



The Linnean Society of London

STRATEGIC PLAN 2016–2020

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