



STUDENTS' UNION
UNIVERSITY FOR THE CREATIVE ARTS



UCASU Strategic Direction

2025-2028

“The SU has come to life, this is the most engagement I have ever seen. It used to be quiet, but not anymore!”
Shayaike Hassan, President Elect Epsom



About UCASU

The University for the Creative Arts Students' Union (UCASU) is a member-led, independent charity representing the voice of over 3,000 UCA students across campuses in Canterbury, Epsom, Farnham and Maidstone TV Studios. We offer services, create opportunities and support every student to thrive at university and beyond.

Why we have a Strategy

This strategy sets out our vision, purpose and priorities for 2025–2028. It provides a clear direction for our staff, officers, trustees and partners, ensuring everything we do is driven by student needs, aligned with students' values, and focused on delivering measurable impact.

Values

Creativity

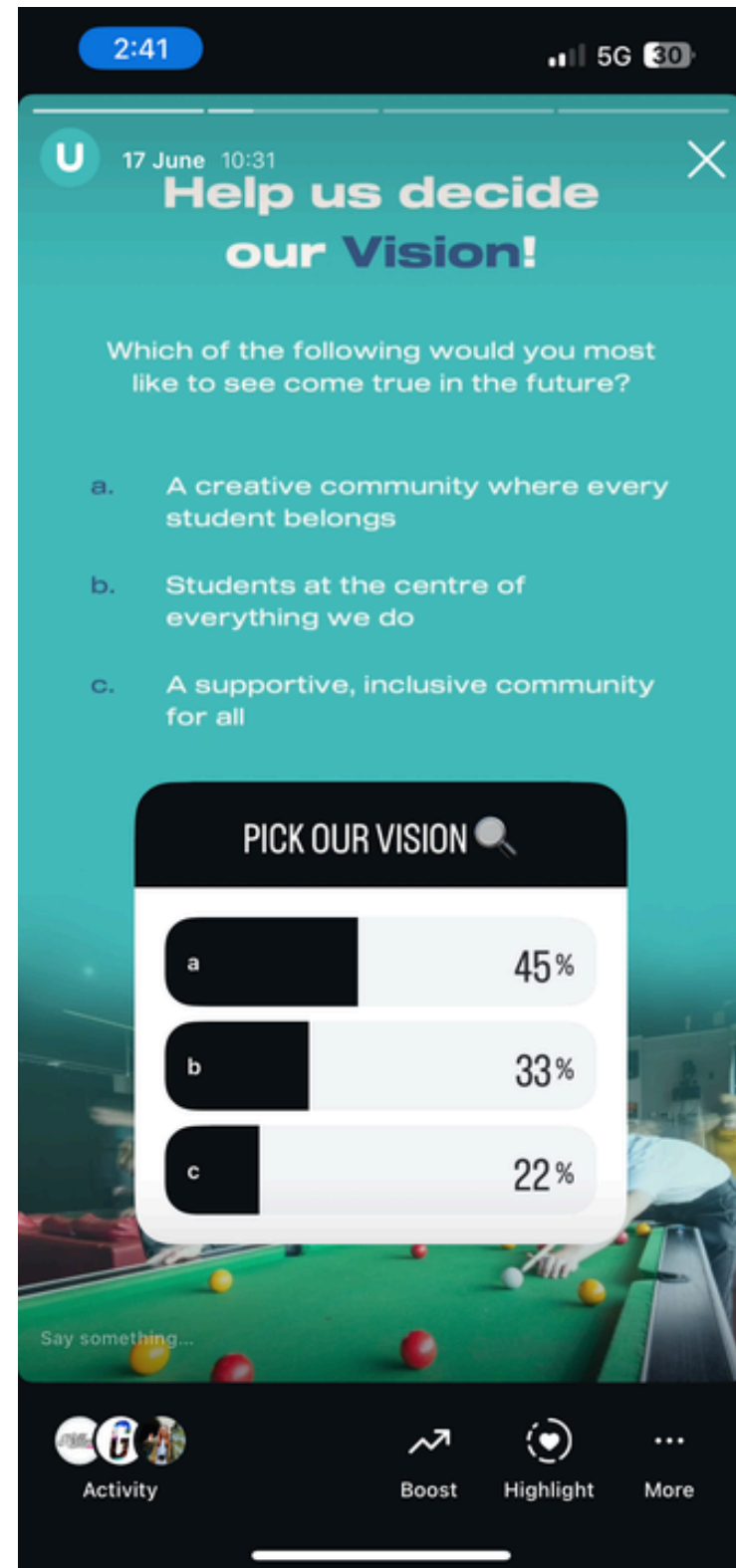
We create brave spaces
for artistic expression

Connection

We connect students to
each other and their futures

Community

Together we build a place
for everyone

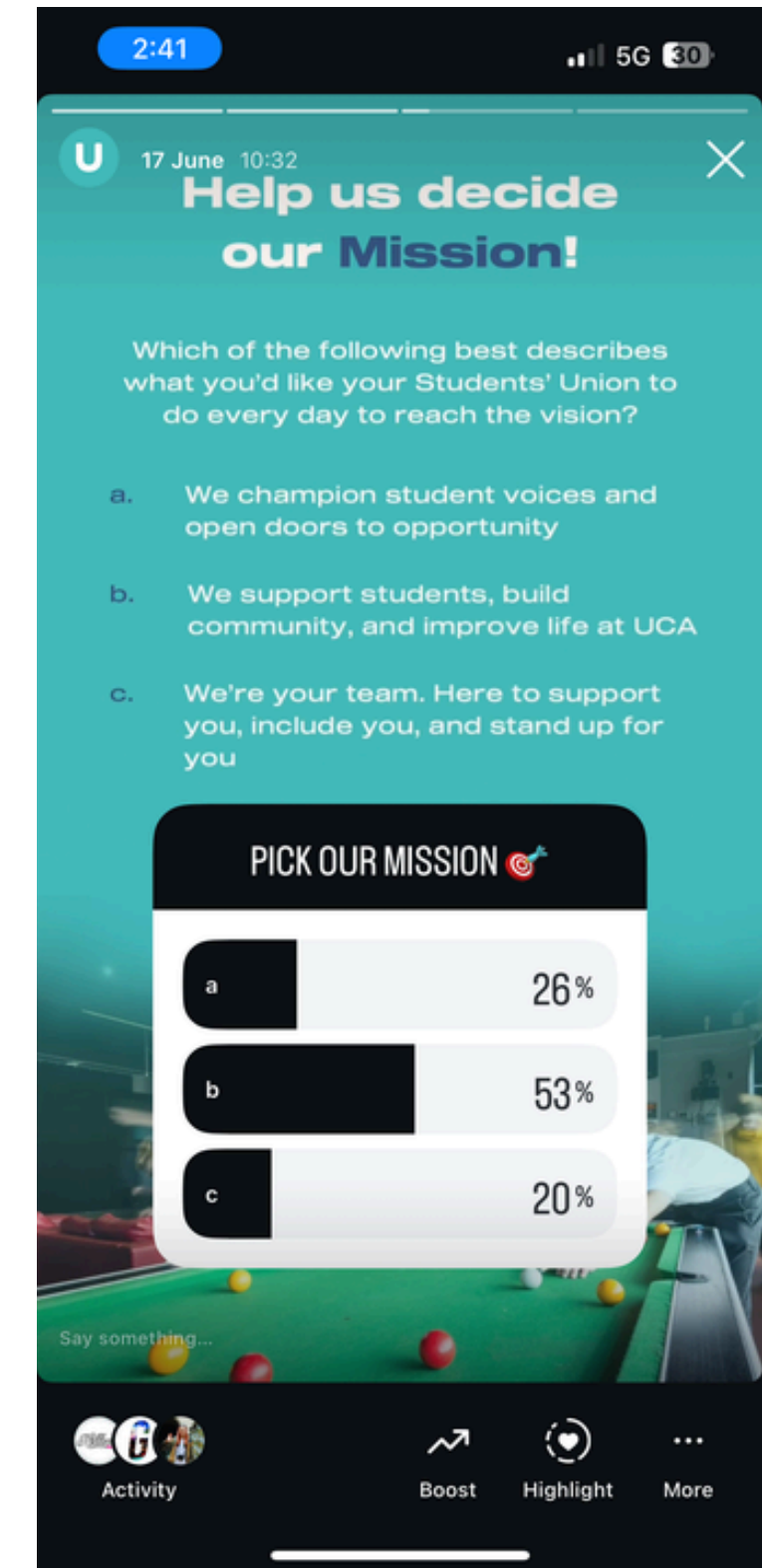


Vision

A creative community where every student belongs.

Mission

We **support** students, **build** community and **improve** life at UCA.



Strategic Priorities

1. Representation & Influence

- 1.1 Accessible Leadership**
- 1.2 Accountable Leadership**
- 1.3 Inclusive Communities**
- 1.4 Student-Powered Union**

2. Skills & Employability

- 2.1 Access to Opportunities**
- 2.2 Skills for Success**
- 2.3 Showcasing Talent**
- 2.4 Strengthening Industry Connections**

3. Wellbeing & Belonging

- 3.1 Welcoming Spaces**
- 3.2 Social Connections**
- 3.3 Celebrating Cultures**
- 3.4 Financial Wellbeing**

Strategic Enablers

1. Effective Partnerships
2. Financial Sustainability
3. Insights, Communication and Visibility
4. People, Culture & Infrastructure
5. Strong Governance & Leadership

“The SU was behind doors, how many had the courage to go through? Now the SU is going to the students; they have made it accessible.”

UCA Staff Member, Epsom

