



# Vision 2025

University Campus of  
Football Business  
Institutional Strategy



## Mission and purpose

Our mission and purpose define who we are, what we aim to achieve and why. Whilst the mission of our institution is unified, the different brands that operate under our umbrella serve complimentary purposes, aligning towards that same mission.

Our mission

- To be

Theme 1: Our institution

Strategic priority

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## Theme 2: Our people

### Strategic priority

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Our Institution has always been dedicated to fostering a culture for students and staff alike, which is motivated to provide a positive environment for our people to prosper and further their development. We believe that the ambitions we have set out to achieve over the next three years will help to boost diversity and collaboration throughout the Institution, which are essential components for any aspiring leading education institution.

### Our ambitions

- We will continue to put our students at the heart of all we do; growing the level of student voice across our committees, and continuously reviewing and enhancing outcomes with respect to student success, achievement, and satisfaction.
- We will build a values-based organisational culture through communication, aligned values, goals, support and recognition of staff; collaboratively refreshing our

## Theme 3: Our provision

Strategic priority

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Our provision is fundamental to our Institution realising its mission. Our core provision to date has largely focused on undergraduate and postgraduate degrees in the football and sports industry based in inspirational UK campuses. Going forward, we endeavour to broaden our portfolio to include professional qualifications as well as increase our reach globally. In order to do this we have set out a number of ambitions.

Our ambitions

- We will increase our study locations across the UK in order to maximise access to our education across our current core markets
- We will expand the reach of our provision both domestically and internationally through innovative and flexible digital and in-person learning options;
- We will continuously review our curriculum to ensure we continue to provide students with market-relevant, cutting-edge knowledge; that will best equip them for their future careers
- We will create an employer-lead portfolio of professional development courses to promote and support impactful life-long learning
- We will invest to ensure that the digital capabilities which underpin our provision are industry-leading and our systems are able to provide efficient, engaging and accessible experiences for our students

## Theme 4: Our partners

Strategic priority

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Partnerships play a key role in the strategic direction of our Institution, helping to guide curriculum development and increase employment prospects of graduates whilst also helping to promote and embed the Institution into the forefront of the minds of the football and sports industry. Our Institution has established a unique network of hif

## Theme 5: Our financial sustainability

Strategic priority

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In order to ensure we can fund our ambitions and sustain our ability to provide for our community, we as an Institution must continue to be mindful of responsible financial management, ensuring value for money for our students, and creating shareholder value.

### Our ambitions

- We will continue to have a united focus on value for money for our students
- We will review regional prices and scholarship provisions across our provision by the end of 2023.
- We will continue to seek growth and scaling opportunities, through innovation and expansion of how we can best serve the education needs of our markets.
- We will routinely review costs to ensure economic, efficient, and effective use of our resources.