



UNIVERSITY OF
DERBY

AN APPLIED
UNIVERSITY
**OF TODAY AND
FOR TOMORROW**

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OUR
VALUES

OUR VALUES

A robust set of values has been a key factor in achieving the success we have enjoyed to date. How we approach our work and how we approach each other is as important as what we do to ensure we continue to build on our success.

Derby is entering a new, ambitious next chapter as 'an applied university of today and for tomorrow'. More than ever, it is important we have a set of values which motivate and engage our students, colleagues and region, and instil a sense of pride.

Our new values, shaped by our staff, provide the foundation for our future

success. They reflect a university with a strong sense of purpose, confidence, and a desire to succeed. We believe it is our values that make Derby a great place to work and study.

Each and every one of us needs to play a part in shaping our future, so we need to live our values in the way we forge relationships with each other, our students, industry partners and stakeholders. Please take the time to reflect on the values so we can make them a core part of our community.

Kathryn Mitchell

Professor Kathryn Mitchell
Vice-Chancellor





Value People

We enable people to achieve beyond their expectations, which attracts high-performing staff, students with a drive to succeed, and partners who are keen to benefit from our expertise.

We share a collective endeavour to open minds, and encourage and inspire those who come into contact with us.

We trust and support each other to deliver on our promises. We listen and act with integrity to build positive long-lasting partnerships.

We are true ambassadors of our purpose and promises.

Bold

We think big and make an impact.

We have passion and ambition, and look for opportunities to stretch and challenge ourselves and others. We evolve through new learning and experiences, and are beacons of good practice.

We are proud of what we do, make ourselves visible, and tell our story in a way that strengthens our global presence.

We create a reputation where our innovation, skills and knowledge are relied upon by industry to fulfil their potential and ensure their future success.





Future Focused

We are modern, seek out and embrace current thinking, and employ innovative practices.

We have a confident and adaptable approach to change, working together to challenge, take the lead and set the pace.

We have determination, knowledge and a positive attitude, keeping engaged in the world around us and staying ahead of the game.

Brilliance

A woman with her hair in a bun, wearing a grey t-shirt and black leggings, is captured in mid-air, jumping joyfully. She is positioned in front of a large glass window that looks out onto a bright, outdoor scene. The window has a green exit sign above it. The entire scene is framed by a dark blue border.

We're curious, optimistic and strive for excellence.

We create thriving communities where those around us are confident to share their views, celebrate success and are proud of the achievements we make.

We create stimulating environments that transform the prospects of all who engage with us. We believe we all make a difference.



UNIVERSITY OF
DERBY

And Finally...

We value people, are future focused,
bold and foster brilliance.

These values need to be lived and embedded into our daily working lives. We all have a responsibility to role-model the values, ensure they drive our work, and encourage each other to achieve excellence in all that we do.

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