

Strategic aims 2025-2026

- Act as the collective voice for higher education in the North East, ensuring our role and contribution in the region is valued, recognised and represented in regional and national policy conversations.
- Drive and contribute to regional conversations and initiatives; be a strong advocate for the North East nationally and internationally.
- Forge deeper connections with partners to help unlock the full potential of the North East, convening conversations and creating opportunities.
- Explore new ideas and innovation, helping to find solutions to key opportunities and challenges and drive investment into the region.
- Ensure the value of the knowledge and expertise in our universities is maximised, connecting academics with policymakers.

Educating the future workforce	Supporting a vibrant economy and innovation ecosystem	Local to global
• Transform access to higher education across the North East, ensuring opportunity is not limited by background or circumstance. • Develop new collaborative approaches to improve lifelong education, skills and career support and ensuring there are clear and joined up pathways to establish a talent pipeline that provides opportunity and supports the region’s industries. • Ensure that the North East region harnesses the knowledge, skills and potential of the region’s graduates.	• Help ensure the North East remains a vibrant, competitive, and attractive place for investment by providing businesses with access to talent, research expertise and innovation support. • Work with partners to encourage broader initiatives which will lead to the step change in the regional innovation ecosystem we aspire to. Providing a platform for collaboration in research, innovation and knowledge exchange • Present the North East as a testbed for good ideas, piloting new methodologies of increasing collaboration between businesses and universities, improving innovation in products, and services.	• Strengthen our relationships to ensure that the critical role of universities is recognised and embedded in inward investment strategies and is a central element of regional messaging to investors. • Leverage our global networks and soft power to inform the regional internationalisation agenda and build a global alliance. • Ensure that we harness the knowledge, capabilities and physical assets in our universities to showcase the region on a national and international stage.

VISION AND MISSION

Vision

United in ambition and place-based purpose, we are committed to deepening collaboration, breaking down barriers to opportunity and delivering inclusive growth and prosperity. We will be a unified voice advocating for the HE sector and the North East region.

Mission

As anchors of knowledge, innovation and opportunity, our universities play a crucial role in driving regional economic growth as well as the educational, social and cultural success of our region. We are working to make our universities more accessible for study, business, innovation and investment, while providing valuable evidence-based regional insight to inform national higher education policy. Through our combined strengths and the power of our collective voice we will help to shape a more prosperous and resilient future for the North East of England.