

Dear Colleagues

Transformational Change Programme

Last week in my email about Peak Trading, I promised more information on the Transformational Change Programme agreed at the Board of Trustees.

2020 marks the start of the new FSC strategy. Our roots remain firmly in education and fieldwork and our new strategy continues to reflect the founding principles of our charity. We will create outstanding opportunities that inspire everyone to engage with and care for the environment. However, the world in which we do that is undergoing significant and rapid change. Therefore, our new strategy also marks the beginning of a programme of changes that will transform the way FSC operates in order to achieve our charitable objectives.

What will it look like?

We need to initiate multiple projects over the next 5 years, many of which will be running in parallel, and **many of these projects will need involvement from all of us** if they are to be successful. My email last week mentioned a couple of examples - the peak trading project and the drive to fill the August gap. There are others which will reach across our organisation, impacting many of us. This will include the final phase of the Cinolla rollout, expansion into the Health and Wellbeing market, changes in our sales and account management, and the opportunity to develop an eco-business unit. Even relatively local projects such as the Juniper Hall refit, or more specialist work to standardise our GCSE geography course will have benefits, often unseen, to all of us in FSC.

How will it work?

To ensure we keep on track, deliver our mission and achieve our vision we need a robust and flexible framework to support these projects and to accomplish this we are introducing a Transformational Change Programme. This will unite all of these projects in a collaborative manner, ensure inclusivity and provide full transparency so that everyone can be part of the future of the FSC. Staff from right across the organisation and from many disciplines will be needed to make these projects a success – so do be prepared to respond and get stuck in when asked to do so.

I will be the overall sponsor of the programme but it will be owned by Sam Dhadwar our Director of Finance and Business Administration. Responsibility for managing the programme day to day will sit with Andy Cawthray, the Head of Digital, who will assume the role of Change Programme Manager. He will be supported by Amanda Craig as Trustee Mentor for the programme. Both of these individuals have experience in the tools and techniques required to deliver successful programmes.

I understand that any change, particularly big changes in the way FSC has worked for a long time can be unsettling. I want us to adapt to ensure that we not only survive, but thrive. The real work to deliver this programme begins in January and we will all have a part to play. Project leads can't make the change happen by themselves. They need champions and supporters throughout the organisation who buy into our overall vision and who are prepared to get stuck in to help to make it work. Your active involvement is what will make this successful and I know that you will play your part.

In the meantime, I hope that you all enjoy a very well-deserved Christmas break. We have had more customers than ever this year and a fantastic 86% return rate. I appreciate all your hard work and clearly so do the majority of our customers.

Best wishes

Mark



Mark Castle
Chief Executive Field Studies Council (FSC)

t: 01743 852100 (switchboard) | 01743 852121 (PA)
a: FSC Head Office, Preston Montford, Shrewsbury, Shropshire. SY4 1HW
w: www.field-studies-council.org