



**BU2025**

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# Introduction

We are delighted to introduce Bournemouth University's vision and strategic plan: BU2025.

BU2025 is the next step in BU's development, building on our success. We have retained the core of what makes BU different, and the culture and approach that our students and staff value.

We have set out in this document the most important aspects of BU2025, which reflect where we have come from, our roots in our communities and our ambition for the future.

We hope to inspire you to find out more, and to get involved with us as we inspire learning, advance knowledge and enrich society.

**Professor Richard Conder, Chair of the Board**  
**Professor John Vinney, Vice-Chancellor**

# Our vision

To be recognised world-wide as a leading university for inspiring learning, advancing knowledge and enriching society through the fusion of education, research and practice.

Our purpose is to inspire learning, advance knowledge and enrich society.

**We will:**

- Inspire learning, for our students and staff, and in our wider communities
- Advance knowledge in practice and the professions and our academic areas
- Enrich society through education, the impact of our research and our contribution to global challenges.



Festival of Learning



# Our values

Our values are excellence, inclusivity, creativity and responsibility.

## **Excellence**

We strive for excellence in everything that we do.

## **Inclusivity**

We value and respect diversity and act to ensure that we are inclusive.

## **Creativity**

We are imaginative, innovative and create solutions to problems.

## **Responsibility**

We take responsibility for the impact of our actions and focus our activity as a learning community on making a positive contribution to society.



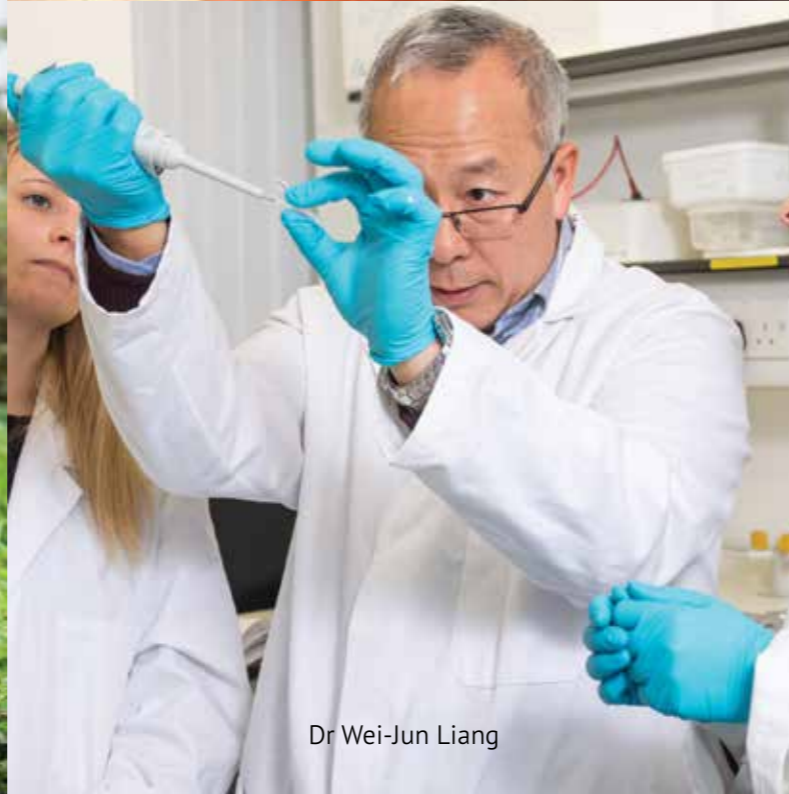
Dr Bryce Dyer



Shelley Ellis



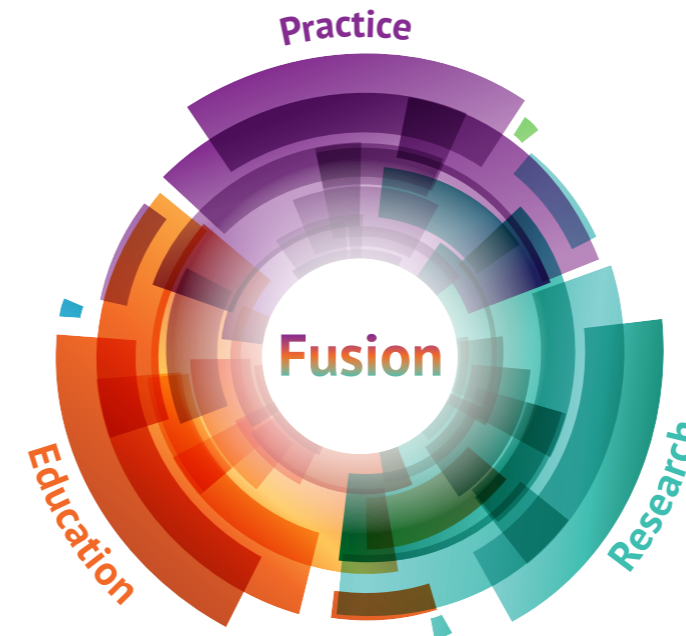
Dr Juliet Wiseman



Dr Wei-Jun Liang

# Fusion

Through Fusion, we bring together research, education and practice to create something that is greater than the sum of its parts. Each element informs and strengthens the others.



**This means that:**

- BU collaborates with academic, professional and industry stakeholders to bring research, education and practice together
- BU's students have an excellent learning experience informed by the latest thinking in practice and research
- BU's rounded academic staff are actively engaged in research, education and practice
- BU's graduates are highly employable; they are innovative, have research skills, a global outlook and a focus on societal impact
- BU's research is intrinsically linked to industry and practice and brought to life in our education
- Academic and professional services staff from across BU contribute to best practice and industry.

# Fusion themes

We will focus our attention on five themes which build on our strengths.

- **Business & Economic Sustainability**
- **Digital & Technological Futures**
- **Environment, Culture & Heritage**
- **Global Security**
- **Health & Wellbeing**

These themes provide a lens through which to view all our activities, across education, research and practice and allow us to develop our disciplinary strengths while building interdisciplinary opportunities. These are themes with relevance and impact across the world and which will harness our energies and focus our work to inspire learning, advance learning and enrich society.

A honey bee heart by Dr Paul Hartley

# Our BU2025 outcomes

We have defined the outcomes that we expect to see by 2025 for students, staff and society.

## We have established our distinctive Fusion culture and communities

- We have a worldwide reputation for our distinctive co-created Fusion approach
- Our vibrant Fusion communities are collaborative, inclusive and resilient and connected world-wide
- The BU learning experience is personalised, inter-disciplinary and consistently excellent.

## Our students and staff thrive through Fusion

- We attract and develop students and staff who thrive as lifelong learners through Fusion
- Staff lead in their disciplines and professions and as members of high performing teams
- We have a diverse and inclusive environment that enables achievement for all.

## We are a catalyst for sustainable social, environmental and economic growth and development

- We are a catalyst for impact by advancing knowledge, creativity and innovation
- We drive social and economic growth and development through our staff, students and graduates
- We support the development of the region and lead thinking on sustainability.

## We enrich society by having a significant impact on challenges world-wide

- Through Fusion we have a positive impact worldwide on the challenges facing society
- Staff, students and graduates enrich society as active citizens in their communities
- Our worldwide partnerships strengthen our shared impact.

# Our strategic plan BU2025

We will take action in five areas.

## **Fusion and investment**

Implementing Fusion and investing in our environment, in our capacity and capability and in developing our areas of academic excellence.

## **Leadership and impact**

Building the impact of our Fusion of research, education and practice, developing our research and enhancing our position as a sustainable organisation.

## **Reputation and networks**

Developing our networks and building our reputation for Fusion.

## **People and culture**

Attracting, developing and retaining people and teams, embedding our values and following through on our commitment to equality and diversity.

## **Performance and resilience**

Ensuring consistently high quality and performance and maintaining financial resilience to enable investment.