

Our strategic direction on a page

PURPOSE

Monitoring coastal change for informed risk management decisions, while promoting continuous learning and education for all stakeholders

VISION

The vision for 2026 is to be a role model monitoring centre that provides an accessible platform of understandable coastal process data

MISSION

Delivering a dynamic evidenced programme, optimising access to coastal process data and engaging stakeholders

Our mission will be delivered by adhering to our 3 pillars

PILLAR 1

Consistently optimising access to interpreted coastal data

PILLAR 2

Committed to ongoing engagement with all levels of stakeholders

PILLAR 3

Continually ensuring highest priority locations

OUR VALUES

HIGHEST ACHIEVABLE STANDARDS

Consistent delivery builds trust with our stakeholders through dependability

RESOURCEFULNESS

We recognise for a small team, to achieve more than our expectations, we must seek opportunities in collaborations and technological developments

DATA, NOT OPINIONS

An evidence based approach requires empirical methods. We measure to ensure our decisions are informed and not guesswork

PEOPLE ARE OUR GREATEST ASSET

Committed, forward thinking, supported and motivated people create inconceivable efficiencies and solve problems we didn't know existed

GLOBAL RESPONSIBILITY

Wales, as a nation, aims high for sustainability and we endeavour to benefit the people and planet through contributions of shared progress, learning and experiences

IMPLEMENTATION

Strategic
Direction

1.
Business
Plan

- Aims
- Objectives
- (National Strategy)

2. Phase
Plan

- Governance
- Methods
- Timeframes

3. IMS

Processes and
Organisational
Habits