

# Transforming Lives and Communities

## Strategic Plan 2022-27



UNIVERSITY OF  
**LINCOLN**

The University of Lincoln is a university of and for the 21st Century. Created by the people of Lincolnshire, we are as much the University for Lincoln, as the University of Lincoln.

By 2027 we expect to have a larger and more international student body with a higher proportion of postgraduate taught students; a greater diversity of programme types and delivery mechanisms; a larger research order book with more staff conducting internationally recognised research; more and stronger partnerships with external organisations; greater income from consultancy and licensing; and a higher proportion of international staff. At the same time, we must maintain our reputation for civic engagement, and for a committed staff community that delivers a supportive and stimulating student experience.

This will be no easy task. The external environment is uncertain and change is incessant. We must be agile and sharply focused, innovative and responsive, bold and ambitious. Displaying entrepreneurial flair, a collaborative spirit and a fearless attitude, we must build on and transcend our historical achievements, to create a thriving future for Lincoln, Greater Lincolnshire, and beyond.



### Our Purpose

Our purpose is to transform lives and communities, attracting talent from around the globe to create, for Lincolnshire and communities across the world, a virtuous circle of opportunity, prosperity, and economic growth.

We will drive, enhance, and harness global advances in technology and digitalization, applying them in selected industrial settings to improve the lives of individuals and communities.

We will help to build an economically successful, socially coherent, highly skilled, and culturally vibrant city and region.



### Our Vision

Our vision is to be:  
A transformative university enabling a prosperous region in an inter-connected world.



### Our Ambition

Our long-term ambition is to achieve a global reputation and be recognised as among the top 15 UK universities by 2050.

We will work towards the key milestone of a top 40 position in the UK, and a top 500 position globally, by 2027.

# Strategy Themes

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Our strategic ambition is articulated around three core themes: **We Collaborate**, **We Challenge**, and **We Transform**.

By building a collaborative community that challenges itself and the outside world, we will bring about changes that positively transform people and communities and help to solve some of the world's current and future grand challenges.

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## We Collaborate

We will create a purposeful community that is committed to making a positive difference.

Our teaching, research and knowledge exchange will be permeable, removing barriers to interaction between disciplines, institutions, and people across the world.

We will grow a collaborative network of civically engaged organisations that work to address regional inequalities.

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## We Challenge

We will develop our students into highly skilled and employable graduates, and adaptable, socially responsible citizens.

We will focus on and invest in impactful, challenge-led research and knowledge exchange that addresses regionally relevant and internationally significant priorities.

We will create an environment in which we can challenge each other, strive for excellence, and embrace difference.

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## We Transform

We will be people-centred, transforming the lives of those who learn, work and engage with us.

We will transform society through impactful and relevant teaching, research and knowledge exchange that address both regional and global challenges.

Through our regionally embedded civic mission, we will transform the city, region, and wider world in which we operate.

# Our Values

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Our values reflect who we are and what we stand for.

At the University of Lincoln, we are focussed and ambitious, always evolving and looking for the next challenge. We have a sense of passion and pride in everything we do and are confident in our ability to make a positive difference to the world. We will strive for excellence recognising and working on our areas for improvement whilst celebrating individual success and achievement.

Our inspirational teaching staff, gifted researchers, expert professional service staff and engaged student body have a distinctive way of working together, which we refer to as One Community. This is a collective mindset, through which we promote equality, listen to each other, understand different points of view, are kind to each other, and accept each other for who we are.

Alongside this, we have a set of guiding principles that outline how we can best operate to improve the lives of students, staff and the communities and region we serve.

## Striving for Excellence

We strive for excellence in everything we do, holding high expectations of performance.

## Embracing Difference

Prioritising inclusive practices in all our activities, we embrace difference through a global mindset.

## Accepting Personal Responsibility

We accept personal responsibility for the wellbeing of people, our community, and the environment.

## Working Collaboratively

Working collaboratively, creatively, and innovatively with our staff, students, and partners.

## Challenging Each Other

We have the courage to challenge each other respectfully.