



CHESTER
STUDENTS'
UNION

OUR STRATEGY

2025 - 2030

Introduction

“Over the past few years, Chester Students’ Union has experienced significant change. Following a successful period of turnaround and my appointment as Chief Executive Officer in 2024, we embraced the opportunity to re-examine our goals, revitalise our purpose, and set the way to grow our organisation.

Our new five-year strategy (2025-2030) has been shaped with one clear belief: that every student deserves a university experience that is rewarding, empowering, and equitable.

This strategy has been crafted in collaboration with our students. In 2024, we launched a consultation process to better understand what you, our members, want to see from your Students’ Union.

In total, 717 students shared their views through our survey, and a further 17 students took part in three focus groups to explore these themes in more detail.





From this, we learned that 74.7% of students understand the role of Chester Students' Union, with our work in Student Voice Representation (76.8%), Societies (76.6%), and Events (71.8%) being the most recognised.

When asked about the future, students told us clearly what they think matters most. Over the next five years, the top three priorities should be:

- Representing the views of students to the University (44.6%)
- Supporting students in career readiness (42.8%)
- Providing spaces for students to come together, relax, and connect (39.7%)

Your feedback has been at the centre of this strategy. It's given us a clear sense of direction and reaffirmed our commitment to being an organisation shaped by students, for students."

Jamie Morris, CEO

The Strategy



The Vision

Chester Students' Union supports and empowers every student to thrive throughout their University of Chester journey and beyond.





The Mission

Every student will experience the value of CSU through:

- Voice & Empowerment
- Community & Connection
- Support & Advocacy
- Personal Development

What does success look like in this area?

A year on year increase on the total number of 'unique' students who have meaningfully engaged in at least one of our services and/or activities.

Voice & Empowerment

Sharing feedback and ideas, working in partnership with CSU to engage in decision making that leads to real change.

What does success in this area look like?

- At least 80% of students respond positively to NSS survey question 25.
- At least 80% of students respond positively to the internal CSU survey question “I feel I have been able to influence change through my feedback and/or actions”.
- Increase in voter turnout at CSU Elections.



Community & Connection

Establishing meaningful connections, building networks and making the most of opportunities through our societies and events.

What does success in this area look like?

- The total student body who are members of a society increases by at least 4% year on year.
- A year on year increase in the number of unique attendees at CSU led events.
- At least 80% of students respond positively to the internal CSU survey question “I have met someone new/made a friend by attending this event/activity”.

Support & Advocacy

Providing timely independent advice on academic, disciplinary and housing concerns to help students navigate challenges confidently.

What does success in this area look like?

- At least 80% of students respond positively to the internal CSU survey question “I feel more confident in navigating this challenge”.
- A year on year increase in those students, who are subject to a University student facing procedure, supported through the CSU Advice Service.



Personal Development

Gaining and enhancing valuable skills through participation in campaigns, committees and CSU led activities and training opportunities.

What does success in this area look like?

- At least 80% of students respond positively to the internal CSU survey question “I have gained a new skill or enhanced an existing skill by participating in this training or activity”.
- A year on year increase in the number of unique students attending CSU led training workshops.
- A year on year increase in the number of students actively participating in CSU/Officer led campaigns and initiatives.





The Commitments

Our Mission is underpinned by our unwavering commitment to:

1. Effective, student-led governance that prioritises transparency, accountability and inclusivity to and for our students
2. Prudent financial management and income generation to sustain and grow our impact year on year
3. Growing digital capability and making data informed decisions to anticipate and respond to student needs
4. Building a workplace where our staff feel valued, motivated, and included

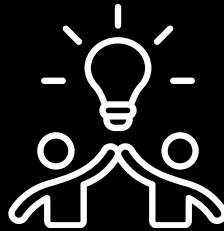
The Values

We achieve this by being:



Proactive

We take initiative and act early, seeking opportunities to improve the student experience before challenges arise.



Collaborative

We work in partnership with each other, students, the University, and the wider community to achieve more together.



Inclusive

We champion diversity, endeavour to ensure every voice is heard, and create a Union where all students feel welcome and supported.



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