**Our strategy map**
**2013 - 2018**

### Vision

**Our Vision:**
To be an *inspiring, innovative* University of *international* renown

### Mission

**Our Mission:**
To deliver an accessible and inspirational learning experience, to undertake pioneering research and professional practice, and to engage fully with employers and the community

### Values

**Our Values:**
Ambition, Student focussed, Pioneering, Integrity, Respect, Excellence (ASPIRE)

### Stakeholders

**Our students can expect:**
1. An education that challenges and creates excellent career opportunities
2. To learn from staff at the leading edge of knowledge and application
3. High quality physical and supportive learning environments

**Our partners can expect:**
4. A responsive and flexible University that delivers high quality work efficiently and effectively
5. To deal with leading experts in their field
6. High quality and fit for purpose facilities

### Aims

**Inspiring**
1. To inspire our students to attain the highest academic and professional standards
2. To inspire our students to enjoy an outstanding University experience
3. To inspire employable and enterprising graduates

**Innovative**
1. To increase the number of our research active staff and the quality of their outputs
2. To increase the quantity and quality of our postgraduate research student community
3. To increase the quality and range of our external research, enterprise and innovation income

**International**
1. To become an increasingly popular destination of choice for world class international students
2. To ensure our international students have an inspiring world class student experience
3. To become ranked as an outstanding international university

### Enablers

**Developing and empowering staff**
1. To establish an effective leadership and management culture which secures continuous improvement
2. To identify and develop the human talent of the University to secure continuous improvement and clear succession planning
3. To provide a fair, transparent and motivational reward structure

**Financial sustainability**
1. To generate sufficient cash to meet strategic investment plans and economic contingency
2. To maintain financial strength
3. To ensure all Schools and Services maintain financial and operational viability

**Efficiency and effectiveness**
1. To improve core processes and performance
2. To increase academic time for research and innovation
3. To create a sustainable environment which enables the University to meet its strategic objectives