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.

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

VALUES
LEADING: We are an influential, supportive and progressive leader for the UK veterinary profession, providing a strong voice for vets.
EVIDENCE-BASED: We collaborate to drive positive change on the issues which matter most to our members.
PROACTIVE: We have a robust policy development process underpinning our innovative campaigning.
INCLUSIVE: We value everyone and bring people together, demonstrating leadership on equality, equity, diversity and inclusion.

STRATEGIC THEMES
People — Animals — Planet

STRATEGIC AIMS
- Leadership and influence
- Member support and benefits
- Community and member engagement
- Learning and career development

STRONG FOUNDATIONS
- Our people
- Sustainability
- Technology
- Finances

A strong voice for vets