



# UCFB

University Campus of Football Business (UCFB) is an established, challenger, higher education provider, which provides relevant, highly valued, practice based, academically rigorous sports education, partnering the sports industry and Professional Statutory Regulatory Bodies (PSRBs). Since it began in 2011, UCFB has developed a reputation as a niche provider of higher education courses for the sports industry, ensuring organisations have the graduates they need to build a successful future.

UCFB's reputation is underpinned through the development of partnerships with industry leaders, professional clubs, businesses, and professional bodies at all levels, for the benefit of students and graduates. Delivering in iconic stadiums alongside sports and purpose built facilities, students are immersed in the industry, learning from academic staff who are grounded in the literature and practice of the sports industry. Our academic and professional services teams deliver an exceptional student experience, as evidenced through the National Student Survey (NSS) results and above sector benchmark graduate employability.

This institutional vision document sets out the strategic priorities and ambitions for UCFB. Vision 2026 reflects the successes of UCFB in its growth and development which is evidenced by the successful 'spin off' brought about by the management buy-out of the Global Institute of Sport (GIS). This has enabled a refreshed and renewed focus on the Institution's UK-based activities.

This vision document has been directed, encouraged and supported by the UCFB's Board of Directors and will guide the Institution's development and map its progress over the defined period. This vision sets out our mission, values and ethos, and is centered around five key themes which capture the spirit of our past and our ambition for the future which as a community of staff and students we will strive to achieve together.

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To be the world's leading sports education institution, providing diverse, experienced, best-in-class graduates to the football and sports industries



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To fulfil our mission and purpose

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We intend to register with the Office for Students and gain New Degree Awarding powers.

We aim to consistently be a top sports education institution for graduate

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We will continue to put our students at the heart of all we do, growing the level of student voice across our committees, and continuously reviewing and enhancing outcomes with respect to student continuation, completion and progression.

We will nurture a culture of collaboration, respect and commitment to excellence, anchored by our values and behaviors.

We will develop an impactful Diversity, Equity and Inclusion (DEI) Strategy, for both colleagues and students, underpinned by both internal TmO gO G( )TETQ.000008875 O 595.56 84

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We will increase our study locations across the UK, maximising access to our education provision across our current core markets.

We will continuously review our curriculum to ensure we continue to provide students with market-relevant, research, and industry-informed knowledge and skills; that will best equip them for their future careers.

We will invest to ensure that the digital capabilities that unpin our provision are industry-leading, and our systems can provide efficient, engaging, and accessible experiences for our students.



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We will continue to develop and implement a partnership strategy that fosters meaningful and supportive relationships between the Institution and the sporting industry.

We will leverage our relationships with industry partners across a wide range of global and local partners to enhance the education and experience we provide to our students, alumni, and partners alike.

We will continue to consult with industry experts, continuously reviewing and improving opportunities for students to gain access to meaningful in-classroom and in-field industry experience.

We will continue to work with player and member associations across different sports to establish educational pathways for current or retired athletes.

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