



Impact Report

2022 - 2023



Strathclyde
Students'
Union

Sources

This report is based on findings from:

- All Student Survey, April 2022, conducted by Assenti Research, 1,339 participants.
- Strath Union Staff Survey 2022, 111 participants.
- Student Pulse Commercial Survey, November 2022, 796 participants.
- Student Pulse General Check-in, November 2022, 534 participants.
- MSL Solution website reports.
- www.officeforstudents.org.uk
- Google Analytics and GA4.
- Strath Union records.
- Facebook, Instagram, Twitter, TikTok reports.



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We are students.

Outside of the classroom, Strath Union is where everything happens. From sports clubs and societies to representing student voices to the University, providing volunteering opportunities, food and drink, events and much more! We offer every student opportunities for connection, support and development that equip and empower them to thrive at Strathclyde and beyond.

This year has been the first complete year without interruption from Covid 19, hopefully indicating the end of the pandemic and the beginning of a new world in which we are discovering together ways of interacting online and offline. We have learned a lot over the past three years and we have emerged from the pandemic with a new strategic plan to improve and enrich student life for every student at Strathclyde.

This impact report represents where we are and provides us with knowledge about how we can advance in the coming years, as we continue to learn and engage with students along the road. With our recent survey and new mechanism for collecting student opinions on a regular basis, we are more agile and will be able to check our continuous progress - changing our approach as we go - to better serve students wherever feasible.

77% of students understand the role and purpose of Strath Union

75% of students are pleased with Strath Union

60% of students said Strath Union had a positive impact on their University experience during Covid (2021/22)

— All Student Survey, April 2022, conducted by Assenti Research, 1,339 participants.



7,867 society members

2,966 sports members



1,825 Advice Hub clients



1,752 volunteers



611 student representatives

104
student
staff



46 non-student staff



308,260 bar transactions



135,453 visits to strathunion.com



95,726 food transactions



77,839 Common Ground & Roasters transactions

635 student-led events



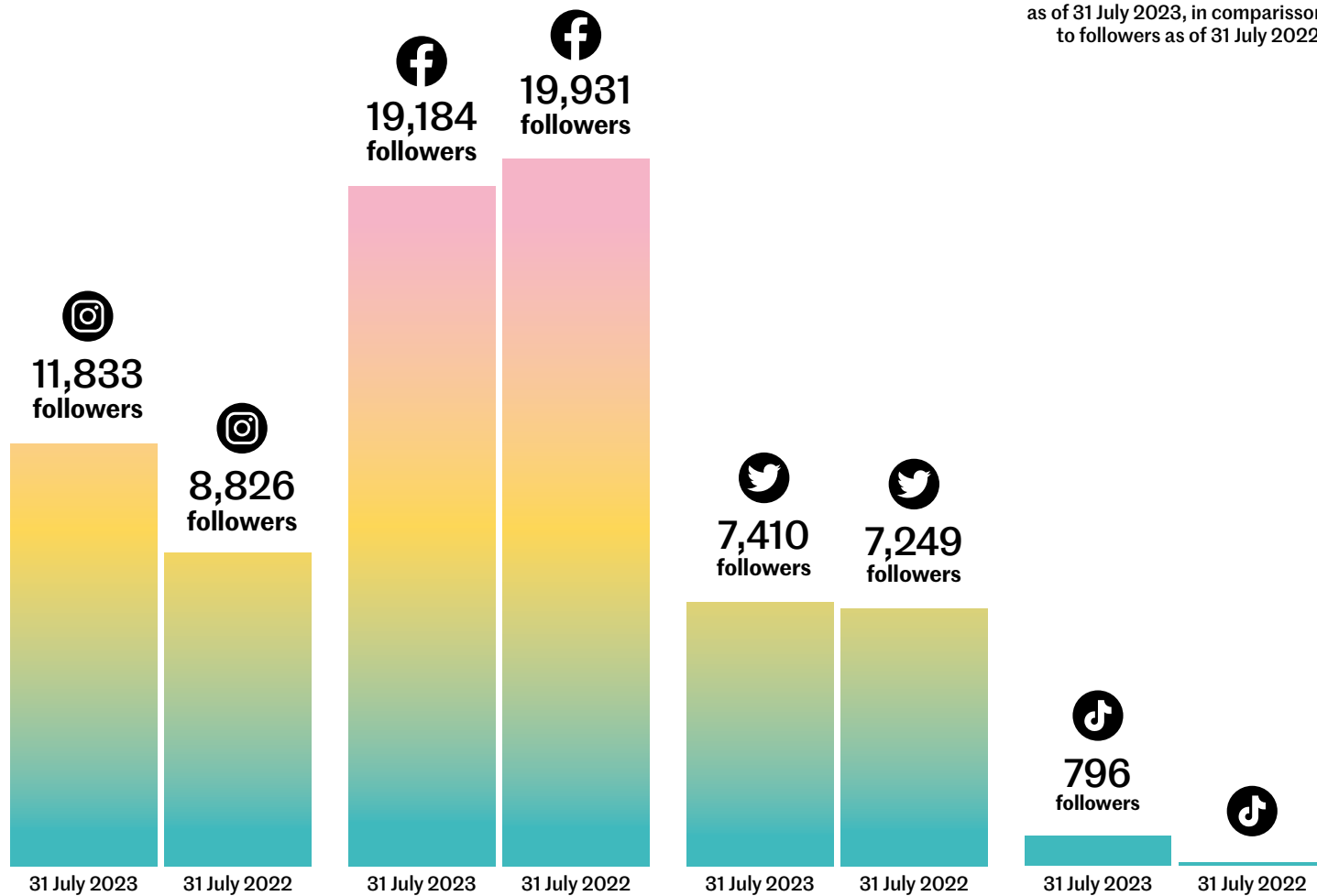
195 Terrace events



8 student campaigns



Number of social media followers
as of 31 July 2023, in comparison
to followers as of 31 July 2022.



Unleashing potential



The social atmosphere at Strath Union is lively, with students engaging in a wide variety of extracurricular activities. Amazing connections and cross-cultural engagement are made through the abundance of opportunities. The Students' Union is an important part of a well-rounded university experience, providing opportunities to make friends, learn about yourself, and get involved in campus life.

Being a student is more than going to class. It's a lifestyle!



**197 societies with
7,828 memberships**

**47 sports clubs with
2,966 memberships**

1,752 volunteers

**74,373 visits to Opportunities
on strathunion.com**

**41,345 visits to Venues
& Re:Store web pages**

We are student ... Sport



Strath Union's Sports Union covers a wide range of activities, catering to both experienced #strathletes and newcomers. Our Sports Union provides a vibrant platform for individuals to flourish in their chosen disciplines, whether they are seasoned athletes striving for perfection or beginners wanting to embrace a healthy lifestyle. This comprehensive approach to student sport represents our dedication to promoting physical wellbeing, skill development, and a sense of community.

2,966 Sports Union members

435 club volunteers

49 sports coaches

222 StrathActive members

795 StrathActive participants

12 topics of training offered

26,427 visits to /sports-union

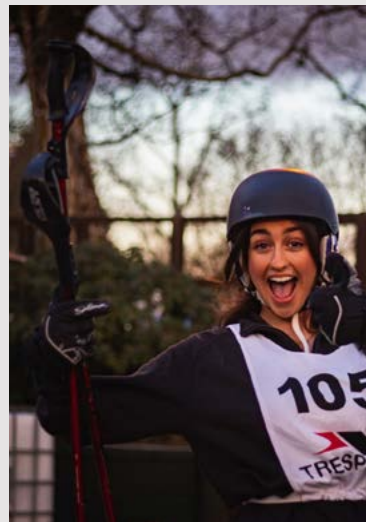
Performance Sport

Performance sports provide a platform for talented athletes to demonstrate their abilities and compete at a high level, developing an achievement and teamwork culture. Simultaneously, beginner-friendly StrathActive promotes inclusion and personal development by encouraging students to try new things, gain confidence, and stay active. Our sports clubs are a cornerstone in the Sports Union, with students participating in a variety of sports that help them through their university experience by offering a chance for them to meet like-minded people and de-stress outside of the classroom.



- 59 BUCS teams
- Ranking 30/152 institutions
- 1,604.5 BUCS points
- 594 fixtures
- 49% overall win rate
- 17 medals
- 4 walkovers

Club Sport



- 47 clubs
- 2,966 members

StrathActive



- 222 StrathActive members
- 795 StrathActive participants
- 220 session hours of StrathActive
- 8 StrathActive Leaders



"The best thing about volunteering with the StrathActive programme is that I was able to meet new people, participate in sports as I volunteer and improve my leadership and management skills."

– Rachael Okoh
StrathACTIVE Leader

We are student ... Societies



Societies at Strath Union provide students with an excellent opportunity to connect with classmates who share their hobbies and interests. Societies promote personal development, leadership skills and a forum for creative expression, all of which contribute to a well-rounded university experience that extends beyond the classroom and allows students to explore their passions in a supportive and enriching environment.

197 societies

3,144 memberships

2,008 individual members

60,734 visits to /find-a-society

Students who participate in societies not only develop a strong sense of belonging and community, but they also have the opportunity to participate in meaningful activities linked to their hobbies, academic pursuits, or cultural origins.



x 20 Media, Art & Music

x 10 Political & Activism

x 4 Widening Access

x 36 Course Related

x 18 Community

x 19 Faith & Culture

x 4 Widening Access

x 45 Hobbies & Interests



86% of society & sports club members said being a member of the Union had improved their student experience.

— April 2022 All Student Survey, conducted by Assenti Research, 1,339 participants.

We are student ... Volunteers



1,752 volunteers

86 charities supported

15,988 volunteer hours

3,022 visits to /volunteering

Volunteering can provide students with life-changing opportunities to learn empathy and responsibility by giving their time, skills, and energy to benefit the community or a cause. Volunteering provides students with a sense of purpose, relieves stress, and promotes community, while also improving academic performance by fostering critical thinking and problem-solving skills. Our volunteers span across the entire Union, taking on roles in sports clubs, societies, Hear to Listen, as well as supporting external charities.

STUDENT NEWS

Hear^{to} listen

STRATH
UNION
EST. 1964

A safe space, a
friendly face and
a listening ear.

not counselling;
ly, confidential
wellbeing

worries
are too

STRATH
UNION

We are student ...

Recruitment Events




Strath Union is a great reason to join the Strathclyde community, and we love meeting new students and telling them about all of the amazing opportunities and support that are available to them once they become students here. We attended various Applicant Events this year, showcasing Richmond the duck ahead of Freshers' Week, and collecting names for our Freshers' mailing list to keep them up-to-date on their Freshers 2023.

6 applicant days events

Over 500 badges handed out

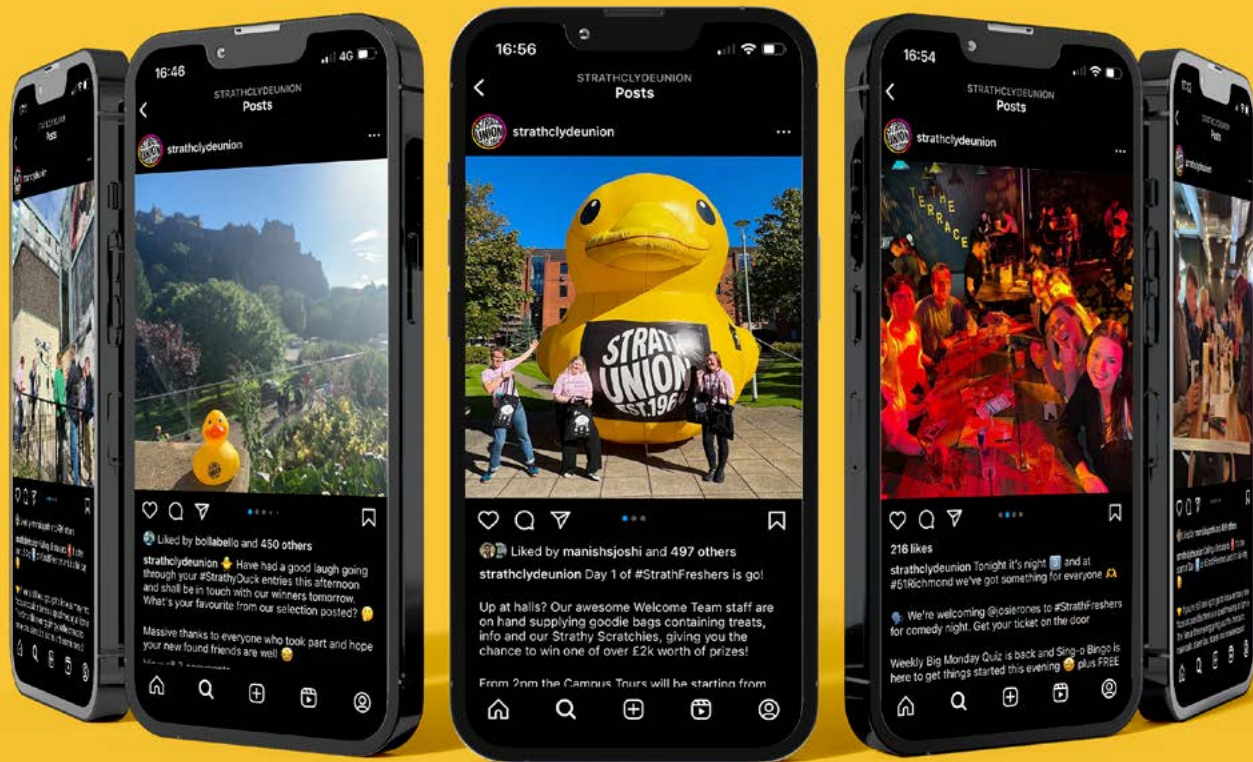
323 students signed up to our Freshers' mailing list





We are student ... Socials


Every year, our eagerly anticipated Freshers' Week makes the start of each academic year an exciting event. Freshers provides a warm welcome to all new students, building connections, sparking friendships, and setting the groundwork for a dynamic and inclusive Strathclyde community. Roommates, classmates, and peers come together to form the first bonds that will define their university experience.



- Over 5,000 participants in Freshers' events
- 75 Freshers' events

- Over 2,000 prizes handed out
- 300 ducks won

- 68,502 visits to strathunion.com/freshers/2022

A man wearing a red hoodie, a black baseball cap, and glasses is shown in profile, aiming a dart. He is holding a long, thin dart with a red and orange striped shaft. The background is a red tent-like structure. To the right, there is a game board with a blue and white wave pattern and yellow ducks. The board has a red and white striped border. The text is overlaid on the right side of the image.

The core purpose of Freshers' Week is to ensure that every new student feels welcomed, accepted, and empowered from the moment they step onto campus.

Strath Union events and socialising provide a variety of experiences that enrich university life. Outside of the classroom, these events provide a lively platform for students to engage, build connections, and make lasting memories. Students not only unwind and find respite from their studies through numerous events that include cultural festivities, workshops, performances, and recreational activities, but they also widen their minds, learn about new cultures, and engage in important conversations. This dynamic social atmosphere promotes personal development, cultural awareness, and a sense of belonging, all of which contribute to a holistic university journey that includes both education and the development of well-rounded persons.



**The Union is where
students make memories
that last a lifetime.**



- **635 student-led events**
- **4,287 students attending events**
- **52,646 visits to strathunion.com/events**

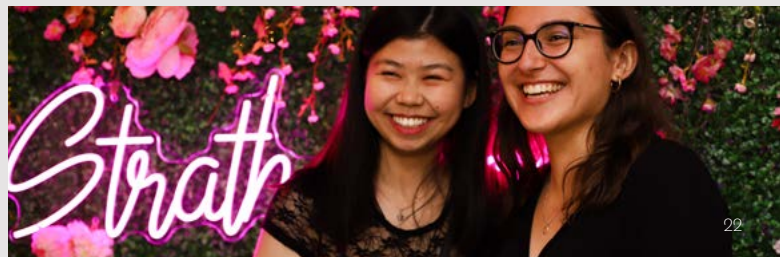
We are student ... Award Ceremonies



Every year, our full-time student representatives conduct events to recognise student and teacher achievements. Among these are the Student Volunteering Awards (STAR) and Teaching Excellence Awards (TEAs). Both bring students together to reflect on the year's accomplishments and spend time celebrating together.



- 558 TEAs nominations
- 173 STAR nominations
- 5,832 visits to TEAs webpage
- 2,279 visits to STAR Awards webpage



We are student ... **Venues**

- **The Terrace**
Bar / Food / Takeaway / The Venue
- **Roasters**
- **Common Ground**





The Terrace

- 90% customers say The Terrace is convenient
- 90% customers say The Terrace has nice surroundings
- 88% customers say The Terrace has friendly service
- 69% customers would recommend The Terrace to their friends

— Student Pulse Commercial Survey, November 2022, 796 participants.

“The bar is a lot better than other bars in the city centre and it has a good range of student ages as well, not just first years.”

– Society member



147,140 pints



85,302 pool games



1,270 fwip icecream



8,153 pizzas



1,013 games of darts



13,660 visits to
strathunion.com/venues/terrace

Words used by students to describe The Terrace ...

Affordable, welcoming, fun

Amazing at hosting

Convenient

Epic

Better than Spoons

Exciting

Lively

Atmospheric

Inspiring

Friendly

Fab food & vibes

Cheap

Fabulous

Great night out

Unique

Comforting

Oooh!

Super cool and affordable

Class

Tasty cheesy chips

Beautiful

Fantastic

Perfect place to meet

Relaxed

Best place to party

Colourful

Yummy

Love island vibes

Slay

Always a laugh

Well-priced

Aesthetic

Amazing place to socialise

Great night out

Vibrant

Bubbly

Busy

Beautiful place and friendly ambience

Loud

Welcoming

Chill

Good drinks

A nice bar

Sociable

Swag

Entertaining

So good man

Valuable

Comfortable

Indoor beer garden

Safe

Best place to sit

Superb

Eco-friendly

Fun vibes

...



Roasters

- 100% customers say Roasters is convenient
- 91% say Roasters has nice surroundings
- 98% say Roasters has friendly service
- 82% would recommend Roasters to their friends
- 64% say Roasters is their favourite place on campus

— Student Pulse Commercial Survey, November 2022, 796 participants.

Words used by students to describe Roasters ...

Reliable

Cozy

Trendy

Warm scones

Vegan sausage breakfast rolls

Welcoming

Clean

Friendly

Terribly effing cute

Lovely staff

Clean

Really good coffee

Calm

Convenient

Authentic americano

It's an amazing place to hang around with friends

Best coffee

Tasty

Rich taste



78 subscriptions

38,000 coffees

6,487 visits to
strathunion.com/venues/roasters



Common Ground

- 9,331 coffees served
- 1,435 breakfast rolls
- 3,585 visits to strathunion.com/venues/common-ground

— Student Pulse Commercial Survey, November 2022, 796 participants.

We are student ... Goods

Students love their Strathclyde legacy, which we now make possible in a variety of ways. Branded sweatshirts, hoodies, pens, mugs, lab coats, ties, and many more items can be found on our sales list. We are increasing our product line to become a one-stop shop and look forward to expanding our selection to meet the demands of students in the coming year.



Re:Store

- 1,803 hoodies and sweatshirts sold
- 363 bears sold - totaling £5,445 towards the Alumni Fund
- 3,423 in-store sales
- 990 graduation sales
- 211 welcome desk sales
- 1,047 Instagram followers @restore.strath
- 695 TikTok followers @strathunion.restore

Student Sponsorship Fund

Re:Store also contributed to the Alumni Student Sponsorship Fund by selling Anderson teddy bears, the University mascot, with all proceeds going to the Scholarship Fund. Below shares the experience of Strathclyde students who have received the scholarship fund and what it means to them.

"I would like to take this opportunity to thank the generous Alumni community for funding and providing me with such a helpful scholarship through my first few years of study. I believe that this has allowed me to consider experiences I may not have considered before receiving this opportunity, for which I am so grateful."

- Strathclyde student alumni scholar

"This scholarship has made a massive difference to me. Particularly in my honours year as I was able to quit one of my part-time jobs, meaning I could spend more time studying."

- Strathclyde student alumni scholar

"Your support has provided me with the necessary resources and time to focus on my academic goals with confidence ... Thanks again for investing in my future; your kindness and generosity will always be cherished."

- Strathclyde student alumni scholar

Strategic Tracker to Achievement

STRATEGIC MEASURE

PROGRESS

Year on year increase in % of students participating in sports clubs, societies and student groups.



- Number of Societies grown by 5.6% since 2021/22.
- Societies membership grown by 41.2% since 2021/22.

Year on year increase in student satisfaction with, and awareness of, Union services.



We are currently rolling out the Student Pulse survey platform across the organisation in 2023/24, following a successful test in 2022/23, with the goal of analysing membership perceptions, awareness, and satisfaction.

Students are able to easily demonstrate their involvement and qualifications gained during their time with the Union.



Students create volunteer profiles on our website to record their activities and skills developed.

At least 3 new income streams that are either breaking even or returning a surplus.



- Two new income streams:
- Significant income from merchandise.
 - Smaller income from Content Freelancers.

Year on year growth real terms from commercial sales.



Commercial sales have increased by 55%.
Work is continuing to control costs to impact profit.

Amplifying Community



Elected and selected representatives work hard to ensure that all University of Strathclyde students' voices are heard. We make certain that our members' opinions are captured, valued and acted upon using feedback mechanisms and student polls. Our Autumn and Spring Elections provide students with the opportunity to represent their peers in a democratic process. Furthermore, Student Parliament meets throughout the year for all representatives to propose ideas to effect change and debate issues and accomplishments for students.

Making student life even better

We've already had campaign achievements in 2022/23, and we're preparing for even bigger ones in 2023/24. Prepare for increased participation in projects that will have a significant impact on all students. Together, we can effect change!

We are student ...Voice

The student President, along with their team of five Vice Presidents, plays a multifaceted and crucial role in shaping the university experience. Acting as a collective voice, they advocate for student needs and concerns, bridging the gap between the University and the student body. Each Vice President oversees specific areas such as education, community, inclusion, sport and welfare, ensuring a comprehensive approach to enhancing campus life. By spearheading initiatives, fostering collaboration, and promoting inclusivity, this leadership team cultivates a thriving university environment that supports personal growth, active engagement, and a strong sense of unity among students.

- **2,461 visits to**
[strathunion.com](https://strathunion.com/voice/studentexec)
[/voice/studentexec](https://strathunion.com/voice/studentexec)

Full Time Student Representatives 2022/23



President
Adam Morrow



VP Community
Justyna Kardasz



VP Education
Arran Lamont



VP Inclusion
Yu-Chu (Kathy) Doong



VP Sport
Ronan Welch



VP Welfare
Lewis McDermott

“ You’re not just an individual student – it’s having a nominated student to act as a mouthpiece for everyone else, otherwise student issues can be lost. It’s easier for [the Reps] to get noticed.”

- Society member



We are student ... Campaigns

Our campaigns have a significant influence on students because they work as a dynamic catalyst for change, increasing awareness, advocacy, and empowerment. These initiatives enhance education, diversity, and community development by providing opportunities for students to participate meaningfully with key problems. Students learn skills such as effective communication and leadership through campaigns, preparing them for active citizenship. Campaigns affect institutional policy by amplifying the student voice, ensuring that students' concerns are not only acknowledged but also factored into decision-making. Our campaigns encourage students to contribute to a more informed, democratic, and lively campus environment, providing a lasting legacy of good reform.

- **8 campaigns**
- **348 completions of our Sexual Health Survey**
- **1,361 visits to strathunion.com/campaigns**

Marking
and Boycott
Assessment

Black
History
Month

Housing
Campaigns

Trans,
Non-Binary
& Intersex
Swim Session

Sexual Health
Survey
& S.H.A.G.
Week

16 Days
of Action

LGBTQ+
History
Month





We asked students what their top three Strath Union priorities were, and the student representatives lost no time in pulling up their sleeves and finding solutions for these issues.

— *Student Pulse General Check-in*, (November 2022), 534 participants

Student Issues > Student Action

ISSUE

Mental Health and Wellbeing



ACTION

- The Sexual Health survey by the full-time Representatives was completed by 348 students and identified 72% of participants didn't feel their sexual health education prepared them for healthy sexual relationship.
- Ongoing contribution to Strathclyde's Suicide Prevention Strategy.

ISSUE

Cost of Living



ACTION

- Free breakfasts for student in the Union and at the Library before and during exams.
- Alumni funding for a Warm Hub on Sundays to provide free heated spaces.
- Gave chaplaincy meals for the 'pay what you can café'.
- Make big portions - two meals in one.

ISSUE

Liberation, Equality, Diversity and Inclusion



ACTION

- Trans and non binary swimming sessions.
- International students cooking with us to create a taste of home from home.

We are student ... Democracy

Democracy is one of our core values. Strath Union is run by students, for students – to do this, we have a range of representatives and processes in place to make sure that the student voice is key in our decision making.

Autumn Elections 2022

8 positions
77 candidates
476 voters



Spring Elections 2023

23 positions
82 candidates
3,605 voters



Student Parliament 2022-23

5 Parliaments
3 policies passed



We are student ... Reps



Strath Reps are an essential link between the student body, the Students' Union and the University. The feedback they collect helps make positive changes at programme, department, faculty and university level at the University of Strathclyde.

“Being able to rise up to the challenge and take up a leadership position truly comes with loads of responsibility, but the best part is the privilege it offers to bring about a positive change; especially for the benefit of others.”

- Praise Ojumu
Programme Rep,
MSc Education Studies

22 part-time Representatives

2,770 visits to strathunion.com/voice/studentreps

We are student ... Support



The Advice Hub and the student Vice President for Welfare provide critical support inside the Students' Union, focusing on students' overall wellbeing. The Advice Hub provides a secure environment for students to seek help on academic, finance, housing and wellbeing issues, supporting overall success and mental health. The VP Welfare works relentlessly to address and increase awareness about mental health concerns on campus, developing programmes, events, and resources that promote a friendly and supportive campus climate. The Advice Hub and VP Welfare work together and also separately to ensure students' emotional, psychological, and academic wellbeing throughout their university experience.

1,825 clients

2,137 cases opened

2,212 cases worked on

**117 students supported by
the Participation Fund**

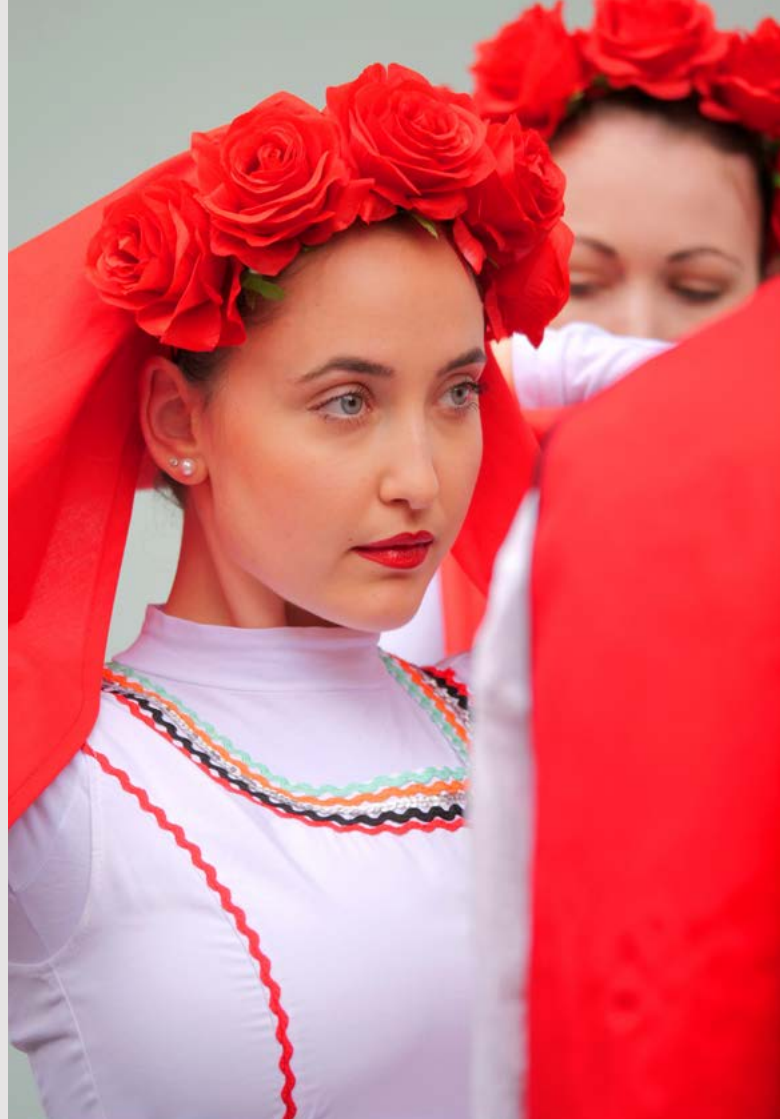
**7,373 visits to
strathunion.com/support**

We are student ... Diversity

By promoting fairness, understanding, and unity, the student Vice President for Inclusion plays a critical role within the Students' Union and the University. This position comprises of advocating for marginalised communities, cultivating a diverse campus climate, and executing projects that encourage cross-cultural communication and awareness. This job ensures that all students feel appreciated, valued, and empowered to contribute their unique ideas through establishing an inclusive environment. The VP Inclusion strengthens the educational experience by developing cultural understanding, breaking down barriers, and preparing students for a globally interconnected world through workshops, events, and collaborations.



19 Faith & Culture societies including international-focused societies such as Indian, Nordic, Omani, Ghanaian, Polish, Afghan, Hong Kong, Malaysian, Nigeria, African Caribbean, Language Cafe, religious societies, and many more!



We are student ... Environmental Campaigners

Sustainable practises not only contribute to larger sustainability initiatives, but they also save money for other student activities by using fewer energy and materials. We include sustainability ambitions in all Union activities to foster a community in which students may discuss environmental issues and work towards a common goal of enhancing campus health and providing future leaders with the skills and attitudes needed to tackle the world's most pressing issues.



- 7 sustainability-aware societies
- 306 members in sustainability societies



***“Being part of the
Climate Emergency
Action Group at
Strath Union helped
me as a student by
encouraging me to
put into practice the
change I wish to see
at the University.”***

- Ashanti Magoma
Strathclyde Climate Emergency Action Group



Strategic Tracker to Achievement

STRATEGIC MEASURE

PROGRESS

Three Union-wide campaigns that positively and tangibly impact students' lives.



Based on responses from our General Check-in poll, students believe the Union should prioritise Mental Health and Wellbeing. We are holding a Wellbeing Fair in October 2023, as well as many other wellbeing activities throughout the year, and are increasing the resources available to the Advice Hub during Semester 1.

Annual improvement in NSS score.



The question asked is: The Students' Union (association or guild) effectively represents students' academic interests.

- 2023: 79.3% agree
- 2022: 62.61% agree

— www.officeforstudents.org.uk

Diversity of students engaged in sports clubs and societies is more representative of the diversity of the University population - demographics survey, year on year increase.



Diversity of students engaged in sports clubs and societies is more representative of the diversity of the University population - demographics survey, year on year increase.

All relevant policies updated and staff fully trained on sustainability.



Every year, policies are reviewed and modified, and training plans are being developed.

Year on year reduction in CO2 from 2022 baseline.



Achieved Responsible Futures Accreditation in July 2023 (valid for 2 years).

Empowering Everyone



We are student ... Allies & Supporters

“There is a sense of shared purpose across all teams within the organisation and I am confident that every staff member would go the extra mile for students.”

- Strath Union staff member

None of this would be possible without the hard work and dedication of our committed staff, whose devotion and tireless efforts have played a critical part in fostering a dynamic and inclusive student community. Behind the scenes, everyone works hard to ensure that events run well, services are supplied, and students' views are heard. Our staff's enthusiasm and dedication shine through in every project, improving the student experience. Thank you for making our Students' Union a place of inspiration, growth, and unity.



Our staff survey says:

- 111 staff completed the Employee Engagement survey this year (70% of total staff).
- 95% of respondents agreed or strongly agreed that *"This organisation values diversity"* and *"I trust and respect my manager"*.
- 94% agree or strongly agree that *"I would recommend this organisation as a good place to work"*.

— Strath Union Staff Survey, 2022, 111 participants.

Our students say the best things about Strath Union are ...

Staff have been so welcoming.

Vibe and atmosphere.

Everyone is so friendly and ready to help.

Strath Union leaves no stone unturned and is a great place to work, study and hang out. As a bar staff I love working there and the campus has so many lovely spots too, it's the perfect place to be for me!

Good relationships between students and staff.

I think you're doing great.

The positive environment.

Location, people, facilities second to none.

Making different groups of friends.

People are very nice.

Central to places in Glasgow and Union is good for food/doing work.

The student events and the general help by the Students' Union.

Multiple opportunities from sports to societies.

The people.

Great place to meet people and interact with others.

Friendly, supportive staff.

The support and experience.

There is a real sense of community.

Strategic Tracker to Achievement

STRATEGIC MEASURE

PROGRESS

Year on year increase in staff satisfaction, belonging and connection.



As seen in the staff statistics.

External recognition for inclusivity as an organisation and being known as a great employer.



- 3rd in Whatuni? 'Best UK Students' Union' for 2 consecutive years
- Best Bar None Gold Award
- NUS Green Impact Excellent Award
- NUS Education Campaign Award
- Proud Scotland Small Employer Award

Increase in staff survey measures around trust and purpose.



We are developing recognition rewards for employees that demonstrate our values.

All career staff have a Personal Empowerment Plan.



All employees have empowerment plans, which we will continue to develop.

20% improvement in staff survey metric on coaching and mentoring.



We are joining a mentorship organisation and making it available to everyone.

We are Grateful

Thank you for the trust you've placed in us.

On behalf of the entire Students' Union, we extend our heartfelt gratitude to our supporters and funders for supporting and investing in our vision of creating an extraordinary experience for every student at Strathclyde. All contributions have played a pivotal role in shaping our vibrant community and have helped us stay committed to our core principle to empower and support every student at Strathclyde to succeed to the best of their ability at university and beyond. The generous donations and continuous backing have allowed us to implement transformative initiatives, establish valuable resources, and organise memorable events; all tailored to enrich the academic and social lives of our students.

£237k
Alumni Grants

£2.8
million
Block Grant





Education
Campaign
Award

NUS Green Impact

EXCELLENT AWARD

Delivered by Students Organising for Sustainability - UK



51 Richmond Street, Glasgow, G1 1XU. Strath Union is a trading name of the University of Strathclyde Students' Association. A charity registered in Scotland No: SC005914. Registered company in Scotland No: SC568857.

