

Ambition

By 2025, we will be a high-performing students' union, valued by our members, delivering outstanding support and services for a vibrant, well-rounded time at university.

Priorities

Financial stability	Support and empower all staff	Support and help to build student communities	Support students personal and professional development	Transform our services
<ul style="list-style-type: none"> Able to fund student activity Able to respond to student needs Sustained for the future 	<ul style="list-style-type: none"> Effective internal communications Positive culture Clear roles, opportunities and recognition 	<ul style="list-style-type: none"> Enhanced support for student groups and events Be a part of School communities Cultivate UoE-wide spirit 	<ul style="list-style-type: none"> Provide opportunities Guide and inspire Recognise success and development 	<ul style="list-style-type: none"> Digitally developed services Historic Teviot reimaged for the 21st century Targeted development of services

Purpose

To enhance student life at the University of Edinburgh by providing representation, services, activities and support.

Principles

Student led	Power to change	Diverse student communities	Open and helpful	Collaboration	Ethically and environmentally responsible	Social Enterprise
Prioritise work and services that matter to students	Be strong representatives, campaigning for students	A sense of belonging for all	In our communications and interactions	Harnessing the benefits of working together	Conscious of our impact	Trading, with multiple benefits for our members

Measures

Customer/Member

- 90% or above **satisfaction** with all key services, and overall
- 5% annual **increase** year on year in Student Election **voter turnout**
- 35% **increase** in **footfall** across key spaces

Internal Processes

- All spaces utilised to **75% occupancy**
- Finalised, **accurate monthly management accounts** produced within 7 days of accounting period end
- 80% in assessment of **Good Governance Code** for Student Unions
- NUS **Green Impact** accreditation

Innovation & Learning

- 90% of **staff would recommend** us as a place to work
- At least **80%** of staff will be **intranet users**
- 2% of staff **expenditure** dedicated to **staff training and development**
- 2% of income **reinvested** into **services and space development**

Finance & Resources

- 2% annual operating **surplus**
- £1 Million** in **reserves**
- 5% annual **growth** in **commercial contribution**
- Maximum of **53%** of operating **revenue** spent on **permanent committed staffing**