

# BVA strategic plan 2021-2023

## At a glance

### OUR VISION

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 MISSION

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 AIMS



#### 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