The Council, Officers and Committees of the Society have continued to use the Strategic Plan, first laid out in 2008, revised in 2012, and revisited in 2017, as a tool for guidance and management leading to achievement of the strategic goal of the Society as stated in its original Charter:

The Cultivation of the Science of Natural History in all its Branches.

The main elements of the current Strategic Plan are:

**Be an inspiration for the scientific study of natural history and widen the appeal of the Society**
- Arrange and hold scientific meetings
- Publish peer-reviewed journals and books
- Award prizes, grants and medals
- Develop the educational programme to targeted groups
- Ensure that Public Benefits are as comprehensive as possible

**Be an informed, independent voice in matters relating to natural history**
- Raise public awareness of issues in natural history
- Raise government awareness of issues in natural history
- Maintain successful relationships with the press and media

**Be a forum for our Fellows and others interested in natural history**
- Provide an outlet for Fellows’ expertise and interests
- Link our Fellowship in common causes
- Provide relevant support for other individuals and societies interested in the study of natural history
- Increase the Fellowship, whilst maintaining membership standards

**Be a centre for the study for natural history**
- Maintain our collections and library to the highest possible standards
- Provide access to our collections and library for a wide audience

**Provide long-term user access to the Society’s rooms at Burlington House**
- Secure the Burlington House premises for our users
- Expand existing and develop additional income streams for the Society

**Inspiring and Informing – A Forum for Natural History**

The Linnean Society of London, Burlington House, Piccadilly, London, W1J 0BF