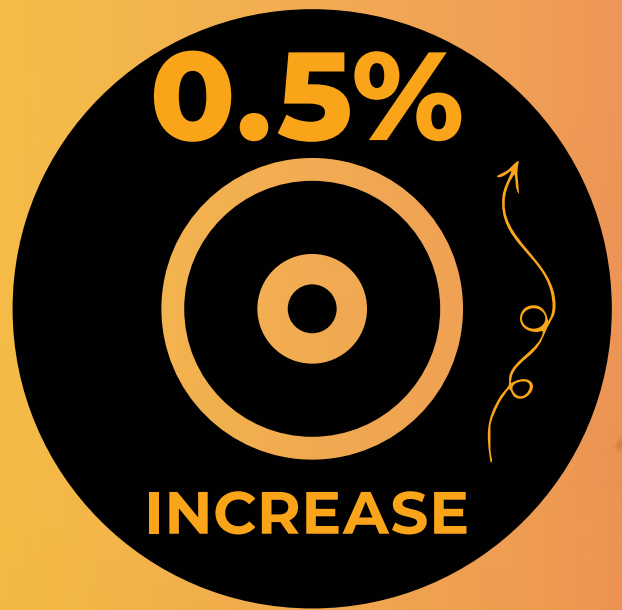
**GATHER
FEEDBACK**

**MONTHLY
NEWSLETTER**

**BUILD
ENGAGEMENT**

3. COLLABORATION – WORKING WITH STAKEHOLDERS

- a) As the representative channel for our students, we will seek **continuous improvement** in the provision of services by working with both internal and external stakeholders.
 - A year-on-year **0.5% increase** in the overall satisfaction with the LBSU from the Lincoln Bishop Student Satisfaction Survey survey.
 - Starting from a baseline for current satisfaction with service provision, confirm a SMART target for the remainder of the planning period to evidence improved performance by 2030.



- b) There are **two** key issues over which we can have some influence and working proactively with stakeholders we can bring about local change:

1. Cost of Living Crisis:

- Design and launch a campaign to add further support to students facing the challenges of the cost of living crisis, with annual monitoring of it's sustainable effectiveness.



2.

Sustainability and Climate Change

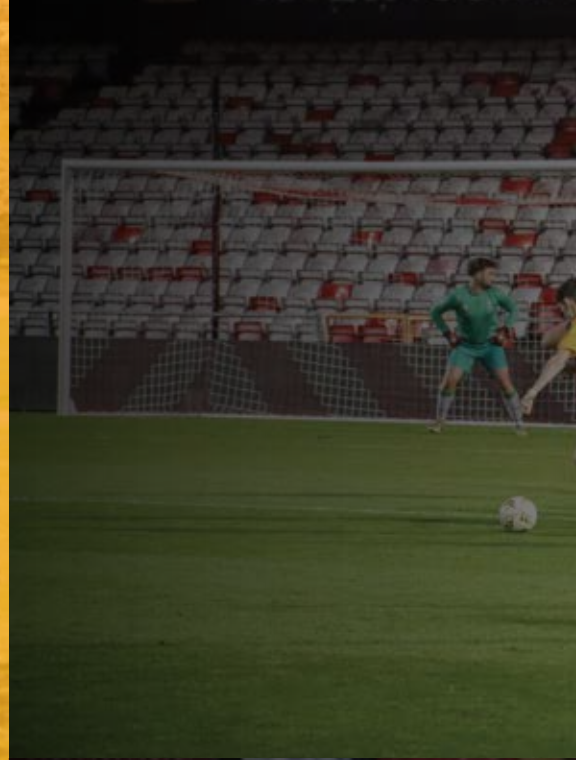
- Campaign and lobby the university and liaise with external organisations, to scope cost neutral initiatives for environmental sustainability and corporate social responsibility (e.g., energy efficiency, waste reduction, sustainable supply chains) to design and implement a campaign to deliverable measurable impact.

4. COMMERCIAL -

Alongside LBUSU as an unincorporated charity, we have a commercial division separate to that of the charity. This is made up of the Union Bar, Venue Bar and Private Hire/Room Rental business.

Any profits generated by the commercial operation are used by the Students' Union to improve the student experience.

UNION
BAR
EST. 2019





OUR COMMERCIAL DIVISION MUST:

Aim to break even or make a small profit to gift back to the Students' Union.

Receive necessary long-term investment from LBUSU in order to remain commercially appealing and viable.

Employ only students or alumni in all commercial roles, other than the role of commercial manager.

Provide a hot food service for those students on campus in the evening when the other retail outlets on campus have closed.

Continue to develop the private hire business in order to supplement takings, provide more paid work opportunities for student staff and ensure the financial stability of Union bar.



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