

Warwick SU
Community Strategy
2009-2012



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Aim 1 – Students as Community Residents

Promote students as active citizens in the community, addressing and complementing community needs

Enhance the experience of students living off-campus and facilitate constructive neighbourhood relations

Increase project development with Warwick Volunteers to ensure that students are afforded the widest opportunities in volunteering in the community

Action	Objective / Added Value	Key External Partners	Lead Officer/ Staff	Timescale
Develop a Community Representatives Scheme through engagement with community partners	<ul style="list-style-type: none"> Source funding for a scheme Recruit and develop team of Representatives Receive useful feedback to enable improvements to services to be made Address issues of negative perception of students 	Warwickshire County Council Warwick District Council Coventry City Council Coventry Crime Safety Partnership West Midlands Police Warwickshire Police	Welfare Officer Advice and Representation Manager Academic Representation Coordinator	Review progress at end of Term 2 2009/10
Embed strong relations within Community Forums through regular dialogue	<ul style="list-style-type: none"> Union presence and contribution at relevant meetings in Leamington Spa and Coventry Inform communities of student contributions and of SU purpose Address issues of negative perception of students 	Local Safer Neighbourhood Teams Community Forum Chairs District, Town, City and County Councils	Sabbatical Officers Community Representatives	From beginning of Term 1 2009-10 Consider in Term 3 : possible implementation in 2010/2011 academic year

“Students are members within the community, not outside it”

NUS



Action	Objective / Added Value	Key External Partners	Lead Officer/ Staff	Timescale
Submit press releases relating to volunteering activity within communities	<ul style="list-style-type: none"> Submit two press releases per term associated with student volunteering in the community to media outlets Consider the feasibility of a "Capture the Community" photo and video competition judged by local community 	Local/ regional media providers	Marketing Manager Communications Officer	Review termly Consider in Term 3: possible implementation in 2010/2011 academic year
Work with external stakeholders to promote effective waste management by students	<ul style="list-style-type: none"> Develop/enhance links with Coventry City Council, Warwick District Council and charitable organisations Deliver a wider waste disposal campaign involving students in the community Improve end of term waste disposal by students in Leamington particularly 	Coventry City Council Warwick District Council	Welfare Officer Academic Representation Coordinator	Begin Term 1. Report Term 3 for a possible wider waste disposal campaign
Harness the enthusiasm of students for environmental activity	<ul style="list-style-type: none"> Achieve Sound Impact Silver award as a minimum to demonstrate commitment to environmental sustainability Relevant community initiatives during Go Green Week Target volunteering environmental initiatives at working with schools and youth projects 		Facilities and Safety Administrator President	Action by March 2010 Begin Term 1, review end of Term 2 Review progress at end of Term 2 and Term 3

Action	Objective / Added Value	Key External Partners	Lead Officer/ Staff	Timescale
Raise awareness amongst students of their opportunity to vote in local and general elections	<ul style="list-style-type: none"> Successfully organise and execute a comprehensive campaign to encourage eligible students to vote in the 2010 General Election Develop a campaign with local councils to encourage young people to vote Get involved in Youth Community Forums 	Electoral Commission District Councils	President Governance and Finance Officer	Logistical development Term 1 Reports Term 2 and Term 3 depending on timing of general election
Undertake the comprehensive lobbying of relevant politicians on issues that affect students in the community	<ul style="list-style-type: none"> Successfully identify community issues and precisely inform key representatives of concerns Invite local councillors and MPs to visit the SU and University Encourage councillors to become further involved in student life via student meetings/ online forums/ social networking sites 	District, Town, City and County Councils Local MPs	Sabbaticals	Report termly on relevant issues. Review of procedures in Term 3 Discussion in Term 3 regarding feasibility and interest of proposal

“Getting the student vote out in large numbers could really help shape students’ unions influence locally.”

Richard Budden, NUS



Action	Objective / Added Value	Key External Partners	Lead Officer/ Staff	Timescale
Investigate new links with RAG to encourage further development of their community activities	<ul style="list-style-type: none"> Publicise where RAG money goes to Source local fundraising opportunities for RAG 	Local charities	Societies Officer Student Activities and Development Manager	Considering and reporting Term 2
Investigate the feasibility of the Student Careers and Skills Department delivering Citizenship modules, reflecting citizenship activity in Warwick Advantage Award	<ul style="list-style-type: none"> Give recognition to the importance of community and responsible citizenship 		Societies Officer Student Activities and Development Manager	Investigate feasibility 2010-2011 academic year

“Students contribute significantly to their local economies, and often help to create more vibrant communities through volunteering initiatives and fundraising for local charities”

Ken Harris, Warwick SU





Action	Objective / Added Value	Key External Partners	Lead Officer/ Staff	Timescale
Work with the university and local residents to monitor noise complaints associated with students or SU activity on campus	<ul style="list-style-type: none"> Complainants remain informed as investigative process is undertaken Complaints resolved to everyone's satisfaction Noise complaints are reduced to a minimum, if not eradicated Promote a clear complaints procedure for residents off-campus, with clear routes for resolution available 	Council Environmental Health organisations University's Community Relations Team	Commercial Operations Manager Customer Relations Manager Communications Officer	Discussion in Term 3 regarding SU involvement in process
Encourage wider community engagement with union facilities and events, such as Arts festival, One World Week and Real Ale Festival.	<ul style="list-style-type: none"> Three community organisations per term booking union facilities for their activities (from Term 2) Increase community attendance at campus based events targeted at the local community Develop a poll on the SU website to gauge satisfaction of union social events from non Warwick student customers Deliver a cohesive Community Arts Day 	Local/ regional media organisations Local tourism bodies Local community organisations Coventry City Council Warwick District Council Warwickshire County Council	Marketing Manager Communication Officer Commercial Operations Manager Societies Officer	Review on a termly basis as new union facilities open Term 2 2010/11 implementation of customer satisfaction poll on site Term 3 review of promotional strategy for 2010/ 2011 academic year

“I would like to commend the students of the University of Warwick for organizing this well-attended event and fostering discussions on important topics”

Kofi Annan on One World Week

Action	Objective / Added Value	Key External Partners	Lead Officer/ Staff	Timescale
Work with local social and cultural support organisations for the benefit of students and the wider community	<ul style="list-style-type: none"> Enhance contact with organisations including the Coventry Rape And Sexual Abuse Centre and the Coventry Multi-Faith Forum Identify specific projects that support the work of these groups, with a particular focus on issues affecting both students and the community 	Coventry Rape and Sexual Abuse Centre Coventry Multi-Faith Forum	Welfare Officer Advice and Representation Manager	Review Term 1. Term 3 review of year progress for further development during 2010/2011 academic year
Maintain a regular sexual health clinic presence on campus	<ul style="list-style-type: none"> Make students aware of, and have access to, sexual health clinics 	Coventry Primary Care Trust	Welfare Officer	Review Term 1. Term 3 review of year progress for further development during 2010/2011 academic year
Apply for the Best Bar None Awards to demonstrate commitment to being a responsible licensed premises	<ul style="list-style-type: none"> Achieve Best Bar None Award Raise awareness of our commitment to being a responsible licensed premises 	CVOne National Union of Students Services Limited	Commercial Operations Manager Communications Officer	Ongoing (achieve in 2009-10)

“We [Students] play a vital part in our neighbourhoods. We need to ensure that we do all we can to be good neighbours and play our part as citizens”

Ama Uzowuru, NUS



Action	Objective / Added Value	Key External Partners	Lead Officer/ Staff	Timescale
Inform students of the dangers of irresponsible drinking and support the University/ SU campaign on Responsible Drinking	<ul style="list-style-type: none"> Continue to promote the Responsible Drinking campaign Reduce the number of dangerous incidents on campus relating to excess alcohol Continue to promote the You Don't Have to Drink to Play Sport campaign 	University Student Services Department University Security Department	Welfare Officer Advice and Representation Manager Commercial Operations Manager Sports Officer	Ongoing (review termly)
Support CVOne's Coventry Ambassadors Scheme	<ul style="list-style-type: none"> CEO continues involvement as a Coventry Ambassador Attendance at Ambassador events Contribution to Ambassador initiatives Wider recognition of Warwick SU as a significant contributor to the community 	CV One	CEO	Ongoing (review quarterly)
Encourage members of SU staff to volunteer or act as school governors or trustees of local charities	<ul style="list-style-type: none"> Allow staff the flexibility needed to carry out such roles 		HR Manager	Focus in 2010-11

“What if you get trashed the night before and drive in the morning when you are still over the limit?”

sample question from Warwick Students' Union's 'What If' responsible drinking campaign

Aim 4 – Safety and Security

Raise awareness of all safety and security issues relevant to students living off-campus

Action	Objective / Added Value	Key External Partners	Lead Officer/ Staff	Timescale
<p>Play a proactive role in the effective information dissemination of crime reduction and personal safety information</p>	<ul style="list-style-type: none"> Accomplish 3000 students in receiving community information via the community Facebook pages Highlight the community webpage with one press release per term Develop a quantitative satisfaction poll, covering awareness around, and usefulness of, our community information Create page linked to the Community website detailing advice and links to other organisations/social networking groups Focus on advice for international students to aid understanding of cultural norms in order to protect their personal safety Acquire information on crime statistics in student areas, relating to residential burglary and personal attacks 	<p>Warwickshire Police</p> <p>West Midlands Police</p> <p>Coventry Crime Safety Partnership</p>	<p>Welfare Officer</p> <p>Academic Representation Coordinator</p> <p>Advice and Representation Manager</p>	<p>Ongoing, review progress termly</p>

“Talking to some students who have been victims of burglary or theft, a common theme emerges: crime isn’t a priority for a student until they have become a victim.”

Ben Whittaker, NUS

Action	Objective / Added Value	Key External Partners	Lead Officer/ Staff	Timescale
Work with relevant public bodies to utilise any available crime reduction tools for the benefit of students	<ul style="list-style-type: none"> Attend and contribute to Crime Reduction Partnership events and meetings Work with relevant crime prevention bodies to distribute crime reduction tools Acquire statistics of students benefiting from crime reduction tools (e.g. having goods marked with UV pens) 	Warwickshire Police West Midlands Police University security	Welfare Officer	Review progress termly
Raise awareness of the Hate Crime Reporting Centre	<ul style="list-style-type: none"> Continue to promote the Hate Crime Reporting Centre at the SU Acquire statistics on awareness of the Hate Crime Reporting Centre at the SU Monitor trends in hate crime and work with police in order to reduce these where specific problems are highlighted Increase in perceived feelings of safety off-campus and on campus 	Warwickshire Police West Midlands Police Coventry Anti-Harassment Forum	Welfare Officer	Report on progress: Term 2
Continue involvement in crime prevention days on campus	<ul style="list-style-type: none"> Successful involvement in crime prevention days on campus Acquire statistics on attendance to crime prevention days 	West Midlands Police University security	Welfare Officer	Safer Students Road Show in Term 1 2009/10 Termly report on success of days

Aim 5 - Students as Tenants

Support students' experiences as tenants with further partnerships with relevant organisations

Action	Objective / Added Value	Key External Partners	Lead Officer/ Staff	Timescale
Provision of comprehensive housing advice for the benefit of members	<ul style="list-style-type: none"> Continue working in close partnership with relevant housing-related organisations, sharing casework information and working on broader projects such as accreditation schemes Continue provision of 'Housing Day', and acquire statistics on attendance Develop feedback mechanism to assess feedback from 'Housing Day', and achieve 70% of attendants finding the event useful Provide relevant housing information via community Facebook group and newsletter 	Housing organisations Warwick District Council Coventry City Council	Advice and Welfare Services Advice and Representation Manager Welfare Officer Welfare Committee	Termly review of progress
Campaign for improvements to housing standards for students	<ul style="list-style-type: none"> Work with housing-related organisations to support accreditation schemes, and inform students of these Continue monitoring housing standards to ensure that students live in suitable and safe accommodation Submit feedback in consultation on Houses in Multiple Occupation 	Housing organisations Warwick District Council Coventry City Council	Advice and Welfare Services Advice and Representation Manager Welfare Officer	Termly review of progress

Aim 6 – Information Provision

Act as a catalyst for information exchange between students and public bodies, allowing students to live independently and get the support when needed

Action	Objective / Added Value	Key External Partners	Lead Officer/ Staff	Timescale
<p>Work with external bodies to target specific student neighbourhoods with relevant community information</p>	<ul style="list-style-type: none"> Work with external bodies to provide relevant 'moving-in information' to incoming students Creation of a 'Student life in Leamington Spa/ Coventry' social networking group to allow for effective information dissemination 	<p>Warwickshire Police</p> <p>West Midlands Police</p> <p>Warwick District Council</p> <p>Coventry City Council</p> <p>Warwickshire County Council</p> <p>(plus other external bodies)</p>	<p>Welfare Officer</p> <p>Academic Representation Coordinator</p> <p>Marketing Manager</p> <p>Communications Officer</p>	<p>Review termly on progress</p>
<p>Implement a communications strategy between the SU and students in the off-campus community</p>	<ul style="list-style-type: none"> Produce a termly 'Leamington Spa / Coventry Bubble' newsletter to be specifically distributed to off-campus student residents (dependent on funding) Create Community webpage to provide a central focus for information on community activity, resources and facilities as well as links to police, councils and other relevant bodies Create a community directory for students new to the area Receive and respond to feedback from students living off-campus Monitor issues being raised by students and revise strategic aims in light of these 	<p>Warwickshire Police</p> <p>West Midlands Police</p> <p>Warwick District Council</p> <p>Coventry City Council</p> <p>Warwickshire County Council</p>	<p>Welfare Officer</p> <p>Academic Representation Coordinator</p> <p>Marketing Manager</p> <p>Communications Officer</p>	<p>Assess development of newsletter end of Term 2</p>

Monitoring and Evaluation

Warwick SU will monitor and review the implementation of this strategy against its objectives and report formally to the SU's Board of Trustees.

A number of elements currently aim to establish baseline data, to allow future revision of the Strategy to include specific targets. The Strategy will also be revised in light of evaluation information in our annual organisational Strategic Planning cycle.

Regular monitoring will take place in monthly Community Strategy Steering Groups and other stakeholders will be invited to comment periodically during each academic year.



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