At a glance

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

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

**OUR STRATEGIC AIDS**

**Leadership and representation of the profession**
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

**Member engagement and support**
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

**A sustainable organisation**
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