



# MAKE EVERY DAY BETTER

Strategy 2023 – 2026

*Updated: September 2024*



STUDENTS UNION

We've been on an incredible journey in our pursuit to improve the lives of City St George's students. Through our most recent strategy (2019–2023) we have seen growth in our reach, impact, and engagement, despite the challenges the world threw at us.

We have challenged ourselves to rethink our services, making evidence-led decisions and being bold in not fearing failure. We have lived our values of listening, learning, and leading and showed that this guiding approach guarantees we continuously grow and adapt.

We are proud of our journey, but our work is not yet done, and we know that we must do more.

In developing our new strategy, we commissioned external research to ensure that the views of students, our staff and stakeholders were central to setting our direction. Our research has shown us that while students love the big 'wow' events, they also care about making differences to their everyday, and they want us to create opportunities for them to build communities, deliver change that improves their experience, and provide support for now and their future.

Since the launch of our strategy in 2023 the Union has seen a number of significant changes, including merging with St George's Students' Union, taking over the management of sports clubs and GetActive and moving to a new space in the Student Support Hub.

We are confident our ambitious strategy sets a clear direction across all sites of the Union, with an increased focus on a tailored student experience and one that recognises the different barriers and challenges facing City St George's students. We strive to create an equitable student experience, seeking and embracing the evidence that will underpin change.

We know there are challenges ahead, including financial difficulties in the sector and serving a larger student body dispersed across Clerkenwell, Tooting and Moorgate, but we will approach each one as an opportunity to do something amazing for City St George's students.

Finally, while we will provide consistent, high quality and relevant services, we will also ensure that we create opportunities to empower students to lead and create the change they want to see.

We hope you join us on our journey to deliver our promises, whether as a student, a member of our staff team or a part of the university. Together we can achieve something that makes us all proud.

**Ayla Hamzayeva**  
Students' Union President 2024/25

**Phillip Gilks**  
Students' Union CEO

**OUR  
PURPOSE  
IS TO**



**MAKE EVERY  
DAY BETTER**



**VALUES  
WE LIVE  
BY**



**WE LISTEN  
LEARN  
LEAD**



**THE  
WAY  
WE  
ACT**



### **Evidence-led**

We will be insight driven and will prioritise developing a strong evidence base when making key strategic decisions.

### **Open to change**

We change and adapt with our student body, always questioning our work to make sure we are delivering. We thrive on finding innovative solutions to add value to the experience at City St George's.

### **Not fearing failure**

We try new things in the knowledge that not everything will work first time. What matters is learning from our experience and constantly seeking to improve.

### **Striving for equity and sustainability**

We recognise that we do not all start from the same place and must acknowledge and adjust imbalances to achieve our ambition of equity, while also working towards the UN Sustainable Development Goals.

### **A welcoming experience**

Whatever or wherever the touchpoint we will provide a welcoming and high-quality union, making a positive impact across City St George's.



**THE**

**PROMISES**

**WE**

**MAKE**





# PROMISE ①

## CREATING COMMUNITY

*‘Creating a thriving community where every student feels they belong.’*

We know that being part of a community at City St George’s is important and while most students identify as part of a course community, you want to feel part of a larger community across your School and City St George’s.

Currently, there are too many barriers preventing students from getting involved and the focus needs to be on building communities that create social capital, a sense of belonging and help you make friends.

The Union will make City St George’s a place where students belong, with thriving communities around their interests, disciplines, and spaces.

## How?

- Delivering activities and spaces that create belonging and friendships to positively shape student life within schools and across the University.
- Creating tailored community building initiatives which build equity and remove barriers for postgraduate, commuter and neurodivergent students.
- Improving student mental and physical wellbeing, facilitating new communities and connections through easy ways to participate in sport.

## Measure

**Promise 1 KPI:** Over 75% of students identify as being part of a community facilitated by the students' union.





# PROMISE ②

## DELIVERING CHANGE

*‘Delivering the changes students want to see to improve their everyday lives at City St George’s.’*

Standing up for students is at our core, and a top priority for students too.

We know that change can happen in many spaces and levels across City St George’s, and students also need to be empowered with the skills, tools, and information to lead on change that is important to them.

We will take an evidence-based approach to creating change and improving the student experience at City St George’s.

## How?

- Being the leaders in student insight across City St George's, delivering high quality and innovative student research that advocates for students to the University.
- Adapting our representative structures to ensure we are providing excellent and timely course and school level representation, to deliver real change every day.
- Developing students as leaders and community organisers, to build their collective and individual power to tackle the issues they care about.

## Measure

**Promise 2 KPI:** To be in the top 5 students' unions in London for NSS Questions 25.





# PROMISE ③

## PROVIDING SUPPORT

*‘Providing high quality and easily accessible support whilst at City St George’s and beyond.’*

The launch of the strategy coincided with one of the most challenging times for students in history as the impact of Covid-19 continued, 4 in 5 students were concerned about their finances due to the cost-of-living crisis, and there continue to be significant academic pressures.

The Union will always be there for students, taking a preventative approach where possible, and where we cannot solve the issue, we will be the gateway for students to access other services.

## How?

- Providing students with the skills they need for university, focusing on support, behaviours, and readiness to study; whilst being a voice for change in challenging inequity.
- Creating opportunities for students to develop real skills and experiences that will help them become more employable.
- Ensure students have access to academic, wellbeing and cost-of-living support when, where and how they need it.

## Measure

**Promise 3 KPI:** Over 75% of students know how the students' union can help them if they need it.



**TURNING  
OUR  
AMBITIONS  
INTO  
REALITY**



We will be a highly effective and efficient Union, making decisions based on ambitions, evidence, and values, and we will stop doing things that don't take us towards our goals. Our toolbox includes:

### **Bold and decisive leadership**

Leaders will set an ambitious and clear direction that enables the team to deliver our strategy.

### **Great people doing great things**

We will recruit, support, develop and empower a high performing team of staff, elected officers, and volunteers who have a clear understanding of their purpose and priorities.

### **A visible and reliable service**

We will have excellent communications that create visibility and relevance both online and in person. Students will have no doubt who we are and what we do.

### **Investments to support our ambitions**

We will clearly demonstrate our value to City St George's and the wider community and seek additional investment in resource and space from the university, as well as new commercial opportunities and further developing our existing retail and licensed trade offer.

### **Delivering through collaboration and partnerships**

We will further develop our great relationship with the university and seek beneficial new partnerships with local organisations.

### **Embracing digital developments and opportunities**

We will embrace the opportunity to use digital to engage students and develop our services, ensuring our delivery model is right for the needs of our members.



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**DAY BETTER**

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