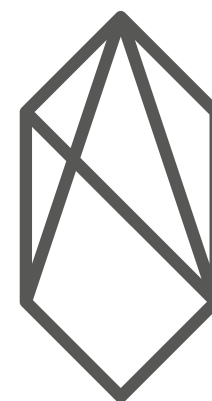


STRATEGIC

PLAN

2026-2031

Edinburgh
University
Students'
Association



OUR VISION



**To be on your side:
supporting you to
feel connected, heard
and able to make the
most of your unique
Edinburgh experience.**

OUR

PURPOSE



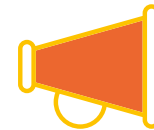
1. THE ADVANCEMENT OF YOUR EDUCATION

We support your academic and wider interests through representation, debate and educational campaigning. We support the University to improve teaching and help you build skills for your future career.



2. PROMOTING YOUR WELFARE AND INTERESTS

We are your safety net. From housing advice to mental health support, we have the mandate to protect your rights and wellbeing if life gets tough.



3. THE POWER TO REPRESENT

As your recognised representatives we ensure the University (and the Government) listens to students. We hold a permanent seat at the University's top table, ensuring your voice shapes the decisions that affect you.



4. PROVIDING SOCIAL, CULTURAL AND RECREATIONAL ACTIVITIES

We build student life outside of the lecture theatre. We provide the services, space, support and safety for your societies and communities to flourish.

A QUICK BIT ABOUT US

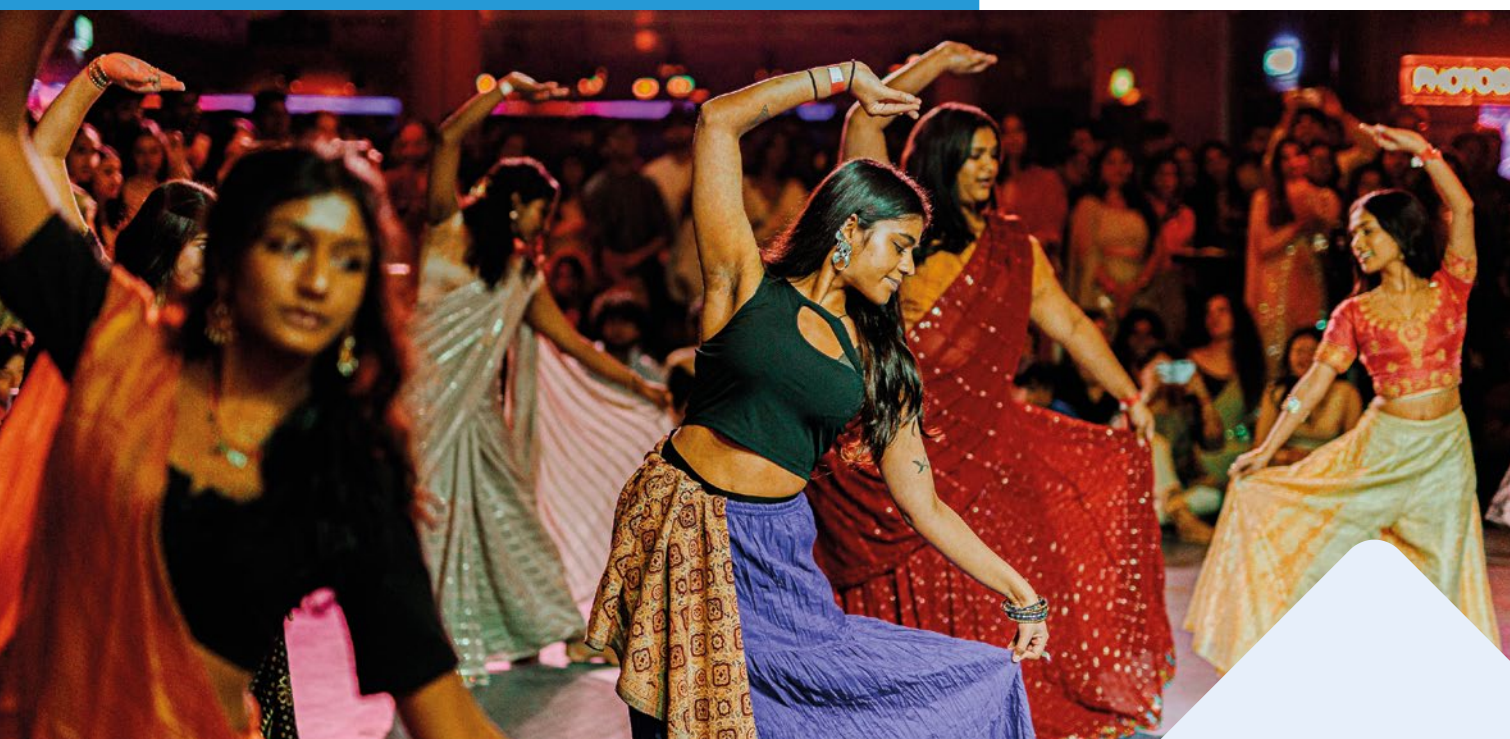
We are the Edinburgh University Students' Association and we are on your side.

We represent every student at the University of Edinburgh and support you through providing services, advice, community and social activities, and creating positive change in university and government policy.

We are:

- A democratic organisation, so students set our direction to reflect their priorities.
- Independent from the University, so your sabbatical officers and elected reps can advocate for your academic and other interests without conflict.
- A social enterprise, so every penny that is spent at our shops, venues or events gets reinvested into improving your experience.
- A charity, so we have a Board of Trustees who ensure we stay effective, sustainable and compliant. They oversee our strategy, including this plan, to ensure we deliver on our promises.

This Strategic Framework sets out our main areas of focus for the next five years.



OUR

GUIDING

PRINCIPLES

These are the guidelines we follow to help us make good decisions. They describe our ways of working in pursuit of the strategy.



ASSERTIVE REPRESENTATION

We act as a critical friend to the University. Working together to find solutions and never shying away from asking the tough questions on your behalf.

Through open and transparent communication, we ensure you always see the full picture of how we're advocating for you.



ETHICAL, SUSTAINABLE & AFFORDABLE

We work to balance ethics, sustainability and affordability in everything we do.

We uphold high standards and are transparent when realities force a compromise.



COLLECTIVE

We work together to achieve our aims.

We prioritise the things that make us all stronger and do not act in ways that pit one group of our members against another.

We focus on the issues that are widely felt or deeply felt by you.



AGILE

We act quickly to deliver real results during your time with us, as well as laying the groundwork for long-term systemic change.

We flex to Sabbatical Officers to tackle the 'here and now' issues you elect them to address.

We're ready to change when there's a smarter or more effective way to make an impact.



EMPOWERING

We're upfront about what we can and cannot do and use our influence to create change for Edinburgh students.

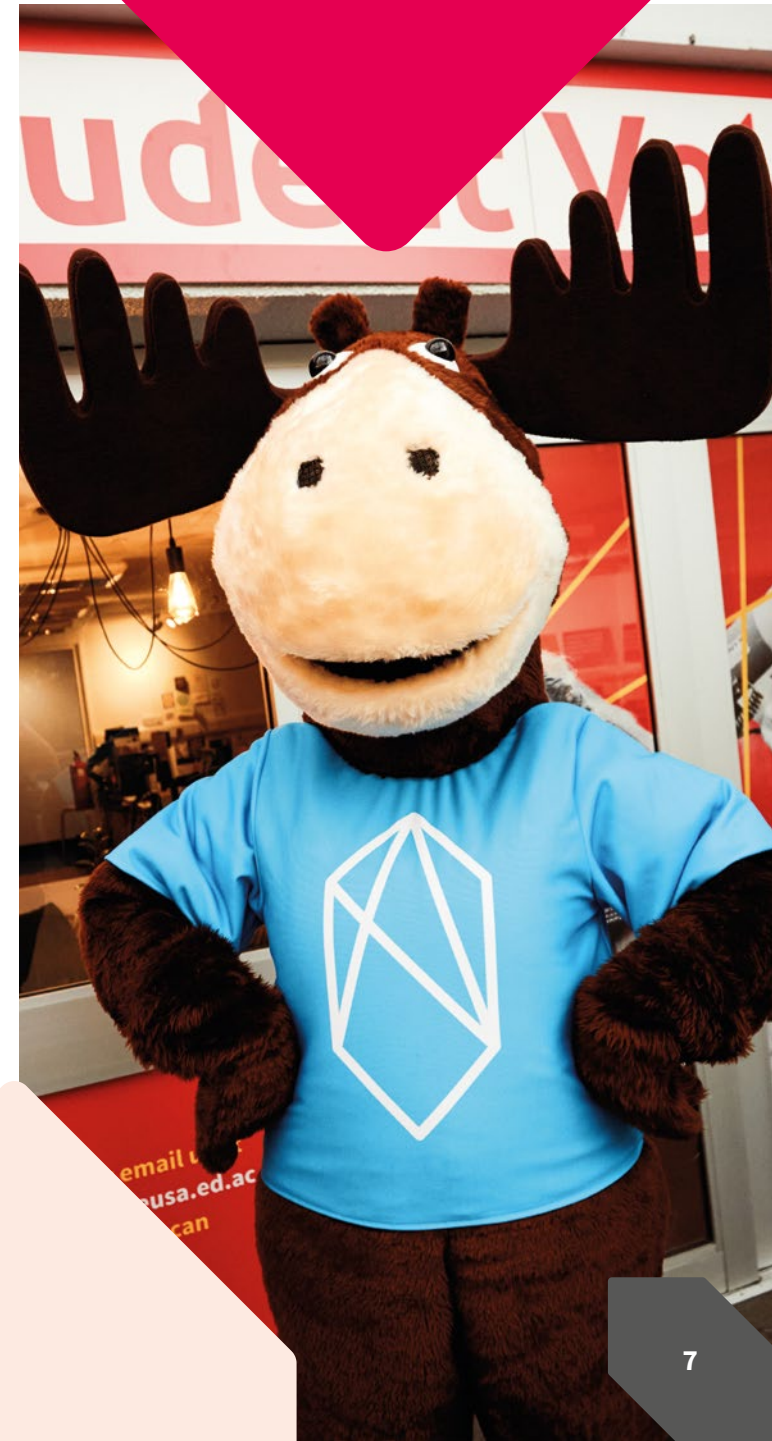
When we hit the limits of our charitable power, our role shifts and we become your toolkit. So you can advocate, organise and lead the change you want to see.



INCLUSIVE

We understand that every student's experience is different and embed equity, diversity and inclusion in everything we do.

We continually evolve our services to ensure they remain accessible, relevant and responsive to the unique needs of every student.



OUR

FOCUS

We have four strategic priorities that focus our work for the next five years on the areas you have told us you most need our help.

A

ACADEMIC JOURNEY

Helping to dismantle every barrier to your learning



Student Satisfaction

B

BUILDING MEANINGFUL CONNECTIONS

Ensuring you can feel connected everyday



Happiness Index

C

COST OF LIVING

Improving your collective finances by £50m in 5 years



£50 Million Target

D

DEFINING MOMENTS

Curating standout moments that create stories you'll tell for years



Annual Members Survey
'Memorable Moments'

ACADEMIC JOURNEY

*Helping
dismantle every
barrier to your
learning so that
you can dedicate
your intellect
and passion to
shaping the world*

A

We believe that your education experience should be defined by the depth of your discovery, not the height of the hurdles you must jump to access it.

FROM OUR RESEARCH

61.3% of students agreed the Association represented their academic interests compared to 73% at our comparator unions

NSS 2025

You told us
Teaching & Learning
was a campaign priority
for you

EUSA Annual
Members Survey 2025

Nearly half of all students surveyed were unsure if their student voice feedback was acted upon by the University

NSS 2025

This might look like:

Develop an Academic Support Unit to strengthen policy development and provide dedicated support for representatives.

Lobby the Scottish Government to extend free transport to students

School Rep Round Table events engaging students and keystaff

STRATEGIC GOALS

We will:

1. Build a coalition of students, sabbaticals, staff programme reps, school reps and academics to fix the parts of your academic experience that are not working for you.
2. Help you tackle the non-academic issues that affect your learning (because some things make studying harder before you even get to class).
3. Lobby to improve the policies that shape student learning.
4. Be your academic ally, helping you navigate the complexity of university rules.

BUILDING MEANINGFUL CONNECTIONS

*Ensuring
every
student
can feel
connected
everyday*

B

We believe that university is a journey best shared, and we promise that no student will have to travel it alone.

FROM OUR RESEARCH

79% of UK university students reported moderate to severe loneliness, with more than 20% feeling lonely every day

UoE CAHSS Research

84% of students who hold leadership roles in the Association report a greater sense of community and belonging as a result

EUSA Annual
Members Survey
2025

Postgraduate students desire more community building activity

PTES & PRES Survey
2025

This might look like:

Hosting
regular Post
Graduate events
throughout the
year

New six-week
learning and
skills programs
in our Galley
Studio

Building a
Post Graduate
lounge at
King's Building

STRATEGIC GOALS

We will:

1. Rewire our systems, spaces and activities to make sure they're designed in a way that helps you connect.
2. Create more ways for you to meet people and make friends by growing our existing activities and introducing new low-commitment easy-access options.
3. Use our amazing, student owned spaces to deliver events that make you want to visit, stay and keep coming back to the Association.
4. Curate and promote opportunities for you to connect with the University, the city and the wider community.

COST OF LIVING

*Improving
your collective
finances by
£50m in
five years*



We believe that every student should have the material freedom to flourish. Student life at Edinburgh must be affordable, accessible and inclusive, regardless of circumstance.

FROM OUR RESEARCH

The cost of student life remained your number one campaign priority for the Association

EUSA Annual Members Survey 2025

Edinburgh ranked as the third most expensive student city of the Russell Group Universities

UniAdmissions.co.uk
January 2026

“...the housing market is crazy. My rent increases every year, and I don’t think the University has done anything to address this issue.”

EUSA Annual Members Survey 2025

This might look like:

Open a low price canteen in Potterow

Campaign for higher maintenance packages & non-repayable bursaries

Produce a funding guide detailing all aspects of available funding in one place

STRATEGIC GOALS

We will:

1. Protect daily student budgets across our services to ensure that budget is never a barrier to belonging at the Association.
2. Help you to maximise your income with practical financial tools and know-how, signposting bursaries, job opportunities and deals that benefit everyone.
3. Lobby governments and push for changes that cut costs and bring in more funding and support for students.
4. Seek full transparency on the real cost of living and studying in Edinburgh, so you know exactly what you’re facing and unexpected costs don’t catch anyone out.

DEFINING MOMENTS

*Curating
standout
moments that
become the
stories you'll
tell for years*

D

We believe a qualification defines your expertise and your student experience defines your Edinburgh story. We help make every chapter incredible.

FROM OUR RESEARCH

67% of Edinburgh students prefer to have a small number of high quality experiences versus more frequent lower quality experiences

Alterline "what students want" Survey 2025

77% of volunteers/leaders in the Association felt the Association contributed positively to their development, compared to only 56% of the general membership

EUSA Student Leader Survey 2025

Only 45% of respondents have a good idea of what the Association has achieved on behalf of students

EUSA Annual Members Survey 2025

This might look like:

Introduce more flagship events:
Summer Fête;
Monthly Mega Quiz, Christmas Lights

Launch a program of 'one off' volunteering opportunities

Become the go to place for hosting hundreds of student celebration events

STRATEGIC GOALS

We will:

1. Curate exciting opportunities for you to lead projects, join campaigns and grow through extracurricular activities.
2. Host and support a diverse range of high-quality social activities and events that become the memories you'll share for years.
3. Give every student the chance to make a lasting impact on the University, the city and your own story through campaigning and involvement.
4. Celebrate your successes and amplify your impact to unlock future opportunities.

PEOPLE

MAKE

IT

POSSIBLE



As measured by: Responses to
“Would you recommended
EUSA as a great place to”
work, lead or volunteer

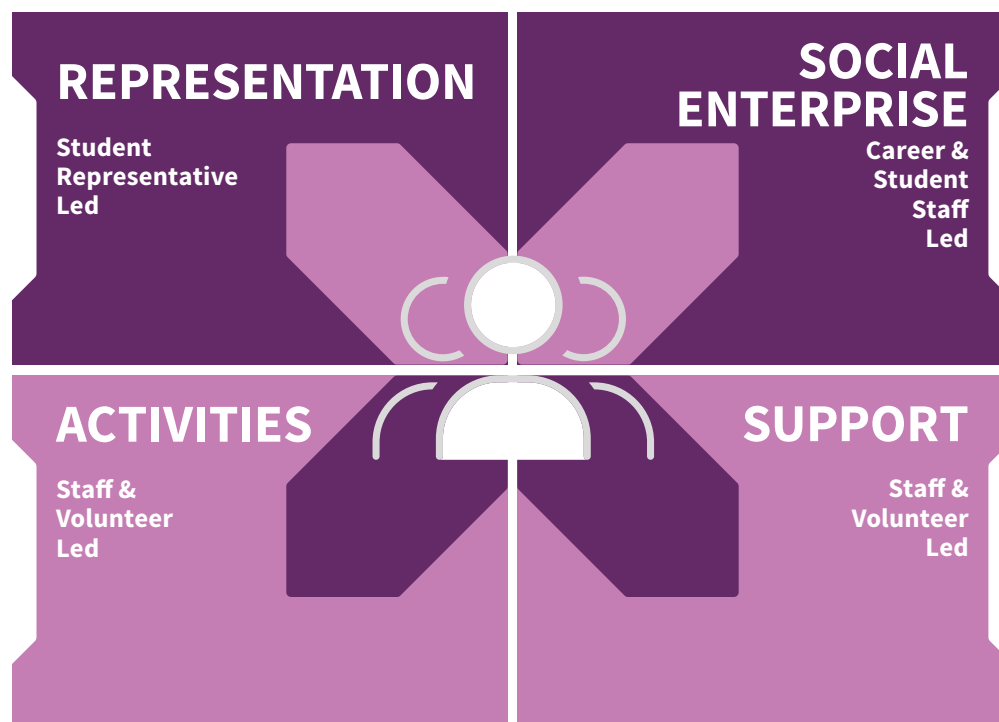
We employ hundreds more student staff and have over 100 career staff to help support you in delivery of this strategy.

Student volunteers run hundreds of societies and engage 20,000 students in their delivery.

Our Sabbatical Officers, programme and school reps make it possible to represent you at every major committee, every classroom, and on issues in the University.

Investing in the wellbeing and personal development of our volunteers and staff is what drives our positive culture and performance.

We commit to ensuring direct line of sight for everyone on their contribution to the strategy and the skills and development they need to get us there.



STRATEGIC INVESTMENTS

To turn our priorities into reality, we will invest for success. We are committed to being a high performing, sustainable organisation. Agile enough to deliver for students today and resilient enough to thrive in the future.

ROBUST FINANCES

To match our ambition, we must grow our resources sustainably.

This relies on securing a long-term commitment from the University to fund our development and maximising our own income generation through our Social Enterprises.

We will continue to reinvest funds raised into our spaces to ensure they remain places where students want to connect, relax and belong. Turning physical spaces into strategic drivers.



As measured by: Meeting our Robust Finances Plan

GOOD GOVERNANCE

We are complex: a membership organisation, a social enterprise and a Registered Charity subject to legislation with which we need to comply.

That means we must ensure our governance is democratic, professional, robust and transparent.



As measured by: Quality Students' Unions guidelines and the Students' Unions Good Governance Code

DIGITAL DELIVERY

We will invest in digital-first systems that boost efficiency; deliver timely information and services to the right students; segment communications; and support satellite campuses. Meeting user expectations while scaling our reach.



As measured by: Our digital reach and efficiency

STRONG PARTNERSHIPS

We partner with many people to achieve our aims: Community, Sector, University, People and Organisations.

We will build strategic relationships with University staff at all levels - from senior leaders to frontline academic and professional teams.

As their "critical friend," we collaborate on shared goals like belonging while focusing on student priorities (housing, assessment, support).

These partnerships provide legitimacy, access to decision-makers and influence for real change.



As measured by: Attendance of University colleagues at Association organised events

STUDENT INSIGHT

To be the legitimate voice of students on campus, we need to demonstrate we know you better than anyone else. This means high-quality listening and research that informs internal decisions and allows us to build irrefutable cases that support student interests.



As measured by: Publishing three student insight reports per annum

OUR CHARITABLE RESPONSIBILITIES

As a registered charity, we have specific legal responsibilities designed to help us make student life at the University of Edinburgh better for you.

When we hit our charitable limits, we switch to become your toolkit - helping you advocate, organise and lead change.





Edinburgh University Students' Association is a charity (SC015800) and a company limited by guarantee (SC429897) registered in Scotland. Registered Office: Potterrow, 5/2 Bristo Square, Edinburgh, EH8 9AL