The Lyell Centre for Marine and Earth Science and Technology – *Strategy and Mission*

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**The Lyell Centre** offers a unique environment that integrates the research and specialist expertise of HWU and BGS.

**The Strategy**
Create a central hub and a platform for innovation:
- Built around core research themes;
- Supported by a portfolio of income from multiple sources and embedded in a powerful global strategy.

**The Mission**
- Spark *novel and transformative ideas* beyond traditional boundaries.
- Encourage *new quality of science culture*
- Create a vibrant home for a *new generation of academic leaders*, at junior to senior level, and students.
- Become a *focal point of engagement*, from internal and external experts, and a hotspot for communication, knowledge exchange and advice for non-academic stakeholders, policy makers and society.

**Lyell Centre’s Innovation Platform**
- Identify and develop talent, at all levels.
- Build momentum.
- Active approach to innovation and industrial partnerships.
- Implement tailored internationalization strategy.
- Maintain a mixed funding portfolio, underpinned by large schemes and strategic direction.
- Develop corporate identity and international profile; initiate a *Lyell Affiliate program*.

**Become focal point of engagement, communication, innovation.**

**Support new science culture** – build on scientific excellence, shared values and identity, plus a common responsibility to work for a sustainable future.