



DESC Direction 2021-2025



“We are looking forward to the implementation of this new, exciting and ambitious development plan that will ensure DESC is the number one choice for parents in Dubai.”

Vince Cook, President of Trustees



As the Principal/CEO of DESS and DESC, it is with great pride that I introduce the 2021-2025 'DESC Direction', a 4-year roadmap for the secondary school that encompasses a range of values and aspirations it shares with that of its primary school partner, DESS.

While the emphases may differ in places given the idiosyncrasies of nurturing primary and secondary-age young people, our core beliefs – what truly matters to us – are applicable to both DESS and DESC.

At DESC this plan will strive relentlessly:

- **For achievement, wellbeing and success in all, for all**
- **To develop young people of good character who derive as much enjoyment as possible from being at DESC**
- **To provide, and make the most of, all our opportunities**
- **To be active and responsible participants in our school, local and global communities**
- **To deliver an all-round education that prepares our young people for the challenges of their time.**

In making these pledges we all at DESC – trustees, myself, Mr Vizzard and his leadership team and the teaching and support staff, commit ourselves to ensuring this great school continues to enhance further our hard and well-earned reputation as a widely respected, authentic and popular institution, both within and beyond the UAE.



Andrew Gibbs
Principal/CEO

At Dubai English Speaking College we are entering the next phase of our development, 2021-2025.

In keeping with our last two development plans, this plan is equally as exciting and ambitious and will take the College on to the next level of excellence. It continues our commitment to ensuring that our provision is the best it possibly can be, supporting the students both academically and pastorally whilst providing outstanding facilities and learning environments.

In addition to a pledge of continued improvement in core areas, there are also several new features that will ensure DESC remains at the cutting-edge of educational provision, maintaining our reputation as one of the best international schools in the region and beyond.

How the plan was developed

Community has never been more important. It will feature as a fundamental part of our identity throughout this next phase of development. To reach the heights we aspire to achieve, we will work collaboratively with all members of our community. This synergy will produce meaningful and effective relationships, networks and partnerships.

This plan has been created after an analysis of:

- **The results of annual consultations with staff and students**
- **The results of surveys to parents**
- **Feedback from DSIB and BSO inspection reports**
- **Feedback from Trustees after attending planning events**



Christopher Vizzard
Headteacher

“DESC remains an outstanding school and provides an outstanding quality of education for its pupils.”

British Schools Overseas





DESC 2025

Our Primary School, DESS, was founded in 1963. The College was then established in 2005 and has since developed a reputation for being one of the leading British Curriculum, International Schools in the region and beyond. The College is synonymous with academic excellence, outstanding facilities, opportunities for development beyond the classroom and, above all else, first-class pastoral care.

In 2025, DESC will celebrate its 20th anniversary. How will we determine its achievements? Our reputation has been built on community affirmation and therefore our success must be measured in the same way. We have decided to pose four bold, student-centric questions. These questions will guide our decision making, with the confidence that by 2025 we will all be able to answer them with concrete examples from this development plan.

Development

How has DESC empowered me to embrace opportunities to develop myself and to find innovative solutions to challenges that I face now and in the future?

Empathy

How has DESC supported my growth into a great person; courageous, tolerant, moral and resilient, with genuine empathy and a deep understanding of the issues faced by others around the world?

Stability

How has DESC provided the platforms and facilities for me to develop genuine independence, to overcome challenges and teach me the knowledge, skills and attributes to allow me to mould my future with confidence?

Community

How has DESC connected and embedded me into a community that is now the blueprint for me to learn how to behave with manners and morals in an ever-changing society?

Our motto is now more relevant than ever before: **Dare, Excel, Share, Create.**

These four themes permeate every aspect of College life and have therefore been used to organise this development plan. Although all elements of College life interrelate, our motto serves as an excellent reminder of the cornerstones of DESC's existence.



“There is a strong educational leadership that produces a vibrant culture of inclusion and innovation, where the students’ attitudes and behaviour are exemplary.”

Dubai Schools Inspection Bureau



Dare

To Dare: to have the courage to do something

By 2025, DESC will ...

Strategy

- be an established, high-performing College. Its stability, sustained reputation and innovative approach to development will ignite further ambition and excitement for years to come
- have highly energised staff, students and parents who pursue a new 'excellence' rather than a new 'normal'
- form stronger connections with parents and the community, providing a renewed sense of pride, belonging and support

Staff

- ensure that staff are of the highest quality, delivering relevant and inspiring content to students of all abilities across a wide variety of interests
- have staff that genuinely believe they have a key role in child-development, who are committed to a College that has their own wellbeing, professional development and care at its centre

Academic Enrichment

- provide an extensive enrichment programme that will offer the opportunity for every student to accomplish their potential and harness their capability in any subject
- compete with consistency at the highest levels in the world in enrichment activities, across all subject areas

Enterprise and Social Responsibility and Innovation

- ensure that innovation is at the heart of everything we do
- combine enterprise with philanthropy, giving students the chance to explore their entrepreneurial minds whilst fundraising for charitable initiatives

Sixth Form

- develop the Sixth Form experience to become a celebrated, aspirational Key Stage of education that entices exceptional students from all over the world



“Working at DESC is a special and unique experience. We are constantly striving to be the best and it is invigorating to be a part of the journey.”

Patrick McMurren, Teacher of Geography



Excel

To Excel: to be exceptionally good at or proficient in a subject or activity

By 2025, DESC will ...

Teaching & Learning

- incorporate neuro-scientific, evidence-based practice into Teaching and Learning strategies to ensure that all students fulfil their academic potential and are equipped with the skills to thrive in the world
- be at the forefront of global Teaching, Learning and Assessment strategies by ensuring that all students, regardless of starting points, achieve both their academic and personal ambitions

Assessment and Data

- be a leading driver of educational research in which all stakeholders see assessment as a series of risks, experiences, successes and failures
- deliver the highest standards of assessment as part of a high-performance culture and legacy of academic success

National Agenda

- be the leading British Curriculum School in the region in the provision of the MOE curriculum subjects, embracing the culture and language of our host country and supporting the vision and ambitions of the UAE

Facilities

- add to the already first-class facilities and will be committed to the next phase of future development, providing our community with the very best resources available



“DESC is the best school in the world, and I am excited to see how it will develop even further over the next few years.”

Chelsea Nichols, DESC student



Share

To Share: to be a part or portion of a larger amount which is divided among a number of people, or to which a number of people contribute

By 2025, DESC will ...

Diversity, Equality and Inclusion

- be a community that is appreciative and accepting of the rich diversity of the world's cultures
- become a UAE centre of excellence and an innovative training faculty for Inclusion
- cater for students with learning, sensory or physical impairments, that will include the specialist use of assistive technology, equipment and furniture, incorporating novel therapeutic and sensory areas

DESSCares

- embed community service in our curriculum, enabling students to develop their social and environmental responsibility
- fund and support several schools in some of the poorest parts of the world as part of our DESSCares Philanthropy Initiative
- have philanthropy driven by our student body, providing an opportunity for students to embrace their inner entrepreneur to make a genuine difference in some of the poorest parts of the world

Digital Technologies

- be built upon a digital infrastructure that facilitates a seamless blend of traditional and modern learning experiences
- engage students and staff with the latest technologies to future-proof digital learning
- support the global fight against climate change by digitising our resources to further reduce the volume of paper waste

Community

- be a thriving hub of opportunity, activity and networks that will benefit all members of our community, providing synergistic relationships to develop further, contribute more and embrace the possibilities of deeper collaborations

Alumni

- ensure DESC students have access to a wide-reaching network of alumni who will share their expertise and experience and offer real-world opportunities for our learning community





“We have three children at DESC and the provision is outstanding. We trust that this plan will make DESC even better and further develop its excellent reputation.”

Richard Bleakley, DESC Parent



Create

To Create: to bring (something) into existence

By 2025, DESC will ...

Pastoral Care

- create students who are the best possible version of themselves by providing opportunities and experiences that help every student thrive
- give students the tools to develop meaningful relationships and manage stress to a level that protects their mental and social health
- prepare students to embark on journeys into the wider world with an understanding of how positivity can impact their own wellbeing, and how to accomplish success both personally and professionally

Curriculum

- develop a curriculum capable of evolving into a bespoke, research-driven model of personalised pathways designed to create knowledgeable, articulate and empowered learners

Performing and Creative Arts

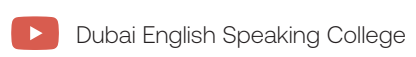
- create platforms for students to discover and embrace their passion for the Arts, utilising our highly-skilled teaching staff and our well-established UK partnerships

Sports

- create character-developing opportunities through elite sporting experiences and challenges
- enable students to thrive across a multitude of sports, at all levels, with the emphasis on enjoyment, participation and personal development







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