

uea **su** strategy

2025 -
2030



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who we are

We're the Students' Union at the University of East Anglia.

We're the heart and soul of students at UEA.



We're based right in the heart of campus

We're all about good vibes, good times, and good energy



We're UEA's biggest hype pals, but we also want UEA to be better for you

It's why we're here. It's why we're different and unique.

We're all about you, and your transformative journey whilst at UEA.

You are students transforming: the culture, the causes, the change!

It starts with us together.

Why students transforming though?

Our own transformation journey started with our vision back in 2016. And students transforming was born.

We want to acknowledge our own journey: surviving political challenges like Brexit, reshaping the organisation due to the financial impact of the pandemic, and hitting hard times because of the cost-of-living crisis.

We want to honour our journey with honesty too. It's been a rough ride in recent years. And it's why we're coming back with an absolute bang.

So rather than being out with the old, and in with the new, we're celebrating the two.

We continue to be students transforming for the next generation of students in an ever-changing world.



Welcome to the new age
of UEASU.



our core values

These are the values that create the foundation of the organisation. The reminders of why we do what we do. No matter what happens, this is our glue. They make our soul, our energy, our reason.

- **Collective and Representative:** Better students' experiences at UEA by hearing your voice and being represented.
- **Equitable and Inclusive:** Become equitable and inclusive for all through our activities and opportunities available.
- **Socially just:** Build a socially just future by fostering our need to be better for our people and our planet.

Our purpose:

We continue to be students transforming.

We exist because of you, the students, the members, our tribe.

To put it simply and to summarise, we are:



**Liberation
leading**



**Community
building**



**Purpose
driving**

We are students transforming it all.

A person with blonde hair tied back, wearing large black over-ear headphones and a dark grey hoodie, is focused on their work. They are sitting at a desk, looking down at a laptop. A professional video camera on a tripod is positioned in front of them. The background is a bright, out-of-focus office space. The entire image has a light blue color overlay.

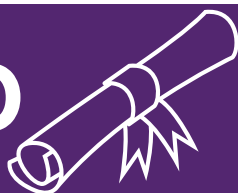
our members

our members

Here are some facts about you!
In 2024...

16,402 students at UEA

12,090
undergraduates



4312
postgraduates

82%
are under
21

16%
of UGs are
LGBTQ+

18%
of PGs are
LGBTQ+

29%
of UGs are from
the Global
Majority (BAME)

30%
of PGRs are
from the Global
Majority (BAME)

54%
of PGTs are from
the Global
Majority (BAME)

**2,820 are international
students**



your cares and your thoughts

We asked you some questions, gathered your thoughts, and grouped them into reoccurring themes.

Shout out to all of you for giving your time to feed into this and make it what it is. The student of colour ambassadors, the buddies, union council members, our full-time officers, part-time officers, those who attended the focus groups, filled in the online survey, came to the drop ins for a cup of tea and biscuits, the clubs and societies members, the student staff, and so many more! Our legends.

Here's the round up:

why do you get involved with your SU?



how would you prefer to get involved?

An overwhelming amount of you said we need to facilitate in-person engagement more again. Here's your why:



what do you want to see more of from your SU?



what issues do you care about within UEA and beyond?



**someone also answered with wanting to learn
how to bake cakes so we're on it!**

As we said, it's been a rough ride the last few years, which means our recent history isn't pretty: you also shared that the SU is bogged down in bureaucracy and red tape making it hard to believe the SU is truly for students. So, it's time to change that. This is your students' union – so let's cut the red tape and do more to achieve your cares!



A smiling woman with long dark hair and glasses, identified as Alicia, is the central figure. She is wearing a dark top. The background is a blurred indoor setting with warm lighting, possibly a social event or a common area. Other people are partially visible in the background, including a person to the left and another to the right. The overall tone is positive and social.

Alicia

HR Student Staff | PSY Student

I love the SU because it's a place you can feel a part of. For me that's both working at the SU as well as being a student member. The SU is accessible to all students; it's a place that allows students to have a break away from the struggles of life, provide endless opportunities for both life experiences and working experiences, and a place that provides a huge amount of experiences you would likely not receive anywhere else.

The SU has changed my student experience and time at UEA by giving me a place to form connections and making friends along the way into my second year of university.

What specifically changed my student experience and time at UEA? Having the SU as a space to provide opportunities to be a part of various groups and take on different roles (like part time officer roles) has made my experience at university a lot more versatile. The SU has taught me about democracy and my jobs within the SU have given me a great foundation for when I leave university.

For me, the SU is something to be a part of, and a new motivation to be a part of the change we want to see for students' university experience.

**There are things to fix, yes. But
we also have a lot to be proud of.
Let's celebrate you and your SU!**

**Here's what we've been up to and
achieved together:**

A photograph of a college football game in progress on a green field. Players in blue and red uniforms are visible, along with a referee in a black and white striped shirt.

1,500 student-led events
hosted 133 gigs (and counting!)

A background of purple and blue confetti or streamers falling against a dark background.

230 societies
10,505 society memberships

A photograph of a college band performing on stage. Students are playing brass instruments like tubas and euphoniums, and woodwinds like saxophones. There are also drums and a keyboard player visible.

56 clubs
4,855 club memberships

**2025 -
2030**

held over
130
club nights

secured a night bus route from the
train station to UEA

lobbied parliament on rental
reforms

brought back the Transformational
Education Awards

supported UEA's ratings within the
Teaching Excellence Framework

modernised academic
representation to better student
voice

Since September 2023 until March 2024,
we've had:

154 events in the LCR and the Waterfront

79,831 people attend our events at
the LCR and Waterfront
overall

60,000+ students attended
an SU club night on
campus

44,895 attended an LCR event

34,963 attended a Waterfront
event

over **£450,000** put back
into the SU

employed over **270** student staff

£900,000 amount in wages
to student staff



Amjad

Finance Student Staff | ECO Student

I love the Student Union (SU) at UEA for its unwavering commitment to students' well-being and achievement throughout their time at the university. Before arriving at UEA as an international student, I was concerned about feeling isolated and unsupported. However, from the moment I stepped foot on campus, the SU proved me wrong. Their presence changed my student experience, providing essential support whenever I needed it. Whether it is academic help, navigating campus life, or looking for opportunities for both professional and personal growth, the SU has been my go-to resource.

One of the most significant ways that the SU has enhanced my time at UEA is through its range of many different societies and clubs. These clubs and socs not only allowed me to pursue my interests, but they also helped me feel a sense of belonging by connecting me with like-minded others. Through these extracurricular activities, I have made lifelong connections and cherished moments that have greatly enhanced my university experience. Furthermore, the SU does more than simply facilitate social involvement. They actively foster student growth by providing a variety of job opportunities that allow students to hone their skills and earn money while studying. This assistance not only relieves financial pressures, but also enables students to become more well-rounded individuals. What actually distinguishes the SU is their genuine concern for student well-being. Whether it is via responsive support services or an inclusive approach to student representation, they continuously display a desire to maintain an active and welcoming campus community.

In brief, the SU has helped to convert my university experience from a solely academic endeavour to an enjoyable and exciting one. Their continuous support and thoughtful efforts have made a significant difference, and I am really thankful for their presence at UEA.



our strategy

our strategy

Welcome to the new age of UEASU.

When we say we are students transforming:

This is what we mean.

Built with the voice of students, for students, led by students. You've shared your cares, your whys, your reasons. We've taken all of that on board and created the strategic vision for the next 5 years. One that is agile, will be reviewed annually to adapt to the fast-changing sector, and most importantly, one that is always relevant to you, our members.

Here's the game plan: the strategic vision of where we're going.

Everything we work on, and work towards, will encompass the three themes below reminding us of our values:

Liberation leading | Community Building | Purpose driving

Our people, departments, and metrics will be guided by these themes, and we will work towards achieving specific targets to make the SU students transforming. Below is an outline of each department at the SU and a break-down of what each department will do to make this happen.





activities and communities

Let's work hard but play hard too. Life is about balance, right?

We focus on the non-academic extra curriculars that students need to have a fulfilling student experience to go alongside their education. We are responsible for supporting and providing guidance on all the clubs, societies, student-led events, and integration into university life. We continue to create spaces to make friends, build new personal and professional networks, and be the people that bring the vibe to UEA.

We will continue to do this through:

- Providing more support to students with the tools and resources they need to run their clubs and societies how they want to, and how it benefits their members.
- Cutting the red tape and make creating new clubs and societies easier, and more accessible, sharing these resources more widely.
- Ensuring our committee members receive training on how to fulfil their roles to the best of their abilities, and on key student concerns/issues, particularly around EDI, understanding why we need to support people from all backgrounds, especially those who are underrepresented and marginalised in society.
- Continuing to support projects and initiatives that help students find their tribe and their people through their peers. It's about students leading students to find their community.
- Helping cultural groups have a bigger presence on campus, sharing their rich heritage through cultural months, events, and more involvement with the SU, encouraging social integration across the whole community.
- Focusing on alcohol-free events and socials for students, sharing tips and resources with all student groups on how they can also do this. We will also ensure to create chill spaces for those who don't drink or want to have calm socials.





voice and representation

**Keep calm fighting and carry on.
It's your time to better the world!**

We represent and campaign for students to use their voice to make their education at UEA better. We're about supporting elections, academic representatives, elected student leaders, bettering the educational experience, and providing more power to students overall.

We're the radical voices for the members, it's power to the people!

And we will continue this by:

- Reaching more students during elections season to run, vote, campaign, and get involved overall, and better our engagement year on year.
- Upskilling our elected leaders on how to use their voices and work with UEA in the most effective way, influencing decisions for the betterment of students.
- Revisioning the way students provide feedback about their education that focuses on an action-based approach with faster solutions and in real time.
- Building initiatives and programmes that support and empower underrepresented voices to be more involved, paving the way for restorative justice within Higher Education and within the system.
- Celebrate and inform the community about liberation months, providing long-term teachings that go beyond the moment itself and stay as a life-skill or lesson for life beyond UEA.



advice and welfare

It's about your mind and body being the healthiest it can be, and sometimes a cup of tea.

We are here to be your independent advisors from the university. We provide support on how to appeal a decision made by the UEA, figure out how to find housemates and the right house or just chat to you if you are feeling stuck or at a low with life.

We got you.

We're your guidance when things can be tough, and we will make the services we offer better by:

- Modernising how we interact with students to ensure we are as accessible and holistic as possible.
- Offer additional services and appointments that support the most marginalised people.
- Ensure our team continue to receive training on EDI, wellbeing, and mental health so we are as educated and socially conscious when supporting our people.
- Facilitate initiatives which allow student-to-student opportunities and a community platform.
- Better our housing advice and projects such as Home Run to be relevant to students today.
- Invest more resources and time into advising students to reduce wait times and responses.

A portrait of a young woman with long blonde hair and glasses, smiling slightly. The background is a solid light yellow color. The text is overlaid on the image.

Katie

Alcohol Impact Crew Student Staff | HSC Student

I have been a part of the SU student worker team since my first year at UEA, and I have loved every minute of it. Being a part of the fantastic Alcohol Impact Crew has enabled me to develop invaluable skills and has massively broadened my social network, I have made my closest friends and had the most fun doing this job. The wider SU team are always appreciative of our work and do all they can to make the working environment a positive and uplifting place to be. Although the practicalities of the role can sometimes be challenging, knowing I have a strong support system holding up my team and knowing I am contributing to ensuring other students have a positive university experience makes it all worth it. Any ideas I have had to further improve the way my team operates have always been considered by management which has helped make me feel like a valued member of the SU. Being able to talk about my role in the SU in job interviews has hugely helped me gain graduate employment due to the sheer number of transferrable skills I have gained. I can firmly say that doing this job has been the main contributor to how confident and happy I am being at UEA.



operations and venues

Good vibes, good times, and good energy in our spaces only please.

We keep the buildings, the spaces, and the place tip top so it continues to be somewhere students can make home and call their own. We also oversee the LCR, the bars, and the Waterfront to make sure they offer the best student club nights, chill drinks session, and the best music scene the East of England has to offer! Where else has an on-campus venue AND an in the city venue? We care about creating a good night out whilst maintaining student safety as a number one priority.

Times are changing and the student culture is quickly changing.

With that, so will we. Here's how:

- Continue to provide training development to the team to ensure a safe night out for our students and members of the public.
- Review our night-time offering across our venues - club nights and gigs - to reflect what students and the local community would like to see and be involved in.
- Change the Waterfront offering to provide a civic duty to Norwich and the area whilst continuing to be a venue that offers alternative music, club nights and space for all.
- Rebuild our social enterprise model to continue to support our charitable objectives and pour more back into our student services.
- Create more spaces for students at UEA beyond Union House, to study, stay warm, feel safe, and build their community.
- Facilitate better cultural, inclusive, and liberation-focused night time events.





people and culture

What is a culture without its people? And what is our purpose if we don't care for them?

We know more and more students need a part-time job to help them alongside their studies. So, we ensure that when our hundreds of student staff (and non-student staff) work for us, that the organisation works for them too and doesn't impact their educational goals. Work is meant to enhance and enrich our lives, and that's what we're about. We're also there to ensure we keep on top of UK legislation when it comes to the rights of our people in the workplace.

But we can always become more holistic in how we do this by:

- Re-evaluating the amount of hours student staff can work with us depending on right to work regulations and rules.
- Ensuring a flexible working shift/pattern approach is still maintained and doesn't impact timetables or lessons.
- Providing equitable amount of student staff roles to students in need of a part time job to be able to continue their studies at UEA and look after themselves.
- Creating more student staff roles across the organisation, evaluating where a student can fulfil a role to become more student-led, and investing back into students.
- Complete review of policies and systems that work for staff in a holistic and people-focused way.
- Build in processes which support the growth, development, and aspirations of all staff, supporting them to thrive at the SU and beyond.

finance

Money MAY make the world go round, but here we use it to make students go far.

It's no secret that many organisations are financially struggling due to various factors beyond our control. And this will no doubt continue to be the case as we move into the future. It's important that we are financially savvy, agile, and effective with why, how, and what our money does and can do.

We also know that students are the hub of new and innovative ideas, so how can we make this work for the SU financially?

We're going to:

- Create a kick starter strategy fund. Any student or staff who has an idea of how to better the student experience can apply for a small fund to test their idea. All it needs to do is link back to the strategy.
- Modernise our financial model to become more efficient, using new technology and software to streamline and finesse processes.
- Invest in money-saving mechanisms across the organisation to become cost-effective and profitable, strengthening our financial position in years to come, and putting back into students.
- Provide a funding pot for student groups purely for building community at UEA.



marketing and communications

We're mega proud of you and what this SU is about. This is how we share it.

Our focus is about communicating everything we do, what we're about, and why we do it with all our members. We use the ways you like to connect to keep communication open - whether it's you sharing what bands you'd like to see come to the Waterfront or LCR, to which officer project you want to support - this is where we bring it together to remember it all for years to come. It's our digital diary of you, and your legacy at UEASU. We know the digital world is ever changing too, and we're ready for that.

Here's how we will continue to connect with you no matter what:

- Continue to build the content that you care to see and engage with, developing this with what the next trend is.
- Use our channels to share relevant information to you regarding the student experience at UEA and what you need to know when it's happening.
- Streamline our processes and channels so you know where and what to follow.
- Create initiatives that provide opportunities to bring student-to-student led content to life and to the forefront of our engagement.
- Build our values-based commercial revenue through our website, social media channels, and partnerships with other organisations.

A man with a beard and short hair is shown in profile, looking to the right. He is wearing a dark leather jacket over a dark shirt and a chain necklace. He is holding a light blue electric guitar. The entire image is bathed in a strong red light, creating a high-contrast, moody atmosphere. The background is dark and out of focus, with some indistinct shapes that could be stage equipment or other musicians.

the years behind,
and the years
ahead

the years behind

Just a reminder of the things you've already survived and continue to survive

- Brexit.
- The pandemic.
- Strikes after strikes after strikes.
- The cost of living.

As we use Students Transforming as our mantra, with the themes of liberation leading, community building, and purpose driving being our reminders of why and what you care about, we will continue to review the student needs annually, using this strategic vision as a living document rather than just sticking to its aims for the next five years.

The last 5 years have taught us that anything can happen, and the world can change in an instant, so we need to be ready for that too. And with that will come amendments to the strategy. But ultimately, we will work towards being students transforming. However our operational plans change, the strategy and vision to be this will remain.



A portrait of a young woman with long, wavy blonde hair, smiling. The image has a reddish-pink tint. In the background, a brick building with many windows is visible.

Eleanor

**Art Soc Committee Member |
PPL Student**

I love how much the SU supports student ideas, such as the Art society's WHM exhibit, as it supports students and gives them the confidence to do more in the future. Being able to get involved with societies such as Art Society and Concrete has allowed me to build my confidence and meet lots of new people. Also, being able to get involved from a student PT officer perspective has allowed me to learn more about the importance of representation. The most impactful part of the SU has been their support for students during times like the redundancies and the current issue of graduation tickets.



the years ahead

Here's where we're going in a snapshot.

- A modernised organisation fit for students of today.
- Better prepared to take on the future's adversities.
- Financially secure to adapt and change with the economic status of students and the UK.
- Embracing new innovative and creative ways of working for students, learning about what the new world of technology provides for us.
- Agile approach to the organisation's focus based on live student needs and feedback.





we are
students
transforming



2025 - 2030



students
transforming

uea students' union is a registered charity
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