



UNION OF BRUNEL STUDENTS

STRATEGY

2026-27

We positively impact students' university experience through:

OUR AIMS

- 1 Championing & Channelling the Student Voice
- 2 Supporting & Growing Inclusive and Welcoming Communities
- 3 High Quality, Value for Money Services

OUR VISION

Every Student Thrives at Brunel

OUR VALUES

DRIVEN BY YOU

Helping students to drive their own agenda

OPEN TO ALL

Being friendly, welcoming and always challenging inequality

PASSIONATELY POSITIVE

Believing we can make a positive difference and taking action

INTEGRITY

Doing the right thing for the right reasons

THIS YEAR'S PRIORITIES

INCLUSIVE FOCUS

Championing disabled and commuter students through improved support, inclusion & representation.

COMMERCIAL SUSTAINABILITY

Create a student-led commercial strategy that drives engagement and financial surplus.

BUILD BELONGING

Actively create communities and opportunities, where every student can connect and feel they belong.

SPORT FOR ALL

Develop a future-ready sport strategy from wellbeing and participation to elite performance.

DATA-DRIVEN IMPACT

Use student insight to deliver targeted, relevant communication and real change.

GREAT PLACE TO WORK

Support, develop, and value staff to create an engaging and rewarding workplace.

ESTABLISH NEW BRUNEL66 COUNCILS

Empower diverse voices so every student feels heard, valued, and represented.

A GREENER FUTURE

Reduce environmental impact while educating students to make greener choices.

DEMONSTRATE OUR QUALITY

Achieve recognised accreditations to showcase and strengthen our high standards.

PERSONAL DEVELOPMENT

Develop a curriculum based module for all students to develop more than just an academic qualification

