



## Purpose

To make a positive and decisive difference to people, organisations and communities through excellent education, research, and service

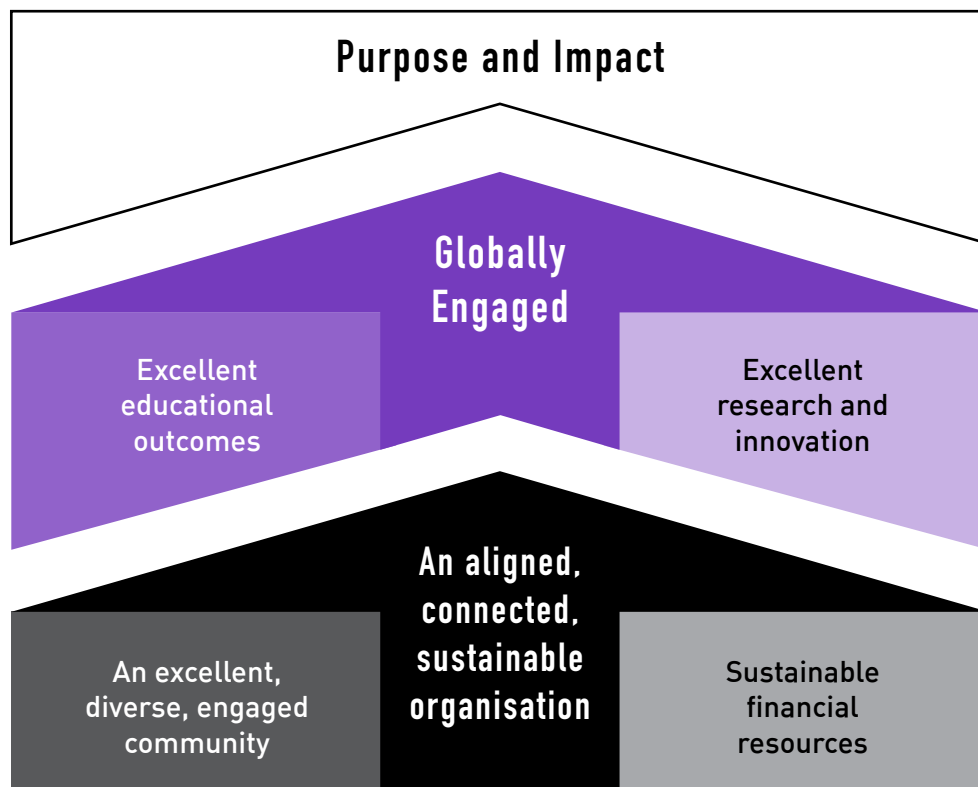
## Impact

Sustainable social, economic, and cultural benefit for the communities we serve

## Our Values

Ambition. Inclusiveness. Integrity. Team-work. Pragmatism. Purposefulness.

## Our Strategic Aims



**Purpose and Impact**

**Globally  
Engaged**

Excellent  
educational  
outcomes

Excellent  
research and  
innovation

**An aligned,  
connected,  
sustainable  
organisation**

An excellent,  
diverse, engaged  
community

Sustainable  
financial  
resources

# Strategic Objectives 2021–2026

Purpose and Impact		
<p><b>Aim</b></p> <p>To be recognised globally for the positive difference we make as an inclusive anchor with the people, organisations and diverse communities of the Leeds City Region</p> <p>2026 KPI: Top 20% in KEF Public and Community Engagement</p>		
Excellent educational outcomes	Globally engaged	Excellent research and innovation
<p style="text-align: center;"><b>Aim</b></p> <p>To be recognised globally as an outstanding and accessible university that supports its diverse student community to achieve excellent outcomes</p> <p style="text-align: center;">2026 KPI:</p> <p style="text-align: center;">94% continuation 80% graduate jobs</p>	<p style="text-align: center;"><b>Aim</b></p> <p>To be recognised globally for our outstanding graduates, excellent research, and integrated international partnerships</p> <p style="text-align: center;">2026 KPI:</p> <p style="text-align: center;">10% student body international</p>	<p style="text-align: center;"><b>Aim</b></p> <p>To be recognised globally as an outstanding university generating research of impact and significance</p> <p style="text-align: center;">2026 KPI:</p> <p style="text-align: center;">80% academics independent researchers producing work of national and international significance</p>
An excellent, diverse, engaged community	An aligned, connected, sustainable organisation	Sustainable financial resources
<p style="text-align: center;"><b>Aim</b></p> <p>To support a diverse community of talented and engaged colleagues who deliver our purpose and fulfil their potential</p> <p style="text-align: center;">2026 KPI:</p> <p style="text-align: center;">Staff engagement score above survey benchmark</p>	<p style="text-align: center;"><b>Aim</b></p> <p>To develop a culture and processes which use our resources efficiently and effectively to achieve our purpose and improve our sustainability</p> <p style="text-align: center;">2026 KPI:</p> <p style="text-align: center;">All KPIs achieved</p>	<p style="text-align: center;"><b>Aim</b></p> <p>To ensure the generation and stewardship of our resources enables us to achieve our purpose</p> <p style="text-align: center;">2026 KPI:</p> <p style="text-align: center;">2.4% MSI</p>