



Union Council Motion M.1920 - 21

Title of motion:

Should Hull University Union change its brand to become Hull Students' Union?

What do you want to change?

Hull University Union (HUU) change its brand to become Hull University Students' Union.

Why do you want to change it?

Back in March 2019 when I ran for President of the Students' Union, the main focus of my manifesto was to put students at the heart of the Union. After talking with our CEO, we would like to see students being put back into the name and brand of the organisation – we were thinking Hull Students' Union. A lot of people do not always see us as a Students' Union and often confuse us with the University. This is also more in line with other Students' Unions such as YUSU (York University Students' Union) and NUSU (Newcastle University Students' Union). This proposal may seem like a small change but could make a big difference in how people perceive us and ensuring that we truly are student-focused!

We would see this as being a natural transition with items like lanyards and signposting needing to be replaced soon anyway, digital presence being easily changed when needed and uniforms also being updated as we get new staff.

This would not be a legal change, but a brand change. We would retain the strapline of Hull University Union and the charity number at the bottom of all documents.

What do you want HUU to do?

Hull University Union to change its brand to Hull Students' Union

Proposer: Isobel Hall, President of the Students' Union

Seconder: Abi Morris, President of Inclusivity and Diversity;
Erin Pettit, President of Sports;