



**Hartpury 2025**  
**Our strategy for**



**HARTPURY**  
UNIVERSITY  
AND COLLEGE

# Our Mission

**Hartpury will be** a specialist niche provider delivering relevant, effective and high quality education and training for employment in sport, equine, animal and agricultural industries; locally, regionally, nationally and internationally.



As Hartpury University and Hartpury College, two outstanding specialist organisations side-by-side on one campus, with a shared mission and set of values, we will be well-positioned to meet national priorities including those raised within the government's Industrial Strategy. Hartpury's organisational structure strengthens our position as a leader in the delivery of high quality applied education and research.

**Russell Marchant, Vice-Chancellor, Principal and CEO**



# Our Strategic Priorities

## **Being the best we can be**

Hartpury will be relentless in the pursuit of excellence, building upon its reputation as a world-class provider of specialist further and higher education.

## **Building strength through partnerships**

Our development will be enabled through effective partnerships and collaborations with those who share our vision for the future.

## **Inclusive in all we do**

We will create an inclusive and accessible environment that promotes respect for our students, staff, and the wider community.

## **To develop our high academic standards we will:**

- Retain our TEF Gold and our Ofsted Outstanding ratings
- Attain sector leading student satisfaction scores
- Contribute to new knowledge and transfer into practice, at national and international levels
- Continue to aim for the best possible student experience

## **As a result of effective partnerships we will:**

- Create Hartpury University and Hartpury College side by side on the same campus, with parity of esteem
- Work in partnership with our students, staff and parents, supporting them to achieve their full potential
- Drive forward successful centres or hubs, to support the sharing of best practice and research in the agriculture, equine, animal and sports industries
- Contribute to economic and community development within our region
- Work closely with employers and industry to shape the specialist education we provide

## **Through our culture and frameworks we will:**

- Pro-actively recognise and promote equality, diversity and wellbeing within our community
- Support students from under-represented groups to access, succeed and progress at Hartpury
- Strive to achieve and sustain sector leading student and staff retention rates
- Commit to listening to the student and staff voice and utilising it to enhance activity.

# Our Values

## Excellence

We strive to achieve the highest quality in every aspect of our work. We expect and achieve high standards of our students and staff, whilst providing a learning experience that is truly first class.

## Passionate

We create an environment in which our students and staff can develop and celebrate their shared interests. We empower our graduates to combine their passion with their career and shape the future of the specialist industries we serve.

## Challenging

We support students and staff who want to challenge and be challenged. We inspire them so that they can confidently achieve their ambitions, create their own successes, and be the very best they can be.

## Nurturing

People are the centre of everything we do, with our students at the heart of our community. We invest in our people, support their development, and encourage them to reach their full potential.

## Respectful

Inclusivity underpins our organisation; we respect and celebrate equality and diversity. We seek to create a community in which all of our staff, students and partners thrive and feel proud to belong.

[www.hartpury.ac.uk](http://www.hartpury.ac.uk)

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