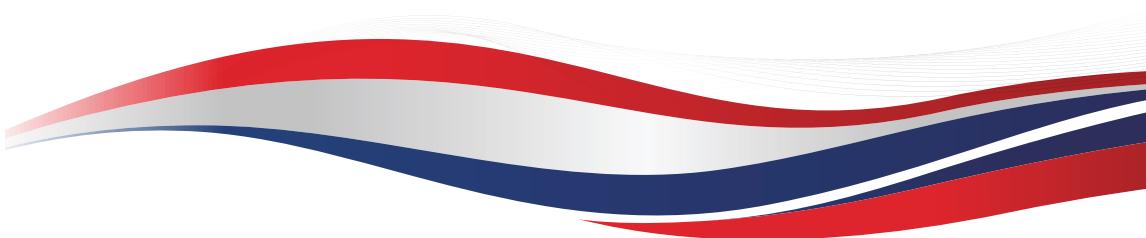


# Strategic Plan

2023 – 2026

THE  
BRITISH  
SCHOOL  
OF AMSTERDAM





01 The British School of Amsterdam Strategic Plan 2023

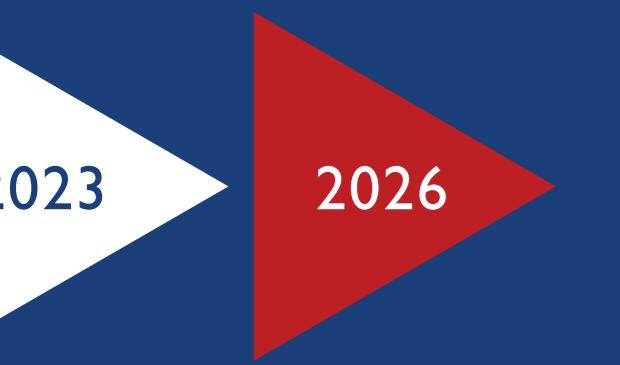
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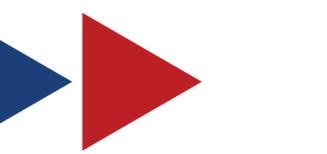
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# Vision



Forward looking, forward thinking: the best that British international education can offer. A thriving school community which nurtures, inspires and empowers everyone to be the very best they can be.

## Introduction from the Principal



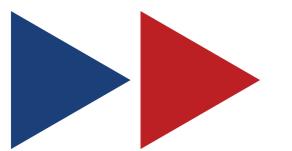
Ruth Sanderson  
Principal



With the desire to create a nurturing, inspiring and empowering learning environment for all of our pupils, and be the school of first choice, The British School of Amsterdam's Strategic Plan guides the Development Plan, which is being devised in consultation with all parties: the Supervisory Board, the leadership teams, staff, pupils, and parents. The intention of this Strategic Plan is to outline our pathway towards our vision.

We always strive to do more, for being the best is, by its very nature, aspirational. As Principal, it is my role to ensure that our pathway towards our vision is clearly defined. Offering the best that British education can offer does not happen by accident; it is created from within, involving all stakeholders.

Our staff, who are integral to The BSA's success in achieving our Strategic Plan, have a commitment to providing an outstanding education, as our pupils are at the centre of everything we do.



# Strategic Priorities & Strategic Enablers

STRATEGIC PRIORITIES		
Academic Achievement	Student Welfare	Extra-Curricular Activities

The three Strategic Priorities are the most important provisions of The British School of Amsterdam.

STRATEGIC ENABLERS		
Staff	Facilities	Finance
Parents & School Community	Admissions & Marketing	Human Resources
IT	Leadership	

The eight Strategic Enablers below provide essential support for the Strategic Priorities of The British School of Amsterdam.

STRATEGIC PRIORITIES		
Academic Achievement	Student Welfare	Extra-Curricular Activities
STRATEGIC ENABLERS		
Staff	Facilities	Finance

STRATEGIC PRIORITIES		
Academic Achievement	Student Welfare	Extra-Curricular Activities
STRATEGIC ENABLERS		
Parents & School Community	Admissions & Marketing	Human Resources

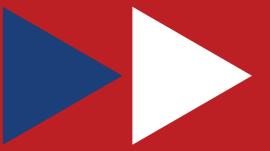
  

STRATEGIC PRIORITIES		
Academic Achievement	Student Welfare	Extra-Curricular Activities
STRATEGIC ENABLERS		
IT	Leadership	

Overall, the three Strategic Priorities combined with the eight Strategic Enablers guide the pathway for the development of The BSA over the next three years.



# Strategic Priorities:



## STRATEGIC PRIORITY: 1 ►

### Academic Achievement

- ▶ Act as one school with one vision to develop, strengthen and promote an inclusive and dynamic philosophy of teaching and learning in the written, taught and assessed curriculum using our Habits of Learning
- ▶ Create opportunities for learning across the boundaries between the curriculum and extra-curricular activities in order to develop passions and instil essential life skills
- ▶ Provide a wide range of leadership opportunities for pupils
- ▶ Utilise data effectively through appropriate selection of assessments, storage and manipulation of data, and feedback and reporting to pupils and parents

## STRATEGIC PRIORITY: 2 ►

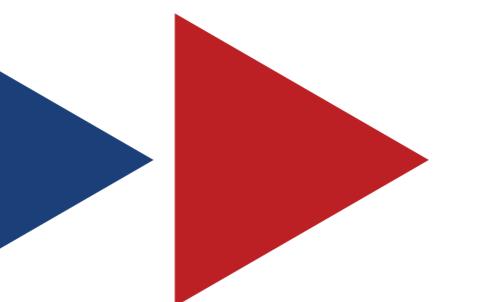
### Student Welfare

- ▶ Uphold the highest standards of safeguarding in all areas of The BSA, including ensuring that all staff are trained to deal with concerns
- ▶ Develop and strengthen the structure of our student welfare system so that all pupils are looked after and cared for in small groups while being fully integrated in a vibrant international community
- ▶ Recognise each child as an individual to help them achieve and perform to the best of their abilities
- ▶ Develop and effect a system to promote, measure and ensure healthy living and mental wellbeing

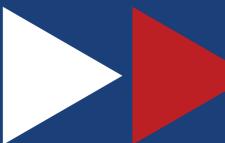
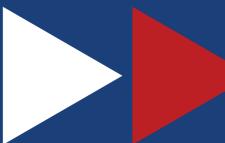
## STRATEGIC PRIORITY: 3 ►

### Extra-Curricular Activities

- ▶ Integrate the delivery of extra-curricular activities, including trips, and the educational outcomes in the holistic development of well-rounded individuals
- ▶ Identify the synergies between extra-curricular activities and the work of the student welfare and academic teams in order to encourage interdisciplinary learning across The BSA



# Strategic Enablers:



## STRATEGIC ENABLER: A

### Staff

- ▶ Create a professional development model based upon growing teacher agency and autonomy through opportunities and a system of innovative and transformative training which includes, amongst other things, Action Research and coaching and mentoring of individual staff members
- ▶ Provide internal and external opportunities for staff to engage with educational research, increase research literacy to inform and enhance teaching practice, and create an evidence-informed culture
- ▶ Empower staff to effectively give and receive honest feedback to each other to facilitate growth, development and clarity of communication

## STRATEGIC ENABLER: B

### Facilities

- ▶ Maintain and develop the Havenstraat campus to attract and retain pupils, and to enable 21st century learning
- ▶ Strengthen and promote a health and safety philosophy

## STRATEGIC ENABLER: C

### Finance

- ▶ Ensure The BSA's financial viability and health
- ▶ Produce a balanced annual budget to cater for The BSA's needs, and to deliver the development plan objectives

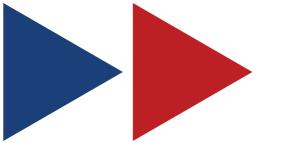
## STRATEGIC ENABLER: D

### Parents & School Community

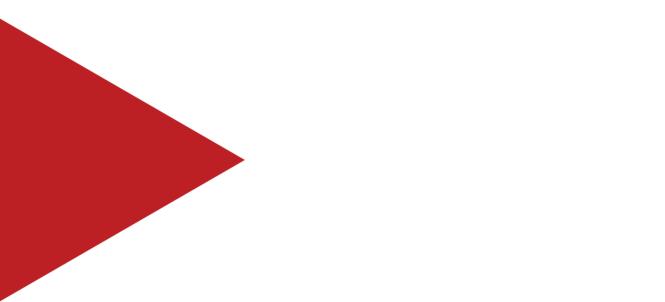
- ▶ Work hand-in-hand, with parents to develop the whole child, so that pupils can both learn well and live well
- ▶ Ensure effective input, engagement with and feedback from our rich and diverse community
- ▶ Build links with the neighbourhood and other outside agencies to enrich activities for pupils

**STRATEGIC ENABLER: E** ►**Admissions & Marketing**

- ▶ Articulate the enrolment journey clearly and leverage different touch points
- ▶ Strengthen the quality and frequency of communication with parents and the wider community whilst being consistent with the vision, values, personality and objectives of The BSA
- ▶ Further develop good communication, both internally and externally, to build trust and understanding and to listen to feedback and suggestions

**STRATEGIC ENABLER: F** ►**Human Resources**

- ▶ Develop and effect a system to promote, measure and support wellbeing for staff
- ▶ Further develop the 'safe recruitment' process and ensure appropriate training for staff involved
- ▶ Review and develop equal and just practices as part of our commitment to Diversity, Equity, Inclusion and Justice (DEIJ)

**STRATEGIC ENABLER: G** ►**IT**

- ▶ Create digital competency in pupils and staff involving the confident, critical and responsible use of, and engagement with, digital technologies for learning
- ▶ Support current technology at The BSA and plan for, and implement, the evolution of future technology

**STRATEGIC ENABLER: H** ►**Leadership**

- ▶ Take action to support, mentor and coach all staff to create challenging and meaningful targets, connecting directly with the development plan
- ▶ Establish strong self-evaluation procedures to be 'inspection ready' at all times
- ▶ Adopt robust quality assurance practices so that the highest educational standards are maintained across the school

THE  
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EARLY YEARS  
SCHOOL

JUNIOR  
SCHOOL

SENIOR  
SCHOOL



[www.britams.nl](http://www.britams.nl)

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