



**ASKHAM BRYAN  
COLLEGE**

Learning is in our Nature.

# **Strategic Plan**

2021-26

Learn more at [askham-bryan.ac.uk](https://askham-bryan.ac.uk)





**Our mission:**

# Learning is in our Nature.

**Our shared goal:**

**We are a specialist land based provider developing talent, to respond to current and future challenges for the economy and environment.**

**Our unique 'DNA' (values and behaviours)**

- Delivering with purpose
- Building trust
- Taking ownership
- Always learning

## Our Four Strategic Themes

### Strategic Theme 1

**Technical and professional land based curriculum which is high quality, industry-relevant and enhances our students' employability.**

**Vision 2030:** We will be a leading college nationally for animal science and conservation, and sustainable food production.

### Strategic Theme 2

**Outstanding resources that deliver an exceptional and inclusive student experience.**

**Vision 2030:** We will re-purpose our campuses to be environments combining natural beauty with pioneering practices and digital technologies.

### Strategic Theme 3

**Engagement bringing people and place together, to build mutually beneficial relationships and celebrate successes.**

**Vision 2030:** We will be a national hub for skills, training and knowledge exchange for our core specialisms, with a focus on bio-economy, including incubation of related start-up businesses.

### Strategic Theme 4

**Sustainability and wider contribution to the Circular Economy is embedded into College life.**

**Vision 2030:** We will be financially vibrant, enabling us to invest in exemplar sector practices and innovations, informed by our commitment to our natural capital and our people.



**Our world faces an unprecedented period of transformation and change. The way we work, eat, learn, spend leisure time, and our connection with the environment and landscape, will all evolve exponentially over the next decade.**

Individually and collectively, we are all custodians for our environment, and the demand for sympathetic management of that environment, be it for food production, environmental protection, crisis management or future planning, will be paramount to a stable, sustainable future.



Dr Tim Whitaker, CEO and Principal, hosting a campus visit by HRH The Princess Royal.

Askham Bryan College is in a prime position to respond, develop and grow to meet the current and future needs of our industries, and address the profound challenges the world faces.

We are a specialist land based provider with a unique ability to provide technical and professional training to meet these challenges. The importance of developing educated and creative people, with a fundamental understanding of science technology and the natural environment, is at the core of our four strategic themes. Our 2030 vision for each of those strategic themes, directs this five-year "roadmap" strategic plan.

This plan has been formed following a 12-month consultation internally with students, staff and Governors, and externally with our stakeholders and employers.

Underpinned by our curriculum, estates and people plans, this strategy is our roadmap to achieving our ambition to develop talent, and ensure our students are highly skilled, flexible members of the future workforce, contributing positively to the wider economy and environment.

**Dr Tim Whitaker**

CEO and Principal, Askham Bryan College





## Strategic Theme 1

# Technical and professional land based curriculum which is high quality, industry-relevant and enhances our students' employability.

**Vision 2030:** We will be a leading college nationally for animal science and conservation, and sustainable food production.

Our investment in focused curriculum areas will enable us to build resources and capacity of the highest standard in the UK.

**Providing quality:** Recognised for high quality teaching, training and assessment leading to successful outcomes for students.

**Harnessing ambition:** Delivering an exceptional student experience resulting in resilient students.

**Delivering expertise:** A responsive curriculum which is focussed on land based and STEM subjects (including Bio-economy), and meeting national priorities.

**Investing in technical and professional education:** Further developing our highly skilled staff.

---

### Our outcomes will be:

- Knowledge, skills and behaviours that make our students highly employable, entrepreneurial and able to respond to challenge and change.
- Education which is tailored to individual needs and aspirations.
- Innovative curriculum which is informed by our stakeholder engagement and feedback.
- Continued investment in our staff and resources, which supports teaching staff in delivering high quality education.





## Strategic Theme 2

# Outstanding resources that deliver an exceptional and inclusive student experience.

**Vision 2030:** We will re-purpose our campuses to be environments combining natural beauty with pioneering practices and digital technologies.

Central to Askham Bryan 2030, is the creation of a 're-visited' campus environment creating a truly 'take your breath' away place of study, from the moment you set foot on our College grounds. Our environment will connect nature with a state-of-the-art teaching and learning environment.

**Prioritised investment:** Strategically investing in our land based resources and finances in priority curriculum areas.

**Digital platforms:** Enhancing our digital and mixed reality learning as part of our future curriculum development.

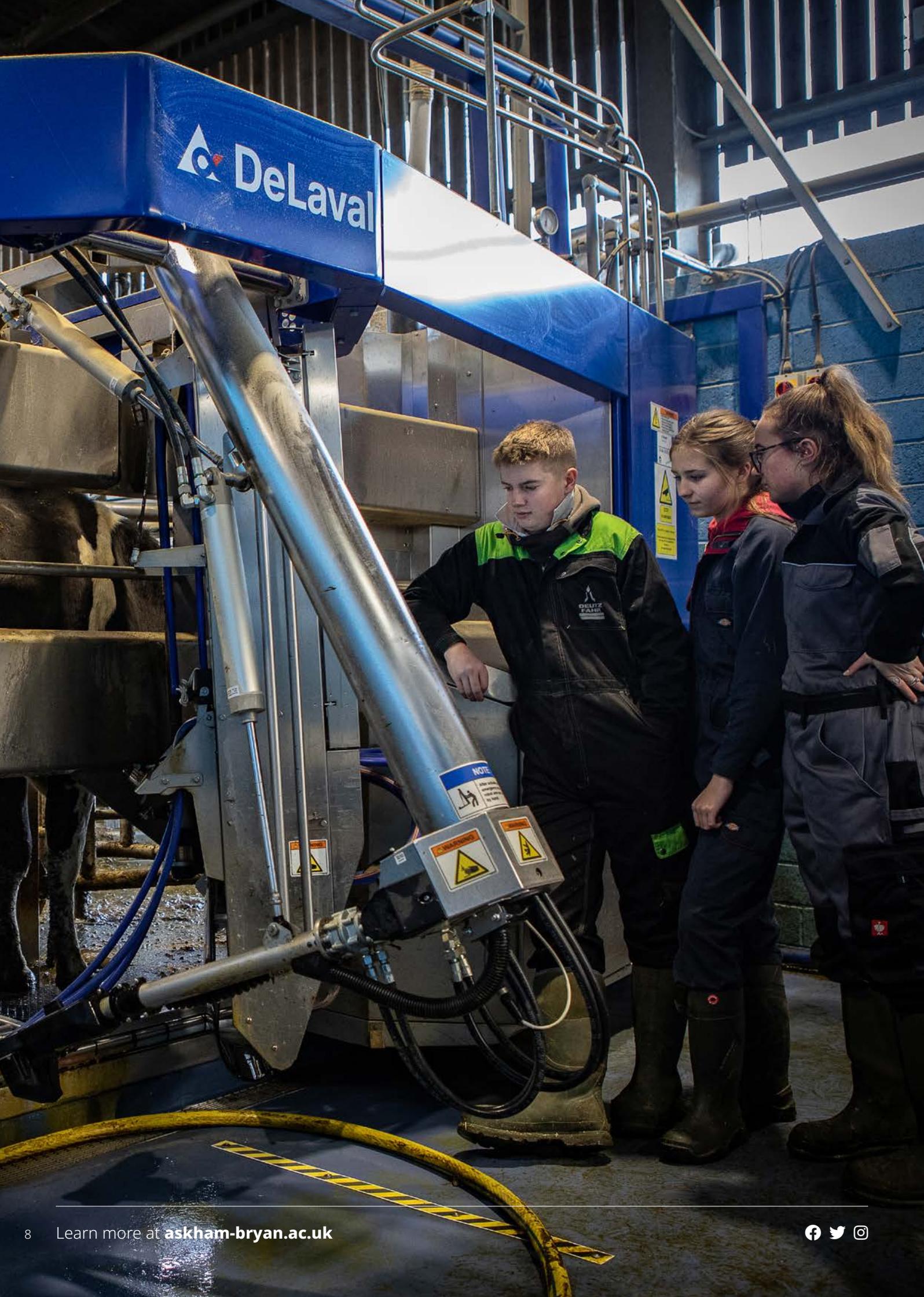
**Student experience:** Developing and enriching our wider student experience, particularly focusing on students' environment, wellbeing and employability.

**Inclusive environment:** Embedding equality, diversity and inclusion for the college community, to enhance social mobility, widening participation and access to education.

---

### Our outcomes will be:

- Robust financial and sustainable investment strategies enabling students to access resources and curriculum that improve their employability and progression.
- Digital platforms that develop students' learning and digital literacy skills to a high level.
- Reputation for both academic excellence and the wider student experience.
- A supportive, inclusive and nurturing environment so students can achieve their ambitions.





### Strategic Theme 3

## Engagement bringing people and place together, to build mutually beneficial relationships and celebrate successes.

**Vision 2030:** We will be a national hub for skills, training and knowledge exchange for our core specialisms, with a focus on bio-economy, including incubation of related start-up businesses.

We will become recognised as the destination for skills, knowledge, training and professional development for businesses and the wider community.

**Reputation management:** Strengthening our reputation and brand distinctiveness as a leading land based provider.

**Market intelligence:** Embedding market intelligence into our business decision making.

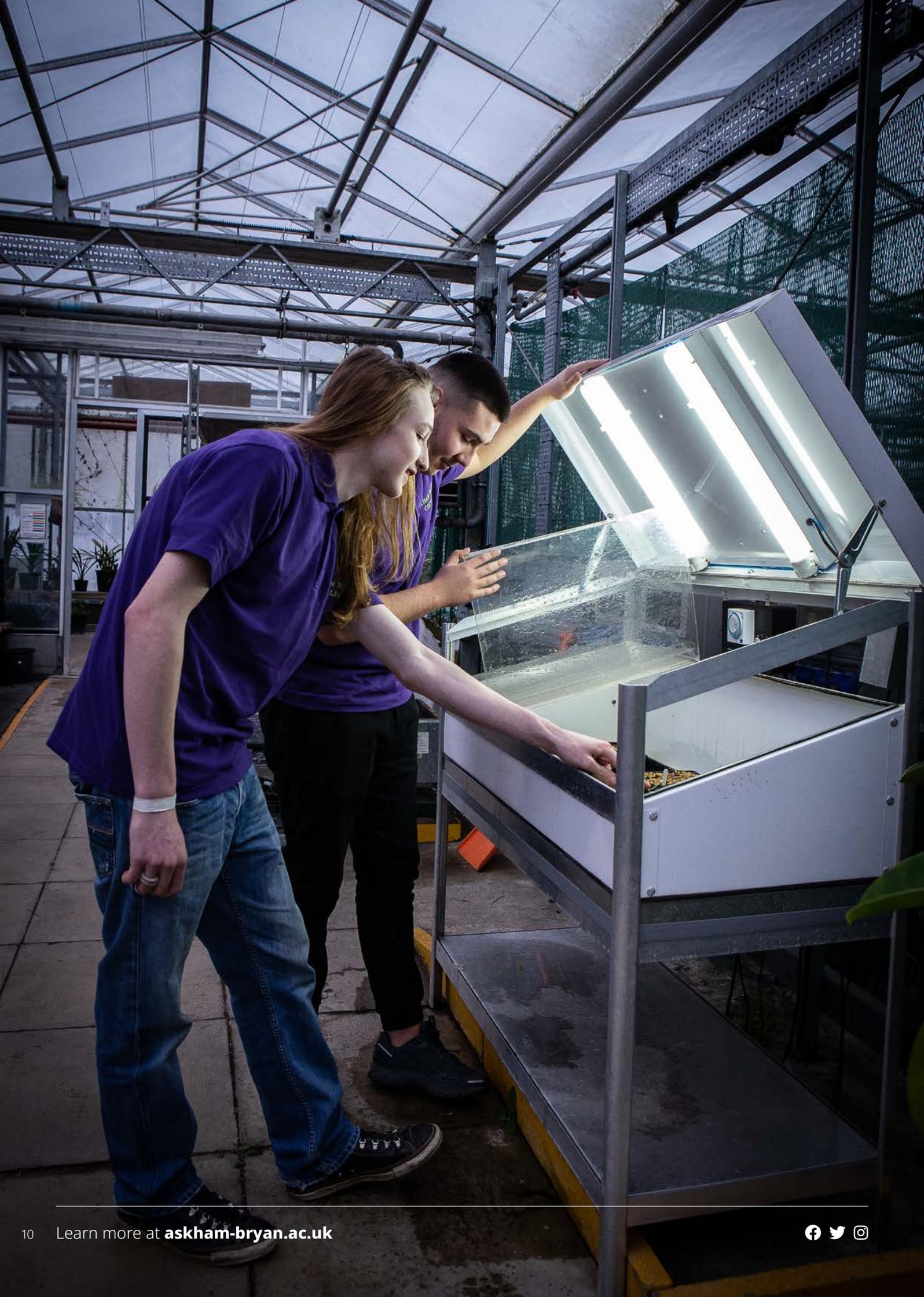
**Stakeholder engagement:** Pro-active relationship management of our key partners, stakeholders, and employers.

**Sense of place:** Celebrating the characteristics that make our college special and unique to our community.

---

### Our outcomes will be:

- Land based college of choice, and an expert in its core specialisms.
- Analysis of market intelligence, research data and Government priorities, driving our business goals.
- Mutually beneficial activity and collaboration with our key stakeholders.
- Engaging, entrepreneurial campuses for students, staff and stakeholders to come together to innovate and drive improvement in our place and region.





## Strategic Theme 4

# Sustainability and wider contribution to the Circular Economy is embedded into College life.

**Vision 2030:** We will be financially vibrant, enabling us to invest in exemplar sector practices and innovations, informed by our commitment to our natural capital and our people.

Sustainability will be central to our people, attitude and culture. We will be able to invest significantly in our core educational mission, balanced with our commitment to circularity and environment. We will achieve recognised sustainability goals as a College community, positively impacting on our staff, students and wider communities.

**Circular College:** Making circularity, efficiency and sustainability central to our culture and decision-making processes.

**Big planet:** As educators and leaders, develop knowledge and understanding with our students and staff, for the future protection of the planet and environment.

**Sustainable staff:** Attracting, retaining and developing the talent in our organisation.

**Sustainable finances:** Ensuring that the organisation is financially resilient and business continuity is assured.

---

### Our outcomes will be:

- Environmentally sustainable campuses with positive environmental contribution.
- Sustainability and environmental protection embedded within teaching, training and staff development.
- Continuous development of a supportive and enabling workplace culture ensuring colleagues achieve their full potential.
- A long term sustainable financial position, with plans to deliver operating surpluses for future investment.



**ASKHAM BRYAN  
COLLEGE**  
Learning is in our Nature.

Learn more at [askham-bryan.ac.uk](https://askham-bryan.ac.uk)

Askham Bryan College, Askham Bryan, York YO23 3FR T: 01904 772277 E: [enquiries@askham-bryan.ac.uk](mailto:enquiries@askham-bryan.ac.uk)



Charitable Trust