

Horizon scanning for priorities 2026-2027

Action for members:

- a) to suggest priority areas for Welsh Branch for the coming year to contribute to the development of BVA priorities 2026-2027

Policy, media and campaign priorities 2026/2027

- 1) In order to maximise BVA's limited resources and make the biggest impact we need to focus policy, media and lobbying functions on a small number of key priorities which are determined on a yearly basis. The agreed priorities for 2025-26 are [here](#) for information.
- 2) We ask Branch Council members to consider all of the following criteria:
 - Outcomes – what campaigns and/or useful resources for member would the topic lead to?
 - Importance to members
 - Impact on profession
 - Impact on animal health and/or welfare (scale of issue/numbers of animals/severity)
 - Level of political interest (is it on the agenda?)
 - Level of media and public interest (ie likelihood of issue gaining media coverage or engagement on social media)
 - Ability to work with/engage stakeholders (does our input impact on/improve relationships with our key stakeholder?)
 - Likelihood of success (in terms of influencing legislation or policy)
 - Strength of BVA position
- 3) Members are invited to suggest any new or emerging issues where BVA should be prepared to take a position, or any ongoing issues where BVA should continue to campaign or develop member resources.
- 4) Following Branch Council input the priorities will be developed further in house and with Policy Committee before being brought back to BVA Council for approval in September.