

Our North Star

To be a great civic university for the 21st century,
creating knowledge for the public good, locally and globally.

Built together

A year-long process of sharing, discussing
and developing ideas led to this joint strategy.

Our foundations

Core commitments we
must fulfil in any future.

Our leaps

Bold choices to go further,
faster, and set us apart.

Our outcomes

Everyone has a part to play
in creating the university we
want and need to be by 2035.

**We will measure the
success of our strategy by
tracking progress across**

Student experience

Research quality

Social responsibility

Colleague engagement

Reputation

Innovation

Employability

Financial sustainability



12,000+

students, colleagues, alumni
and partners took part

**Outstanding teaching
and research**

Learning and discovery
for a new world

**Flexible, personalised and
digitally enabled learning**

A new way to study



20+ online workshops
and events

**Values-led and
socially responsible**

Driven by purpose

**Research excellence
to impact**

Faster, bolder, better connected



One Ideas Lab

**Of Manchester
and for the world**

Driving local growth
and worldwide change

A powerhouse of innovation

Europe's most inclusive
innovation system



Thousands

of ideas submitted
to our website

**Organised for success:
one university**

A shared way of working

The university to partner with

Open. Committed to
excellence. Values-led



Tailored sessions

with our civic and
international partners

A place where you matter

An inclusive university,
every view counts

Digital inside and out

Our campus,
without borders