

**Sheffield  
Hallam  
University**

**TRANSFORMING LIVES**



# INTRODUCTION

Universities shape lives. For almost two centuries, Sheffield Hallam - and its predecessor institutions - has exercised a powerful impact on the city, region, nation and world. It has an impressive history.

In rapidly changing times, the demands on universities are multiplying. The world needs universities to respond quickly, applying academic excellence, innovative research and open-minded engagement in new ways to meet society's needs.

I arrived at the University as Vice-Chancellor in January 2016. Over the following twelve months, the University engaged in a thorough-going review of its strategy, re-examining its vision, values, mission, and plans against the background of seismic changes in higher education. I was struck by the enthusiasm across the University to ask, and answer, fundamental questions about the University, its impact and the way it works: there is a real engagement with change. This strategy is the result.

The strategy has three aims. It aims to reset the University's level of ambition – not simply to be good, but to be globally outstanding at what we seek to do. It aims to articulate a clear direction, enabling us to make the tough choices which big and complex organisations often find difficult. And it aims to be succinct and clear, expressed in compelling ways which can command the engagement of the whole University. It is a strategy for the development of a truly great University – an innovative, imaginative university unafraid to take risks to make a difference.

This is a University physically and educationally at the heart of its city and region. It attracts remarkable students from the locality, the nation and globally. It has exceptional staff. It is well-placed to make a genuinely distinctive contribution to the world – shaping futures through outstanding education and by providing practical solutions to tough problems. Together, we will provide compelling answers to the challenges of the twenty-first century.

**Professor Chris Husbands**  
Vice-Chancellor

**Our mission  
is simple:  
we transform  
lives.**

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# OUR STORY: WHY SHEFFIELD HALLAM MATTERS

Universities have never been more important to more people than they are today. Around the world, individuals, governments and society increasingly look to universities to provide answers to the toughest questions and to help people realise their aspirations.

Our mission is simple: **we transform lives**. We do this by shaping our students' futures and preparing them for whatever they choose to do, and by creating knowledge that provides practical solutions to real world challenges.

## OUR WORLD

We live in changing times. Whether in technology or work, culture or environment, society or community we are surrounded by sometimes exciting, sometimes destabilising change. The challenges of the future will require Sheffield Hallam to deliver sophisticated responses, drawing on expert knowledge, innovative thinking and wide perspectives. Economies will thrive on people applying high levels of education and skill. Universities will thrive by being open, accessible and engaged.

At the same time, universities face significant challenges. As knowledge becomes more sophisticated, so the task of equipping students for progression to stimulating and skilled careers and for constructive contributions as citizens intensifies. Extending the benefits of higher education to more people, especially the most disadvantaged, will require universities to be more imaginative and determined. Increasingly, students look to universities for exceptional teaching, for outstanding opportunities, for a return on investment. Meeting these expectations will demand ingenuity, as competition – locally, nationally and globally – increases, and as resources tighten. We will meet these expectations by being outstanding at what we set out to achieve.

**We make a real impact in our community and in the world**

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**We open opportunities for those who study or work with and in the University**

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**We are a community of staff, students, alumni and partners who work together to achieve success**

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**We show integrity and professionalism in everything we do**

# THE HALLAM DIFFERENCE

## OUR PLACE

Sheffield is one of the UK's leading cities, with a proud history. It is known worldwide for its contribution to manufacturing. Sheffield steel built machines that changed the world. Sheffield is known for a tradition of radical engagement, questioning assumptions and standing up against injustice. As the digitally-driven economy emerges, the city and the region are re-making themselves. Hallam has played its part in the city's creative and innovative past success; it will do so again as the region changes in the future.

## OUR UNIVERSITY

Our origins lie in the Sheffield School of Design, established in 1843 to provide skilled designers for the city's booming industries. Teacher Training and Technology Colleges followed later in the nineteenth century and grew in the twentieth. In 1969 these institutions formed Sheffield City Polytechnic, which itself became Sheffield Hallam University a quarter of a century ago.

Sheffield Hallam is one of the UK's largest universities, with exceptional learning and research facilities. Its evolution means that being genuinely useful is hard-wired into us. In the twenty-first century we will draw on our rich tradition as we renew our mission to transform lives and contribute to society – in this city, in this region, and reaching beyond both to the nation and the world.

The character of our University is unique and informs both what we do and how we do it. Four characteristics, taken together, make the *Hallam Difference*, which will help us to secure our place at the forefront of higher education.

These characteristics shape our strategy. We will ensure that they infuse our teaching, research, and the way we work.

Above all, we will make a difference. We will do this by being a university rising to real-world challenges. We will do this by designing programmes which provide students with the practical skills and knowledge they need to be successful. We will do this by developing our expertise in collaboration with others. We will do this by making Hallam an exemplar of what an enterprising university can be and can do - working with, for and alongside others. This is what it means to be an applied university. And we will become the world's leading applied university.

We will be known for exceptional teaching which gives our students distinctive knowledge, skills and attributes. We will be known for research which makes a real difference. We will be known for our engagement with our city and region, linking both to the world beyond. And we will be known for our professionalism and the quality of our services. This strategy explains how we will succeed.

**We will be  
the world's  
leading  
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university.**

# OUR FUTURE

We will be the world's leading applied university, achieving outstanding outcomes for our students and our city, and showing the world what a university genuinely focused on transforming lives can achieve. We will do this by:

## **SHAPING FUTURES**

**Our students will be confident, creative, resilient and responsible - prepared for whatever they decide to do.**

Our commitment is that students will leave us as world-ready citizens with skills and knowledge which reflect cutting-edge understanding in their subject, and able to use them creatively to solve tough problems. Our students will be inspired and enthused by the transformative learning experience that we provide through the consistently excellent provision of an innovative and applied curriculum. They will have an edge in a rapidly changing world, able to thrive in their work and to make constructive contributions. They will understand the importance of integrity and responsibility and the value of cooperation and respect for others. We will be inclusive, supporting students from a wide range of backgrounds and giving all students the best opportunity to succeed during and after their time at Sheffield Hallam.

## **CREATING KNOWLEDGE**

**Our research and our industry partnerships will provide innovative, practical solutions to real challenges.**

Our commitment is that our research and teaching will address real-world challenges, which demand innovative thinking, and the development of solutions that impact on people's lives. We will apply research to enrich students' learning, enabling students to understand, use and conduct research relevant to their discipline. Identifying and seizing opportunities to grow in new areas, we will be recognised internationally for research that generates social, economic and cultural benefits and we will work with others to ensure those benefits are wide-reaching.



### **LEADING LOCALLY AND ENGAGING GLOBALLY**

Our place at the heart of this city and region, and our international connections, are fundamental to what we do.

Our commitment is that we will be a beacon for what a university can do for and with its community. We will be a creative and constructive partner, enhancing economic growth, educational health and the quality of life in our region. We will extend and deepen our global engagement - linking Sheffield to the world and the world to Sheffield. We will work with like-minded partners locally and globally to enhance our impact and reach.

### **BUILDING A GREAT UNIVERSITY**

Our success depends on our professionalism and quality right across the organisation.

Our commitment is that we will provide an outstanding environment in which to study, research and work. To achieve this, we will look radically at the way we work, be innovative and open to new organisational arrangements which enable us to respond quickly to new opportunities which help us to realise our goals. We will reduce complexity, allowing staff to concentrate on securing excellence consistently across the University. We will attract and retain the best people, embracing diversity and creating an exciting workplace of shared expertise which drives consistent excellence. We will build stronger links between academic work and professional practice, recognising that we all contribute to our success as a university. And we will operate sustainably, investing in realising our goals and considering the long term in all our decisions.

These are ambitious aims. Realising them will be demanding. It is our aim to be the world's leading applied university – rising to the challenges of the twenty-first century.

# WE TRANSFORM LIVES

## MISSION

We shape our students' futures, preparing them for whatever they choose to do, and create knowledge that provides practical solutions to real world challenges.

## THE HALLAM DIFFERENCE

### IMPACT

We make a real impact in our community and in the world.

### OPPORTUNITY

We open opportunities for those who study or work with and in the University.

### COMMUNITY

We are a community of staff, students, alumni and partners who work together to achieve success.

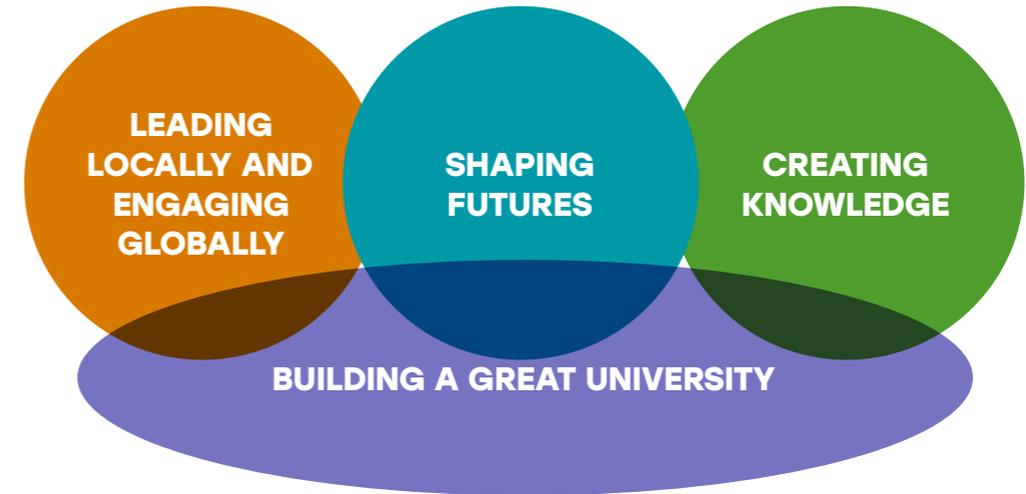
### INTEGRITY

We show integrity and professionalism in everything we do.



## OUR VISION

We will be the world's leading applied university, achieving outstanding outcomes for our students and our city, and showing the world what a university genuinely focused on transforming lives can achieve.



### LEADING LOCALLY AND ENGAGING GLOBALLY

Our place at the heart of this city and region, and our international connections, are fundamental to what we do.

- We will work with others to enhance economic growth, educational health and quality of life in our region
- We will deepen and extend our global engagement - linking Sheffield to the world and the world to Sheffield.

### SHAPING FUTURES

Our students will be confident, creative, resilient and responsible - prepared for whatever they decide to do.

- We will offer an innovative and coherent applied curriculum
- We will ensure consistently excellent teaching
- We will cultivate an environment in which all our students are challenged, supported and encouraged to succeed during and after their time at Sheffield Hallam
- We will educate our students as confident, world-ready citizens.

### CREATING KNOWLEDGE

Our research and partnerships will provide innovative, practical solutions to real-world challenges.

- We will be recognised internationally for research which has real social, economic and cultural impact
- We will identify and seize opportunities to lead in new and emerging areas
- We will apply research to enrich students' learning and work with others to ensure translation into practice.

### BUILDING A GREAT UNIVERSITY

Our success depends on our professionalism and quality right across the organisation.

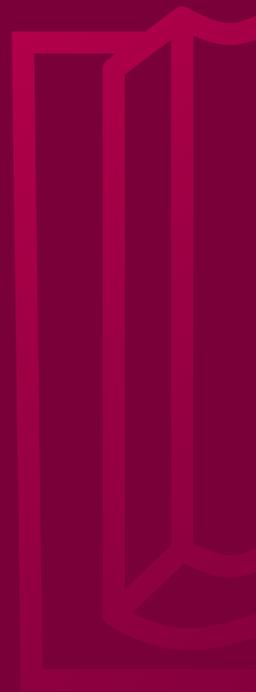
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Sheffield  
Hallam  
University  
Welcome



What will you do?  
@sheffieldhallam



## Sheffield Hallam University

City Campus

Howard Street, Sheffield S1 1WB

Phone 0114 225 5555

Email [strategy@shu.ac.uk](mailto:strategy@shu.ac.uk)

[shu.ac.uk/strategy](http://shu.ac.uk/strategy)