

Strategic Plan 2021 to 2023

The Royal Meteorological Society is the UK's Professional and Learned Society for weather and climate. At the heart of this lies the responsibility for the stewardship of both the profession and science of meteorology. It 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 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, educate and empower all.**

The Royal Meteorological Society's Strategic Plan defines how the Society will work towards realising its vision. It lays out the strategic objectives, priorities and outcomes for the next three years.

Mission

The Society's **mission** is to **advance the understanding of weather and climate and its application 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, enthusiasts, practitioners, students, teachers 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.

Strategic Objectives

The strategic objectives define how the Society will achieve its mission in the long term. The Society's strategic plan will be centred on FIVE strategic objectives.

1. **To strengthen the scientific study and application of weather and climate, and related disciplines**, through publications, events, partnerships, awards and training.
2. **To support, develop and empower weather and climate scientists** through professional accreditation, career advice, communication, provision of information and networking.
3. **To engage and inspire everyone in weather and climate** through events, volunteering, communication, local centres, special interest groups, public engagement and about the work of the Society.
4. **To educate and inform society about weather and climate** through the support and promotion of weather and climate science in education, outreach and providing public information.
5. **To be an independent voice of authority, advice and advocacy for the science and the profession** through the promotion of weather and climate science information in policy and decision-making and its relevance to society.

The Strategic Plan defines how the Society will work towards delivering its mission and strategic objectives through programmes of work and a series of cross-cutting priorities.

Cross-Cutting Priorities

The Society's strategic cross-cutting priorities ensure the Society has the **capacity and capability** to achieve its strategic objectives. This includes having secure and diverse sources of income, a skilled and motivated workforce, strong strategic partnerships, sound governance, excellent marketing and

communication activities, effective use of IT resources and an active group of volunteers across all our activities. In addition, the Society will prioritise and integrate diversity and inclusion and our net-zero commitment throughout the Strategic Plan. The strategic cross-cutting priorities:

- **Business development:** To develop a range of strategic partnerships and business development opportunities to support the delivery of the strategic objectives, increase and diversify the Society's income, maximise our reach and secure long-term benefits.
- **Knowledge exchange of weather and climate:** To advance the understanding of the science and profession of meteorology, with a focus on both weather and climate and ensure the Society is recognised as the home for weather and climate.
- **Diversity and inclusion:** To lead by example and encourage the meteorological community to be both diverse and inclusive making the best use of the talent that exists in all parts of society to provide access to the world of science, technology and the profession of meteorology for all.
- **Marketing and communication:** To maximise the impact of marketing and communications activity to contribute to Society's strategic objectives through a co-ordinated, integrated and professional approach, in line with strategy and following best practice.
- **IT and telecommunication:** To facilitate the work of the Society and support the delivery of its strategic objectives through the provision of reliable IT and telecommunication solutions meeting the needs of staff and members, and providing integrated IT and telecommunication facilities which will promote the knowledge of weather and climate.
- **Net Zero commitment:** To raise awareness of sustainability and pathways to net zero and to lead by example through our commitment to becoming a net zero organisation.
- **Impact focus:** To be an impact-focused organisation emphasising the benefits of the Society's charitable standing, highlighting the reach and influence of its impact, and attracting funding and strategic partners.
- **Volunteering:** To raise the profile of volunteering at the Society, recognise the value of their contribution and attract new volunteers while retaining existing ones.

Programmes of Work

The Society's strategic plan will be achieved through programmes of work, and each of these programmes will be overseen by a Committee that will report to the Council and be responsible for overseeing implementation. The programmes are as follows:

- **Membership Development:** Recognised as being the influential organisation for weather and climate science professionals and enthusiasts by providing relevant benefits which suit the needs of our members, wherever their career, study or interest within meteorology takes them and build loyalty to retain our existing membership
- **Events:** To advance the science and its application of weather and climate through delivering face-to-face and online events to a growing and increasingly diverse audience from across the meteorological community and other related disciplines.
- **Scientific Publishing:** To add value to the Society's portfolio of journals and book programme and to the role of scientific knowledge management and promotion of the science, whilst managing and maintaining this income stream
- **Education:** To bring weather and climate science to a growing and increasingly diverse audience of young people within UK educational settings
- **Professional Development and Accreditation:** Building a stronger meteorological profession through relevant, recognised and valued schemes and to position the Society as the recognised competent authority and regulatory body in the UK for weather and climate science and associated disciplines.
- **Science Engagement:** To advance the understanding of weather and climate and increase awareness of the science and its applications through collaboration with science and communication partners to maximise reach and share resources.
- **Support Activities:** support to the headquarters team through training and development; building maintenance and office management, a governance health check including risk management and ensuring compliance with regulations, and productive engagement with other member bodies