

OUR VISION AND VALUES

Forward looking, forward thinking: the best that British international education can offer. A thriving school community which nurtures, inspires, and empowers everyone to be the very best they can be.

At The British School of Amsterdam, we believe there is no limit to what our pupils can achieve. We actively encourage them to be ambitious, to reach for their dreams, and to step outside their comfort zones. We ignite their curiosity.

Ambition inspires our pupils to stretch themselves further, to be optimistic, and to be the best they can be. Beyond that, we want them to make a difference and make things better throughout our world.



Ambition is transformational. It makes the extraordinary possible. But it takes passion, determination, commitment, creativity, innovation, resilience, courage, and confidence to make it a reality.

Our outstanding teachers nurture these essential skills through personalised learning for each child. We build on each pupil's individual strengths and passions. We inspire and create challenge in every lesson and every activity so pupils feel empowered to continuously grow and learn. We offer unique experiences to open new opportunities.

Looking forward and thinking forward means we constantly anticipate the changes demanded of education by the world around us. Our BSA 2030 strategy will reflect our changing world and the place our pupils will take in their future communities. We adapt for the future. We adopt the new.



Our three pillars: To nurture. To inspire. To empower.

These three pillars form a stable, solid foundation for our pupils—foundations that enable them to find what they are good at and what they enjoy, and then become the very best they can be.

1. A School That Nurtures

To nurture a child, we recognise each child as an individual—not just their name, but their hopes and fears, their talents and anxieties, their potential to excel. From the moment a pupil joins our school, our staff work closely with parents to develop the whole child: academically, socially, and through their talents and passions outside the classroom.

We know that in later life, soft skills rank as highly as subject knowledge. Soft skills are hard currency at The British School of Amsterdam. Strong pastoral care and social development is embedded in everything we do during the school day. Our children are successful because they are happy.

Our priorities:

- Understanding and supporting pupil and staff wellbeing
- Embedding comprehensive PSHE programmes
- Building self-awareness and reflective practice
- Creating a complete picture of each pupil through aptitude, achievement, attitudes, and wellbeing

2. A School That Inspires

Einstein said, "Curiosity has its own reason for being." Curiosity can be inspired by teachers, and that is what we aim to do every day, in every lesson. Our teaching reaches beyond the curriculum and outside the timetable. At all ages, we look to ignite the spark that shapes and moulds each child's future. It is inspirational teaching that we remember for life.

Our priorities:

- Sharing good practice through learning walks, peer coaching, and professional learning groups
- Striving for excellence and creating dynamic learning experiences where children feel inspired, engaged, and confident
- Delivering an inspiring curriculum

3. A School That Empowers

To make a positive difference in the world and follow your dreams, you need to believe in yourself. For a child, that belief will only come from a robust academic foundation, a strong set of social skills, emotional literacy, and an established sense of community responsibility.

Our pupils will go out into the world—to other schools, universities, or apprenticeships all over the globe—equipped to cope and primed to succeed.

Our priorities:

- Developing self-belief and confidence in all our pupils at every age
- Appreciating strong practice within our staff and maintaining high standards through professional conversations
- Empowering leadership at all levels
- Building pupil confidence and encouraging risk-taking