

**Our Vision:**

**A Students' Union where every Lincoln student has a great experience and is encouraged and assisted to fulfil their potential both at University and in life.**

**We will ensure what we do is:**

**Quality      Nurturing      Strong      Honest      Approachable      Dynamic**

**Key Themes from 2016-21 Strategy:**

1	Representation
2	Honest Advice
3	Employability and Work Ready
4	Active Lifestyle
5	Student Led Events
6	Community

**KEY PERFORMANCE INDICATORS (KPI's) (preferably no more than 6)**

1. 60% satisfaction in activities department in end of year activities survey.
2. See a 20% increase in clubs and societies using commercial services for sponsorship from 2015/16.
3. Hold termly personal meetings between VP Activities and all clubs and societies.
4. 70% Committee members satisfied with training and support given to them in end of year survey.
5. Run an inclusion and diversity campaign with 100 members participating in each week throughout the year.
6. Undertake a survey on facilities that sports club members use.

Objective: To improve training given to committees so it is more accessible and relatable for students.				
Key themes	Action	Responsibility	Resources Required	Progress to Date
1,2,3	We will provide online video and written training that committees can access at any time	VPA, Comms, SB, EB	Time, Video Camera, Web Development	
	We will produce an online 'Jargon Busters' to help committee members better understand terminologies associated with activities policy	VPA, Comms, SB, EB	Time, Web Development	

	Using the new hubs structure we will work on feedback from reps and look to affect change before the next hub meeting.	VPA, VG, MG	Time	
	VPA will hold monthly meetings with all clubs and society committees to provide support and updates on KPIS.	VPA	Time, Calendar, Email	
	BUCS teams and liberation societies will receive specific training.	VPA, SB, EB	Time	
	Drop ins will change and be run by the VPA, with the officers (sport, IMP, societies) hosting 1 a week on a 3 week rotation.	VPA, VG, MG, IMPO	Time, Email	
Objective: Develop the activities brand 'We Are Lincoln' using it to promote student activities, achievements and build the community ethos across the activities department.				
<b>Key themes</b>	Create blue and gold We Are Lincoln branding to be used on social media	Comms	Time, Graphic Design	
<b>1,3,4,5,6</b>	VPA to use twitter account to pass on 'personal messages' to students and also to attend student events and live tweet	VPA, Comms	Twitter	
	Create a 'We Are Lincoln' Facebook page to update students on activities information, trips, student led events, and to share photos and media relevant to activities.	VPA, Comms, EB, SB, HC	Time, Social Media	
	We will create a 'We Are Lincoln Wednesdays' menu, that will be specifically available to clubs and society members.	VPA, RL, Comms	Time, Graphic Design	
	We will create a sports and societies social hub in The Swan and Tower Bar	VPA, CG, SM	Time, Graphic Design, Social Media, Email	
	We will advertise the benefits to students of being a member of 'We Are Lincoln' through a club or society, such as bar offers.	VPA, Comms, RL, WR, VG, MG	Social Media	
	Work with AKUMA to get 'We Are Lincoln' put onto all kit without any extra expense to students.	VPA, AKUMA	Time, Email, Meetings	
	We will do a big kit launch, visual on campus and social media, using student athletes to model the new	VPA, Comms, EB, SB.	Time, Graphic Design, Social Media, Estates, Camera.	

	kit, to build excitement between AKUMA and the We Are Lincoln brand.			
	We will put on the biggest Varsity yet, with the most teams competing and a 20% increase ticket sales.	VPA, VG, EB	Time, Email, Social Media	
	We will improve the use of TV screens to make the messages about Clubs and Societies more prominent, as well as using photos and videos.	VPA, EB, SB, WR	TV Screens	
	We will work with media students to film a promotional video for the activities department to showcase to current and potential students what we offer in Lincoln.	VPA, Comms	Email, Meetings	
	Activities Awards will become the 'We Are Lincoln' Ball, where success will be celebrated across the activities department.	VPA	Social Media, Email, Engine Shed.	
<b>Objective: To develop and implement a successful Intra Mural Programme</b>				
<b>Key themes</b>	We will advertise for, and appoint an Intra Mural Secretary/Captain in each college	VPA, CB, HC	Social Media, Website, Face to Face	
<b>3,6</b>	Work with the sport centre and estates to find suitable times and facilities for when events and matches can take place at minimal cost to the students and staff.	VPA, EB, CB, Helen Evans, Estates.	Email, Meetings, Time	
	We will work with AKUMA to develop a 'kit' for each college.	VPA, AKUMA	Email, Meetings, Time	
	We will use SU and University social media to advertise the new programme to students and staff.	VPA, Comms, CB	Social Media	
	Each match will contribute to an overall points tally for each college that will go towards the IntraMural Cup to be presented at WeAreLincoln awards. This needs to be recorded and league tables updated.	CB, IMP Captains.	Excel, Social Media, Time	
	We will elect an IMP officer.	Jenny Barnes	Elections	
	By the end of the year we will have run 5 sports with at least 100 people taking part across the programme	VPA, CB, IMPO	Time	
<b>Objective: To work with the VPAA and student voice to deliver an innovative Academic Societies Programme</b>				
<b>Key themes</b>	We will hold a forum with Academic Society presidents to get input into the new Academic society structure and points system.	VPA, VPAA, Academic Society presidents.	Email, Time, Meeting Space	
<b>1,3,5,6</b>	We will work with schools to promote academic society membership to all students	VPA, VPAA	Emails, Meetings	

	Academic societies will provide academic enrichment events suitable to degree courses in each school	VPA, VPAA, AS Presidents	Time, Emails, Meetings	
	We will provide contacts for academic societies to get external speakers	SB	Emails, Excel	
	We will use the Society points system to encourage schools to have an accredited academic society.	VPA, VPAA , SB	Social Media, Time, Emails	
	Achieve 5 accredited academic societies by the end of the academic year	VPA	Time, Meetings, Face to face promotion.	
<b>Objective: Deliver the new sports structure to make sport more accessible and improve quality of BUCS performance</b>				
<b>Key themes</b>	VPA to hold monthly meetings with sports teams to review KPI's	VPA	Time, Email, Meetings	
<b>1,3,4</b>	Finalise BUCS Funding criteria to create a fair and accessible route to funding for all sports clubs	VPA, Activities	Time	
	Promote School of Sport clinics and ensure attendance is part of the BUCS criteria.	VPA, VG, Comms	Social Media, Email	
	Promote the link between BUCS clubs and SportLincoln	VPA, Activities	Social Media, Email	
	We will work with local NGB's and leagues to ensure quality referees are provided – and relevant courses are advertised to students.	EB	Email	
	We will work with Lincoln College to source physio/massage sessions for BUCS clubs and operate a drop in service for this.	EB	Email	
	Clubs will be able to earn points in line with rewards and recognition policy to supplement their KPI's when applying for BUCS funding.	VPA, EB	Social Media, Time, Email, Meetings	
	We will promote success of all sports club through social media.	VPA, VG, EB, Comms	Social Media	
	We will appoint students to photograph and video BUCS and other competitive matches for clubs and these will be uploaded to official social media sources.	VPA, EB	Email, Social Media	
<b>Objective: Engage clubs with the AKUMA kit tender deal.</b>				
<b>Key themes</b>	Contact AKUMA to arrange contract meeting	VPA, SS	Email	
<b>6</b>	Create offers for teams who are wearing AKUMA kit	VPA	Email, Meeting, Social Media	
	50% of sports teams to have used AKUMA by the end of the year	VPA	Time, Meetings	
	We will do a kit launch tied in with We Are Lincoln and work with estates to make it visual on campus	VPA, Comms, Estates	Social Media, Graphic Design, Web Design, Email	

<b>Objective: Implement Societies rewards system and achieve 10 gold standard societies by year end.</b>				
<b>Key themes</b>	Finalise points criteria	VPA, HC, SB, EB	Time, Exec	
<b>3,4,5,6</b>	Promote points system through social media, 1 to 1 meetings with committees and drop ins	VPA, VG, MG, Comms	Social Media, Email, Meeting, GOAT	
	Encourage societies to base aims and objectives around achieving gold standard	VPA, SB	Meetings, Email	
	We will keep a live tally of points so that societies can easily find out progress	SB	Excel, Time, Email	
	We will reward gold standard societies at the WeAreLincoln awards at the year-end.	VPA	Social Media, Time	
<b>Objective: Promote inclusion and diversity throughout the activities department</b>				
<b>Key themes</b>	Run campaign weeks throughout the year, working alongside VPWC 'Liberate Lincoln campaign' and VPI international community objective. Expanding on BUCS 'This girl can' adding LGBT+, BAME, International, Mental Health, and Disability	All, Support from VPWC and VPI	Time, Social Media, Website, Research, External Bookings, Presentations	
<b>3,5,6</b>	We will hold a welfare conference towards the end of the year that 1 person from each committee must attend to achieve accreditation criteria for the following year.	VPA, VPWC	Time, Research, Presentation	
	There will be an inclusion and diversity award added to the WeAreLincoln awards.	VPA	Time, Email	
	We will look to book keynote speakers that activities members can attend working in conjunction with the VPWC and university.	VPA, EB, VPWC, Uni	Time, Research	
<b>Objective: Continue to hold the University to account over its promise to develop sports facilities at Riseholme</b>				
<b>Key Themes</b>	Discussing timeline at University sports board and requesting updates	VPA	Time, Email	
<b>1,4,6</b>	Work with sports centre to run Survey	VPA, HE	Email, Time, Meetings	
	Write report on survey results	VPA, Activities team	Time, Email.	