

# STRATEGY 2035

## THE PROFESSIONALLY CREATIVE UNIVERSITY FOR THE FUTURE



### Our purpose

Bath Spa University is the Professionally Creative University for the future. Creativity is our human superpower. It's at the heart of our purpose and our planning. Professional creativity transcends subject disciplines, and BSU connects learners, staff and external partners with applied research and innovation. We power inclusive growth through creative education and skills development, and we shape futures using practice based, innovation-intensive learning for all.

### Our ambition

By 2035, Bath Spa University will be recognised as a distinctive, sustainable, national university proudly rooted in the South West. We will be celebrated for leading:

- **Inclusive growth**, removing barriers to opportunity and enabling our diverse community of learners to develop career enhancing skills, and to flourish.
- **Professionally Creative** education, pioneering flexible, personalised, practice-driven, research-informed lifelong learning opportunities.
- **Creative and civic innovation**, working with small and medium sized enterprises, public bodies, cultural institutions and social enterprises within the core economy to deliver social and cultural value as well as economic impact.
- **Professional practice**, combining academic rigour with application, exploration, experiential learning and discovery.

### Our foundations

1. **Outstanding, innovation-intensive teaching, research and knowledge exchange**
2. **Regionally essential, nationally leading, internationally connected**
3. **Values-led and socially responsible**
4. **Organised for success: One BSU**

