



STRATEGY

Vision

1. Our vision is:

“A charitable organisation with an independent view of National and global standing, delivering Practice with Science, education and social needs to farmers, land managers, and rural communities’

and simplified, our ‘strap-line’ is:

‘Working for the future of farming and rural England’

Mission

2. Our *core purpose*, is to be a forward thinking, vibrant, independent, and apolitical charity that *aims to deliver relevance and value to the industry* specifically focusing on two essentials:

Primarily through the activities of the RASE:

Practice with Science in the Agricultural Sector: The national academic and practical lead, encouraging and stimulating agricultural innovation; knowledge and technology transfer; the application of good science and promoting best practice with emphasis on profitable and environmentally sound production and land management, as well as sustainability.

& delivered through the activities of our sister charities, namely The Arthur Rank Centre (ARC), and Farming and Countryside Education (FACE):

Wider Rural Education, Sustainability and Community Support: The national lead that actively contributes to the social, cultural and spiritual wellbeing of our rural communities, the countryside in which they live and fostering a greater understanding of farming and countryside matters among the general public and in schools.

Priorities

3. Our priorities are:

Priority 1. Provide an independent and respected voice for agriculture, land management and rural matters delivered through a focussed and coherent communication strategy. RASE

Priority 2. Provide an impartial and respected voice on wider educational, economic, social, cultural and spiritual wellbeing of our rural communities. ARC/FACE

- Priority 3. Create dynamic partnerships and joint ventures that provide access to additional expertise and resources, protect and manage our investments and maximise income generation while operating under an umbrella of rigorous financial checks and controls.
- Priority 4 Deliver a beneficial, inclusive and exciting membership programme and plan.
- Priority 5. Working through an efficient internal communication plan, recruit, train, motivate and retain our own people in order that they can work in a safe, businesslike and harmonious environment.
- Priority 6. Maintain the integrity of the charitable status and strict governance under which the Society operates.

4. This Strategy embraces and enhances the process of creating a Society that is well manned, fully equipped and ready to meet future challenges. The Executive will write detailed plans to implement this strategy.



.....
Brian Warren OBE FCIM
Chief Executive



.....
Henry G Cator OBE FRICS DL
Chairman of Trustees

Date: 1 May 2010