BVA STRATEGIC PLAN 2015–2017 AT A GLANCE

**OUR VISION:** A strong and respected veterinary profession working to improve animal health and welfare for the benefit of society

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**OUR MISSION:** To be the leading body representing, supporting and championing the whole UK veterinary profession

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**OUR VALUES:**
- Influential
- Proactive
- Representative
- Responsive
- Evidence-led
- Value for money
- Diversity and equality
- Leadership
- Open, frank and transparent

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**Being an effective voice for the veterinary profession**
- Grow our membership to strengthen our influence
- Engage our members in new ways
- Develop a proactive campaigning agenda and an overarching strategy to promote animal welfare
- Review our governance structures to reflect best practice
- Increase our visibility to promote the positive value of the whole veterinary profession

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**Delivering improved value and support for our members**
- Review our membership benefits, categories and rates to ensure we deliver value for money to members at every stage of their careers
- Maintain and strengthen our journals
- Provide more personalised communications to members
- Develop our CPD programme and resources
- Improve services to support members in the early stages of their careers

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**Building relationships and working in partnership**
- More clearly define the relationship with our divisions and branches through our governance review
- Work constructively with other veterinary organisations including the RCVS, AWF and VBF
- Engage with the wider veterinary community
- Work with our partners to develop our services
- Work with the medical professions to advance the One Health agenda
- Work through international partners to promote the interests of the UK profession

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**Ensuring we have the resources we need to be effective**
- Grow our membership and increase the revenue from our journals
- Investigate new business opportunities
- Control our costs tightly and deliver best value for our members
- Ensure BVA remains an attractive place to work
- Undertake a property review to ensure our HQ building meets our requirements

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A strong voice for vets

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British Veterinary Association