



Dear Colleague,

I am delighted to launch our BU2025 vision and strategic plan today.

As I mentioned in [my February update](#), it is important to celebrate and acknowledge how far BU has come since 2012, when we launched the BU2018 vision with Fusion at its heart. If you haven't had a chance, do read the [BU Review 2012-2018](#), which highlights many of our achievements since 2012.

I also want to thank all of you who contributed to the development of BU2025, by attending a workshop or briefing, responding to the survey or by giving us direct feedback.

We decided to define our purpose at BU – to **inspire learning, advance knowledge and enrich society**. With that in mind, our new vision is that “**we are recognised worldwide as a leading university for inspiring learning, advancing knowledge and enriching society through the fusion of education, research and practice**”.

This is an ambitious vision, and to help us achieve it we defined what BU will look like in 2025:

We have established our distinctive Fusion culture and communities

A1: We have a worldwide reputation for our distinctive co-created Fusion approach

A2: Our vibrant Fusion communities are collaborative, inclusive and resilient and connect worldwide

A3: The BU learning experience is personalised, inter-disciplinary and consistently excellent

Our students and staff thrive through Fusion

B1: We attract and develop students and staff who thrive as lifelong learners through Fusion

B2: Staff lead in their disciplines and professions and as members of high performing teams

B3: 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

C1: We are a catalyst for impact by advancing knowledge, creativity and innovation

C2: We drive social and economic growth and development through our staff, students and graduates

C3: We support the development of the region and lead thinking on sustainability

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

D1: Through Fusion we have a positive impact world-wide on the challenges facing society

D2: Staff, students and graduates enrich society as active citizens in their communities

D3: Our worldwide partnerships strengthen our shared impact

We have also updated our values to reflect feedback from staff. The updated values are excellence, inclusivity, creativity and responsibility. We will be working across BU to ensure that we embed these in everything that we do.

We have a new visual device for Fusion, that reflects feedback from staff. The new device represents a more dynamic version of Fusion, that is external as well as internally facing and that looks different from different perspectives. In the BU2025 plan we refers to our distinctive Fusion culture and communities, a co-created Fusion approach to learning, and using Fusion to enrich society. The updated version is Fusion is also relevant to professional services as well as academic staff, and you will see more about this in the coming months (for example at the [Service Excellence conference](#)).



You can explore BU2025 further on [our intranet pages](#). You can find links to our consultation responses here and other information about the plan, including a document which describes the plan and gives more information. We are also publishing today a document which sets out how the [plan actions map to our purpose and our values](#).

We are launching BU2025 today so that we can start planning implementation in time for August 2018, when the BU2018 plan ends and the new BU2025 plan starts. I look forward to working with colleagues across BU on the next steps to bring BU2025 to life. Do take a look at it, and start thinking about how we can build on our achievements so far to achieve our BU2025 vision.

Best wishes,

John Vinney
Vice-Chancellor

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