



# Central Film School

Strategy 2023 - 2028

# Vision, Mission and Core Values

## Vision

To be the film school of choice for both our local community and global creative talent aspiring to a successful career in the screen industries.

## Mission

To provide pre-professional, undergraduate and postgraduate visual storytelling training of the highest standards.

To amplify under-represented voices in the screen industries.

## Core Values

- Be innovative and creative
- Strive for excellence
- Champion local and independent voices
- Be authentic and open-minded
- Support an inclusive and welcoming community
- Be mindful of our shared world and its finite resources







# A new strategy to guide Central Film School through its next stage of growth

It has been four years since Central Film School's first organisational strategy.

This new five year plan learns from the challenges and successes of this period so that we can make positive steps into the future and ensure that we are providing our students and local community with the very best creative higher education has to offer.

Our recently launched vision, mission and core values define who we are, what we do and how we do it and will underpin all decision-making over the years to come.

# Celebrating our Achievements

While we undoubtedly faced challenges over the past four years, it's important we recognise our triumphs, many of which had been years in the making.

## Registration with the Office for Students

Starting in 2019 with registration in the 'Approved' category, we successfully applied to be added to the Approved (fee cap) category of the Register of approved Higher Education providers in England.

For the first time, our students could access government loans to cover their fees - in terms of accessibility, the impact of this status-change was huge. It also made the school eligible to apply for government and research council grants and funding.

## New University Partner

We were delighted to form a new validating partnership with Falmouth University (FU), enrolling our first students on FU degrees in 2021.

Ranked as the best Arts University in the UK in 2022, FU have been pivotal in supporting CFS' expansion and enhancement objectives - we truly view them as a valued partner.

## Expanded Course Provision

Since forming our partnership with FU, CFS has launched its first Foundation programme - Integrated Foundation Year - our first distance e-learning course - MA Screenwriting - and our first acting programme - BA (Hons) Acting for Screen.

This expansion has allowed us to deploy new pedagogy, delivery modes and disciplines, along with increasing access to our programmes.

## New Campus

After undertaking an extensive search for our 'forever home', Central Film School moved to its current campus in September 2022.

Occupying a former 19th-century music hall nestled between Brixton and Clapham North, our premises offers the CFS academic community everything a visual storyteller could need.

# Celebrating our Achievements

## Successful Capital Grant Bid

Our students benefit from the school's successful bid for a one million pound capital grant from the Office for Students which is funding a programme of investment in our kit, equipment and production technology.

Our post-production facilities were fully updated in 2023.

The Post-Production Zone includes the Hero Suite, Colour Grading Room, Additional Dialogue Recording facilities and Mixing Studio. New for academic year 2023-24, full Motion Capture technology has been installed in Studio B, allowing our students to expand their stories into the virtual world.



# Steps Towards Sustainability

Central Film School has joined the British Academy of Film and Television Arts (BAFTA) and albert education partnership which is aimed at teaching students the importance of creating sustainable content both on and off screen.

BAFTA albert is the UK-based authority on green film and television production and environmental sustainability. It is leading the charge against climate change, bringing the screen industries together to tackle their environmental impact and inspire sustainable practices.

This is an exciting development for Central Film School as the partnership will provide students, staff and graduates with the opportunity to learn about environmentally responsible working practices and contribute to the transformation of the film and television industry.

Our Head of School, Donovan Synmoie stated “We are delighted with the opportunity to work with Albert and BAFTA’s brilliant initiative, bringing student voices and creativity into this debate”.

Albert have made impressive strides over the last few years and it is vital that the creative industries recognise the pivotal role that they have in educating us all, in both on-screen content and off-screen production practices, to preserve our natural world.”



# Next Steps - Principal Objectives 2023-2028

Now the school has received state recognition in its own right and moved to its permanent London base, we can embark upon the next phase of growth, development and enhancement. With our vision, mission and core values as guiding principles, the following overarching objectives have been put in place.

## Achieve Degree Awarding Powers

Having delivered validated degree programmes for 10 years, we are now at the stage where we are confident to fully assure the quality of our qualifications.

We will begin the process of being granted degree awarding powers in academic year 2023-24 with the aim of enrolling the first students on CFS degrees in 2026-27

## Achieve Excellent Student Outcomes

Above all, it is our aim to provide students from all backgrounds with an outstanding learning experience, giving them the best possible start within the screen industries.

Ensuring that our learners experience excellent outcomes means that we can affect real change on the screen industries and satisfy our mission of amplifying under-represented voices.

By the end of the strategy lifetime, we aim to have 90% of graduates agreeing their time at CFS improved their, Skills, Networks, and Industry knowledge.

## Achieve Growth

Through growing student numbers on current programmes, expanding our course provision and establishing new teaching centres in the UK and internationally, we intend on growing the organisations significantly in the coming five years.

Within the timescale of this strategy, it is our aim to have begun enrolling students in two additional centres, and expand our degree provision by an additional three programmes.



# Strategic Areas of Focus

After undertaking consultation involving staff, students and external stakeholders, including the schools Advisory Committee, seven areas of strategic focus for the coming five years have been identified:

Teaching & Learning

Sustainability

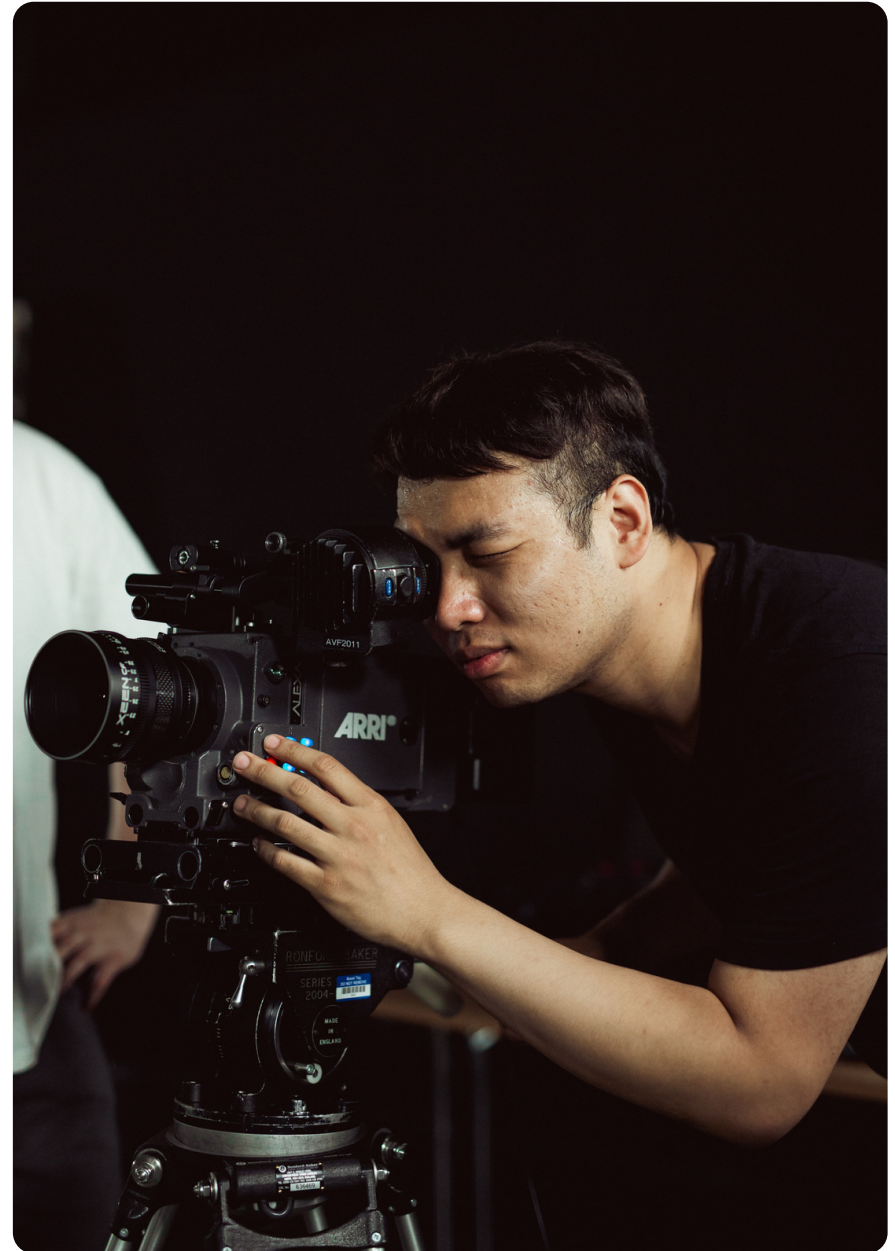
Student Experience

Outreach & Community  
Engagement

People

Brand & Partnerships

Research & Innovation







# Teaching & Learning Strategy

## Our Teaching & Learning Vision

To provide a high quality, relevant and inclusive learning environment.

## Our Teaching & Learning Mission

CFS will benchmark itself against relevant sector expectations in terms of retention, progression, academic attainment and employability.

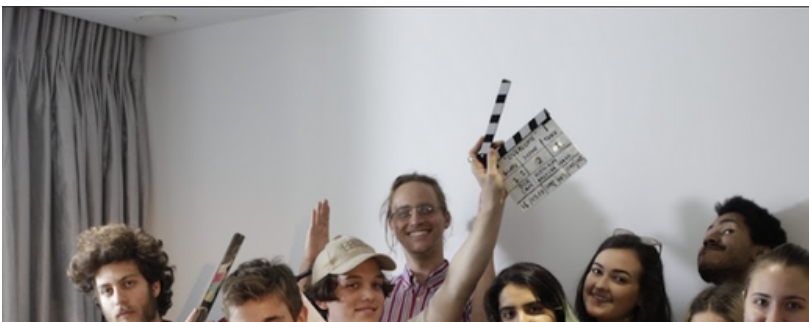
We will work with student, community and employer partners to inform, challenge and assure the currency and quality of our programme design and delivery.

We will ensure that learning, teaching and assessment strategies support the inclusion and successful outcomes of diverse student groups and that these utilise appropriate tools and learning environments.

## Key Goals

- Enhance and expand our course provision
- Successfully apply for DAPs
- Deploy an inclusive pedagogy, particularly in relation to assessment strategy

**Monitoring committee - Quality Assurance and Academic Committee**



# Student Experience

## Our Student Experience Vision

To maintain an environment which is welcoming, collaborative, engages with the industry, enhances creativity and supports student wellbeing.

## Our Student Experience Mission

We will further develop student opportunities to interact with the industry, with a particular focus on the Professional Perspectives suite of events.

We will develop a school culture supportive of students' wellbeing and build partnerships with mental health/wellbeing organisations and service providers.

We will strengthen the relationship with our alumni community.

We will foster and maintain a culture of being responsive to student feedback.

## Key Goals

- Improve our student feedback across both internal and external metrics.
- Achieve average retention rates of 90% across all courses, with no programme lower than 85%.
- Effectively track student graduate outcomes and success stories.

**Monitoring Committee - Student Experience Committee**







# People

## Our People Vision

To unlock people's potential in a unique workplace that's shaping the future of the screen industries.

To inspire and empower our workforce to be independent thinkers and collaborative doers who share knowledge, support improvement, and seek opportunities to extend their network across CFS and beyond.

## Our People Mission

We will employ a 'People Operations' holistic approach to our team whereby our motto shall be 'find them, develop them, keep them'.

We will seek to benchmark our working environment in relation to similar sized organisations to ensure parity with the best performers in workplace wellbeing.

We will enhance our continuing professional development opportunities for the team, supported by effective tracking and assessing processes, policies and tools.

We will enhance our recruitment, retention and on and off-boarding processes to ensure that we recruit the best candidates who will be champions of our vision, mission and values.

## Key Goals

- Increase the median length of service amongst staff at all levels.
- Provide team members with 18 hours of CPD per annum, on average.
- Improve our reputation as an excellent place to work and develop oneself.

### Monitoring Committee - People Operations Committee



# Research & Development

## Our Research & Development Vision

To cultivate an environment which supports research and development amongst the whole of the academic community.

## Our Research & Development Mission

We will support and develop an academic community which is curious, innovative and committed to research and developing our provision to ensure it remains industry-facing and relevant.

We will develop a suite of short programmes which align with industry-needs and Lifelong Learning Entitlement (LLE) funding.

We will promote and embed a STEAM approach to provision and activity.

We will aim to have screen projects produced through, or in conjunction with, Central Film Productions.

## Key Goals

- Have one faculty-led funded research project undertaken per year.
- Have all members of the academic team utilise the additional personal project leave available to them.
- Have on average one academic paper published each year across the lifetime of this strategy.

**Monitoring Committee**  
**- Senior Management Team**



# Sustainability

## Our Sustainability Strategy Vision

To cultivate an environment which supports research and development amongst the whole of the academic community.

## Our Sustainability Mission

We will embark on a procurement process that prioritises low carbon business partners.

We will develop a curriculum strand, culminating in a Learning Outcome, that promotes sustainability in teaching and learning.

We will work with our local community, including other schools, universities and businesses, to promote sustainable practices and policies.

We will set new challenging carbon reduction targets based on climate science.

## Key Goals

- Successfully launch the Albert programme across all provision.
- Utilise opportunities to promote and amplify stories focused on the climate emergency.
- By the end of this strategy's lifetime, be on track to become carbon neutral by 2035.

**Monitoring Committee - Senior Management Team**







# Outreach & Community Engagement

## Our Outreach & Community Engagement Vision

To recruit students from diverse backgrounds onto our programmes, including those which are under-represented in Higher Education and the Screen Industries.

To work with local community groups and educators to have a positive social impact in South London.

## Our Outreach & Community Engagement Mission

We will make connections with local schools and education organisations in order to conduct extensive outreach activity with a focus on groups which are under-represented in Higher Education and the Screen Industries generally, and CFS in particular.

We will develop a reputation for being 'South London's Film School' and offer a 'film school experience' to those to whom it is not usually available.

We will reflect our Access & Participation aspirations for students across the whole academic community.

We will host public events at the school campus and become an active member of the local community.

## Key Goals

- We will develop a new access and participation plan by 2024-25, with ambitious targets.
- We will develop an enhanced Outreach Strategy involving the wider academic community.
- We will host a range of community engagement activities at the school campus on a termly basis.



# Brand & Partnerships

## Our Brand & Partnerships Vision

To increase recognition of the school's brand.

To become known as 'South London's Film School' both domestically and internationally.

To develop fruitful collaborations with screen industry partners, education providers and media organisations, both in the UK and internationally.

## Our Brand & Partnerships Mission

We will build our audiences across digital channels, with a particular focus on youth-driven social media channels.

We will develop effective communication strategies to magnify our core brand messages, including our commitment to positive social impact.

We will develop a presence at educational and industry branding, commercial and recruitment events.

We will develop collaborations with industry and education partnerships, both domestically and internationally, to further enhance student opportunity and support growth in student numbers across programmes.

## Key Goals

- Achieve student growth targets across academic programmes and short courses.
- Establish three fundamental screen industry sponsorship collaborations over the course of the strategy.
- Develop the school's reputation in the industry as an institution of excellence.

## Monitoring Committee

- **Marketing, Admissions & Student Recruitment Committee**



# Central Film School

Strategy 2023 - 2028