



# RNCM Strategic Plan

Powering the Music of Tomorrow  
2026 - 2036

**RNCM**  
ROYAL NORTHERN  
COLLEGE of MUSIC

# Vision

## Powering the Music of Tomorrow



# Purpose

As a world-leading conservatoire, we create a global community of musicians and radical music thinkers who excel artistically, personally, and professionally – defining what a musician is today and will be tomorrow.

## Defining Features

We are world-leading, bold, and progressive.

We are inclusive.

We are a beacon for excellence in classical, popular, and contemporary music.

We celebrate musical creativity and experimentation across genres.

We challenge the status quo, make noise, break rules, and take risks.

## RNCM graduates are defined by a unique blend of:

- Artistic excellence and integrity.
- Creativity and innovation.
- Commitment to inspire others through music.



# Strategic Goals

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## Goal 1

### A global leader of education in music

- A unique and exciting destination for exceptional musicians, creative practitioners, and researchers who share our values and commitment to excellence in all we do.
- Producing graduates who are defining the global music industry as original artists, entrepreneurs, artistic leaders, and the change-makers of tomorrow.
- Collaborating with internationally renowned and innovative guest artists to enhance and enrich our work.
- Providing world-class opportunities for research, innovation, and scholarship, leading to new insights.
- Offering outstanding, research-informed, and industry-facing degree programmes that produce highly skilled and flexible musicians.
- Playing a key role in developing the music teaching workforce nationally and internationally, raising the quality of inclusive music education.

## Goal 2

### Driving change in the creative and cultural industries

- A leading global voice for the positive impact of music, advocating for its intrinsic and socio-cultural value and significance.
- Promoting a culture of artistic experimentation, creativity, and enterprise.
- Embracing new technologies and AI as a positive creative force and enabler.
- Reimagining what music performance can be in a multi-genre and fast-changing industry.
- Deepening our collaborations and partnerships within and beyond the music industry to help drive creative and cultural change.
- Undertaking targeted research with, and on behalf of, the wider music industry to effect positive change and support its future sustainability.

## Goal 3

### An anchor institution for music in Manchester and the North

- A world-leading conservatoire with a vibrant and welcoming public venue at its heart.
- Removing barriers and developing inspiring opportunities and pathways for under-18s from Manchester and the North to benefit from quality music-making.
- Using the power of music to enhance societal cohesion and wellbeing across our region.
- A hub connecting RNCM students with diverse creatives and performers from our Manchester community.
- Going beyond our physical walls to perform for, work alongside and enrich the lives of those based in Manchester and the North.
- Embodying the 'original modern' spirit of Manchester in our culture and approach.

## Goal 4

### Sustainable and rich in opportunity

- Increasing student support, funding our capital plans, and fulfilling our strategic ambitions by achieving a step change in fundraising.
- Home to a new suite of high specification studios, and transforming and revitalising our estate through RNCM Renew.
- Reducing our carbon emissions and ensuring environmental sustainability is factored across our decision-making.
- Enriching our work through an exceptional staff body that reflects the demographics of our wider community and builds a strong sense of belonging for everyone.
- Fulfilling our potential to generate additional targeted commercial activity.
- A confident and financially sustainable institution, generating the surplus needed for future investment.

# Values

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## Creativity

- We prioritise creativity, playfulness, and an entrepreneurial spirit.
- We are curious about new ideas, and proud to be a driving force in the creation of original work.
- We celebrate the joy of creativity in music.

## Connection

- We believe in the power of collaboration.
- We look outwards to create meaningful connections across the world.
- We value open and transparent communication.

## Care

- We care passionately about music and its future.
- We view everyone in our community as equally important.
- We are a welcoming environment where everyone belongs and is empowered to excel.

## Key Performance Indicators

- Acknowledged worldwide as a dynamic global leader in our sector.
- RNCM graduates seen as bold change-makers in the music industry.
- Recognised as a driving force for music and culture across Manchester and the North.
- A transformational investment made in our students and estate.

## Supporting Strategies

1. Financial Sustainability
2. Education
3. Artistic
4. Research and Innovation

Plus a suite of  
Enabling Strategies.

