MEMBER BENEFITS COMMITTEE
Wednesday 20 February, 11am – 3pm

BVA Temporary Offices, 15 Hatfields, London SE1 8DJ

ATTENDEES MBC
Malcolm Morley (Chair)
Isobel Arthur
Andrea Dias
Ben Sweeney
Jason Aldiss
Jonathan Hart
Laura Wilson
Louise Radford
Moriah McCauley
Rosamund Ford

ATTENDEES BVA
John Fishwick - BVA SVP
Amelia Findon - Policy
Laura Fleming - Commercial
Tim Keen - Membership
Helen Oxtoby-Dingle - Membership
Sharleni Inbanathan - Commercial
Katharine Blakemore - Commercial

APOLOGIES

SUMMARY OF ACTIONS

Summary of outcomes from October meeting
The summary of actions from the October meeting were reviewed. Progress has been made against all the actions, particularly relating to BVA guides. Katharine Blakemore from BVA’s Marketing department gave an update on the guides and the plans to promote them to members.

Actions:
1. Committee members to be sent links to the guides that have been completed.

Operations update
BVA’s insurance and financial services partner, Lloyd & Whyte has asked for volunteers to take part in research into what vets need. The research will be in the form of short telephone interviews.

BVA is adopting online solution called Glasscubes to help committees hold discussions and share documents. MBC members will be invited to join Glasscubes and future MBC documents will be sent via the platform.

Actions:
2. Committee members interested in helping L&W to contact Tim Keen, timk@bva.co.uk
3. Committee members to be sent invites to join Glasscubes.

Member research findings and headlines
Laura Fleming, BVA’s Commercial and Membership Director presented the headline findings from the recent member research. This led to a discussion on the findings and several ideas were raised, including:

• Providing members with a summary of the media work undertaken by BVA
• Improving BVA News in Vet Record (VR)
• Replicating the weekly roundup email in VR
• Linking to benefits when replying to comments in the Vet Voices Facebook group
• Proving tips in VR on how to view online articles
• Improving the online format of journals to increase readership
• Promoting the value of BVA membership on the VR subscription webpages.
Actions:
4. Suggestions from the committee are to be considered in the development of existing and new member benefits and in the development of the membership strategy. The committee is to be updated on progress.

Group work
In groups the committee discussed the following ideas:

- Employment-related support
  - Online resource/templates – including presentation templates for staff training on topics like practice management, communication etc
  - Resources on running a successful meeting – team meetings, meetings for farmers, CPD
  - Resources on the common questions asked of the legal helpline – i.e. guides/factsheets/FAQ
  - Legal helpline – awareness of what the legal helpline can help with, who it can help (employee/worker) and who it can’t. Use case studies and videos
  - Employment support and practice management support – clearly separate from clinical support to ease navigation.

- CPD
  - More venues, i.e. in Scotland and East England
  - Could we have BVA stream at BSAVA?
  - Partner up with other CPD providers (including divisions) rather than providing our own CPD
  - Mixed practice day CPD courses
  - Increasing the BVA presence at LVS, so it doesn’t get lost in all the promotion and at the event
  - Do something different – remove the overheads and facility costs and instead offer speakers. BVA would act as a ‘CPD agent/hub’ providing speakers to attend events run by practices and divisions
  - Have a test at the end of online journal articles with the ability to log results.

- Careers support
  - Provide coaching and mentoring for members wishing to develop their career. This service could link with the Young Vet Network YVN and be regionally led.

- Young Vet Network
  - Successful/well-established groups to share tips with new groups
  - Help provide speakers for groups
  - Review the title ‘Young Vet Network’ – the ‘Young’ could be putting off people who would benefit
  - Review how to tie in with BVA membership
  - Increase the representation of younger members on the committee.

- Engagement with BVA’s policy work
  - Start a programme of regional face-to-face meetings at which members could discuss policy issues
  - Ask members to get involved at least twice a year
  - Create campaign packs/checklists on the new website – see how you can get involved in the different campaigns
  - Improved promotion of the various ways to get involved.

Actions:
5. Suggestions from the committee are to be considered and BVA will report back
6. One of the vacancies on the committee is to be filled by a member who graduated in the last eight years.

BVA brand update
Laura Fleming updated the committee on the refreshed brand and informed the committee that the current strapline ‘A strong voice for vets’ is being reviewed.
**Brand and membership campaigns**
The committee discussed how BVA could improve its promotion of the brand and membership proposition. Ideas discussed included:

- Replicate the BVA Volunteer and regional rep training for other areas of the membership
- Make more use of the VDS reunions
- Encourage word of mouth promotion.

**Actions:**
7. Suggestions from the committee are to be considered and BVA will report back.

**AOB**
- Loyalty scheme – Laura Fleming asked the committee if they thought a loyalty scheme based on length of membership was a good idea. There was general consent and it was agreed the idea would be discussed further on Glasscubes.

- Committee interaction – Ben Sweeney questioned whether MBC meeting only twice a year was enough and suggested ad hoc meetings could take place in between meetings when necessary. These ad hoc meetings could take place online using Zoom or a similar tool. It was agreed that this was a sensible suggestion and that increased discussion on Glasscubes could naturally lead to a meeting being required.

- Moriah McCauley – It was Moriah’s last meeting as her term has come to an end. The committee thank her for her contribution and wished her well in her studies.

The next committee meeting will take place on:
- Date: Tuesday 15 October 2019
- Venue: BVA, 7 Mansfield Street, London, W1G 9NQ