



HARTPURY 2030 > STRATEGY

# STRONGER TOGETHER



**HARTPURY**  
UNIVERSITY  
AND COLLEGE

Our mission is to deliver outstanding University and College education in land-based, sport & related disciplines, to equip our students with real-world skills for the benefit of local, regional, national & global communities.

# MISSION



By 2030, we will be the UK's leading provider of higher and further education, and a creator of world-recognised research, in our specialist areas. Our international community will be supported by an inclusive environment that empowers our people to fulfil their potential, initiate change, and positively impact the future of our planet.

# VISION



## > Foreword by the Vice-Chancellor & Principal

Hartpury's roots date back to 1948, when we were established to promote agriculture and train local workers to farm the land and look after their animals more productively. Today, over 75 years later, Hartpury is unique, comprising two outstanding specialist institutions – Hartpury University and Hartpury College – with a shared strategy, campus, and parity of esteem. We are focused on delivering the highest quality education in all our specialist areas. Hartpury 2030 provides a high-level view of our overall direction of travel and will be underpinned by more detailed enabling strategies and plans. Our three Strategic Priorities describe Hartpury's key focus areas and our three Underpinning Themes are the "golden threads" that run through all we do.

We recognise the interconnections between people, animals, plants, and their shared environment as fundamental to ensure that our planet has a sustainable future. Our 2030 strategy acknowledges the importance of our role and the

impact of our activities at this interface on human and animal health and wellbeing. Building on our rich heritage, we will find solutions to current and future industry challenges. We will help shape the next generation, who embrace transdisciplinary thinking and are equipped to make a difference. Our continued investment in knowledge creation and knowledge exchange will ensure we make a positive and sustainable impact.

Recent years have been characterised by global turmoil and increased uncertainty. We have thought carefully about Hartpury's unique position in the education landscape and how best to respond to the significant new challenges and opportunities that exist both globally and locally. We have consulted widely with students, staff and stakeholders and our collective thoughts have been encapsulated in Hartpury 2030: Stronger Together, which will guide us in the coming years and help us become the UK's leading education provider in our specialist areas.

**Professor Andy Collop**

# VALUES

## EXCELLENCE

We strive for excellence in everything we do & uphold high academic standards across all our activities.

## NURTURING

We support each other, embrace & celebrate difference & act with integrity to benefit society & the environment.

## AMBITIOUS

We encourage and demonstrate a desire to succeed through dedication and perseverance.

## RESPECTFUL

We show consideration for staff & students, promoting freedom of expression and creating a safe and inclusive campus.

## EMPOWERING

We support students and staff to reach their potential & pursue opportunities that positively impact our communities & wider society.



STRATEGIC PRIORITY:

# PASSION

Committed to teaching excellence, igniting a passion for learning, nurturing achievement, and shaping the workforce of the future



## > Teaching Excellence

We are committed to teaching excellence, igniting a passion for learning, nurturing achievement, and shaping the workforce of the future. We will aim to develop not only the academic skills, practical adeptness and knowledge of our staff and students, but also the behaviours and mindset necessary for success. Together, we will prepare our students to thrive in an ever-evolving professional landscape, equipped with the tools to adapt, innovate, and lead.



## > Sporting Excellence

We are proud of our dual career programme, enabling students to achieve both academically and as an athlete both on and off the field. Over the last 15 years, Hartpury has nurtured the talents of more than 250 students who have excelled on the international stage, from Olympic medal-winners and professional athletes, to our Championship men's rugby team and Premiership-winning Gloucester Hartpury women's rugby team. We will continue to support and develop one of the best education sporting ecosystems in the world through our Sports Academies which provide a unique environment for our wider student body, integrating elite level female and male sport throughout their academic journey.



## > Industry

We are committed to ensuring industry is at the heart of the student experience. To enrich, enhance, and broaden horizons, we will ensure our academic offer aligns with the future requirements of our industries. We will co-create and co-deliver the student experience with sector and world-leading industry partners. We intend to be the "go to" academic partner for key industry stakeholders and communities that share our passion, values and commitment. We will be the drivers of global change, preparing students with the knowledge, skills and attributes needed to innovate and implement change to make a positive difference to our industries.

## > Research and Knowledge Exchange

We have a thirst for knowledge creation and knowledge exchange which we will use to drive change in our specialist areas. We will continue to improve our research quality and grow our research capacity and community, working towards independent research degree awarding powers. We will utilise our outstanding environment to produce applied research of international quality. Our research portfolio will respond to real-world challenges and have both impact and application at its heart.



STRATEGIC PRIORITY:

# PEOPLE

We invest in great people and provide an environment for them to achieve and flourish



### > Hartpury Community

We will strive to achieve a highly effective internal community, attracting and retaining both staff and student talent through a culture of empowerment, nurture, guidance and recognition. We invest in great people and provide an environment for them to achieve and flourish. Recruiting passionate, talented and skilled students and staff is a key driver in our future success and we aim to be an employer of choice.

### > Diversity and Inclusivity

Our vision of equity, diversity and inclusivity is an integral part of our practices and embedded in all that we do. We strive to build an enabling environment free from prejudice, discrimination and harassment. We work to recognise and support the diverse needs of our staff, students, and stakeholders.



### > Inspirational Leadership

Developing our leaders at all levels is critical for a sustainable and successful future in challenging and rapidly changing environments. Our leaders will inspire and develop the teams they manage, creating an adaptive and inclusive environment, supportive of continuous professional development and innovation. Staff and students will be challenged within a creative and supportive environment to develop and thrive as leaders, knowledge creators and change-makers.



# STRATEGIC PRIORITY: PLACE

**Our campus will underpin an outstanding student experience both inside and outside of the classroom**

### > World-Leading Campus

We will continue to invest in our campus providing a unique opportunity for all our staff, students, and partners to apply theory into practice. Our campus will underpin an outstanding student experience both inside and outside of the classroom and our student journey will be strengthened by innovative and effective technology. We will continue to invest in our student accommodation ensuring it is affordable, accessible and environmentally friendly, both on and offsite. Our spaces will be increasingly sustainable and inclusive.

### > Local and Regional

From our early days as the Gloucestershire Farm Institute, our sense of place and connection to local and regional communities has been extremely strong. We are a driver for economic innovation and advancement and a catalyst for social change. Our geographic location, near to the City of Gloucester on the eastern edge of the Forest of Dean District in Gloucestershire, means that our regional reach extends into the Southwest, the West Midlands and South East Wales. We are very conscious of the needs of these distinct communities, and we will work with them to support business engagement, innovation and sustainable development, helping to meet local skills needs in our specialist areas. We will continue to work with schools, as well as other local Colleges, Universities and community groups, to support the aspirations of people in the region.

### > National

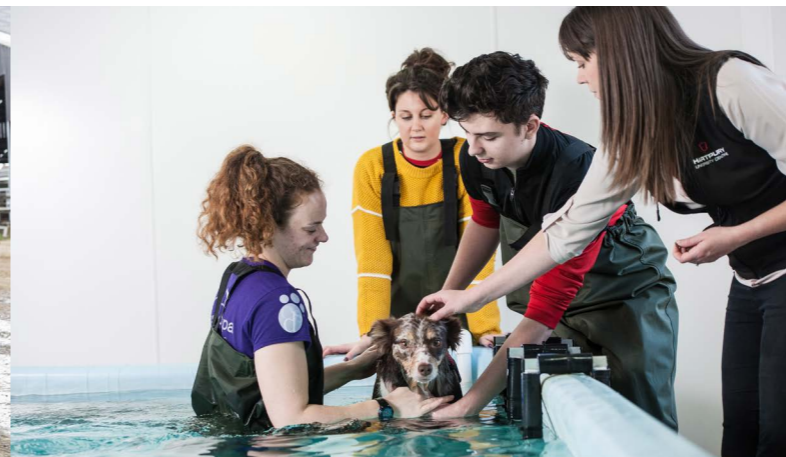
We have a strong national presence and will continue to work with key organisations such as Landex and GuildHE to promote our specialisms and champion distinction and diversity in the further and higher education sectors. We aim to influence Government policy and will champion the role that Universities and Colleges play in increasing social mobility, stimulating economic growth, supporting public services, solving global challenges, equipping students with skills for the future and offering significant returns on investment to the taxpayer.

### > International

By 2030, we will have increased our international presence and profile. We will gradually and sustainably increase the proportion of international students and staff within our community, exploring new markets and broadening our global reach. Our diverse campus and curricula will equip our entire student population with international opportunities, experience and insight. We will develop carefully selected international partnerships in our specialist areas and will engage in research with international recognition and impact.

UNDERPINNING THEMES:

# SUSTAINABILITY PARTNERSHIPS WELLBEING



### > Sustainability

Our alignment with relevant United Nations Sustainable Development Goals will provide us with a framework to guide our mission and underpin our sustainability aspirations to work towards a better future for all. These will be embedded throughout the institution across teaching and research, through our governance and partnerships, our facilities and estate, and through our day-to-day operations.

We are committed to developing a net zero strategy and setting science-based targets for the institution and our farm estate. We will adopt circular principles, where waste is eliminated, energy is renewable, our natural systems are regenerated, and our purchasing powers contribute to positive change beyond our boundaries.

We will ensure financial sustainability by continuing to diversify our income sources and prudent financial management will enable us to invest in the resources required to deliver this strategy.

### > Partnerships

Partnerships are one of the foundations on which Hartpury has flourished for over 75 years. They enhance learning and development opportunities for students and staff alongside supporting our industry-led specialisms and research and knowledge exchange. Partnerships drive growth, facilitate best practice, and deliver financial resilience. High quality partnerships will play a central role in enabling delivery of this strategy.

Further and Higher Education face unprecedented challenges. Global social change and economic pressures, rapid technological advances and student expectations require a new era of innovative collaborations, based on shared visions, to meet these challenges. Our 2030 strategy is more outward facing than ever, developing strategic partnerships that strengthen the institution, grow our reputation, and ensure an outstanding student and staff experience.

### > Wellbeing

The wellbeing of our community is of primary importance to us in all that we do and we will promote a safe environment that boosts wellbeing, innovation, creativity and productivity. We will continue to encourage openness and champion good mental health, alongside good physical health equipping people to take responsibility for their own wellbeing, as well as those around them. We will ensure individuals feel safe and supported to disclose when they are experiencing poor mental health and wellbeing.

We will continue to build and maintain an inclusive, compassionate community that enables everyone's voice and needs to be heard and respected. Leaders at all levels will visibly promote efforts to support staff and students' emotional health and wellbeing and our people will be empowered to take personal responsibility for their own wellbeing and actively engage with the initiatives we provide to support individual needs.



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