

2024

IMPACT REPORT

STAFFORDSHIRE UNIVERSITY
STUDENTS' UNION

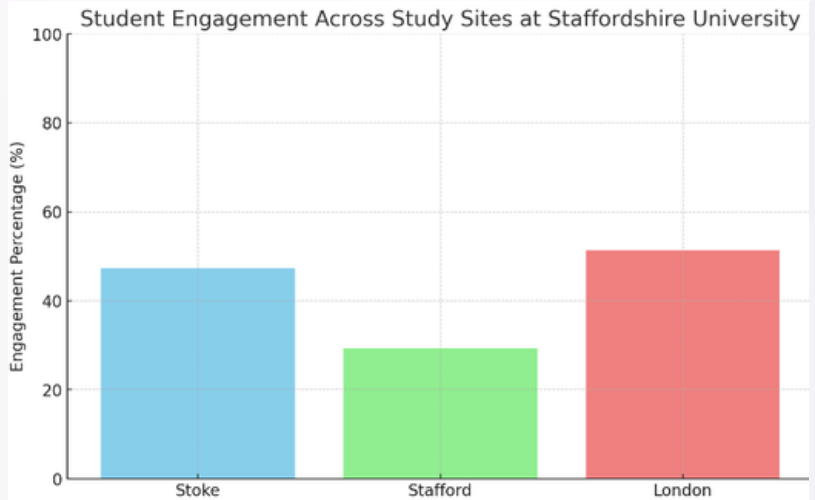


OVERVIEW OF DATA

Throughout this academic year, 20,695 students have shared their data with the Students' Union. We have identified 6,791 students (33%) who have either scanned their student cards at events, logged in/voted/purchased something from the union website, or completed some market research.

These statistics include all registered students, including partner institutions where Staffordshire University is not the course provider.

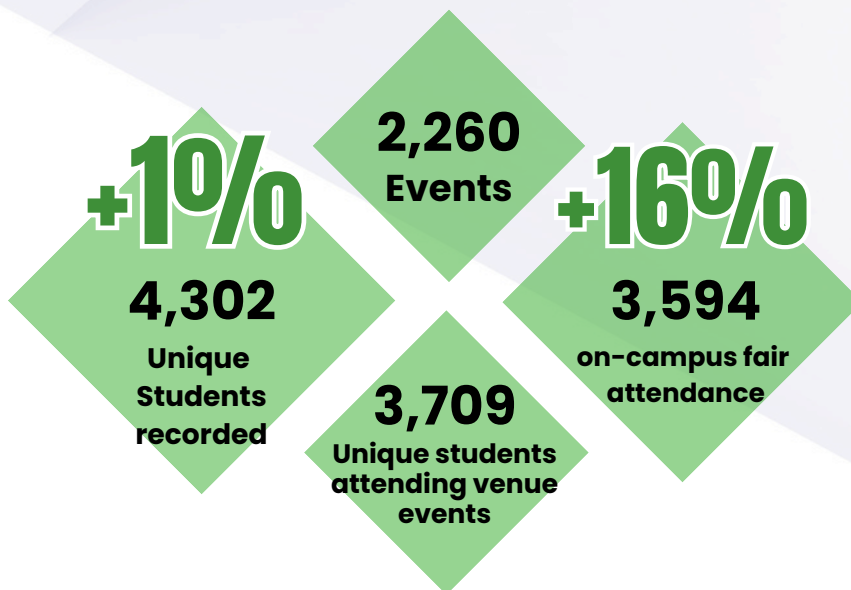
We have tracked activity for the following percentage of students for each of the three main study sites:



A SENSE OF BELONGING

EVENTS OVERVIEW

In this academic year there have been a total of 2,260 events promoted on the Students' Union website. Of these 2,260 promoted events, there is attendance data for 149 of those events.



WELCOME WEEK

As part of our orientation activities, the welcome fairs at the London and Stoke campuses had over 3,000 individual students attend. These fairs aim to provide students with opportunities to see the services available that support their student experience, engage with extracurricular activities to create a sense of belonging, and be introduced to local and national businesses and charities to share their services and products.

WELCOME FAIRS



STUDENT SATISFACTION FOR WELCOME ACTIVITY

The Students' Union and the Academic Development Unit (ADU) within the university collaborated on a welcome survey to evaluate the student experience of new students throughout the pre-arrival, enrolment and welcome period. 712 students responded to this survey.



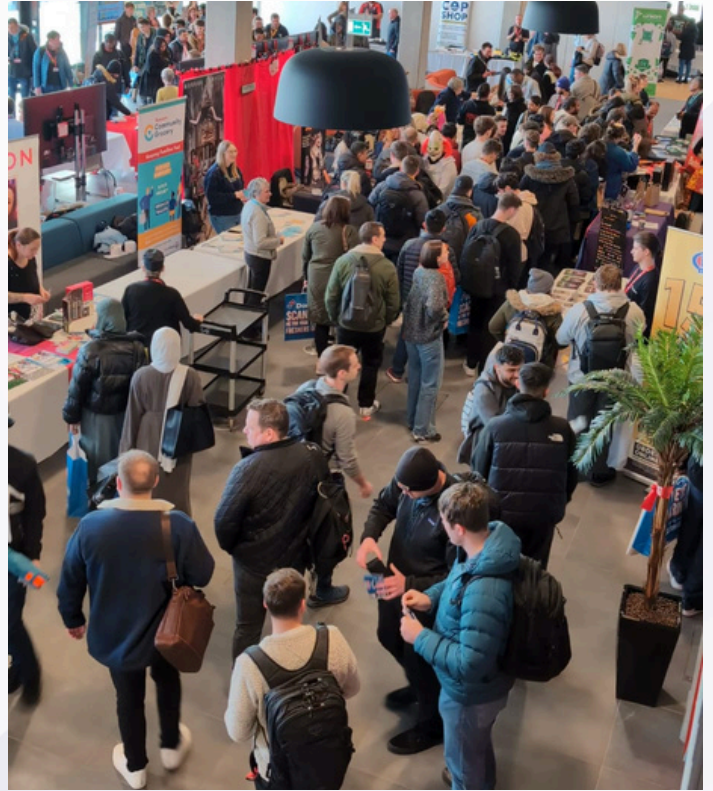
Overall student satisfaction as rated in the welcome survey

RE-WELCOME FAIR

640 students attended the **Stoke Re-Welcome Fair** in January. This fair is aimed at students starting with us in the second semester and provides the opportunity for student groups to increase their membership.

Highest in the last 5 years

640 Students



HIGHER EDUCATION ACHIEVEMENT REPORT (HEAR)

The HEAR is designed to encourage a more sophisticated approach to recording student achievement.

HE
AR

32

Institutions
Participate

1,497

Achievements
Submitted

894

Of Staffs
Students

Demonstrating student skills development and employability edge, which includes the following:

- **Community volunteering**
- **Course Representatives**
- **Election candidates**
- **Union Team Members**
- **We Are Staff Awards winners**
- **Student group committee**

STUDENT GROUPS

341 Trained student committee leaders.

Enhancing their knowledge in Leadership, Finance, Wellbeing & Signposting, Events planning and Website communications.

255 remaining active throughout the academic year.

Leading **79** Student Groups.

73 of these student groups reported collaborations with other groups to share opportunities, ideas and resources to broaden opportunities for more students to engage.



1,415 unique students obtained student group membership these year for a total of **2549** memberships of these, **37** (2.3%) have withdrawn from their course this academic year, providing correlation that if a student is to join a student group they are 3x less likely to withdraw from university.

If a student is to join a student group, they are 3x less likely to withdraw from university, with their withdrawal rate at the time of writing being 7.2%.



1415

Unique Students
with group
membership

86

Student group
recognition
badges awarded

829

Student led events
registered

EVENT OF THE YEAR

The hugely successful Tavern Night, a collaboration between The Coven, Folklore Society, LGBTQ+ Network, Myth Society and RAMS, turns one of the campus venues into a medieval tavern and populates it with a myriad of colourful characters.

Tavern Night

"Tavern Night demonstrated what can happen when a group of like-minded individuals come together and work together to create a night of fun for all!"

**- We Are Staffs
Event of the Year Nomination**



The Desi Society hosted its second Holi event, which included a Colour Run and a party in the LRV. Over 200 students attended both events, which helped to make international students feel part of the student community.



Holi

"Holi, which was never organised before, became a huge success last year and got support to be organised once again this year; it involved a lot of risk and safety assessment, and the committee took responsibility to make sure everybody was safe and also had fun at the same time. Another highlight is the desi disco nights, which have free entry, which means a lot for international students who are tight on budget, but still get to enjoy the university experience :)"

**- We Are Staffs
Event of the Year Nomination**

REPRESENTATIVE NETWORKS

362 total memberships of representative networks

296 unique student memberships

Our networks are designed to help represent the diversity of our student body and recognise the range of backgrounds and identities of our students.—Work to review the structure is planned for the summer, with changes to be implemented for 2024/25, including a potential move to Student communities to make students feel these are more accessible.



WE ARE STAFFS AWARDS

24

AWARDS

602

Nominations

107

Students
recognised

The Officer Team, supported by the Voice Team, has been dropping in lectures to surprise staff and congratulate them on the nominations they received from students for our Student Choice Staff Awards.

There will be a formal presentation to the Awards winners at the “Staff Make Staffs” awards ceremony in October 2024 at the Kings Hall event.

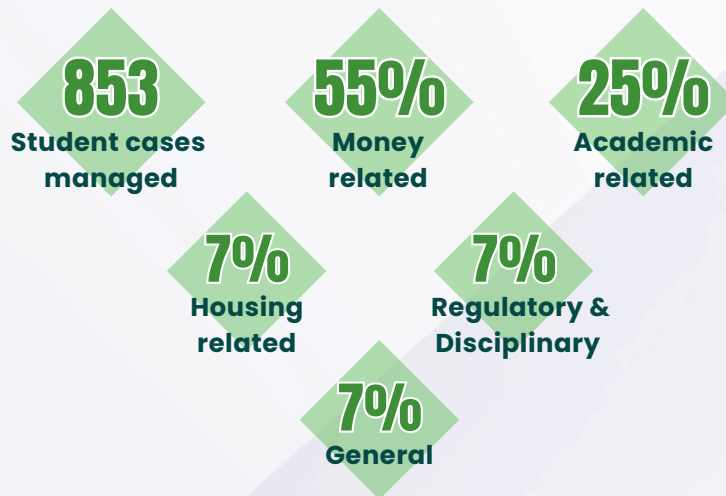
WE ARE **STAFFS**
AWARDS



SUPPORT YOU CAN TRUST

ADVICE AND ADVOCACY

Our advice team continue to deliver a broad range of advice and advocacy to our students. Between the 1st of August 23 and 31st of May 24, the team managed 853 student cases for 840 unique students.



"I feel like I'm being heard, and someone cares to support me to resolve this issue for the first time."

– Follow-up Satisfaction Survey Response

GREEN IMPACT

Demonstrating excellence in environmentally sustainable policies and operations and approaches to engaging students in environmental impact knowledge exchange.

2023 was the 8th year in a row we had achieved the highest rating. 2024 has seen a decision to take a break from accreditation due to other staffing demands but not our commitment to positive sustainability action.

SAVE A TREE CAMPAIGN

7,290
instances customer brought own cup

£2,015
Saved through this positive action



MAGIC STAMP

Magic Stamp, our hot drink digital loyalty card scheme, has continued to expand. 34,728 stamps have been issued to users of the application, and users reached enough stamps to be rewarded with 3,218 hot drinks in 2023/24. Since its implementation in 2020/21, the application has been downloaded and used by 1,861 unique users.

3218
Free drinks
rewarded

1861
Unique Downloads

**magic
stamp**

246
Tenants accommodated

GREENPAD

Our owned GreenPad is a free service for students to secure good-quality and affordable accommodation. GreenPad specialises in providing accommodation that is perfect for the student customer.

For 2023/24, we had 246 tenants accommodated with 50 landlords and supported 12 students in exiting their tenancy agreements early throughout the year, with **no financial penalty** to these students.

greenpad

50
Landlords worked with

I want to sincerely thank Lisa and Greenpad for their help in renting the property. I went through all the agencies in Stoke-on-Trent and I can confidently say that you are the best! Thank you for your support so far!

-Google Review November 23

BEST BAR NONE

Best Bar None is a home office-supported scheme aimed at the drinks and hospitality industry. Out of all the Students Unions across the country involved in the scheme Staffs came out as an outright leader, with 98% score retaining

- Gold accreditation standard
- The Community award
- The overall National Winner.



BEST BAR NONE AWARDS SCHEME

As National Winners we were invited to the House of Lords in February 2024 to represent Students' Unions participation in the scheme.

STAFF TRAINING & COMMITMENT TO STUDENT STAFF DEVELOPMENT

This academic year we have had **94 Union Team Members** doing over **37,500** hours of employment paying **£325,000** in student staff wages between the 1st August and the 31st May.

31 members of the team have been trained to be team leaders within the team, with all outlets receiving a 5-star food hygiene rating that has had inspections this academic year.

94
Union team
members

37,500
Hours of
employment

£325,000
hours of
employment

I don't think you realise how much your service and attitude (& great coffee) help people's daily life at Uni. Never change!

-Thankyou card received by
Squeezebox staff

FOODHUB

- **193** students collected **298 FoodHub** vouchers.
- The Students' Union's Advice Team delivered a session at the Lancaster Students' Union Cost of Living Conference.
- Since 2015, the service has helped over 1000 unique students.
- Our FOODHUB is one of the country's longest-running student union food banks.

AN EXPERIENCE YOU SHAPE

STUDENT VOICE

This academic year, we have had **500** students become Course Representatives; these students represent **250 (46%)** of course levels that require a Course Representative when a course level has more than **5** current students. **234 (48%)** have completed the training programme implemented via the Student Voice Team. These students were then supported by 17 Department Representatives who are in turn supported by our **4 full time officers**.

500

**Course
representatives**

46%

**Course levels
represented**

48%

**Completed
training**

In January 2024, the university announced a need for a restructure in its academic school's organisation, reducing to a two-school approach.

We coordinated and collated student feedback to minimize the impact on students' experiences and adapted our representation structure around the new approach midyear.

We ensured that the student experience was not impacted by these changes by:

- Adapting our representation structure, moving from 17 Department Reps to over 50 Subject Reps.
- Holding a consultation meeting with the Representative Council to encourage our representatives to communicate and provide answers to assure students of what is going on.

LEADERSHIP RACE - DEMOCRATIC ENGAGEMENT



+15%

1666

Students Voted

3588

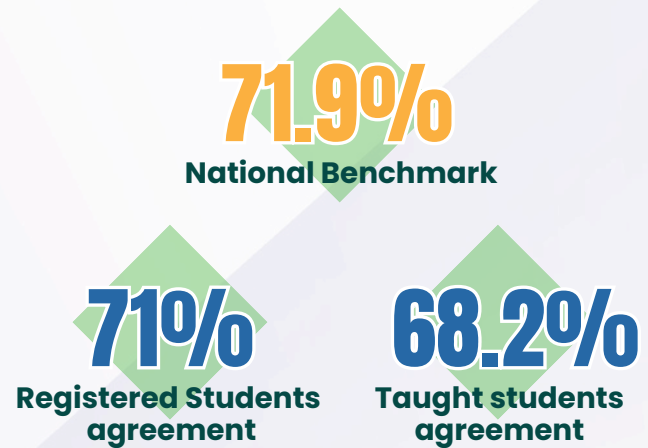
Votes cast



IN SHAPING YOUR EXPERIENCE, THESE ARE SOME OF THE MAIN IMPACTS ACHIEVED THROUGH ENSURING THAT STUDENT VOICES ARE HEARD

National Student Survey (NSS) 23:

Analysis has been conducted with the shared NSS 23 data set. Interestingly, removing the “indifference” option of neither agree nor disagree has improved the positive sentiment around “my student's union represents my academic interests,” both in the national benchmark and at Staffs. We are tracking registered students at 71% agreement, and for Taught students, we are at 68.2% (the national benchmark for both is 71.9%). We have prepared the least positive course radar graphs to enable us to carry out further drill-down and action plans for these areas. The national benchmark for the question of “How clear is it that student's feedback on the course?” is now the outlier, 10 percentage points below other questions (at 60.9%) and represents a real opportunity for targeted improvement at Staffs



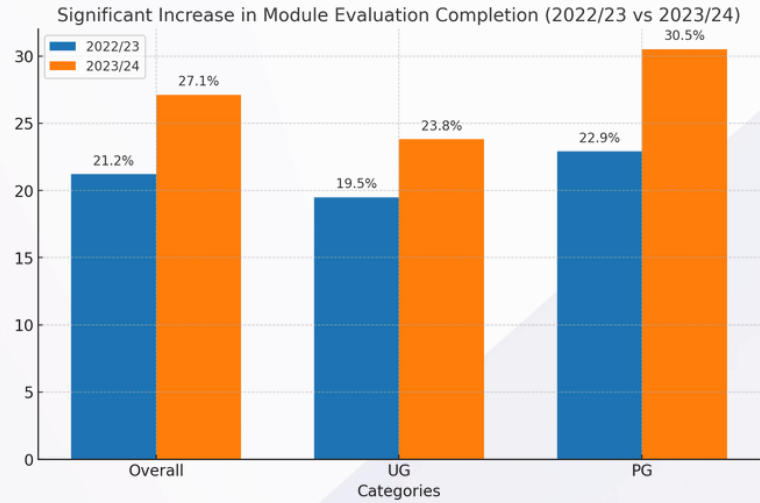
CO-CREATION ACCESS AND PARTICIPATION PLANNING

Working with SCoLPP (Staffordshire Centre of Learning and Pedagogic Practices), we are looking to support the development of a co-created module to engage student voice in a way that benefits our ethnic minority students with the aim of improving the awarding gap. We are bringing together a small group of students to be interviewed and a group of students to engage in a focus group to explore this opportunity to develop a phenomenon-based learning module before engaging academics.

STUDENT VOICE MODULE FEEDBACK

We have worked closely with colleagues in AQD to promote module evaluation, ensuring student voice is front and centre in ensuring high quality academic delivery for our students.

We are pleased to share with colleagues that there has been a significant increase in overall completion of module evaluation. We look forward to understanding the breadth of feedback from students to support closing the feedback loop.

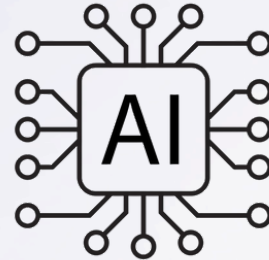


SPEAK WEEK

February saw the Union deliver its annual Speak Week pulse campaign, where we asked students across sites, “What would you do if you ran the University?”. Receiving **200 responses**, the key themes are **out-of-hours access, international student belonging, and greater bursary provision**.

AI IN CREATIVE COURSES

- Worked alongside AQD to ensure creative AI inclusion in academic regulations development
- Aimed to prevent students from plagiarism
- Officer team raised the need to expand guidance
- Expanded guidance to include creative courses, not just written assignments



LEADERSHIP ACADEMY

- Free short courses
- Used by 120 students.
- improve your employability and leadership skills.
- Employing two graduate interns who have now gone onto full-time employment.

PERFORMANCE CENTR REFURBISHMENT

Using the representative structure, students raised concerns regarding the building which in consultation with the university enabled redevelopment of the building.



VOICE & REPRESENTATION

NUS (National Union of Students) Representation

- 6 NUS delegates represented Staffordshire students at a national conference in April 2024.
- Submitted a motion asking for holistic approaches to student experience & support, increased funding for institutions, & increased funding for students.
- We asked for **three** core goals from NUS:



- 1.** Lobby the government to take meaningful action to support current students of all types.
- 2.** Push for a cap on international student fees.
- 3.** Supporting Unions and Universities with practical ways to remove socio-economic barriers at institutions.

These policies were adopted in collaboration with similar drafts from other student unions. An outcome of the conference was that the reform of NUS got approved

INTERNATIONAL STUDENT FEES

Officers undertook work with colleagues in the University to develop supportive and empathetic communications with our Nigerian students. On the 16th of June, the Nigerian Central Bank moved to liberalise exchange trading. As a result, this devalued the official Naira rate by more than a third. Nigerian students were understandably extremely distressed about this event. They felt very concerned about their visa status if they were unable to meet the established payment schedule but recognised the challenge of finding twice the amount they originally anticipated paying.



CONSULTATION AND COLLABORATION

An officer was invited to be on the panel for the UUK (Universities UK) event in May, which aimed to recognise how enhancing the student experience is critical following Covid and the current cost of living crisis to ensure we position ourselves for the developments within the sector.

STUDENT VILLAGE

We have been active partners in all aspects of the Student Village & Hub consultation. This has involved numerous meetings with the 3 initial bidders covering all aspect of the project, design, build, sustainability, inclusivity, and student experience. We were key contributors in the selection process of the successful bidder and since then have been members of the Student Village Project Board to ensure that all aspect of the project remain on schedule and that any changes to the original specification are right for students.

BASIC NEEDS SURVEY

Working in collaboration with the university the **Student Basic Needs Survey** which was piloted to 100 students found that almost all are worried about the cost of living and the majority have reported going hungry. This survey will help form a national survey to be run by WonkHE that will go on to shape HEFCE policy



STUDENT ENGAGEMENT IN COMMERCIAL ACTIVITY RESEARCH

- Results from 1,200 students.
- Joined forces with 19 other Students' Unions across the country.
- Understand changes in student behaviours and develop future offerings.
- A significant shift in consumer behaviours among students.
- Action Plan:
 - Review venue operations.
 - Adjust expectations of each outlet to meet survey findings.

FREEDOM OF SPEECH

We have continued to engage in a dialogue with **OFS** and **NUS** (National Union of Students) regarding the implementation of this in August 2024 and we have provided formal responses to the consultation.



ST PETERS

We have started initial discussions again with St Peters to support them in the development of an annual student voice and leadership conference to develop leaders of the future. This enables us to continue our commitment to being a Civic University and having a positive community impact. Their newly elected representatives will be spending the day with the Students' Union learning about student leadership, student voice and effective campaigning



OFS STRATEGIC PLAN 2025-28

We attended the first digital consultation with institutions, student unions, and students on the new student-centred strategic plan for OFS. They asked 4 questions in the workshop:

- What do students want?
- What are students worried about?
- What else is emerging on the landscape?

The response to this is currently on hold but will be used to create workstreams for next academic year.



ESPORTS AND GAMES OPEN DAY

The Students' Union have partnered with Games and Computing Departments to deliver an open day Esports and Games event which in turn builds on the relationships within the departments and boosting society engagement and helped students find their place at staffs.

"It was one of the best I've been to. Tremendous and really made the Uni come to life."

– Prospective Student Feedback on Open Day activity.

LOCAL COLLEGES

We have continued our partnership outreach work with the 6th form and Stoke-on-Trent College, supporting young leaders of the future, as well as supporting their development of a more robust student academic representation and mentoring of their student governors, again adding to the Civic University agenda.



ENHANCING STUDENT EXPERIENCE AT HERE EAST

- Building positive working relationships with colleagues in HERE East.
- Establishment of the HERE East working group to shape student experience.
- Agreements with other student unions at the site for cross-institution collaboration.
- Building upon Freshers' Fest, the welcome fair for the London campus.
- Collaboration with **410** new or existing students attending Freshers' Fest.

COLLABORATIVE NETWORK EVENT

The Students' Union attended a community event facilitated by the **YMCA**, this provides us with opportunities for local partnerships and to explore networks. Opportunities for funding bids through the national lottery is being reviewed.



NORTH STAFFS MIND

We worked alongside North Staffs Mind and HSW to provide a free ½ day seminar for our Paramedic pathway students around Mental Health and Resilience; based on student feedback around needing support due to the extended periods of learning on the job

POWERCHAIR FOOTBALL

Working alongside colleagues in the Sports Centre we successfully delivered a partnership Powerchair Football event with Keele and St George's Knights. As an actively inclusive institution it's important we offer a range of inclusive sports for our students, using external partners and experts to co-create opportunities for students to participate



BE SAFE CAMPAIGN

Be Safe is our ongoing campaign aiming to raise awareness of safety and the preventative measures that we can all do at university, home, travelling or anywhere to ensure better safety.

As part of this we have the following initiatives:

1. Socials and Initiations - It is the policy of Staffordshire University and the Students Union that no student, University or Union employee, student club or society or other recognised group or association shall conduct or condone initiation activities, "consensual" or not.



3. Stay Safe on Social Media - Collects advice provided by the major social media platforms on how to set up privacy controls and suggests some tips on how to use social media safely



5. Ask Angela - If a student is ever feeling unsafe or uncomfortable, head to the bar and ask for Angela. We'll do the rest.



2. The Safe Taxi Scheme – Introduced in 2022/23 this scheme allows for students at our Stoke students this scheme allows for a student to get a taxi via Take Me Taxis and pay the bill the following week with the showing of the student card to the taxi driver



4. Union Angels - Our friendly staff are happy to walk with you home as long as you live within a reasonable distance away from campus, and if you do live some distance away, they will make sure that you have a taxi to get to your home or will do their best to find your friends for you.



6. Cop Shop –Working collaboratively with academic colleagues in JSS (Justice, Security and Sustainability), we appointed a Union Team Member to support PC Richardson, JSS and the Union to deliver a co-created project and activities around Crime and Crime prevention modules to offer co-curricular opportunities for our students.

WELLBEING AND INCLUSION

CITIZENSHIP MODULE

- Building on work from previous academic years.
- The Citizenship Module is now live for all students.
- Part of the #NoExcuses campaign.
- Aligns with the Office for Students' 'statement of expectation'.
- Tackle unacceptable behaviours, such as sexual misconduct, bullying, and harassment, at Staffs and beyond.
- Tracking take-up and gathering feedback on its impact on attitudes and behaviours.

SEXUAL MISCONDUCT AND VIOLENCE

Work has continued our campaigns into sexual misconduct and violence.

Sexual Misconduct position statement -

We are currently working with the university to prepare and recommend a collaborative position statement to share with students in September 2024. The statement will ensure that students have confidence in the effectiveness of university policies and processes and that they understand the support services that are available to support sexual misconduct reports.

SVLO (Sexual Violence Liaison Officer) Training

The Stafford and London Coordinators have been SVLO trained. They provide additional support to students at our satellite sites in Stafford and London.

Sexual Violence Awareness Week

SVLO-trained staff provided drop-in sessions at London and Stafford during Sexual Violence Awareness Week, raising the profile of the support available to students.

PRONOUNS TRAINING

Our latest online module launched in the series of supplementary training for committee leaders has been developed in collaboration with the LGBTQ+ Network. The training aims to raise awareness amongst our student leaders of pronouns and understanding of their correct use and to foster inclusivity for all members. Completion of the training counts towards the Student Group Inclusion Badge

CADMAN LOFT WELLBEING / SENSORY SPACE

Working with Estates students have been consulted regarding the plans for the redevelopment of the Cadman Loft Space giving students a sense of ownership of the space. These plans include a wellbeing / sensory room, to which students have been requesting for a long time. We hope that the plans are approved, and we can deliver this space in the new academic cycle.