

Introduction

The BSBI has seen many organisational changes during last few years including a change in name, becoming a company limited by guarantee, an increase in staff numbers, changes in honorary officers and others closely involved in managing the Society etc. Trustees felt that these changes presented a good opportunity to review Society operations strategically and set out our planned way forward in a guiding document.

This Plan is to be used by BSBI staff, officers, committee members and volunteers and to provide useful information for BSBI members and other stakeholders.

Mission Statement, Purpose and Values

Mission Statement

To advance the study and enjoyment of wild plants and support their conservation in Britain and Ireland.

The Objects of the BSBI as set out in the Articles of Association and registered with the Charity Commission are:

- To promote the study of, and interest in, the British and Irish vascular plant and charophyte flora.
- To support, encourage, carry out and participate in research into the taxonomy, ecology, biogeography and conservation of the British and Irish flora and to co-operate with Continental and other botanists in matters of mutual interest and concern.

This can be summarised into a short statement of purpose.

Purpose

To support and encourage amateur and professional botanists to participate in research into the taxonomy, ecology, biogeography and conservation of the British and Irish flora.



The Strategic Plan and the Action Plan that stems from it must aim to embed BSBI core values.

Values

Accuracy in all our activity; projects, research, events, documentation, etc.

Expertise that is widely acknowledged and respected in botanical circles and further afield

Respect for all our members and stakeholders; their opinions and endeavours

Independence from other organisations

Five Year Target

Over the next five years, we will consolidate our reputation as the leading organisation for botany in Britain and Ireland. To achieve this we will:

1. Provide increased opportunities for botanists of all abilities to participate in our activities, including the means for improving their skills.
2. Contribute to, and improve the quality of, botanical research in Britain and Ireland.
3. Increase awareness of the Society and recognition for its accomplishments.
4. Take significant steps to strengthen the Society as a whole, allowing it to support botanists effectively into the future.



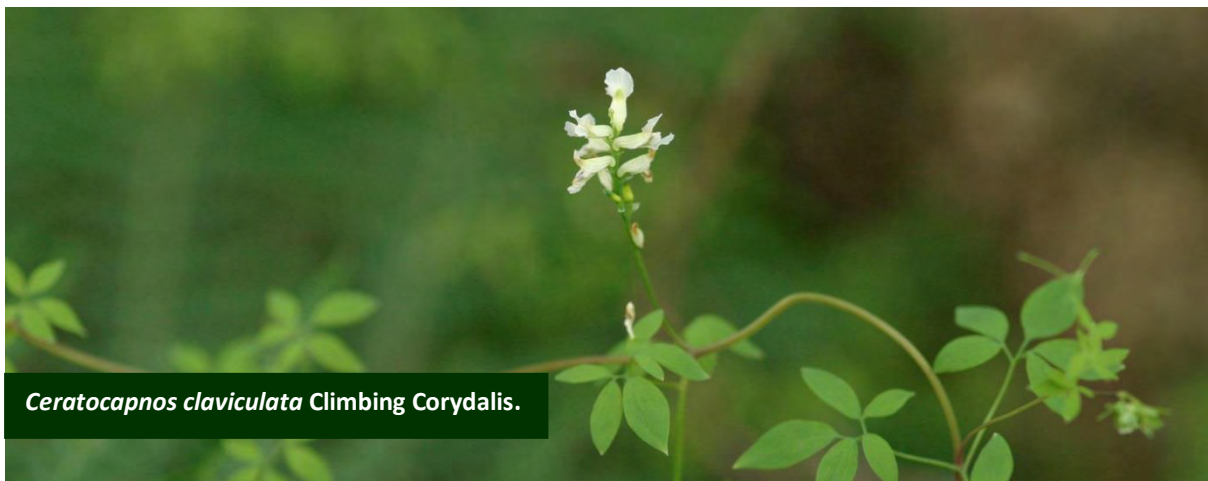
How we will achieve this

1. Provide increased opportunities for botanists of all abilities to participate in our activities, including the means for improving their skills.

- Improve membership benefits and opportunities for involvement:
 - Maintain or increase BSBI membership and ensure membership benefits are attractive.
 - Provide opportunities for active involvement in the Society.
 - Support the development of a local groups network.
 - Review BSBI publications and other possible in-house publications.
- Widen and increase training and education activity:
 - Increase provision of training opportunities.
 - Provide information targeted at specific groups to encourage wider involvement in training meetings/ events.
 - Ensure resources are in place to increase activity.
 - Support the development and rolling out of a FISC programme across the UK and Ireland.
 - Promote botany as an academic subject.

2. Contribute to and improve the quality of botanical research in Britain and Ireland.

- Strengthen research activities and services:
 - Support and exploit in-house scientific expertise.
 - Promote the scientific services available.
 - Ensure success of existing projects (Atlas, NPMS, Rare Plant Registers etc.).
 - Improve data management and use.
 - Establish new projects.
 - Develop/ strengthen strategic partnerships and collaborations.
 - Ensure the VCR & referee systems are robust and active.
- Ensure effective dissemination of BSBI science:
 - Support and strengthen New Journal of Botany and other publications.
 - Ensure the timely publication of project outputs.
 - Hold regular conferences as a scientific forum.
 - Ensure the scientific contributions of BSBI are explicit in our own outputs, and those of others.



3. Increase awareness of the Society and recognition for its accomplishments.

- Increase the awareness of the BSBI as a leader in botany:
 - Set out a clear communications strategy.
 - Improve and maximise the impact of BSBI material.
 - Produce material and attend events to reach target audiences.
 - Increase press and media recognition.
 - Increase recognition amongst partner organisations.

4. Take significant steps to strengthen the Society as a whole, allowing it to support botanists effectively into the future.

- Improve communications:
 - Look to provide members with appropriate information.
 - Improve communications between staff.
 - Review materials sent to our general membership.
- Ensure financial sustainability:
 - Balance the BSBI operating budget.
 - Set and monitor financial budgets.
 - Identify and explore new funding streams, including commercial opportunities.
 - Rationalise spending where there are opportunities to do so.
- Improve internal efficiency and governance:
 - Improve BSBI governance including the flow of information
 - Look to bring together committees in a more complementary manner.
 - Establish robust Human Resource systems.
 - Optimise the use of technology.
 - Review skills in BSBI.
 - Establish systems that support continuity.

Priority activities are highlighted in grey.

Use of this Document

This Strategic Plan was adopted by the BSBI Board of Trustees on 23 July 2014 and shall be operational until 31 March 2018.

An Action Plan will be used to deliver the Strategic Plan and direct activity over the next 5 years. The Action Plan is an internal working document and will be reviewed and updated on a regular basis.

An analysis of the Society's Strengths, Weaknesses, Opportunities and Threats was produced to inform the production of both the Strategic Plan and Action Plan.

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