



# UNIVERSITY ALLIANCE STRATEGY 2022-25





# POWERING THE FUTURE | **TOGETHER**



# INTRODUCTION

At University Alliance, we know that professional and technical universities are engines for economic growth.

Growth is dependent on keeping the UK stoked with new skills, new ideas and new investment. Our universities will support the country during this period of unprecedented economic circumstances.

Our numbers are growing and our membership is in demand. Our insight and expertise is increasingly valued for its solutions-focussed and pragmatic approach. But to strengthen our position as engines for growth, our profile must be higher and our mission better understood.

To be effective advocates for our beliefs, we must increase our visibility and celebrate and promote what makes Alliance Universities distinctive and vital to the future economic prosperity of the UK.

This strategy sets out the Alliance's purpose, and how we will support our members over the next three years as they power the UK's future.





# OUR PURPOSE

**University Alliance unites the best professional and technical universities, enabling the knowledge and skills that will power the UK's future.**

University Alliance provides the platform for Alliance Universities to work together to achieve powerful outcomes for learners, employers, their communities and the UK economy.

We provide the focal point for government, industry, media and others to access the knowledge, expertise, advice and resources of Alliance Universities.





# WHAT MAKES AN ALLIANCE UNIVERSITY?

Alliance Universities are at the forefront of innovation in research and professional and technical higher education.

They share common values, and support and challenge each other to continuously innovate in teaching and research to deliver knowledge and skills for the future.

They believe that universities should be accessible to all. They generate research with real-world application, champion their local areas, and partner with local businesses, global industry and UK government to benefit the communities in which they're rooted.

**Alliance Universities power the UK's future.**



# OUR STRENGTHS





# OUR PRIMARY GOAL 2022-25

We want to cement Alliance universities as global and national leaders in HE, and deliver new income streams and partnerships to benefit everyone. To do this, we must increase our visibility and celebrate and promote what makes Alliance Universities distinctive and vital to the future economic prosperity of the UK.

**Our primary goal is to strengthen the reputation of Alliance Universities as engines for growth, delivering the knowledge and skills required to power the UK economy in the short, medium and long terms.**

We will do this through the **partnerships** and relationships we develop, the **solutions** and **programmes** we create, our focus on key **policy** areas, and through the advocacy and influencing we undertake to raise our **profile**. All this work will be underpinned by ensuring our **people** are supported to deliver impact.



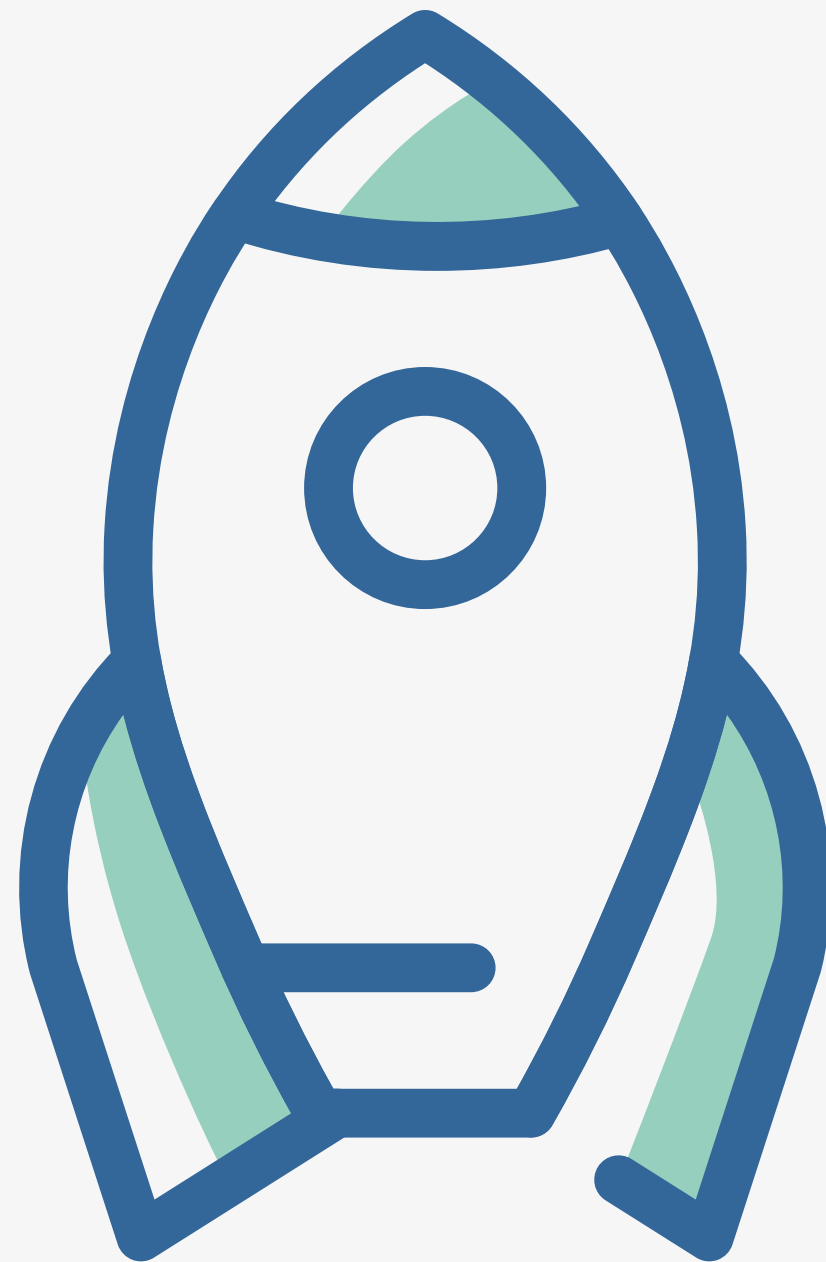


# HOW WE WILL DELIVER THIS

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## PILLARS: PROFILE

Developing our brand, raising our profile, building our influence

We will:

- Build trusted relationships with policy makers and parliamentarians.
- Grow the visibility of the Alliance brand through increased media engagement.
- Build the Alliance brand with students, prospective students and their influencers.
- Equip our partners to become proactive advocates for Alliance Universities.
- Build a reputation for taking a bold stance on key issues.





## PILLARS: POLICIES

Promoting and delivering policy success

We will:

- Champion innovative policies to advance our five priority areas (p.6)
- Lead the debate in key areas linked to UA's strengths: innovation, lifelong learning, Higher Technical Qualifications, degree apprenticeships, and healthcare education.
- Ensure our policy work is evidence-based and supported by original research and analysis.





# PILLARS: SOLUTIONS

Solutions to support learners, industry and communities

We will:

- Further strengthen our networks to help shape our decision-making, facilitate knowledge sharing and support collaboration on projects to benefit learners, communities and industry.
- Facilitate collaboration between members and partners to pilot new opportunities, such as micro-credentials and lifelong learning.
- Invest in our existing successful programmes, such as the DTA.





# PILLARS: PARTNERSHIPS

Nurturing successful partnerships

We will:

- Develop partnership strategies for key stakeholder groups.
- Support members to pool relationships and contacts for mutual benefit.
- Develop new connections into industry.
- Work with student representatives on joint projects where appropriate.
- Collaborate and learn from other representative mission groups and universities in the UK and internationally.





## PILLARS: PEOPLE

Developing our people, increasing our connections

We will:

- Support and develop our members to be the sector leaders of today and tomorrow.
- Support and develop our staff for their roles at the Alliance and beyond.
- Ensure that we have diverse and representative staff and always act inclusively.
- Strengthen the bonds between Alliance Universities, continuing a culture of supporting and challenging each other.





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University of Greenwich | UWE Bristol | University of Derby | University of Brighton | Teesside University | University of South Wales  
Robert Gordon University | Oxford Brookes University | Middlesex University | Leeds Beckett University  
Kingston University | University of Hertfordshire | Coventry University | Birmingham City University | Anglia Ruskin University