



London Met Students' Union

Strategy 2021 -25





London Met Students' Union

Hello!

As a Students' Union, we exist to make sure that every single one of our members gets the most out of their time at London Met and our Strategy outlines exactly how we will do that over the next 4 years. In 2021 we undertook a large piece of research, finding out from students and other stakeholders what you want your Students' Union to do, the things you want us to focus on and the areas where we need to improve. These ideas have led directly to the creation of this Strategy, which focuses on the changes you've told us you want to see that will ensure that your Students' Union is at the heart of your time here at London Met.

We've chosen our areas to focus on based on the things you think are most important, compared to how effective you think we are at delivering in those areas. We hope that by 2025 we will have made significant steps to deliver a Students' Union that you can be proud of. We're being completely transparent about what we're hoping to deliver. A strategy without targets is direction without accountability, we want you to hold us to account on these targets.

The first year of our strategy is us relaunching, introducing ourselves to new students, reintroducing ourselves to students who haven't yet met us, and University partners who might not know we've changed. The remaining years of our strategy we intend to fly and deliver results for students which few students' unions can claim to have achieved.

We have new values, which we think reflect what we learnt from our work developing a student partnership agreement with the University, and that reflects the kind of organisation we want to be and you can be proud of. The Students' Union welcomes the co-production approach taken in the creation of this agreement and looks forward to greater partnership working between the University, students and the Students' Union in line with the values, underlying principles and approaches in our Student Partnership Agreement.

London Metropolitan University is the most diverse university in the United Kingdom and we feel incredibly honoured to be able to represent you, but also understand the importance of representing you well. We hope this strategic plan is the first step of many towards doing that.



PRESIDENT



CHIEF EXECUTIVE



CHAIR OF BOARD

YOUR STUDENTS' UNION

WE ARE AN EDUCATIONAL CHARITY, INDEPENDENT FROM THE UNIVERSITY, HERE TO DEFEND AND PROMOTE YOUR RIGHTS, PROVIDE SUPPORT AND REPRESENTATION WHEN YOU NEED IT AND CREATE LOTS OF OPPORTUNITIES, ACTIVITIES AND EVENTS THAT WILL ENHANCE YOUR EXPERIENCE WHILST YOU STUDY AT LONDON MET.



Our Mission

Empowering students to make the most of their time at London Met and transform their lives for the better.

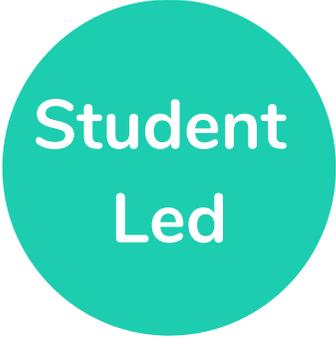


Our Vision

A connected community in which all students, from any background, receive the highest quality and transformative experience possible.



OUR VALUES



Student
Led



Open



Creative



Inclusive



Kind



Ambitious

We're here for all students, no matter what your background, circumstances or interests - by listening to what you tell us, involving you in decisions and ensuring everything we do is driven by students, we strive to be a Students' Union that all students are proud to be a part of.

OUR 4 PROMISES TO YOU

In order to become the Students' Union you told us you want, we make four promises that we will meet by 2025.

**Promise
1**

We promise to help you feel part of a community at London Met

We promise to help you be more employable

**Promise
2**

**Promise
3**

We promise to support your wellbeing

We promise to give you a strong voice at London Met

**Promise
4**

Promise

1

We promise to help you feel part of a community at London Met

You told us that having opportunities to meet other people, have fun and make friends at London Met are important to you. We will provide more opportunities for you to participate in a wide range of activities and experiences and be part of a community of students.

What we will do:

- Develop our social spaces within the Students' Union where students can meet up and hang out.
- Provide a wide range of social opportunities and events for students to meet together and make connections.
- Improve the training and support for student groups that empower them to build communities and provide for their members.

By 2025 we will have:

- 30% of students engaging in union activities and events.
- 100 student groups in place and active - Baseline 50 (2019/20 total).
- Be recognised by the University as the lead organiser for cross campus social activity and student community building.

How you will know we have been successful:

- 65% of students will agree that the Students' Union has given them the opportunity to be part of a community.
- 50% of students will agree that the Students' Union has had a positive impact on their social life - Local Baseline 26%, National Baseline 28% (Alterline research for 2020/21)..

Promise

2

We promise to help you be more employable

You told us one of your main reasons for coming to London Met is to improve your career prospects. We will provide opportunities for you to develop the skills, knowledge, experience and confidence you need to help you with this.

What we will do:

- Create more paid work opportunities for students within the Students' Union, helping you to gain valuable skills and experience.
- Launch a leadership development programme.
- Ensure our volunteer opportunities are meaningful and rewarding and help students to develop their skills.
- Work with the University to ensure their employability services are meeting students needs.

By 2025 we will have:

- Created 5000 hours of jobs for students within the Students' Union paid at the London Living Wage - Baseline 4131 hours (total from August 2019 to July 2020).
- 800 students actively taking part in leadership roles - Baseline 689 (total students in leadership roles 2020/21).

How you will know we have been successful:

- 60% of students will agree that the Students' Union has given them the opportunity to develop skills to make them more employable.
- 80% of students actively involved in Students' Union leadership roles will agree that they have improved their confidence in their own leadership skills.

Promise

3

We promise to support your wellbeing

You told us that you want to have more support with your mental health and overall wellbeing. We will ensure you have access to support when you need it and help create an environment at London Met that promotes student wellbeing.

What we will do:

- Work with the University to ensure that support for mental health meets the needs of students.
- Expand our own support offer to our members.
- Develop a support network for liberation groups based on a community organising approach.

By 2025 we will have:

- Expanded our advice service to offer support and guidance in a wider range of issues so we can support more students.
- 100 students engaged in liberation groups supported by the Students' Union.
- Supported our student leaders to advocate effectively on welfare issues affecting our members.

How you will know we have been successful:

- 60% of students will agree that the Students' Union has a positive impact on their wellbeing - 35% local baseline, 29% national baseline (Alterline research 2020/21).
- 60% of students will agree that the Students' Union acts on the welfare issues affecting the student body.

Promise

4

We promise to give you a strong voice at London Met

You told us you want your voice to be heard and that you want to help shape how things happen at London Met. We will ensure you can play an active role in shaping both your education and your wider student experience whilst you're at London Met.

What we will do:

- Run highly engaging and fully contested elections.
- Ensure all of our elected officers and student reps have access to the training and support they need to effectively undertake their roles.
- Run effective and positive campaigns for change.
- Strengthen the student voice in University decision-making.

By 2025 we will have:

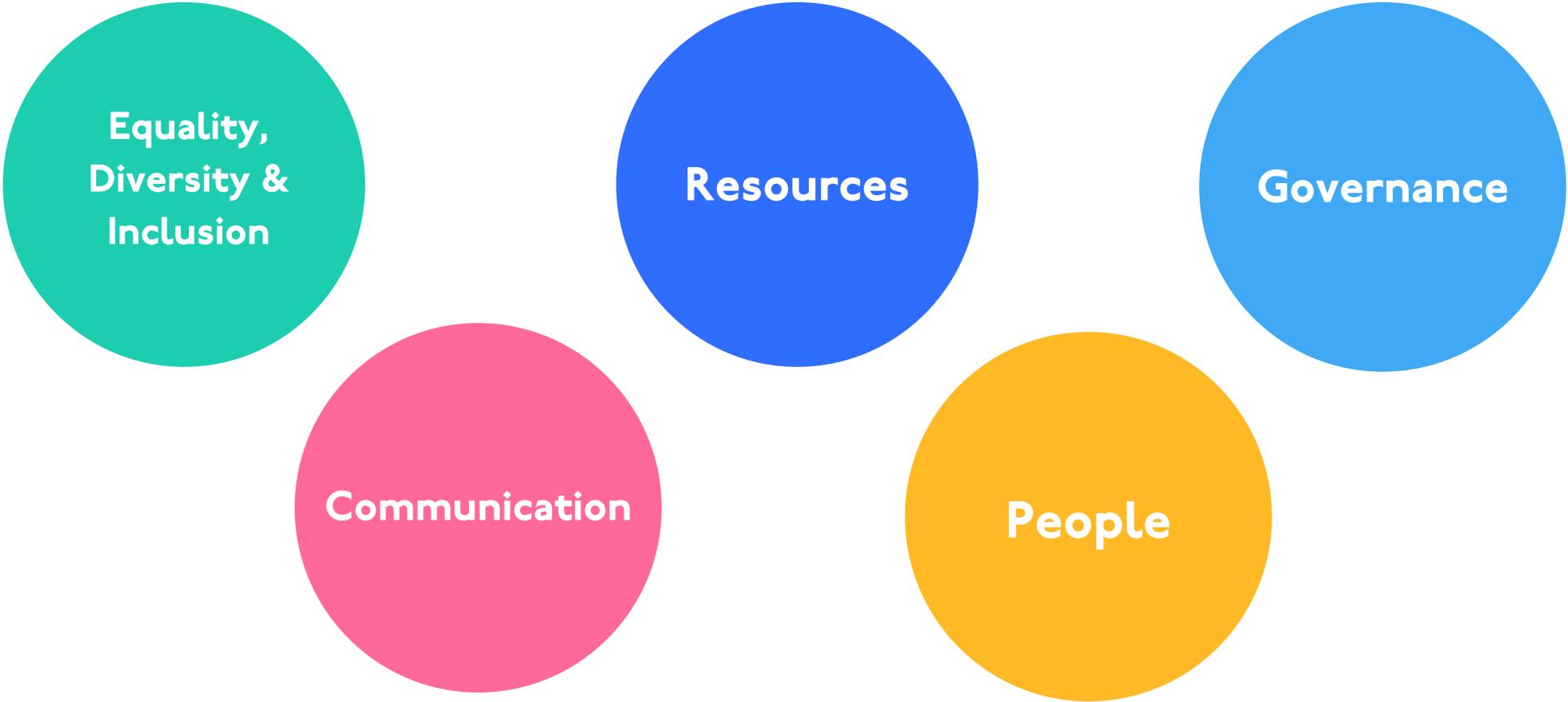
- Increase our election turnout beyond the national average - Baseline 16.10% (Annual NUS Elections Report 2020).
- 4 SMART priority goals for each officer, with staff support to achieve them.
- 40 student representatives on university and school-level committees - Baseline 30.

How you will know we have been successful:

- 25% of students will have taken part in a democratic process - Baseline 5% (election turnout 2021, other data not recorded).
- 80% of students will agree that the Students' Union effectively represents students' academic interests - Baseline 62% (2020 NSS results Q26).
- 90% of reps will agree with the question "my role enabled me to contribute to improving the student experience at London Met" - Baseline 82% (Student Rep survey 2021).
- 50% of officer priority goals achieved.

HOW WE WILL KEEP OUR PROMISE

We'll work to keep our promises, but they won't happen by magic, we'll need to make sure the Students' Union is working well so that we can deliver on them. This is what we think we'll need to get right ourselves, to do right by you.



**Equality,
Diversity &
Inclusion**

Resources

Governance

Communication

People

Equality, Diversity & Inclusion (EDI)

We will embed EDI into all of our operations and activities. We will prioritise increasing the diversity of the Union's permanent staff, student staff and volunteers and ensure that the demographic makeup of our membership is well represented within the Union's services, activities and functions.

We will...

- Make our recruitment practices more inclusive and welcoming.
- Measure student engagement in services, activities and functions to see if they are reflective of our student body.
- Have an EDI Strategy and action plan.

KPIs...

- The diversity of our staff body reflects our student body.
- Student engagement in our services, activities and functions reflects our student body.

Communication

If you don't know what we're doing, or who we are, then we can't hope to achieve any of our key goals.

We will...

- Be an active part of the enrollment process.
- Revamp our website and social media presence.
- Communicate in an accurate, timely and relevant way to our members.
- Have a Marketing and Communication Strategy.

KPIs...

- 65% of students agreeing "I know exactly who the Students' Union are and what they do".
- 60% of students agreeing "I am well informed about what is going on at the Students' Union" - Local Baseline 31%, National Baseline 32% (Alterline data).

Resources

The Students' Union, to deliver on our plans, will need to be resourced effectively.

We will...

- Lobby to increase our block grant from the University.
- Identify and exploit opportunities to increase our income.

KPIs...

- Students' Union Block Grant in line with the London Post-92 Average - (Baseline £59 per head via 19/20 HESA numbers, London average £72 per head).
- Generating at least £50,000 of additional commercial revenue - Baseline £14,037 (19/20 full-year management accounts excluding block grant and other university grants).

People

The key part of a Students' Union is the Officers, Staff and Volunteers who make it up. If they're unhappy, we won't be able to achieve this strategy.

We will...

- Ensure all staff and officers have a learning and development plan in place.
- Ensure all our volunteers receive the training and support they need to undertake their roles effectively.
- Aim to have a reasonable workload for every staff member with no more than 5 key objectives every year.
- Have a People strategy and action plan.

KPIs...

- 90% of staff agreeing with the statement 'I would recommend this organisation as a good place to work' - Baseline 58% (Staff Engagement Survey 2021).
- IIV achieved.
- A clear annual objective setting process linked to our strategy in place.

Governance

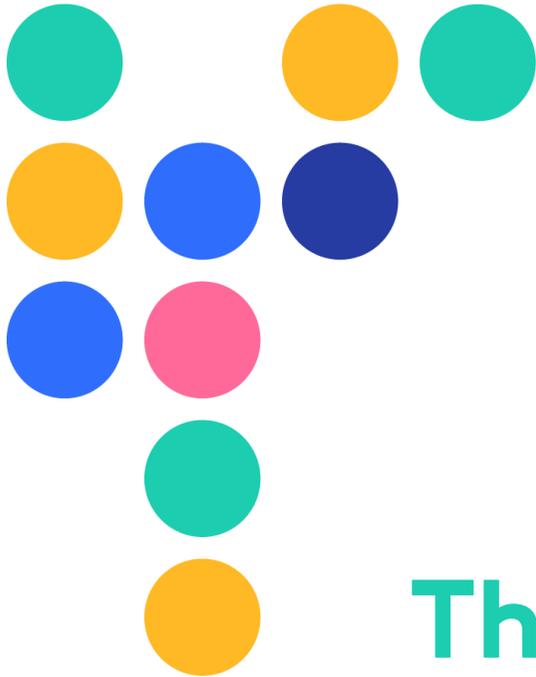
As an educational charity, we have a responsibility to ensure strong and effective governance, which is an area that has not received the attention it should have received in our past. With strong governance, we will start to develop a meaningful culture of achieving the charity's purpose, mission, vision and values.

We will...

- Support our trustees to provide necessary oversight.
- Revamp our articles and bye-laws to allow us to be an efficient and effective organisation.
- Ensure staff and officers understand our governance.

KPIs...

- Trustees feel well supported.
- Achieve the Quality Students' Union framework with a majority of our practice being rated very good, with our governance rated as excellent.



**Thank you for reading
our strategy!**



londonmetsu



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