

The Way Forward

2018-2023



Sub-strategy | Civic Mission

Our ambition

Our ambition is to be recognised for excellence in our civic mission activities, committed, as an equal partner, to working with schools, colleges, organisations and communities of the Cardiff Capital Region, Wales and internationally to promote social cohesion and improve levels of health, wealth and well-being. We will work with colleges, educational partners, and all schools in Wales through our Strategic Framework for School Engagement, supporting teachers and working towards improved educational attainment. Part of our civic mission ambition, which touches on a number of sectors and activities, will be to create 1,000 high value jobs over the strategy period.

Building on the previous strategy

Building on the delivery of five flagship engagement projects, the strategic framework for schools engagement and other University engagement successes during the previous strategy period, such as the award-winning CAER Heritage project, we will ensure the sustainability of the activities and evolve the focus to ensure that the University as a whole is connected, delivering engaged impact together with our major stakeholders.

Underpinning objectives

We will be known as a University:

- which is one of Wales' major anchor institutions with international reach, committed to breaking new research boundaries and educating students, with an important leadership role to play in our communities
- with a strategy for civic responsibility focussed on social cohesion, health, wealth and well-being
- with a public good approach to engagement that is embedded across all functions and disciplines of the University, creating a strong 'sense of place' within the Cardiff, capital region and Wales

- committed to maintaining our status as a Living Wage accredited employer
- providing equal opportunities for all to work at the University
- promoting and celebrating the Welsh language, in addition to meeting our statutory requirements, by ensuring the University community contributes to Welsh economic, social and cultural affairs
- recognised as a leader for our partnership approach to engagement with primary, secondary schools and further education colleges in Wales
- educating and training the professionals of tomorrow, who will be future leaders of society.

Making this happen

The environment in which we are operating is changing. The introduction of the Well-being of Future Generations Act, Brexit, the Tertiary Education and Research Commission for Wales and UK research and Innovation (UKRI) are creating new challenges and offering new opportunities for the University. These developments will play a central role in our thinking during this strategy period.

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In some cases the trajectory is already defined, and it will be a continuation of previous actions, updated and augmented as appropriate including:

Building partnerships focussed on improving the health, wealth and well-being of the people of Wales

We will:

- continue to work with regional business, universities, third sector organisations, local authorities and government agencies to improve social cohesion, health, wealth and well-being of the people of Wales
- play an active and leading role in the on-going development of our home city and the wider Cardiff Capital Region
- work with our partners towards the seven goals of The Well-being of Future Generations Act.

Working with our partners to increase employment opportunities within the region

We will:

- through our research, innovation and students, work with our partners within the Cardiff Capital Region City Deal to deliver jobs, growth and productivity within the region.

Engaging our education stakeholders and communities

We will:

- contribute to improving the quality of education in Wales, through active participation in the education and training ecosystem
- contribute to the leadership and improvement of education in the Cardiff Capital Region by supporting Continual Professional Development for teachers and engaging with the NEETs (not in education, employment or training) agenda
- work with the Students' Union on further developing a programme of Student Volunteering where students make a difference in the community whilst developing their own employability skills
- scope the opportunity for the University to sponsor a University Technical College, as appropriate for the Welsh context.



Research with impact

We will:

- identify a select number of societal challenges and work with our partners to address these. The first that we will focus on will be Dementia
- work within the Cardiff Capital Region to provide 'living labs' for societal challenges, maximizing the research opportunities with potential global impact
- ensure that our academic expertise is contributing to the development of public, social and environmental policy development and supporting the ambitions of The Well-being of Future Generations Act through the various research centres within the Social Science Research Park
- engage our communities in our research activities.

Informing public debate

We will:

- continue to engage in public fora in Wales and beyond, e.g. National Eisteddfod, Hay Festival (UK level event) and the Royal Welsh Show
- deliver a diverse range of public and community events and activities covering the breadth of the University expertise from archaeology to science to music
- continue to promote our research, innovation and engagement activities in the media.