

How to Write a Strong Manifesto: What We're Looking For


Your 500-word manifesto is your chance to show why you'd be a great President of the Students' Association. It's not about being the best writer – it's about sharing your ideas, your passion for students, and how you'll represent their voices effectively.

Here's what our panel will be looking for when reviewing manifestos:

1. Clear Vision

What's your big idea or focus?

Tell us what you want to achieve as President and how you'd go about it. A strong manifesto will be realistic, strategic, and clearly linked to the student experience.

 *Tip: Avoid vague promises – focus on what matters most to students, and what change looks like in practice.*

2. Student-Centred Approach

How will you represent all students at BPP?

We want to see that you understand the needs of our diverse student body – across centres, programmes, backgrounds and modes of study.

 *Tip: Use inclusive language, show empathy, and think beyond your own experience.*

3. Collaboration and Leadership

Are you ready to work with others to create change?

Great Presidents don't work alone – they collaborate with reps, the Association, University staff and senior leaders. Show us how you'd build strong relationships and lead with integrity.

💡 *Tip: Think “we”, not just “I”.*

☒ 4. Evidence-Based Thinking

Can you turn student feedback into action?

We're looking for candidates who use real student feedback, data or experience to shape ideas – and think about how to measure success.

💡 *Tip: Mention tools like the NSS, PTES, reps or focus groups to support your ideas.*

☒ 5. Professional Conduct and Ethics

Will you represent BPP and its students positively?

You'll be the lead voice of the student community – so we expect professionalism, fairness and respect in how you represent others.

💡 *Tip: Make sure your manifesto aligns with the Students' Association President's Code of Conduct.*

☒ 6. Fresh, Impactful Ideas

Do your ideas make a difference?

We want to hear what you'd do to boost student engagement, build community and improve experience across all BPP centres.

💡 *Tip: Think about events, student life, careers, wellbeing, or representation initiatives – and how to make them impactful.*

7. Tone and Presentation

Is your manifesto easy to follow and persuasive?

A strong manifesto is well-structured, passionate and clear. You don't need fancy language – just honesty, purpose and a student-focused voice.

 *Tip: Read it aloud to check how it flows – and proofread before you submit.*

Ready to Apply?

Once you've written your manifesto, send it to Represent@BPP.com with the subject header: Self-Nomination – Student President. Before submitting, double-check:

- It's no longer than 500 words
- It reflects the Code of Conduct
- You've shared real ideas for making change
- You're excited to lead *with* students, not just *for* them

We can't wait to hear your ideas. Good luck!