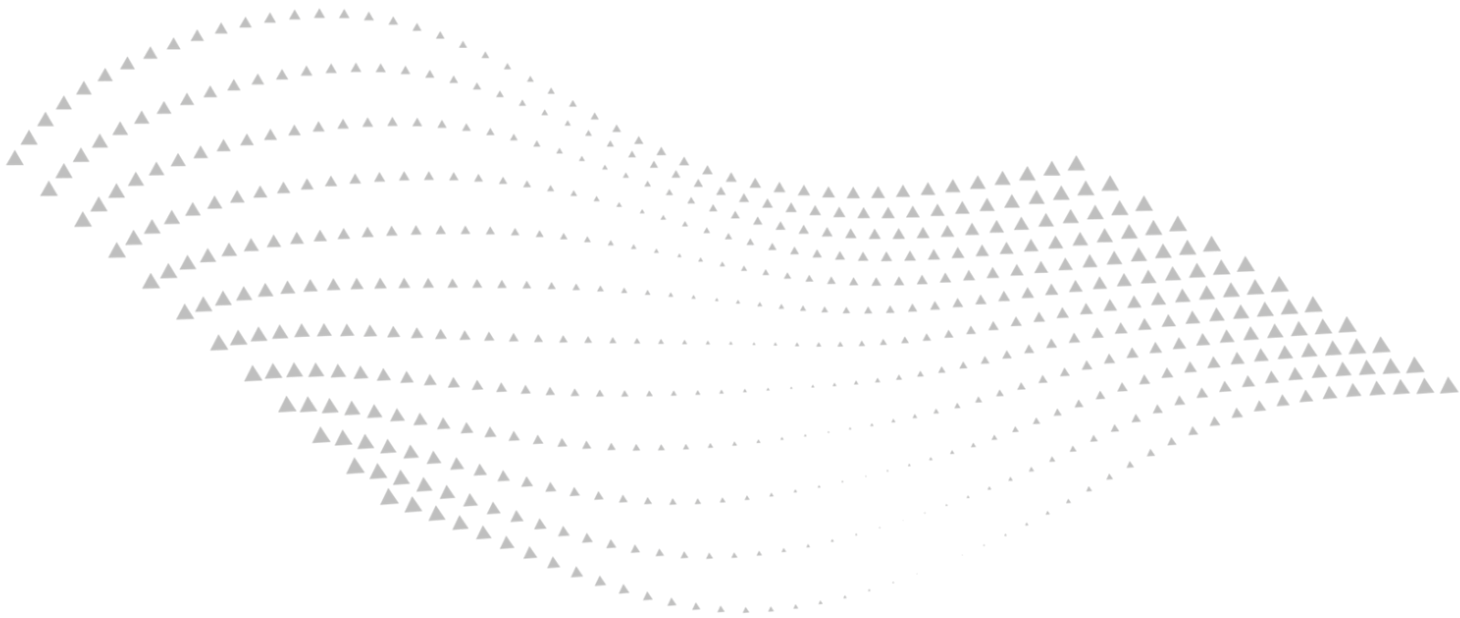


BIMM
UNIVERSITY

A university
for the creative
industries

Universal Values Statement



Last approved: April 2022

Approved by: BIMM University Limited Board

Next review due: September 2026

Introduction

BIMM University, through our campuses in the UK, Germany and Ireland, is committed to serving the communities in which those campuses are located. We recognise the multicultural, multi-faith nature of those communities and understand the role our campuses can play in promoting universal values. We also understand the role we have in ensuring that groups and individuals within our campuses are safe from intimidation or radicalisation by those wishing to unduly influence them.

This statement outlines the universal values that we seek to actively promote through our commitment to ensure equal opportunities for all applicants and students and our objective to recruit a student body that is reflective of the wider communities in which our campuses are located.

We believe that such a diverse student body provides for a more creative and dynamic community, and this is in line with BIMM University's ethos and mission. Our campuses seek to promote these universal values and secure positive outcomes for students with regards to their personal, social and emotional wellbeing.

Universal Values

The values that we seek to actively promote, all of which underpin the Universal Declaration of Human Rights, are listed below, along with some examples of how we seek to promote them.

Democracy

- Facilitate the election of Student Representatives who, in turn, are encouraged to engage with various forums and committees, through which they can have a say in shaping and enhancing our curriculum, services, policies and procedures.
- Encourage a culture of openness and honesty, and ensure students are aware of their right to have a say in all matters affecting their student life. Individual Liberty
- Create opportunities for students to take on responsibility within their campus through becoming Student Representatives, engaging with Student Associations or establishing student societies.
- Encourage students to make their own choices, know their rights and take responsibility for their own behaviour.

Mutual Respect

- Encourage students to participate in debates and discussions within lessons and develop their arguments, ensuring that those with differing opinions are given equal opportunity of expression.
- Design classroom and assessment tasks that promote group work, sharing and collaboration.

The Rule of Law

- Ensure that students are aware of our expectations of them as students of the University, as stated in our Student Charter.
- Ensure that students understand the potential consequences of unacceptable behaviour, as outlined in our Student Disciplinary Procedure, and uphold the consistent application thereof. Tolerance
- Create a culture of inclusivity, where everyone feels accepted and students are encouraged to engage with the wider community.
- Encourage better awareness among the student body through the promotion of our policies on Bullying & Harassment and Sexual Misconduct.