



# Field Studies Council

# Strategy

2020-2025

## Short Document

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Approved by the Board of Trustees on 4<sup>th</sup> July 2019

## Executive Summary

This strategy builds upon 75 years of our proud heritage as an environmental education charity. It recognises the catastrophic impact of climate change and biodiversity loss on our environment, people and the planet. This strategy is a response to those challenges. Our credentials for encouraging environmental understanding and closer relationships with nature are recognised and respected by those who share our values and passions. Through this strategy, we seek to do more and reach more.

Our roots remain firmly in education and fieldwork. We seek to build on our existing relationships, developing our value as a partner by increasing our understanding of our customers' needs and developing the value of what we offer. We will do this through investing in our products, services and infrastructure. We will also build our internal capacity to ensure that we deliver outstanding experiences for those with whom we work.

The urgency of the threat to our environment and its biodiversity means that we must increase our impact. We must reach more people, inspiring them to be more knowledgeable and passionate about the environment. We will enable people to reap the personal benefits of getting outdoors but also make more informed decisions to help protect the environment by reducing their impact on it. To do this we intend to increase the range of opportunities that we offer, to stimulate and encourage engagement with groups and individuals who are currently beyond our sphere of influence.

We also recognise that we must work harder to influence those who make the decisions that affect our future. The climate crisis must be addressed urgently and with 75 years of experience and data behind us we believe that more must be done to incentivise sustainable practices, sustain biodiversity and encourage people to get outdoors. Governments too have the means to drive these changes and although not a traditional campaigning charity, FSC must ensure that our voice is heard and that we act as a champion for those causes that are fundamental to our existence. This is how we will increase our impact and achieve the change that is so urgently required.

**The FSC Vision for 2025**

**Leading Learning Outdoors**

*Inspiring everyone to be curious, knowledgeable, passionate and caring about our environment*

<p><b>GET PEOPLE OUTDOORS</b></p> <p><i>FSC engages the widest range of people</i></p>	<p><b>PROVIDE HIGH-QUALITY OUTDOOR LEARNING</b></p> <p><i>FSC provides excellent courses, materials and opportunities for all people and abilities</i></p>	<p><b>ADVOCATE SUSTAINABILITY</b></p> <p><i>FSC promotes sustainable approaches in all aspects of our work</i></p>
<ul style="list-style-type: none"> <li>• Continue our work with schools, universities and professionals to increase access to educational and learning opportunities;</li> <li>• Pursue strategic partnerships and opportunities that enable people to access our activities;</li> <li>• Promote lifelong learning opportunities to attract new people to FSC and our field centres;</li> <li>• Influence national decision-makers and develop the wider agenda for outdoor learning.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain a network of field centres with expert staff hosting high-quality education programmes;</li> <li>• Use our expertise to develop existing and new informal education opportunities to link people, nature and the outdoors;</li> <li>• Develop new outdoor education opportunities for people in their local environment;</li> <li>• Produce excellent, exciting learning resources;</li> <li>• Influence national decision-makers to ensure outdoor learning is included in school curricula.</li> </ul>	<ul style="list-style-type: none"> <li>• Invest in the long-term viability of our learning and education programmes, field centres and staff;</li> <li>• Promote environmental sustainability in our field centres, and strive to minimise our environmental footprint;</li> <li>• Encourage sustainable lifestyles through a greater understanding, care and respect for the outdoor environment and nature;</li> <li>• Influence national decision-makers to develop the widest agenda for environmental sustainability.</li> </ul>
<p style="text-align: center;"><b>ENCOURAGE WELLBEING</b></p> <p style="text-align: center;"><i>FSC nurtures your health, happiness and confidence through outdoor learning</i></p>		

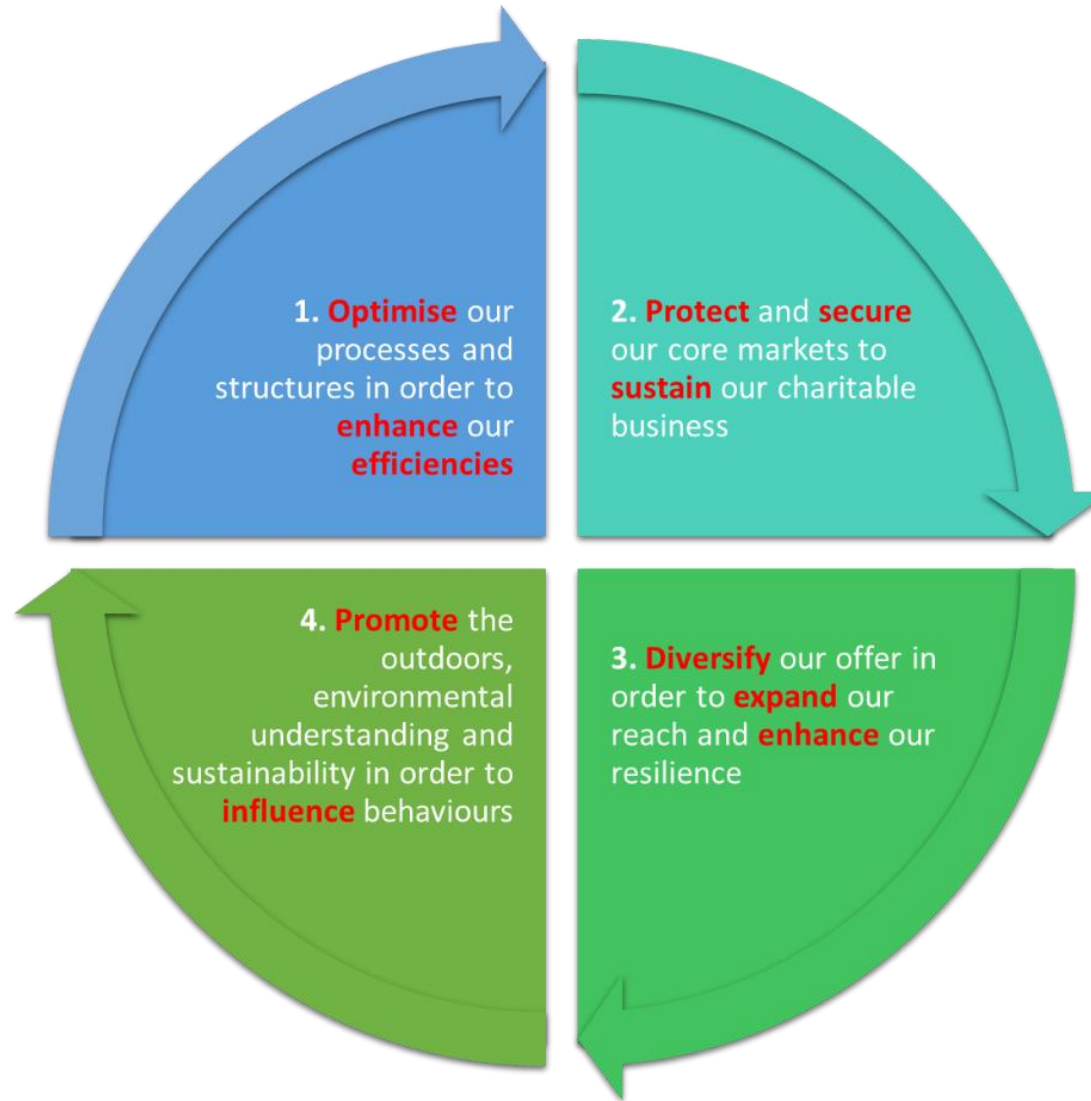
**Vision Statement**

*Inspiring everyone to be curious, knowledgeable, passionate and caring about the environment.*

**Mission**

*Creating outstanding opportunities that inspire everyone to engage with and care for the environment.*

To achieve this the FSC will



## Impacts, Outcomes and Outputs

### Anticipated Impact

**More people outdoors**

**Enhanced awareness of the environment**

**Increased sustainability of the environment**

**Wellbeing benefits of the outdoors valued**

**More diverse individuals and groups engaging with the us and our partners**

**Behaviours influenced due to increased interaction with the outdoors, greater environmental understanding and an improved focus on sustainability.**

### Outcomes

**Engaging the widest range of people**

**Providing excellent courses, materials and opportunities for all people and abilities**

**Promoting sustainable approaches in all aspects of its work**

**Nurturing individual health, happiness and confidence through outdoor learning**

**Optimising our processes and structures in order to enhance our efficiencies**

**Protecting and securing our core markets to sustain our charitable business**

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Mission Quadrant	Summary Outputs
<b>Optimise</b>	Deliver a quality driven, client focused service that incorporates continual developments and improvements
	Create an innovative and efficient delivery infrastructure utilising new technology, sustainable environmental practices and a capable, credible and highly motivated workforce
	Construct an operating model that enhances our financial resilience
<b>Protect</b>	Be the partner of choice for supporting teaching in geography, biology and field sciences
	Expand existing and develop new collaborations and mutually beneficial strategic partnerships to advocate environmental stewardship, encourage wellbeing and motivate people to get outdoors,
	Enhance our relationships with those who share our values by reinvigorating our membership, supporter and volunteer schemes
	Reinvigorate our offer within the Education, Leisure and Health markets to increase its relevance and value to customers
<b>Diversify</b>	Build on our reputation in public good and ecosystems services to become a leading authority, service provider and accreditor on biodiversity and sustainability matters
	Increase our influence and reach through an enhanced media presence utilising convincing and compelling content that expands our educational delivery methods
	Expand our educational opportunities into new subject areas and market segments e.g. preschool, FE, outreach and international
	Expand our reach and influence by delivering the benefits of the outdoors through leisure & health products and services
<b>Promote</b>	Develop our brand to become synonymous with our vision and values and signpost what we do
	Advocate for fieldwork to be represented in new curricula and influence governments to ensure school learners of all ages have access to outdoor learning.
	Expand our advocacy and campaign work and establish the FSC as an authoritative and respected ‘voice’ on issues of importance
	Encourage our visitors, networks, partners and communities local to centres to develop sustainable behaviours during their stay, at home and at their place of work and to take personal responsibility for biodiversity.