



HULL UNIVERSITY UNION **3 YEAR STRATEGY 2009-2012** **SUMMARY**

Overview

This strategy covers the next three academic years from 1st August 2009. It represents our aspirations to meet the revised objects in our new Constitution as we move from an exempt to a registered charity.

The timescales to meet our aspirations may have to be amended depending on the resources available to us given the current economic climate and the funding from the University. Our quantified annual Operational Plans are laid out in a separate document. We shall test these Operational Plans each year against this Strategy.

Our Objects

The purpose of Hull University Union is the advancement of Education of students at the University of Hull. It will achieve this by:

- (1) Promoting the interests and welfare of students at the University of Hull during their course of study and representing, supporting and advising Members.
- (2) Being the recognised representative channel between students and the University and any other external bodies.
- (3) Providing cultural, social, sporting and recreational activities, opportunities to volunteer in the community and forums for discussion and debate for the personal development of its Members.

Our Vision

Our vision is that we aspire to be one of the leading Student Unions in the country which we shall measure by being accredited with a Gold Award in the Student Union Evaluation Initiative (SUEI) by the end of 2012.

Our Mission

"In everything we do, HUU will be our members 1st choice every time".

We have a wide range of services and a diverse student membership. We seek to have our members choose to use our services before others.

Our Values

Safety and security	Our premises and services will be open to all members without fear or favour.
Diversity and equality	We shall welcome all members and treat them all equally as a member.
Democracy	Our members will have ownership of the organisation.
Representing	We shall support our members when they need help.
Quality	We shall aim to do the best we can in everything we are involved in.

Key Success Factors

Our charity staff will align their individual objectives against these:

1. To strive to be a truly democratic organisation; one where its members have influence over the facilities and services provided and can determine future events.
2. To provide effective support and accurate, impartial advice to individuals and groups.
3. To represent effectively members within H.U.U, the University and the community of Hull and in the National arena.
4. To encourage member participation at every level by providing:
 - a wide range of opportunities in a safe environment;
 - appropriate training development and recognition for skills learned and tasks achieved.
5. To invest continually and expand our services to meet the needs of our members, to better our competitors and, at all times, to provide the best possible value for money.
6. To recruit, train, develop and retain staff who have the skills and aptitude appropriate to the job they undertake and also appreciate the ethos of H.U.U.
7. To improve continuously everything we do.

The Seven Principles of Life at HUU (after the Nolan Report)

(Relating to members of UEC and Heads of Department)

1. Selflessness

They should take decisions solely for the benefit of HUU. They should not do so in order to gain financial or other material benefits for themselves, their family, or their friends.

2. Integrity

They should not place themselves under any financial or other obligation to outside individuals or organisations that might influence them in the performance of their official duties.

3. Objectivity

In carrying out HUU business, including making appointments, awarding contracts, or recommending individuals for rewards and benefits, they should make choices on merit.

4. Accountability

They are accountable for their decisions and actions to HUU members and must submit themselves to whatever scrutiny is appropriate to their office.

5. Openness

They should be as open as possible about all the decisions and actions that they take. They should give reasons for their decisions and restrict information only when the wider membership interest clearly demands.

6. Honesty

They have a duty to declare any private interests relating to their HUU duties and to take steps to resolve any conflicts arising in a way that protects the interests of HUU.

7. Leadership

They should promote and support these principles by leadership and example.

Strategic Aims

To deliver our objects, our strategy is split into 4 distinct areas (the Zones) with environment, communications, human resources and financial strategies applicable to all areas. Wherever possible, our aspirations link in with the applicable University strategy.

GOVERNANCE

1. Governance Vision

Our vision is that the our members, the University and Charity Commission will recognise HUU as a well managed charity which is meeting its objectives and the needs of the membership, both now and in the future.

2. Main Aims

We shall meet this vision by:

- 2.1 Having a strategic plan in place which ensures our financial stability.
- 2.2 Having a Constitution which is fit for purpose and meets the requirements of our members, , the University and the Charity Commission
- 2.3 Managing risk to ensure our aims can be met.
- 2.4 Monitoring satisfaction of our members and staff and acting upon feedback.
- 2.5 Informing our members, staff and stakeholders of our performance and impact.
- 2.6 Ensuring resources are applied fairly across our objectives and campuses.
- 2.7 Ensuring regular reviews of strategy take place to promote continuous improvement.

A. EDUCATION

1. Education Vision

Our vision is that our membership and the University will recognise that HUU influences the quality of education and student academic experience at the University of Hull.

Main Aims

We shall fulfil the vision by:

- 1.1 Working with the University, to help inform the delivery of the Learning and Teaching Strategy.
- 1.2 Having an effective academic representation system in place administered by HUU which contributes to quality improvements at every level.
- 1.3 Providing appropriate advice for individuals and groups of students on academic issues.
- 1.4 Enhancing student informal learning and extra curricula experiences.

B. COMMUNITY

1. Community Vision

Our vision is that Hull University Union makes a positive impact in the Community, both on and off campus and that we engage and work with the University and the local community to the benefit of the students at the University of Hull.

As part of our major governance review in 2008, we have placed greater emphasis on Community issues through the new position of Vice President Community who will oversee all areas of this strategy along with the designated Community Zone.

We shall fulfil this vision **on campus** by:

- 1.1 Developing the student community through clubs, societies, media, cultural diversity and greater local awareness.

We shall fulfil this vision **off campus** by:

- 1.2. Acknowledging that the local community can benefit from the large student population primarily through volunteering.
- 1.3 Ensuring there is a good standard of living for students within the local community.
- 1.4 Strengthening the relationship between the students of Hull University and community groups and local residents.

- 1.5 Supporting the University's mission to continue to play an active role in the civic, cultural and intellectual life of the locality through partnership working.

Our Marketing team will promote our work and liaise closely with the University's MARCOMS team to maximise PR for the Union and the University while developing a unique union strategy, not in opposition to the University.

C. WELFARE

1. Welfare Vision

Our vision is that our membership and the University will recognise that HUU influences the quality of welfare and equality support within the student population of the University of Hull.

Main Aims

We shall fulfil this vision by:

- 1.1 Working with the University to help deliver the key objectives of the Student Support Services.
- 1.2. Focused Welfare and Equality awareness campaigns targeting key issues that affect the student experience.
- 1.3. Working towards equal rights for all students at the University of Hull
- 1.4 Promoting active student involvement and interaction in welfare aspects of the student experience.

D. SPORT

1. Vision for Sport

HUU will enhance the student experience in the area of sport and recreation: We aim to accomplish this by:

- 1.1 Working with the University to inform the delivery of the "Strategy for Sport".
- 1.2 Working with British University College Sports to inform the delivery of the "Strategy for BUCS in HE".
- 1.3 Increasing participation by concentrating our efforts in the areas of performance and recreational sport as described in the Activity Pathway (Appendix A).

- 1.4 Providing an opportunity for volunteers (Club Captains, Presidents, Secretaries and Treasurers) to learn transferrable skills through the leadership and administration of their clubs.

E. COMMUNICATION

1. Main Aims

This strategic plan will reinforce the themes and aims of all the parts of this document by:

- 1.1 Informing everyone what we are planning.
- 1.2 Encouraging participation within HUU and the local community.
- 1.3 Engaging with minority groups within the membership.
- 1.4 Measuring how well we are doing and informing all of the outcomes.
- 1.5 Through market research, assessing levels of satisfaction and assessing needs to inform the development of our strategies and operational plans.
- 1.6 Improving HUU's reputation with stakeholders including the local community.

We shall focus on the use of www.hullstudent.com and printed media to deliver these aims.

F. HUMAN RESOURCES

1. Main Aims

The main aim of the HR strategy will be to be judged an employer of choice and through this provide appropriately talented and trained staff to meet the requirements of the overall 3 year strategy. We shall meet these aims by:

- 1.1 Ensuring policies, procedures and practices are appropriate to the ethos and culture of HUU and meet legal requirements.
- 1.2 Developing the concept of playing to individual strengths in everything we do.
- 1.3 Developing our non-financial rewards to motivate and reward good performance.
- 1.4 Ensuring training and development is open to all staff and is relevant to the Charities' needs.

- 1.5 Providing part time job opportunities to students at HUU and in the local area.

G. FINANCIAL

1. Main Aims

The main aim of this strategy will be to facilitate the implementation of the 3 year plan and meet the agreed investment requirements in University House. We shall accomplish this by:

- 1.1 Ensuring short and medium term capital expenditure plans and requirements are made available for approval to the Board annually.
- 1.2 Ensuring that 1 year detailed budgets and 3 year outline cash flow budgets are available to the Trustees and performance measured and updated regularly against these plans.
- 1.3 Ensuring that an agreed financial contingency is available to meet serious unforeseen circumstances. The level of this contingency will be agreed by the Board and monitored.
- 1.4 Investing available reserves in an agreed way for income and capital growth.
- 1.5 Ensuring that we meet all legislation and external auditing requirements and, in particular, SORP reporting.

H. ENVIRONMENT

1. Main Aims

We aim to be seen by our members, the University and others as an organisation which is interested and concerned with its impact on the environment. We shall achieve this by:

- 1.1 Gaining a Gold award in the NUS sponsored Sound Impact Awards by the end of the plan.
- 1.2 Working with the University to lower our energy usage, in particular, University House. By the end of this plan we aim to have University House seen as the most energy efficient building on campus and an example of best practice.
- 1.3 Promoting and implementing good environmental practices.
- 1.4 Promoting environmental projects off campus through our Volunteering Hub.

I. STUDENT UNION EVALUATION INITIATIVE (SUEI)

1. Main Aim

The main aim is to improve our Silver Award to Gold Award by the end of 2012.
We aim to achieve this by:

- 1.1 Addressing the identified areas of weakness through additional or reallocated resources.
- 1.2 Ensuring there is a timetable for regular review of the organisation and its plans.
- 1.3 Ensuring market research sample sizes are over 5% of the membership to provide legitimacy for any actions taken as a result.
- 1.4 Using innovative practices throughout the Union involving continually improved new technological applications, i.e. wider networking in the local community and beyond by Sabbatical Officers and Managers.

OTHER AWARDS ACHIEVED

We currently have been awarded the following:

Best Bar None (NUS)
Best Bar None (Hull)
Sound Impact Bronze (NUS)
Investors in People (IIP)

Wherever practical, we shall aim to maintain and improve on these awards and seek recognition in other areas if they are consistent with this strategy.

