

# 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 of the plan are listed below and detailed in Annex A:

- a. Business development
- b. Knowledge exchange of weather **and** climate
- c. Diversity and inclusion
- d. Marketing and communication
- e. IT and telecommunication
- f. Net Zero commitment
- g. Impact focus
- h. Volunteering

### **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:

- i. Membership Development
- ii. Events
- iii. Scientific Publishing
- iv. Education
- v. Professional Development and Accreditation
- vi. Science Engagement
- vii. Support Activities

Each programme of work has its own aims, objectives and their alignment with the strategic objectives. A set of tables detailing activities, outputs, outcomes, impacts and who will be responsible are currently being finalised and signed off by the relevant Committees and will be included in the final version of the plan. Detail of the aims and objectives of each programme of work is presented in Annex B.

### **Annual Business Plans and Budgets**

Each year a Business Plan and Budget will be developed that collectively aims to deliver the Strategic Plan. The Strategic Plan highlights the year each activity will be delivered and so, for 2021, this plan will replace the normal annual Business Plan as it highlights the activities prioritised in year 1. The Business Plan and Budget will be presented to Council at their autumn meeting for approval.

### **Ownership**

Council will oversee delivery of the strategic plan and trustees will take ownership of the cross-cutting themes and programmes of work. In addition, the Society's Strategic Planning Board will provide recommendations to Council on prioritising competing demands for financial, staff and other resources relating to strategic and societal benefit projects.

## **Annex A - Cross-cutting Priorities**

Cross-cutting priorities are highlighted in the strategic plan and integrated through the programmes of work. These priorities incorporate having secure and diverse sources of income, strong strategic partnerships, as well as opportunities arising due to COVID-19.

### **a. Business development.**

Business development is fundamental to the long-term financial sustainability of the Society by maintaining and diversifying resources to help deliver our strategic activities. It includes maintaining and developing strategic partnerships, securing trusts and grants to support our activities, expanding corporate membership, utilising and expanding our business assets, fundraising and sponsorship. It aims to maximise business opportunities stemming from the Society's skills and expertise, and seek opportunities arising from external factors, for example COVID-19.

**Aim:** 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.

#### **Objectives:**

- **STRATEGIC PARTNERSHIPS:** Maximise the value of existing strategic partnerships and creating new opportunities to build long term relationships, generating mutual benefits that Support the Society to deliver a wide range of programmes.
- **CORPORATE:** Grow the Corporate Membership programme through closer engagement with existing members, transitioning members to strategic partners and delivering effective campaigns to recruit new members.
- **DIVERSIFY INCOME:** Securing income from charitable trusts and grant bodies for a range of projects and activities aiming to secure multi-year partnerships by ensuring a sufficient funding pipeline and a regular flow of projects by working with colleagues to develop project ideas and managing the Project Approval process.
- **COMMERCIAL OPPORTUNITIES:** Grow income generated through the society's business assets by developing successful models for generating income and developing productive relationships.
- **PROMOTION:** Promote partnerships in line with value, ensuring all partners are featured throughout the year, to meet expectations of existing partners and showcase RMetS as a potential partner.

#### **Priorities for 2021:**

- i. Developing a project pipeline (including generating ideas) with support of the wider team and committees.
- ii. Develop and implement a recruitment strategy for corporate membership.
- iii. Building a pipeline for strategic partnerships and recruiting three new partners.
- iv. Review business model and strategy for the Jobs Board and Online Shop, and develop/deliver effective marketing and communications plans.
- v. Researching and building a pipeline for Trusts and Grants.
- vi. Positioning the Society as a valued partner to external audiences.
- vii. Growth in income from business assets and developing new assets that can be effectively marketed.
- viii. Generate total income of £81,000 from business development activities, estimate additional 'in-kind' support and manage expenditure.

### **b. Knowledge exchange of weather and climate.**

The Society supports the meteorological community and wider society through the exchange of knowledge, experiences and evidence to achieve improvements, innovation and collaboration. It recognises the need to give equal importance to weather and climate, but also that the two are intrinsically linked.

**Aim:** 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.

**Objectives:**

- EXCHANGE: Sharing knowledge, expertise, experience, evidence and ideas both within the sector and across other related disciplines.
- STRUCTURED: Support national and international knowledge exchange frameworks and those who undertake knowledge exchange activities as part of their work.
- CROSS-CUTTING: Facilitate engagement and consultation between public, private and academia to support the Global Weather Enterprise<sup>1</sup>.
- COMMUNICATE: Highlight important research and advances in the science.
- SUPPORT: Provide legacy funding to help finance expeditions, carry out research or attend conferences.
- BALANCED: Ensure an equal balance of weather and climate related activities.
- RECOGNISED: Ensure the Society is the recognised association for weather and climate.

**Priorities for 2021:**

- i. Publicise all Society activities relating to weather and climate.
- ii. Ensure an even balance weather and climate activities delivered by the Society, and take action to address any imbalance.
- iii. Facilitate opportunities for knowledge exchange, engagement and consultation between public, private and academia.
- iv. Partner with other national and international bodies to exchange knowledge and experience.

**c. Diversity and inclusion.**

The Society promotes equality, diversity and inclusion to create greater opportunity for any individual to fulfil their potential, irrespective of their background or circumstances. This plan embeds the importance of our diversity and inclusion strategy in everything the Society does and aims to deliver on a progression framework.

***“Everyone has a role to play in creating an inclusive culture and leading to a diverse meteorological community”***

**Aim:** 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.

**Objectives:**

- IMPROVE: Commit to improving diversity and inclusion at the Society that attracts, develops, retains and fully engages all the diverse talent.
- PUBLICISE: Promote diversity and inclusion in all its forms, its importance and benefits.
- ENCOURAGE: Support the increase in representation of currently under-represented groups across the meteorological community.
- LEAD: Be a role model of an inclusive organisation.

**Priorities for 2021:**

- i. Ensure the Diversity and Inclusion Committee is in place to oversee progress against the Diversity and Inclusion Progression Framework and prioritises activities relating to the framework.
- ii. Introduce Society diversity and inclusion champions including representation from Council.
- iii. Ensure sufficient internal resource to oversee diversity and inclusion activities.
- iv. Announce our commitment to Science Council benchmarking exercise.

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<sup>1</sup> Global Weather Enterprise encourages activities by individuals and organisations to enable weather information to be created and provided to society. It aims to strengthening links between the public, private and academic sectors so that countries can better tackle the risks related to extreme weather, climate, water and other environmental events, known as the [Geneva Declaration – 2019: Building Community for Weather, Climate and Water Actions](#)

- v. Continue to work through the Diversity and Inclusion Progression Framework.
- vi. Improve our representation in areas other than gender.
- vii. Introduce Equality, Diversity and Inclusion training for committee, Council and staff.
- viii. Work with partners to improve diversity across the sector including benchmarking exercise with Wiley.
- ix. Utilise resources to audit website, job adverts, content for diversity and inclusion language.

d. **Marketing and Communication.**

The role of communication and marketing is to promote the Society's work and the understanding of weather and climate, playing a fundamental role in the successful delivery of the strategic plan, cutting across everything the Society does. The Society recognises the importance of increasing its visibility, raising awareness and being an independent, authoritative voice about weather and climate science. It will provide clear messages that are impactful, effective and evidence-based, whilst making the message more relevant to the lives and experiences to the audience.

**Aim:** 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.

**Objectives:**

- **VISIBILITY:** Improve brand awareness of the Society, raise the visibility of the important role it plays in advancing the science and profession of meteorology and showcase the Society's charitable activities.
- **WEATHER AND CLIMATE:** Increase the profile of the Society to be widely recognised and respected as an independent, authoritative voice raising awareness and understanding of weather and climate science nationally and internationally.
- **MEMBERSHIP:** Improve and increase engagement with members and non-members in line with the user journeys through high quality, timely, personalised and effective marcomms activity.
- **SCIENCE:** Lead the field in sharing new research, reviews and data on weather and climate subjects in their broadest sense by raising the profile of our publications and relevant articles, promoting events and training, and publicising our science engagement activities.
- **PROFESSION:** Maintain and increase engagement with meteorologists and related organisations to publicise professional development activities, careers advice, mentoring, Jobs Board, support to early career meteorologists, accreditation schemes and ACCSYS.
- **UNDERSTANDING:** Inform and educate a greater number of diverse, engaged new and existing audiences about weather and climate using inclusive content through promoting our science engagement activities and events, media interviews, education and outreach activities.
- **PARTNERSHIPS:** Showcase the Society as a potential partner to new organisations and promote partnerships in line with value to meet expectations of existing partners.

**Priorities for 2021:**

- i. Maximise the in-house marketing and communications skills the Society now has, to increase visibility of all our activities and encourage call to action where appropriate.
- ii. Website structure and content review including user journeys and potential for member only area.
- iii. Develop and deliver content through video, infographics, podcasts, audio, images.
- iv. Maximise media engagement for reactive and pro-active stories.
- v. Develop call to action via social media, emails and website.
- vi. Ensure contact data is GDPR compliant and includes preferences for tailored marketing and comms.
- vii. Relaunch and promote MetLink and new education resources including KS3 Book.
- viii. Publicise relaunch of theWeather Club and use the content to increase visitor engagement.

e. **IT and telecommunication.**

IT and telecommunication play a fundamental role in successful delivery of the strategic plan, it cuts across everything the Society does. The Society is committed to delivering and supporting sustainable systems which are reliable and developed in partnership with users to ensure they reflect advances in technology and provide value for investment.

**Aim:** 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.

**Objectives:**

- **OPTIMISE:** Maximise user benefit through consultation so that systems meet needs and provide training and development for users so that they have the knowledge and capability.
- **SAFEGUARD:** Maintain secure systems and provide effective support services within office hours.
- **AGILE:** Be flexible and proactive in development of systems through working with partners to deliver a balance of internally and externally resourced development and service support to enhance capability and represent best value.
- **CONSULT:** Communicate clearly by developing a project 'roadmap' in consultation with users and align this cross-cutting theme with all the activities of the Society to ensure that all channels/systems are effectively integrated.

**Priorities for 2021:**

- i. Upgrade CRM database to O365 and implement a series of enhancements relating to Direct Debit, online donations, GDPR and Gift Aid.
- ii. Upgrade secure payment portal on RMetS website.
- iii. Deliver IT training for relevant HQ Team as required.
- iv. Ensure theWeather Club website transition work is ready ahead of relaunch in Q2 in partnership with the digital team.
- v. Ensure HQ meeting room provides effective video conferencing functionality.
- vi. Move to online accounting system.
- vii. Review IT requirement for virtual events including for Local Centres.
- viii. Complete a full systems and security review.

f. **Net Zero commitment.**

It is important that the Society, as an organisation that recognises the impact of climate change, commits to a net zero pathway and demonstrates leadership through its pledge.

**Aim:** To raise awareness of sustainability and pathways to net zero and to lead by example through our commitment to becoming a net zero organisation.

**Objectives:**

- **PLEDGE:** Commit to transforming the business to become net zero as soon as possible - to achieve in-house targets (scope 1 and 2<sup>2</sup>) by 2030 and indirect emissions (scope 3<sup>3</sup>) as soon as technology permits;
- **IMPROVE:** Identify opportunities to the pathway to accelerate the transition to net zero;
- **LEADERSHIP:** Lead by example and share best practices through transparency and collaboration.

**Priorities for 2021:**

- i. develop a clear roadmap to become net zero by 2030 (relative to stage 1 and 2).

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<sup>2</sup> Stage 1 and 2 focuses on Society operations where we have the most control, and through avoiding, reducing and substituting we will be able to progress toward net zero.

<sup>3</sup> Scope 3 focuses across our value chain and is where the Society can have the biggest impact but it's also where we have the least control.

- ii. collect and report our emissions data (including indirect emissions).
- iii. develop a plan for a sustainable headquarters powered by renewable energy.
- iv. develop net zero strategies for each programme of work.
- v. Council to review the Society's net zero commitment for approval before publicly announcing our commitment.
- vi. explore actions required to work towards net zero relative to stage 3.
- vii. raise public awareness of sustainability and net zero issues and solutions, and maximise any opportunities relating to COP26.

**g. Impact focused.**

The Society recognises the importance of its impact within and beyond the meteorological community, but also the challenges of measuring this impact. Over recent years it has aspired to assess and report its impact, whilst adapting to maximise its effect. The strategic plan details the outcomes and impacts that the Society aims to achieve through a series of activities and projects, and delivered by staff, committees and volunteers.

**Aim:** 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.

**Objectives:**

- FRAMEWORKS: Link to frameworks, such as Sustainable Development Goals<sup>4</sup>, to measure impact.
- EFFECT: Recognise the long-term benefits whilst maximising any short-term gains.
- EVIDENCE-BASED: Encouraging change through evidence-based engagement and impact management.
- TRANSPARENCY: Produce and publicise impact reports on the Society's activities.
- ACCESSIBLE: Through increased accessibility, such as Open Access and virtual events, measure the increased impact the Society is achieving nationally and internationally.

**Priorities for 2021:**

- i. review the Society's impact practice including how to attribute change to projects, activities and people's actions.
- ii. link impact practice to relevant frameworks.
- iii. produce and publicise regular impact reports highlighting our charitable benefits and impact within the meteorological community.

**h. Volunteering.**

The Society could not deliver its important work without the help of a team of dedicated volunteers. Volunteering is not only essential to the organisation but, we hope, can be extremely rewarding to the volunteer improving their wellbeing, enriching their lives, gaining valuable new skills and experiences, and providing networking opportunities. Volunteers bring skills, expertise, time and passion to support the Society's work.

**Aim:** To raise the profile of volunteering at the Society, recognise the value of their contribution and attract new volunteers while retaining existing ones.

**Objectives:**

- SUPPORT: Enhance the contribution of volunteers at the Society by providing effective leadership, commitment and recognition of their support.
- RESOURCE: Ensure volunteering is part of the business and financing planning process to help allocate adequate resource.

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<sup>4</sup> [Sustainable Development Goals](#) are the blueprint to achieve a better and more sustainable future for all and address the global challenges we face.

- **RELEVANT:** Review the volunteering strategy and procedures annually to ensure they reflect trends and changes in volunteering.
- **DEVELOPMENT:** Promote the importance for early career meteorologists in gaining valuable skills and experiences through volunteering.
- **GROWTH:** Increase in number and diversity of volunteers over the course of the 3-year plan.

**Priorities for 2021:**

- i. update and develop new role descriptions to clarify the role of volunteers in the Society.
- ii. publicise volunteering opportunities at the Society and advertise roles where appropriate.
- iii. identify where and how to find people who might want to volunteer.
- iv. recognise the value of volunteering, for example through our awards and prizes, and a volunteer event.
- v. measure number of volunteers and estimate the amount of time volunteers spend supporting Society activities.
- vi. report the value of our volunteers in the annual report and more publicly.

## Annex B - Programmes of Work

### i. Membership

Our members include professionals, academics, students, teachers, enthusiasts and observers who all share a passion for weather, climate or related sciences. Members are central to the Society and its work and we rely on members to deliver our strategic objectives and provide a crucial source of income and sustainability. It is important that the Society ensures their membership experience is engaging and adds value, and to consider member-only benefits and content. This Programme is overseen on behalf of Council by the Membership Development Board and ensures alignment with professional accreditation strategy through regular engagement with Accreditation Board.

**Aim:** 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.

**To support Strategic Objectives 2, 3 and 5**

#### Objectives:

- IMPROVE EFFICIENCY: To base strategy and decision making on evidence and information particularly by maximising use of CRM.
- ENGAGE AND RETAIN: To reduce the member lapse rate from 20% to 15% by creating and retaining an engaged membership of individuals who are proud to be members and value their membership personally and professionally.
- ENGAGE AND DIVERSIFY: To recruit new members to maintain 2020 numbers with a stretch target of 1% over three years by creating a convincing member value proposition and strive to engage and recruit a more diverse membership.

<i>Output</i>	<i>Activity</i>	<i>When (Year)</i>	<i>Who</i>	<i>Outcome or Impact</i>
Base strategy and decision making on evidence and information.	<ul style="list-style-type: none"> <li>- All staff using CRM daily inputting accurate data.</li> <li>- Functionality of CRM improved, advanced membership report, identifying risk points.</li> <li>- Record Gift Aid declarations, monitoring trends.</li> <li>- Member offers analysed and lessons learnt.</li> <li>- Keep up to date with current thinking and peers' activity.</li> </ul>	1 - 3 1 1 - 3 1 - 3 1 - 3	HQ Team, Membership Secretary, Membership Development Manager, IT Manager, External development, MarComms, CFO	CRM embedded into working practices and functionality ensures easy interrogation providing accurate data. Automated personalisation used for targeted comms. Decisions made on accurate, relevant and regular data. Offers/comms activity measured and trends identified to refine activities. Gift Aid declarations monitored and comms campaign instigated as needed. Membership function constantly under review and managed in line with best practice.

<p>Reduce the member lapse rate, retaining an engaged membership of individuals who are proud to be members and value their membership.</p>	<ul style="list-style-type: none"> <li>- Introduce welcome and renewal calls, new member events.</li> <li>- Recognise challenges due to COVID-19 on membership, local centres etc and take appropriate action i.e. communication, establish discretionary fund, seek regular feedback etc.</li> <li>- Review potential for member-only digital content.</li> <li>- Strengthen student ambassador programme.</li> <li>- 80% of lapsing members complete exit survey.</li> <li>- Encourage staff to recognise value of retention.</li> <li>- Review, promote and manage Ambassador and Mentoring schemes.</li> <li>- Renewals process and communications regularly reviewed.</li> <li>- Create compelling communications content across all channels encouraging engagement with all target groups including young, early career and long-standing members.</li> <li>- Promote volunteering opportunities</li> <li>- Use different survey mechanisms to reach all members</li> </ul>	<p>1 1  1 1 - 2 1 - 2 1 - 2 1 - 3 1 - 3 1 - 3 1 - 3 1 - 3</p>	<p>HQ Team, Membership Secretary, Membership Development Manager, MarComms, Membership Agency, Membership Development Board</p>	<p>Members feel a connection, sense of belonging and feel supported during challenging financial situations. Reduction in loss of members at risk point (year 3). Data and feedback inform retention activities. Retention recognised as organisational priority. Renewal communications engaging and efficient inspiring renewals. Communications relevant, engaging, targeted, timely and reflects members diversity inspiring retention and advocacy. Strengthened volunteer engagement.</p>
<p>Recruit new members to maintain 2020 numbers (with stretch target of 1%) over three years.</p>	<ul style="list-style-type: none"> <li>- Maximise opportunities (online events etc) arising from COVID-19 to attract new members.</li> <li>- Remove barriers to joining and simplify processes such as Direct Debit.</li> <li>- Maximise membership value proposition and ensure it is clearly communicated.</li> <li>- Implement membership offers: £10 Student, 6 month, 50% discount event.</li> <li>- Free membership given as a taster</li> <li>- Create and retain student ambassadors.</li> <li>- Discounted memberships to employees of Corporate Members/Partners.</li> <li>- Work with Local Centres to promote/recruit members.</li> <li>- Council, Committees, SIGs use networks for recruitment</li> <li>- Create opportunities promote membership/volunteering.</li> <li>- Maximise all activities i.e. WPoTY, for recruitment.</li> <li>- Recruit international members through partners and targeted activities.</li> <li>- Ensure membership is inclusive and attractive to all, including young, early career scientists etc.</li> </ul>	<p>1 1 - 2 1 - 3  1 - 3 1 - 3 1 - 3 1 - 3 1 - 3 1 - 3 1 - 3</p>	<p>HQ Team, Membership Secretary, Membership Development Manager, IT Manager, External development, MarComms, CFO, Membership Development Board, Head of Partnerships Events Team</p>	<p>Membership value proposition is attractive to different target audiences. Barriers to membership joining process or operations are removed. Recruitment messages are optimised. Those attending Society events (national and local centre). Staff, Council, committees and SIGs encourage new members to join. Strengthened volunteer engagement.</p>

## ii. Events

The Society normally hosts between 50 to 70 events a year, including conferences, and Special Interest Groups, Local Centres and National meetings. Most of these events are run in partnership with others, are free to attend and currently, due to COVID-19, all are online. It is anticipated that even when it safe to run face-to-face events again, the Society will aim to host a blend of virtual, public and live-streamed events. The Meetings Committee oversees this Programme on behalf of Council and aims to deliver a full and varied programme of events. The Society will continue to support Local Centres and Special Interest Groups (SIGs) so they remain active and a core part of the Society.

**Aim** 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.

**To support Strategic Objectives 1, 2, 3, 4 and 5**

### Objectives:

- ACCESSIBILITY: Provide a more diverse range of event offerings through the supplementation of face-to-face meetings with virtual events, enabling increased accessibility and visibility.
- WEATHER AND CLIMATE: Ensure our programme matches the overarching mission statement for the Society.
- DIVERSITY: Increase the diversity of the groups we engage with and ensure the content we deliver is inclusive.
- IMPACT: Improve our ability to measure the impact of the activities we undertake.
- PARTNERSHIPS: Maintain existing and develop new appropriate partnerships.
- REACH: Maximise our reach, drive bigger audiences, and distribute our event content further.
- ENGAGEMENT: Provide content which encourages attendees to become new members and current members to attend.

<b>Output</b>	<b>Activity</b>	<b>When (Year)</b>	<b>Who</b>	<b>Outcome or Impact</b>
Each year successfully deliver: i) Atmospheric Science events for academics, professionals, and industry ii) Student and Early Career Scientists Conference iii) WeatherLive for the amateur meteorologists iv) Topical events as required i.e. Climate Science Forum, IPCC events	- Ensure events remain relevant to sector and aim to maintain and expand on interdisciplinary interest and diversity.	1	Events Team,	Support knowledge transfer and advancing science and its applications.
	- Gain a better understanding of delegates attending in-person and virtual events to inform events programme and trial diversifying times, formats locations.	1	Science Engagement Committee,	Any delegate fees kept to a minimum and aim for paid events to break even (including events manager time).
	- Review opportunity to make post-meeting content member-only and also how it may be accessible for those without internet access.	1	Science Engagement Manager,	Understand needs of audience / potential audience. Events more accessible and interactive. Increased reach. Increased number of organisations we partner with. Series of events that tour local centres. Post meeting content available online.
	- Renew MoU with NCAS.	1	Meetings Committees,	
	- Continue to partner with NCAS to deliver Atmospheric Science events.	1 - 3	Partners,	
	- Increase number and diversity of delegates for all events.	1 - 3		
	- Encourage members to attend meetings and non-member delegates to join.	1 - 3		
	- Encourage partners to host joint events and live stream events through hubs.	1 - 3		

<p>v) approx. 6 other national meetings</p> <p>vi) a series of short, taster or new format events.</p>	<ul style="list-style-type: none"> <li>- Ensure flexibility to host events of topical subjects at short notice, where there is a gap in the market or there is an identified need from the community.</li> <li>- Link accreditation opportunities to events including CPD button on thank you email.</li> <li>- Seek opportunities to charge for 'high value' events i.e. training or CPD events and for sponsorship.</li> </ul>	<p>1 - 3</p> <p>1 - 3</p> <p>1 - 3</p>	<p>Head of Partnerships</p>	<p>Possible new income from high value events and sponsorship.</p>
<p>Provide support to Local Centres and Special Interest Groups (SIGs) so they can maintain and grow their activities and audiences.</p>	<ul style="list-style-type: none"> <li>- Support Local Centres and SIGs according to their needs.</li> <li>- Facilitate a forum for them to share experiences, resources and best practice.</li> <li>- Publicise their activities to members and wider audiences through marketing and comms.</li> <li>- Investigate how they can contribute to the goals of the Society.</li> <li>- Review their terms of reference every two years.</li> <li>- Groups that are no longer functioning should be wound up after two dormant years.</li> <li>- Encourage new Local centres to form, support centres that are struggling, and Meetings Committee should consider any gaps for new groups to fill and linked to strategic partnerships and potential target audiences.</li> <li>- Connect Local Centres with their student ambassadors.</li> <li>- Encourage Local Centres to host National Meetings (two each year).</li> <li>- Continue to encourage local centres to act as hubs for National Meetings.</li> <li>- Provide a local framework or bespoke support networks for members and potential members by delivering social activities and events.</li> </ul>	<p>1 - 3</p> <p>1 - 3</p> <p>1 - 3</p> <p>1</p> <p>2</p> <p>1 - 3</p>	<p>Events Team, Meetings Committee, Partners, SIGs, Local Centres, Membership Manager, Head of Partnerships</p>	<p>Local Centres and SIGs contribute to and support the delivery of Society's strategy. Supports needs of members, attracts potential new members and partnerships. Support for student ambassadors. Include disengaged members, by providing networking opportunities. Local Centres and SIGs share best practice. SIGs bring like-minded people together and provide opportunities to share knowledge and set up networks to support research projects.</p>
<p>Offer a range of online, face-to-face and live streamed events that meet the needs of the community.</p>	<ul style="list-style-type: none"> <li>- Determine success of virtual meetings for future mix of virtual and in-person.</li> <li>- Identify opportunities to support members where virtual events are not of interest or possible.</li> <li>- Encourage interaction where possible during virtual events.</li> <li>- Trained group of people to act as event hosts.</li> <li>- Record each talk, allowing members and potential members who missed the live stream to watch it on-demand.</li> <li>- Address 'registration to live attendance' drop off for online events.</li> <li>- Actively seek partnership and co-branding for events, especially in a virtual scenario.</li> <li>- Increase pre- and post-event communication to our members around all our events.</li> </ul>	<p>1</p> <p>1</p> <p>1</p> <p>1 - 3</p> <p>1</p> <p>1 - 3</p> <p>1 - 3</p>	<p>Events Team, HQ Team, Local Centres</p>	<p>Online events reduce expenditure whilst increasing and diversifying attendance and delivering high-quality events. Aim to give the audience an exciting and dynamic selection of speakers on a virtual platform, through creating an events programme that engages with some of the biggest issues in the field of meteorology and atmospheric science.</p>
<p>Collective skills, experience and knowledge in Events Committees and Events Team to deliver a successful events programme.</p>	<ul style="list-style-type: none"> <li>- Develop and implement clear schedule of workflow for events team.</li> <li>- Regularly review Terms of Reference for the meetings committee and ensure succession planning of committee members.</li> <li>- Meetings Committee to meet regularly to oversee events programme.</li> <li>- Committees need to be mindful of diversity and ensure their committee and the event speakers are representative of the community in which it serves.</li> <li>- Each member of the committee should have a defined role or purpose.</li> <li>- Introduce a 'Diversity' champion on the events team and committees.</li> </ul>	<p>1</p> <p>1 - 3</p> <p>1 - 3</p> <p>1 - 3</p> <p>1 - 3</p> <p>1</p>	<p>Events Team, Meetings Committee, Events Organising Committees</p>	<p>The events programme meets the needs of the meteorological community. Successful succession planning for chairs and committee members. Committees mindful of diversity and representative of the community in which it serves.</p>

### iii. Scientific Publishing

Scientific publishing is one of the Society’s strengths and aims to deliver a high-quality portfolio of journals and book programme and support scientific knowledge management and promotion of the science. Income from scientific publishing makes up a significant portion of the Society’s total income and allows the Society to deliver several other important programmes of work and charitable activities. The business model of the Society is likely to be under strain due to the impact of Open Access. 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. The Society’s academic book aims to be recognised for its international, high-quality publications offering a more diverse choice of books. This Programme is overseen on behalf of Council by the Scientific Publishing Committee and the Editorial Boards for each journal in the portfolio.

**Aim:** 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.

**To support Strategic Objectives 1, 2, 3, 4 and 5**

#### Objectives:

- MAINTAIN: Manage and maintain scientific publishing and income generated from this activity.
- PARTNERS: Ensure publishing contracts provide security, longevity and quality to the journal portfolio.
- OPEN: Support a pathway to open science and mitigate any risks to the Society.
- EFFICIENT: Reduce turnaround times at peer review and production.
- DIVERSE: Increase the diversity and inclusivity of the individuals we engage with and the content we deliver.
- IMPACTFUL: Improve our ability to measure the impact of our content.
- REACH: Maximise our reach, drive more readers to our content, further increase journal profiles
- NET ZERO: Strive to achieve net zero emissions across our publishing activities.

<i>Output</i>	<i>Activity</i>	<i>When (Year)</i>	<i>Who</i>	<i>Outcome or Impact</i>
Manage and maintain contracts and income from scientific publishing.	- Successfully negotiate publishing contract for Society owned journals.	1	Head of	Maintained guaranteed income to the Society.
	- Regular meetings with publishing partner to ensure delivery of a successful publishing contract and revenues, and to monitor progress and implement journal plans.	1 - 3	Publishing, Scientific	Publishing contracts in place that provide a security, sustainable and high-quality journal portfolio. Strong working relationship with publishers.
	- Successful delivery of the Society’s publishing contracts.	1 - 3	Publishing	
	- Facilitate opportunities for innovation and ideas to grow the portfolio.	1 - 3	Committee,	
- Monitor changes in scientific research drivers i.e. focus on impact, return on investment, cross-disciplinary, international collaboration and ensure portfolio supports the drivers.	1 - 3	Publisher		
Grow output across the journal portfolio,	- Successfully launch new open access title.	1	Head of	Society recognised for delivering impact focused research and adding value to the meteorological community. Open access initiatives enable global accessibility to content and supports authors funding
	- Commission and attract high impact content across portfolio.	1 - 3	Publishing, Science	
	- Increase open access submissions across the portfolio.	1 - 3	Engagement	

<p>support science and authors from emerging economies, and increase visibility and impact.</p>	<ul style="list-style-type: none"> <li>- Increase submissions from China with support from regional editorial board members, and other regions as applicable per journal.</li> <li>- Explore funding opportunities with organisations eg. DFID, DFAT, Rockefeller Foundation, crowdfunding to support submissions from developing countries.</li> <li>- Strengthen referral network.</li> <li>- Encourage early career researcher involvement with the journals as authors, reviewers and part of our editorial boards.</li> <li>- Ensure key audiences for all journals are reached and explore new initiatives which broaden reach and consider interdisciplinary partnerships</li> <li>- Cohesive approach between Wiley marketing and Society communications team to build portfolio brand recognition.</li> <li>- Increase article accessibility by finding ways to disseminate our content to different audiences.</li> <li>- Increase visibility and access for Society members and to potential members.</li> <li>- Support authors in promoting their own work.</li> </ul>	<p>1 - 3 1 - 3</p>	<p>Manager, Scientific Publishing Committee, Publisher, MarComms</p>	<p>mandates. Content representative and supportive of international research programmes. Authors feel valued and that there is a place for their articles within our portfolio. Early Career Researchers are supported in their professional development. Increased exposure to journal content to a relevant audience. Relevant journals visible to an interdisciplinary audience. New audiences reached through social media activities. Members have increased access to journal content and content available in formats of interest to amateur enthusiasts as well as academics and professionals. Non-members see value of member journal and seek membership. Authors can publish with regardless of geography and funding availability.</p>
<p>Implement Open Access strategy and support Open Research</p>	<ul style="list-style-type: none"> <li>- Update data sharing policy across portfolio.</li> <li>- Review annually and implement the Open Science strategy.</li> <li>- Ensure publisher is active in conversations relating to transitional agreements and transparent about risks and opportunities.</li> <li>- Increase profile of portfolio and encourage Open Access content for authors where relevant agreements are in place.</li> <li>- Strengthen editorial boards to have members from those countries and have tools available to communicate benefits.</li> </ul>	<p>1 1 - 3 1 - 3 1 - 3 1 - 3</p>	<p>Head of Publishing, Science Engagement Manager, Scientific Publishing Committee, Publisher</p>	<p>Managing the transition to Open Access while maintaining income to the Society. Society's portfolio is sustainable, and authors supported and have choice. Society visibly welcoming of open research and authors are aware of the opportunities Society journals provide. Editorial board are supported in communicating to their networks.</p>
<p>Improve quality of publications and work towards net zero emissions in publishing activities</p>	<ul style="list-style-type: none"> <li>- Develop advisory panels and editorial boards to support high quality submissions.</li> <li>- Growth in special issue output and cross portfolio collaboration initiatives.</li> <li>- Commission new types of content as relevant to each journal.</li> <li>- Regular dialogue between Society/Editors and publisher to maintain a strong and productive working relationship.</li> <li>- Work closely with publisher to benchmark emissions and implement pathway to net zero emissions across portfolio.</li> </ul>	<p>1 1 - 3 1 - 3 1 - 3 1 - 3</p>	<p>Head of Publishing, Science Engagement Manager, Scientific Publishing Committee, Publisher</p>	<p>Content remains topical, collaborative and innovative. Community and membership readership needs are understood and met. Increase in impact factors, improvement in journal ranking, increase in submissions, growth in subscribers and revenue. Society journals are recognised as the place to publish research for scientists and professionals from the meteorological community.</p>
<p>Improve publishing experience for authors and</p>	<ul style="list-style-type: none"> <li>- Improve the time from submission to publication to meet with agreed targets.</li> <li>- Simplify and increase flexibility in submission formats.</li> <li>- Explore benefits of different peer review models.</li> <li>- Succession planning for new Chair of Scientific Publishing committee.</li> </ul>	<p>1 1 1</p>	<p>Head of Publishing, Scientific Publishing</p>	<p>Improved author experience. Journals are recognised for fast turn-around times. Research is published quickly. Authors feel valued. Author and publisher meet shared common goal: to publish the</p>

recognise importance of Editors, editorial boards and reviewers.	<ul style="list-style-type: none"> <li>- Encourage referral networks between journals.</li> <li>- Increase involvement of early career researchers in review process to increase reviewer pool.</li> <li>- Succession planning for Editors and editorial board members as required.</li> <li>- Provide support and guidance to editorial boards and encourage sharing of best practice between boards.</li> <li>- Recognise excellence of authors, members of editorial boards and reviewers through awards, prizes etc.</li> </ul>	<p>1 1 - 3 1 - 3  1 - 3 1 - 3  1 - 3</p>	Committee, Publisher	best possible research in the most effective way. Maintain productive editorial boards and strong leadership from Editors and Chair of Scientific Publishing Committee.
Book publishing	<ul style="list-style-type: none"> <li>- Work with new publishing partner to deliver at least two academic books per year.</li> <li>- Look for non-academic opportunities that meet membership interests eg. WPoTY book, trade discounts, endorsement opportunities.</li> </ul>	<p>1 - 3  1 - 3</p>	Head of Publishing, Book Series Editor, Publisher, Science Engagement Manager	Society is recognised for its international high-quality academic book programme and continued growth in sales. Members have a more diverse choice of books available to them. Increased member benefits.

#### iv. Education

The Society aspires that every student should leave school with the basic weather and climate literacy. It also promotes meteorology, as a science and profession, to encourage a more diverse student base to consider a career in meteorology. The Society endeavours to maintain and raise the profile of weather and climate by responding to Government and Exam Board consultations and develop resources to support new curricula and exam specifications in both Science and Geography. 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. The Education Committee oversees this programme on behalf of Council (this was previously the Education and Outreach Committee, and outreach and public engagement will be overseen by the Science Engagement Committee).

**Aim** To bring weather and climate science to a growing and increasingly diverse audience of young people within UK educational settings.

**To support Strategic Objectives 1, 2, 3, 4 and 5**

#### Objectives:

- SUPPORTING: Provide support to trainee and established teachers in the UK Improved understanding of weather and climate by geography and science teachers and trainee teachers, leading to both more and better classroom teaching.
- CLIMATE LITERACY: Every student should leave school with the basic climate literacy that would enable them to engage with the messages put forward by the media or politicians, or to make informed decisions about their own opportunities and responsibilities.
- WEATHER LITERACY: Every student should leave school with the basic weather literacy that allows them to understand the weather that affects them, their leisure activities and the careers they choose to follow.
- DIVERSITY: To increase the diversity of the groups we engage with and the cultural diversity in the content we deliver.
- IMPACTFUL: Providing resources and training for teachers, input to educational bodies and encouraging the next generation of meteorologists that can be measured by improving our ability to produce impact reports.
- PARTNER: Maintain existing and develop new appropriate partnerships.
- INNOVATE: Creating opportunities for creative thinking to stimulate ideas and suggestions to support the education sector and to be responsive to new opportunities.
- NET ZERO: To strive to reduce emissions and promote net zero in our education activities.

<b>Output</b>	<b>Activity</b>	<b>When (Year)</b>	<b>Who</b>	<b>Outcome or Impact</b>
Provide support to trainee and established teachers in the UK	<ul style="list-style-type: none"> <li>- Explore new opportunities arising due to COVID-19 and deliver where appropriate ie online CPD, DIY resources for students.</li> <li>- Develop and deliver teacher training and CPD resources for teachers with partners and on a variety of platforms.</li> <li>- Communicate support and resources to teachers, aiming to increasing reach and diversity.</li> </ul>	<p>1</p> <p>1 - 3</p> <p>1 - 3</p>	Head of Education, Education committee, Volunteers	Improved understanding of weather and climate by geography and science teachers and trainee teachers, leading to both more and better classroom teaching. Increased reach and diversity through partnership and multiple platforms. Weather and climate literate students.

<p>Classroom Resources developed /delivered in partnership, reaching diverse audiences across the devolved nations and measuring impact.</p>	<ul style="list-style-type: none"> <li>- Continue to develop new MetLink platform, promote and evolve the structure of the site.</li> <li>- Develop and update the resources provided by MetLink and provide opportunities for innovative suggestions for partnerships and funding.</li> <li>- Resources to support climate teaching in secondary science through partnerships.</li> <li>- New climate teaching resources focussed on COP26 and the IPCC AR6.</li> <li>- Promote fieldwork including Fieldwork Week (2022) and fieldwork opportunities arising from COVID-19.</li> <li>- Explore measuring impact of weather and climate literacy ie through national polls etc.</li> <li>- Reduce emissions and promote net zero in education activities</li> </ul>	<p>1 - 3 1 - 3 1 - 3 1 - 2 1 - 2 1 - 3 1 - 3</p>	<p>Head of Education, Education committee, Volunteers, Head of Partnerships, Partners</p>	<p>Reach a larger and more diverse audience of UK teachers, specifically with key resources such as the climate negotiations and 11-14 textbook. Weather and climate literate students and increased diversity of use of our resources. Increasing quantity and quality of fieldwork in primary and secondary schools, including increased diversity.</p>
<p>Advice to education sector and services including examining bodies, Departments for Education and Government agencies such as Ofqual.</p>	<ul style="list-style-type: none"> <li>- Develop a general position document on weather and climate in the school curriculum ahead of any future national curriculum reviews.</li> <li>- Preparing for the new Welsh curriculum by developing CPD and resources to support the new Welsh curriculum, through partnerships.</li> <li>- Ongoing dialogue with the Examination Boards and continued monitoring of content and quality of met in A-Level geography examinations.</li> </ul>	<p>1 1 - 3 1 - 3</p>	<p>Head of Education, Education committee</p>	<p>Weather and climate literate students and increased diversity of use of our resources in Wales. Prepared for any review of the curriculum in the UK. Improved quantity and quality of weather and climate questions in exams, leading to more time spent on these topics in lessons and greater demand for teacher CPD.</p>
<p>Promote atmospheric science and related fields as a career</p>	<ul style="list-style-type: none"> <li>- Support and promote university courses and other routes into meteorology, atmospheric science and other STEM subjects for climate change adaptation and mitigation</li> <li>- Share careers advice and information through partnerships.</li> </ul>	<p>1 – 3 1 - 3</p>	<p>Head of Education, Education committee, Science Engagement Manager, MarComms</p>	<p>Greater pool of potential candidates for recruitment throughout the sector. Next generation of meteorologists.</p>

## 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. This Programme is overseen by the Accreditation Board, which is supported by two bodies: the Vocational Qualifications Group and the Course Evaluation and Continuing Professional Development (CE/CPD) Panel. The former provides advice on matters relating to the Regulated Qualifications Framework (RQF) and is made up of representatives from the vocational qualification Assessment Centres and the Awarding Body. The CE/CPD Panel is made up of CMets and reviews the Professional Development records of Chartered Meteorologists (CMets) and Registered Meteorologists (RMets), and reviews evaluations of meteorological training courses against WMO standards.

**Aim:** 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.

**To support Strategic Objectives 1, 2, 4 and 5**

### Objectives:

- RELEVANT: Aim to make professional accreditation in meteorology central to employers and a requirement for their employees.
- ENGAGE AND DIVERSIFY: To increase the number of accredited meteorologists, ensure the diversity of those supporting and applying for accreditation in line with the cross-section of the community, and adding value and greater recognition to the CMet and RMet professional programmes.
- SUPPORT AND RECOGNITION: Improve retention with a target to lose no more than 4% CMets and 8% RMets per year.
- IMPROVE EFFICIENCY: Promote uptake of accreditation programmes through improved and streamline processes.
- INFLUENCE: Further develop continuing professional development opportunities for the community and publicise other relevant opportunities.

<b>Output</b>	<b>Activity</b>	<b>When (Year)</b>	<b>Who</b>	<b>Outcome or Impact</b>
Increase the number of accredited meteorologists through engagement with individuals and organisations so they recognise the value of professional accreditation and encourage employers to make it a requirement for employees.	<ul style="list-style-type: none"> <li>- Promote the value of accreditation schemes to targeted employers and a potential requirement for employees.</li> <li>- Ensuring the competencies remain relevant and in line with current technical requirements and specialisms.</li> <li>- Agree annual assessment plans and pre-set dates with employers.</li> <li>- Create compelling content across all channels and messaging to 'sell' the benefits of accreditation.</li> <li>- Ensure diversity of those applying for accreditation reflects the sector.</li> </ul>	<p>1 - 3</p> <p>1 - 3</p> <p>1 - 3</p> <p>1</p> <p>1 – 3</p>	<p>Accreditation Board</p> <p>Accreditation Manager,</p> <p>Membership Secretary,</p> <p>MarComms</p>	Growth in number of RMets and CMets, and therefore membership. Accreditation seen as career development step especially for early careers. Recognition of equivalence with other qualifications. Raised awareness of accreditation across the community.
Engage with current RMets and CMets so they continue to	<ul style="list-style-type: none"> <li>- Consult CMet and RMet community through survey.</li> <li>- Create a community amongst the accredited members.</li> </ul>	<p>1</p> <p>1</p> <p>2 - 3</p>	<p>Accreditation Board</p>	Improved retention of RMets and CMets. Understanding of how community values accreditation and feedback informs improvements.

recognise the value of professional accreditation.	<ul style="list-style-type: none"> <li>- Keep professional development and accreditation framework under review.</li> <li>- Encourage all staff to recognise importance of professional accreditation achievements and promote to community.</li> <li>- Seek assistance from members of the CMets and RMets schemes to assist with other Society initiatives.</li> </ul>	1 - 3 1 - 3	Accreditation Manager, Membership Secretary, HQ Team	Provides connection and sense of belonging. Accreditation community feel valued. Growth in number of assessors and reviewers from current RMets and CMets.
Promote uptake of accreditation programmes through improved and streamline processes.	<ul style="list-style-type: none"> <li>- Streamline application process linking to employer procedures.</li> <li>- Review of specialisms and competency to broaden relevance disciplines and ensure alignment with current industry skills requirements.</li> <li>- Redesign webpages and improve online application process/administration via ACCSYS.</li> <li>- Investigate current and future requirement for RQFs and related Assessment Centres.</li> <li>- Provide advice to employers, potential applications and those wanting to transition from RMet to CMet.</li> <li>- Review application process and discount for transition from RMet to CMet.</li> <li>- Align ACCSYS and documentation to reflect updates.</li> </ul>	1 1 1 1 1 - 3 1 - 3 1 - 3	Accreditation Board Accreditation Manager, Membership Secretary, IT Manager	Streamlined process removes barriers and duplications for candidates. Alignment with RQFs vocational qualifications in meteorology to identify exemptions for RMets and CMets. Increased number of applications. Accreditation schemes remain relevant and fit with current industry skills requirements.
Ensure accreditation is recognised by regulation frameworks and further develop continuing professional development (CPD) opportunities for the community and publicise other relevant opportunities.	<ul style="list-style-type: none"> <li>- Review current CPD activities (Society and external) and look for gaps where the Society can partner with others to develop new CPD.</li> <li>- Publicise CPD activities to the community.</li> <li>- Develop a business plan for CPD activities.</li> <li>- Ensure the Society continues to be the regulatory body for professional accreditation in meteorology in the UK post Brexit.</li> <li>- Seek international opportunities to publicise the Society's professional accreditation schemes and ACCSYS.</li> </ul>	1 1 - 3 2 1 - 3 1 - 3	Accreditation Board Accreditation Manager, Membership Secretary, Head of Partnership	Community benefits from increased CPD opportunities. Society maintains status as Competent Authority and Regulatory Body. International meteorologists benefit from CPD and professional accreditation in meteorology.

## vi. Science Engagement

The Society recognises the importance of engaging in conversations and providing evidence-based information about weather and climate. By being an active participant in these discussions the Society can provide constructive contributions that represent the interests of meteorology whilst increasing its visibility as an independent, authoritative voice on weather and climate.

**Aim:** 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.

**To support Strategic Objectives 1, 2, 3, 4 and 5**

### Objectives:

- VISIBILITY: Raise public awareness about weather and climate and the work of the Society including its role as an independent, authoritative voice on the science.
- ENGAGEMENT: Proactively engage with people of all ages and backgrounds about weather and climate, through online public engagement and outreach activities, via social media, connecting with other Society activities (ie events, education etc) and through media interviews.
- AUTHORITATIVE: Ensure science engagement activities are easily accessible, inclusive, relevant and accurate.
- CAREERS: Enthuse and support the next generation of meteorologists, from childhood to adolescence, and including underserved backgrounds.
- EVIDENCE-BASED: Provide evidence-based advice and support to communicators, businesses, policy- and decision-makers through statements, briefing papers, events and training.

<b>Output</b>	<b>Activity</b>	<b>When (Year)</b>	<b>Who</b>	<b>Outcome or Impact</b>
Raise public awareness about weather and climate	Deliver COP26 Action Plan: <ul style="list-style-type: none"> <li>- Develop statements or communiqués designed for different stakeholder communities, including government, media and general public. Collaborate with relevant UK and international organisations/institutes/societies to strengthen the message and increase reach.</li> <li>- Commission and publish a series of briefing papers on topics relevant to COP26.</li> <li>- Run an event(s) in the run up to COP26, well timed around key events and in partnership with relevant organisations.</li> <li>- Publish a COP26 related special issue of <i>Climate Resilience and Sustainability</i>.</li> <li>- Regularly showcase educational climate resources and book.</li> </ul> Develop and deliver annual science engagement plans relating to other key milestones, such as IPCC Assessment Reports, future COPs etc.	1 1 1 1 1 2 - 3	Science Engagement Manager, Science Engagement Committee, Climate Science SIG, MarComms	Recognition as the respected and impartial voice of weather and climate. Demonstrate proactiveness in the climate community whilst also ensuring we maintain a balance with our outputs in weather. Be supportive of all elements of society in their requirements for information around climate change. Attract new members and volunteers from the climate community.
Proactively engage with people about weather and climate through public engagement and outreach	<ul style="list-style-type: none"> <li>- Review partnerships, both nationally and internationally. Prioritise collaborative activities and events to widen reach.</li> <li>- Develop an appropriate Ambassador Scheme.</li> <li>- Transition theWeather Club to be fully integrated into RMetS website, publicise relaunch</li> <li>- Publish regular content for general public audience and promote via all relevant social media channels.</li> </ul>	1 1 1 1 - 3	Science Engagement Manager, Head of Publishing, MarComms, Events team,	Freely available resource of information consisting of a thorough bank of basic weather and climate articles and increased sign-up to the monthly (non-member) newsletters. Content more accessible to a broader audience.

<p>activities, via social media, and through media interviews</p>	<ul style="list-style-type: none"> <li>- Invite individuals from academia or industry to write guest articles on weather and climate – showcasing their research, career experience etc.</li> <li>- Ensure sufficient marketing and comms across all public engagement activities.</li> <li>- Further develop, assess, and improve information dissemination initiatives and communications for target audiences, e.g. Weather Insights, Research Summaries, videos, podcasts and infographics. Partner with a diverse set of authors on these activities.</li> <li>- Grow awareness (national and international) through Weather Photographer of the Year competition, related publications and other opportunities.</li> <li>- Partner in at least one citizen science project related to weather and/or climate each year and publicise activity and findings.</li> <li>- Continue to actively engage with the media, delivering regular interviews with journalists whilst maintaining media contacts.</li> <li>- Explore any opportunities for international local centres through virtual events.</li> </ul>	<p>1 - 3 1 - 3 1 - 3 1 - 3 1 - 3 1 - 3 2</p>	<p>Membership and Accreditation Manager</p>	<p>Increased visibility and awareness in both the scientific and public communities. Widen our exposure to the general public whilst diversifying revenue. Partnering with new organisations and initiatives to reach new audiences. Identifying individuals in different communities to represent the Society and its values will help encourage trusted engagement and create supportive networks for both members and non-members. Wider international reach.</p>
<p>Enthuse and support the next generation of meteorologists, from childhood to adolescence, and including underserved backgrounds.</p>	<ul style="list-style-type: none"> <li>- Review and online career resources and ensure we have relevant, up-to-date information for all ages.</li> <li>- Build upon the first careers insert in <i>Weather</i>. Look for sponsorship opportunities and aim to publish a careers insert annually.</li> <li>- Improve on advice and support to early career scientists.</li> <li>- Provide tailored communications to student members, dependent on their year of study and priorities.</li> <li>- Increase early career scientist’s participation on our editorial boards and within peer review.</li> <li>- Publicise Jobs Board</li> <li>- Explore hosting a yearly careers event, perhaps in partnership with other organisations.</li> </ul>	<p>1 - 3 1 - 3 1 - 3 1 - 3 1 - 3 1 - 3 2 - 3</p>	<p>Science Engagement Manager, Head of Publishing, Head of Education, MarComms, Head of Partnerships, Membership and Accreditation Manager</p>	<p>Students and the next generation of meteorologists recognise Society as go-to place for careers advice and support. Organisations are supported and aware of our connectivity with employees of the future. Students recognise the importance of accreditation and how it can add value to their career progression.</p>
<p>Provide evidence-based advice and support to communicators, businesses, policy- and decision-makers.</p>	<ul style="list-style-type: none"> <li>- Develop annual refresher training to attendees and quarterly newsletters from the Society.</li> <li>- Build upon the Climate Change Communication Training for broadcast meteorologists and journalists, and broaden to other organisations like EA, utility companies etc.</li> <li>- Look for new sectors within which we can deliver the training ie EA, utility companies and seek to offer training as a corporate member benefit.</li> <li>- Deliver events in partnership with others that would support policy and decision makers.</li> </ul>	<p>1 1 - 3 1 - 3 2 - 3</p>	<p>Science Engagement Manager; Chief Executive; Head of Partnerships; Comms team</p>	<p>Raise awareness of the work of the Society. The Society is able to contribute to a wider public dialogue on topics around weather and climate science, provide constructive contributions that represent the interests of meteorology whilst increasing the Society’s visibility as an independent, authoritative voice on weather and climate.</p>

## vii. Support Activities

The Society will undertake a number of support activities including: 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. By the end of this 3-year plan, the Society's current website will be 5 years old and so an audit and website review will take place to plan for any future developments that may be required. The House Committee oversees the support activities that are part of the general activities of the Society and is overseen by the Strategic Programme Board if they are strategic projects.

<b>Output</b>	<b>Activity</b>	<b>When (year)</b>	<b>Who</b>	<b>Outcome or Impact</b>
Implementation of the governance review	<ul style="list-style-type: none"> <li>- Complete regular governance health checks every 3 years.</li> <li>- Provide recommendations to Council to ensure strong governance.</li> <li>- Implement recommendations and update policies as required.</li> <li>- Monitor regulation changes, remain informed and ensure compliance.</li> <li>- Review third party support for H&amp;S and HR to ensure they provide effective support.</li> <li>- Ensure effective in-house HR administration support.</li> </ul>	<p>1</p> <p>1 - 3</p> <p>1 - 3</p> <p>1 - 3</p> <p>1 - 3</p>	House, Executive Team, Council	Strong governance is fundamental to the success of Society. It enables and supports compliance with the law and relevant regulations. It also promotes a culture where everything works towards fulfilling the Society strategic vision. Regulations and Compliance including any changes in Charity Law, H&S regulations and Employment Law etc. Safeguard the Society, ensuring it remains compliant.
Productive Resource Management	<ul style="list-style-type: none"> <li>- Ensure Society has required resources with right balance of skills, knowledge and diversity to deliver the outputs and outcomes.</li> <li>- Set objectives that include metrics for staff where appropriate and key performance indicators for individuals or teams responsible for delivering outputs.</li> <li>- Providing training and development for staff as required.</li> <li>- Complete regular skills analyses of the Executive Team and ensure skill gaps are filled when opportunities arise and through training activities.</li> <li>- Ensure Council has the right balance of skills, knowledge and diversity to deliver the Society strategy and provide strong governance.</li> <li>- Complete an annual skills gap analysis and ensure skill gaps are filled through future vacancies on Council and training activities.</li> <li>- Provide induction training to new trustees.</li> <li>- Deliver Strategic Capability by allocating time and resources to develop informed, long-term strategies.</li> <li>- Introduce activities and opportunities that will encourage innovation and creative thinking.</li> </ul>	<p>1 - 3</p> <p>1</p>	House, Executive Team, Council	A strong Executive Team and Council will ensure successful delivery of the Society's Strategic Plan and foster the expansion of ideas. The Society will continue to focus its long-term strategic aspirations whilst managing uncertainty and risks. Strategic thinking and developing a robust capability at all levels will ensure successful delivery of the Society's Strategic Plan.

Headquarters' building maintenance and office management	<ul style="list-style-type: none"> <li>- Regular maintenance of the Society's building.</li> <li>- Ensure upgrades support greater energy efficiency and a reduction in emissions.</li> </ul>	1 -3 1 -3	Executive Team	Ensure the Society headquarters are fit for purpose and any required upgrades support out net zero commitment.
Support and engagement from other member bodies.	<ul style="list-style-type: none"> <li>- Active participation on relevant Council and Committees of International Forum of Meteorological Societies, the European Meteorological Society, and the Science Council.</li> <li>- Assist with exchange of knowledge and best practice.</li> <li>- Contribute to the developments that will benefit the meteorological community.</li> </ul>	1 - 3  1 -3 1 -3	Executive Team, General Secretary	<p>The Society is recognised for its contribution to the community and can benefit from the knowledge and experience of other similar organisations whilst sharing best practice with others.</p> <p>The Society can represent the meteorological community with an independent and authoritative voice on areas of importance for meteorological science and the profession.</p>

