



**RMetS**  
Royal Meteorological Society

# Strategic Plan 2018-2020



ENGAGE | ENTHUSE | EDUCATE



# RMets

Royal Meteorological Society

## Executive Summary

The Royal Meteorological Society is the UK's Professional and Learned Society for weather and climate. At the heart of this is the responsibility for the stewardship of both the profession and science of meteorology.

The vision of the Royal Meteorological Society is to be a world-leading learned and professional society for weather and climate, exemplifying our Royal Charter and charitable status and to engage, enthuse and educate all. The Royal Meteorological Society's Strategic Plan defines how the Society will work towards delivering its vision. It lays out the strategic themes, priorities and outcomes for the next three years.

There has been wide support, engagement and input into this strategic review across different parts of the Society and the overall response to the plan has been positive. Some of the recommendations have already begun to take root: this shows that strategy is not a written document, but a process that engages people to think about how the Society can develop and evolve.

The Society's Strategic Plan will remain a live document that is reviewed and updated each year, with a major review every three years.

Through its long history, the Society has constantly evolved to meet new challenges and this Strategic Plan aims to place the Society to be influential and relevant in an increasingly complex world.



# Introduction

The Royal Meteorological Society is the UK's Professional and Learned Society for weather and climate and its mission is to promote the understanding and application of meteorology for the benefit of all. The Society plays a key role as the custodian of both the science and the profession of meteorology in the UK and has an important role to play internationally as one of the world's largest meteorological Societies. The Society is owned by its membership, but exists for the benefit of all.

The Society's mission has a wide remit that looks to support people's understanding, interest and enthusiasm in weather and climate, whether they are research scientists, amateur meteorologists, practitioners, or members of the general public. It goes further, supporting the development of high-quality science, the next generation of scientists and operational meteorologists, professional development of individuals, accrediting further and higher education courses, informing policy and supporting learning in weather and climate through education and outreach activities.

This plan recognises the achievements in recent years and builds on the momentum to create a modern and progressive Professional and Learned Society that makes an important contribution to meteorology. It is a challenging plan, but with the support of the membership and stakeholder community it is achievable and will make a real, tangible difference. Each year a Business Plan and Budget will be developed that aims to deliver the Strategic Plan.

This new plan sets out a framework for this, and also enables the Society to have greater flexibility to respond to the challenges it will face in delivering its programme of work, facilitating much greater collaboration with strategic partners and demonstrating its benefit to the wider community. The plan will aim to raise the profile of the profession, the importance of professional accreditation in meteorology and continuing professional development (CPD), encouraging fresh talent into the profession from a diverse audience. The plan incorporates important activities such as mentoring, talent management and leadership, and reward and recognition of those in the community.

In 2020, the Society will celebrate its 170th anniversary since it was founded on 3rd April 1850. This provides an opportunity to celebrate the excellent work of the Society in recent times but also over the years. In preparing for this anniversary and as part of the launch of this strategic plan, the headline 2020 Vision will be used in related publications.

**Professor Ellie Highwood, FRMetS**  
The President

**Professor Liz Bentley, FRMetS**  
Chief Executive



# Strategic Themes

The Society's Strategic Plan includes an underpinning priority to ensure the Society has the capacity and capability to achieve its strategic goals. This includes having secure and diverse sources of income, a skilled and motivated workforce, strong strategic partnerships, sound governance, excellent communication with members and potential members, an active group of volunteers and using technology effectively.

The Strategic Plan embeds the importance of our diversity and inclusion strategy in everything the Society does and aims to deliver on a progression framework during the course of the plan. The Society promotes equality, diversity and inclusion to create greater opportunity for any individual to fulfil their potential, irrespective of their background or circumstances. In delivering this plan, it is important that the Society is respected for its openness, integrity, professional excellence, contribution and independence, and its accountability to the membership.

A review of the Society's business model will take place in early 2018 to identify opportunities to strengthen and diversify income streams and much of this work will be delivered through the business development function forming strong strategic partnerships to deliver the Society's strategic plan.

The Society will need to monitor changes in Charity Law and regulations to ensure we remain informed and compliant. For example, GDPR (General Data Protection Regulation) will come into force in the UK from 25 May 2018 placing specific legal obligations on organisations and individuals to maintain records of personal data and processing activities.

The **Strategic Prioritised Themes** define how the Society will meet its mission in the long term. The Society's Strategic Plan will be centred on **FIVE** strategic themes.

1. To strengthen the **science of weather and climate**, and related disciplines so that it **advances, is applied and made accessible**.
2. To **support and develop meteorologists and climate scientists** through professional accreditation, career advice, communication of opportunities, provision of information and networking.
3. To **enhance** the lives of all those interested in weather and climate through **opportunities** to access events, information and engagement with meteorology and the work of the Society.
4. To **share our enthusiasm** about weather and climate and to extend our reach and impact within the teaching community, the wider public and with strategic partners, to provide informal and formal education in meteorology.
5. To **increase awareness** of the importance of weather and climate in **policy and decision-making** and its relevance to society, and to be an independent voice of authority, advice and advocacy for meteorology and the profession.





# Programmes of Work

Our Strategic Prioritised Themes will be achieved through the following programmes of work:

## i. Membership Development

The Society is owned by its members, and the value that the Society delivers to its membership, either directly or on their behalf, defines the value of the organisation.

The Society is proud that the membership is made up of **amateurs, students, practitioners, and academics**, in almost equal parts. **The Membership Development Group** has played a key role in ensuring **growth** in our core membership over the next 3 years with targeted activities in three key communities leading to additional growth.

The Society will ensure it remains relevant to current members while attracting new ones, and is recognised as being a modern and progressive organisation so that members are **engaged, inspired and proud** of what the Society achieves. A key activity will be delivering clear value to the membership and promoting the work of the Society actively amongst potential membership groups. The Society will build on its **communication** activities to increase its reach and increase awareness of its brand, the many activities it delivers, and the **public benefit** it provides.

The Society is the Professional and Learned Society for **weather and climate**, and activities and resources will be targeted equally across both communities. **Corporate members and strategic partners** benefit from or value their association with the Society while increasing brand awareness in the corporate sector and supporting the delivery of Society strategic activities.

The Society will also aim to make more of its activities accessible to its members both in the UK and internationally, and identify and remove unintentional barriers to increase diversity in membership.



## ii. Meetings and Events

A significant activity of the Society is the programme of meetings and events it delivers, whether these are conferences or Special Interest Group, Local Centre and National meetings.

The Society runs three **conferences** each year for **Students and Early Career Scientists**; the **UK Atmospheric Science** conference in partnership with the National Centre for Atmospheric Science (NCAS) bringing together academia, operational meteorologists and industry to support meteorological knowledge transfer; and **WeatherLive** for the weather and climate enthusiasts. Delegates and exhibitors view the Society conferences as important annual events that reach new audiences and provide a forum for collaboration.

The Society's **Local Centres** and **Special Interest Groups** are active and a core part of the Society ensuring the widest possible reach to members, non-members, and educational establishments and bringing like-minded people together and provide opportunities to share knowledge and set up networks to support research projects.

The **National Meetings** continue to be well attended with a full programme of events, both for the Wednesday and Saturday National Meetings. The Society will continue to seek opportunities to run joint events in order to reach wider audiences and to deliver a variety of stimulating events. A recent membership survey highlighted that more members would like to **live stream** into Society meetings.

The Society will aim to understand what our audience and potential audience want from meetings and will ensure our events **meet the needs** of the meteorological community both now and in the future, and remain inclusive, accessible and relevant.



### iii. Scientific Publishing

Scientific publishing is one of the Society's **main activities** and **key strengths**. The Society continues to **add value** to **scientific knowledge management** and the promotion of the science through its portfolio of journals and academic book programme.

The Society is committed to providing **long-term, sustainable** access to **high quality** scientific research for everyone, whilst maintaining **high value, trustworthy** author and reader services which **enhance scientific communication** and progress.

The Society aspires to offer authors a **choice** including full open access journals as part of its portfolio. Income from scientific publishing makes up a significant portion of the Society's total income and allows the Society to deliver a number of other important programmes of work and charitable activities.

The Society continues to deliver on strategies **that drive greater usability, income and impact** from the journals portfolio and to ensure that the Editorial Boards provide the necessary stewardship and professional standards for high-quality scientific publishing.



## iv. Education and Outreach

The main purpose of the Society's education and outreach work is to bring weather and climate science to **informal** and **formal education**.

The Society aims to **promote meteorology**, as a science and profession, to **encourage** a more **diverse** student base to consider a **career in meteorology**.

The Society endeavours to maintain or **raise the profile** of weather and climate by responding to Government and Exam Board consultations and **develop resources** to **support** the new curricula and exam specifications in both Science and Geography. In order to achieve this, and to widen participation in meteorology, it will be necessary to **extend** and **improve** our teaching resources, and making them **more widely available**. MetLink is the Society's education website, [www.MetLink.org](http://www.MetLink.org), and provides teaching material and information about weather and climate aimed at primary and secondary school teachers and students, and the general public.

The Society's main **public outreach** activity is through **theWeather Club**. The Society will continue to work together with other learned societies and organisations to extend the Society's **reach** and **impact** and to **promote** meteorology as a fulfilling career choice.





## v. Professional Development and Accreditation

The Society defines the scope of its accreditation activity as **recognising excellence** in people and in organisations and their continuing professional development. The Society is best-placed in the UK to take on the role of operating and promoting an evolving **Professional Development and Accreditation Framework** to continue to **raise individual and organisational standards**. The Society is recognised in European and UK law as both the Competent Authority and the Regulatory Body for Meteorology in the UK, and offers **independent recognition** and **regulation** around training and professional development for meteorology and meteorologists.

Delivering a Professional Development and Accreditation Framework **supports** both the individuals and the organisations that **strive for excellence**. The framework offers individuals a range of **recognised vocational qualifications, professional registration** and **chartered status** as well as related **continuing professional development** (CPD) opportunities. For academic institutions it provides **evaluation** of further and higher education courses against agreed academic standards. Service providers benefit from measures which **encourage** meteorology as a career; support **high quality weather and climate services**; and **promote professional development**. These in turn **strengthen** and **diversify** the applications of meteorology for the protection of life and property, for the public and across business sectors.

The main strategic objectives are to **increase** the number of accredited meteorologists; to achieve a **greater recognition** for the schemes from individuals, weather service providers and consumers; to **seek opportunities** to use ACCSYS (the Society's online application and CPD tool) to support the meteorological community to collate CDP information and **remain compliant** under national and international regulations; to **provide advice** and independent recognition and regulation around training and professional development for meteorology and meteorologists; to **monitor** the changes in vocational qualifications and apprenticeships in meteorology to ensure the Society is best placed to support these changes and the impacts they may have on accreditation schemes; and to ensure the Society continues to be recognised in European and UK law after Brexit as both the Competent Authority and the Regulatory Body for Meteorology in the UK.



## vi. Public and Policy Engagement

The Society recognises the importance of **engaging in conversations** and **providing evidence-based input** to support the public policy programme of Government. By being an **active participant** in these discussions the Society can provide **constructive contributions** and be an **independent and authoritative voice** providing evidence-based input that represent the interests of weather and climate.

The Society will continue to work on **effectively communicating** both weather and climate science, and to help **drive a wider public dialogue** on the issues that climate science raises. The Climate Science Communications Group and Climate Science Special Interest Group will oversee a number of projects related to the Society's climate science activities and a review of the terms of reference of both Groups will be completed. These projects will include identifying **potential collaborators** and **partners** for the Society to deliver an **effective communication programme**, hosting meetings and events, providing opportunities for climate scientists to network and developing a series of briefing papers designed for the different stakeholder communities, including the media.

In addition, the Society will continue to work in support of the **public policy programme** of Government. This involves providing **responsive input** to calls for information and evidence to Government and all recognised political parties to **represent the interests of meteorology** in Government.

The Society will continue to deliver an active programme of **media engagement** to promote the work of the Society and as a powerful means to communicate weather and climate science, and to **support the next generation** of meteorological ambassadors who are comfortable speaking to the media.





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