

Aims

Inspiring education

Transform lives through inspiring and inclusive education that prepares career-ready graduates.



Global connectivity

Build a globally connected education ecosystem that enhances our reputation and expands opportunities for students.



World-class infrastructure

Enable world-class learning and research through efficient, sustainable spaces and transformative digital innovation.



Values

Respect, Innovation, Support, Excellence (RISE)

Values

Groundbreaking research

Empower our researcher community to deliver groundbreaking research with global impact.



Global talent

Value, support, and empower every staff member to develop and contribute to our collective success.



Financial resilience

Grow purposefully and sustainably to advance our vision, optimise resources and secure long-term success.



Key Performance Indicators

Inspiring education

KPI 1: Achieve top 25% in the National Student Survey.

KPI 2: Reduce gaps in attainment, continuation, and progression to less than 5%.

KPI 3: Exceed national benchmarks for graduate employment outcomes.

Global connectivity

KPI 1: Strengthen and diversify international fee income to achieve £50m.

KPI 2: Develop international networks to support upper quartile employment outcomes for international students.

World-class infrastructure

KPI 1: Deliver sector-leading sustainable spaces that maximise impact and value.

KPI 2: Drive efficiency and exceed satisfaction benchmarks through digital innovation.



Groundbreaking research

KPI 1: Achieve top 300 in THE and QS World Rankings.

KPI 2: To be in the UK top 50 for research and innovation funding per FTE.

Global talent

KPI 1: Achieve top 25% in benchmarked staff surveys for engagement, development, inclusivity, well-being, and recognition.

KPI 2: Support all staff to participate in professional development activities annually.

Financial resilience

KPI 1: Achieve balanced financial health through income growth and strategic cost management, returning a cash generation of 3% of income.

KPI 2: Remain in the top 25% of UK higher education institutions in the HESA Financial Security Index.