## BVA strategic plan 2021-2023

### At a glance

#### OUR VISION

We are the leading body representing, supporting, and championing the whole UK veterinary profession

#### OUR MISSION

A strong, respected, and diverse veterinary profession in which vets are fulfilled and play a leading role in animal health and welfare, public health, and sustainability

#### OUR VALUES

Responsive / Collaborative / Influential / Proactive / Evidence-led / Open, honest, and transparent / Inclusive / Innovative / Leading

#### OUR STRATEGIC AIDS

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<tr>
<th>Leadership and representation of the profession</th>
<th>Member engagement and support</th>
<th>A sustainable organisation</th>
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**We will:**

- Proactively campaign on the issues that matter to members
- Put members’ views at the heart of the big issue debates from regulatory reform and veterinary capacity to animal welfare and sustainability
- Work with partners to deliver the next phase of Vet Futures
- Maintain our high media visibility and grow our social media engagement
- Develop our Branches and work in partnership with others to speak with one voice

**We will:**

- Enhance the digital offering of our journals
- Provide the tools and resources for every workplace to meet our Voluntary Code
- Work with Vetlife to promote veterinary wellbeing
- Support students and recent graduates and engage them in our campaigns
- Develop our relationships with veterinary community groups
- Support our members to become BVA Ambassadors

**We will:**

- Secure our member retention levels and grow our membership
- Protect our main income sources, including our journals and CHS
- Develop new and diverse income streams, including BVA Live and corporate partnerships
- Commit to the Good Workplaces Voluntary Code to support staff development and wellbeing
- Work towards silver accreditation under Investors in the Environment
- Invest in technology to upgrade our member database