

Member research 2018



Thank you to everyone who took part in our 2018 BVA member research project. The aims of the research were to provide evidence-based insight and recommendations to help shape BVA's future and to find out how we can better support you, our members. Overall, we're delighted that you were positive about BVA's role, identity and purpose, especially our campaign work which is seen, by far, as our most important achievement. However, we still have more work to do. Gaps were identified in our member support which confirms the importance of work already underway to develop our membership offering.

Research objectives



- ✔ To understand the needs and concerns of members and non-members
- ✔ To find out how BVA is currently perceived by vets
- ✔ To identify ways in which we can improve
- ✔ To provide actionable insight on how to grow our membership and increase member engagement and retention
- ✔ To build on trend data to measure our ongoing performance

1225
RESPONSES
RECEIVED



8%
RESPONSE
RATE



15
QUALITATIVE
INTERVIEWS
CONDUCTED



Data was weighted to align to age, gender and member type in BVA's membership database

What you told us



Brexit is the key issue you want us to be representing the profession and lobbying on.



Our journals, *Vet Record* and *In Practice*, continue to be rated as both the most important and most used benefit by qualified members, and remain your top reason for joining BVA.



Vet Record is your main source of veterinary news.



Our free EMS insurance was rated as the most important benefit by student members.



The main challenge you face is maintaining work/life balance.



Your involvement in BVA's lobbying activities, such as petitions and social media campaigns, is increasing, with more of you saying you're likely to get involved in the future.

Things we're doing well



Providing information on topics affecting the veterinary profession.



Advocating for animal health and welfare.



Providing support for employment-related issues.



You see BVA as a supportive and representative body, describing us as member-focused, relevant and informative.



Campaign work is by far our most important achievement over the last three years, particularly our work on Brexit and animal health and welfare.

Things we will improve



We will develop our member benefits to better support you on a day-to-day basis.



We will ensure you are aware of the benefits available to you.



We will develop our online offering for *Vet Record* and *In Practice*.

What we are going to do next



We will undertake qualitative interviews to better understand what members want from their association.



We will further develop our member benefits package to fill the gaps identified in the research and improve awareness of our existing benefits, particularly to help vets meet their main challenges.



We will develop our communications and resources to ensure members can engage with us in the ways they want to.



We will harness members' enthusiasm for our campaigns work by making it easier to get involved.



We will work with our publisher to ensure our journals remain highly valued and improve our journals' online offering.



We always want to hear what members think

If you have any comments you'd like to make regarding the research findings, or anything else, please contact us at bvahq@bva.co.uk

A strong voice for vets