



Nottingham Trent
University

NTU STRATEGY

2026-2031



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OUR PURPOSE

TURNING POTENTIAL INTO OPPORTUNITY



We are impactful and we are united in our shared purpose to turn knowledge into meaningful change for individuals, communities and society.

We generate knowledge through igniting curiosity, research and innovation – but we don't stop there. We share and apply it through education that stretches, inspires and empowers. We connect in partnership with those who want to join us in our drive towards the future we dare to create.

OUR PEOPLE



We have expertise, passion and ambition.

We focus on inclusive and creative solutions, building relationships based on trust and respect with open, authentic leadership.

We embrace change with confidence and remain adaptable.

We take pride in our shared achievements, valuing our unique contributions and the diverse experiences that strengthen our community.

OUR VALUES



WE ARE BOLD

We are curious, determined and courageous. We spark ideas, energise each other and push boundaries so innovation can flourish. We create opportunities, take calculated risks and step forward with the confidence to shape what comes next.



WE CHANGE LIVES

We create, share and apply knowledge that shapes the world to deliver solutions to society's most pressing challenges. We act with confidence, collaborate with purpose and are committed to transforming the lives of people and communities.



WE DO THE RIGHT THING

We act with integrity, compassion and respect, creating a community where everyone feels seen, valued and able to contribute. Equity and inclusion are central to everything we do, ensuring our knowledge creates positive and lasting impact.

HOW WE WILL DELIVER OUR PURPOSE

Education and Experience



We will:

1. Offer a broad course portfolio that integrates education and research to provide students with clear and coherent educational pathways.

We will sustain a broad and responsive course portfolio shaped by long-term societal priorities at regional, national, and global levels. Through continuous review and renewal, our education will remain relevant, coherent, and informed by discoveries generated through research and innovation. We will keep student outcomes at the heart of our portfolio and ensure that education and research reinforce and strengthen one another.

2. Deliver high-quality, academically rigorous courses that attract and develop students with the potential to succeed.

We will design intellectually demanding courses, grounded in active enquiry and discovery. Students will be stretched and supported to realise their potential, developing deep subject knowledge, critical thinking and the capabilities needed for sustained success. We will attract students with the ambition and potential to achieve excellent outcomes and create opportunity from their learning.

3. Provide education grounded in experiential learning, equipping graduates to succeed in their careers.

We will prepare graduates with the capability, confidence, curiosity and values to thrive in their careers. Through placements, projects and partnerships with employers, students will apply learning that strengthens readiness for work as globally mobile graduates. By embedding learning in sustainability, AI and emerging technologies into the curriculum, graduates will be empowered to shape practice within their chosen fields.

4. Ensure equitable access to exceptional education, advancing social mobility and giving all students the opportunity to succeed.

We will welcome and support students from all backgrounds, addressing barriers to access, progression and success. Our whole-person approach will shape every stage of the student journey, enriched by experiences that extend beyond the classroom. We will deepen our international partnerships to expand access to education and opportunity worldwide.

5. Provide a student-centred experience, rooted in community, connection and a strong sense of belonging.

We will offer students a rich and well-rounded experience that recognises the importance of individual wellbeing and the power of belonging. Students will learn in a supportive, caring and intellectually challenging environment where every individual feels seen, valued and able to contribute. This sense of belonging will continue long after graduation through NTU's lifelong community.

HOW WE WILL DELIVER OUR PURPOSE

Research and Innovation



We will:

1. Ensure research, innovation and education inform and enrich one another to elevate learning and discovery.

Through our research and engagement with external partners, we will generate new insights and translate them into innovative teaching practice and curriculum design. We will involve students as co-creators of knowledge, developing curiosity, critical thinking, creativity and the ability to tackle complex global challenges.

2. Enhance recognised areas of research and innovation characterised by depth and impact.

We will focus our resources on research and innovation areas where our expertise is strongest. By growing research income, and investing in talented people and enabling technologies, we will accelerate the delivery of our ambitions and generate economic, social, cultural, and environmental benefits. We will strive for these benefits to be shared equitably.

3. Co-create solutions to accelerate the translation of ideas into outcomes.

We will span disciplines and push beyond boundaries to address place-based priorities and societal challenges. We will become a first-choice, trusted partner, known for engagement throughout the design, delivery, and evaluation of our work. In doing so, we will create shared value and accelerate the translation of knowledge that drives economic growth and shapes understanding, policy and practice.

4. Strengthen our research culture, uphold the highest standards of integrity and build lasting trust.

We will foster high expectations of research integrity and ethics. We will engage in transparent, accessible and reproducible research and responsible use of emerging technologies, including AI, ensuring trust and credibility. Our approach will accelerate discovery and maximise lasting public value locally, nationally and globally.

5. Build a distinctive international reputation through global leadership and strategic collaboration.

We will strengthen our international reputation through strategic collaboration and leadership in global partnerships. By choosing partners whose values align with our own, we will build connections that enrich our research, attract talented colleagues and students, and enhance our international reputation. Together, this will position NTU as a trusted, distinctive, and ambitious global partner.

OUR ENABLERS



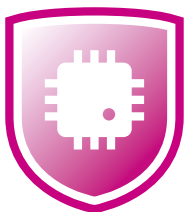
Our Partnerships

We have purposeful, collaborative partnerships that span all sectors – locally, nationally, and internationally. Guided by our civic commitment, we work with communities in ways that align with national priorities, co-creating solutions that expand opportunity and turn knowledge into impact.



Our Spaces

We use our campuses to foster connection, collaboration, and wellbeing. Our spaces support discovery, inclusion and sustainability, enhancing how our community works, studies and grows together.



Our Technology

We are digitally innovative, creatively developing and using technologies to deliver our purpose. We are guided by a responsible and ethical approach to AI and other emerging technologies.



Our Finances

We manage our resources responsibly to ensure long-term sustainability and resilience. By directing investment towards our strategic purpose, we have the people, facilities and opportunities needed to create, share and apply knowledge that changes lives.



Our Governance

We govern with transparency, accountability and integrity, ensuring decisions are informed by evidence and guided by our values. In doing so, we protect the trust placed in us and ensure knowledge is created and applied responsibly for public benefit.

OUR SUPPORTING STRATEGIES



- Education and Experience
- Research and Innovation
- People
- Campuses
- Digital



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ntu.ac.uk/strategy

Sustainability

NTU is committed to environmental sustainability. If you are reading a printed copy of this document, please recycle it or pass it on when finished. This is an accessible PDF. Alternative formats including large print are available upon request.

About this publication

This strategy brochure was produced by Nottingham Trent University to outline our strategic vision and commitments.

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