

British Veterinary Nursing Association (BVNA)

Strategic Plan 2025-2027

Our Strategic Aims

Vision

To represent, support and champion the veterinary nursing profession

Values

Empowering / Inclusive / Collaborative / Progressive / Human and Animal Welfare

Mission

To empower veterinary nurses to develop as individuals and increase their impact on the profession and animal welfare



BVNA

British Veterinary
Nursing Association

Leadership & Representation

We will:

- Lead, represent and actively campaign on issues that matter to our members
- Be the veterinary nursing voice in the CMA investigation
- Be the veterinary nursing voice in Defra's review of the Veterinary Surgeons Act (VSA)
- Play an active leadership role promoting veterinary nursing as a positive career choice
- Increase awareness of the diverse roles of veterinary nurses within the industry
- Actively promote equality, diversity, and inclusion (EDI) within the veterinary nursing profession
- Continue to be the strong voice to represent and champion ways of progressing the veterinary nursing profession
- Present the views and needs of our members when lobbying key decision makers and stakeholders
- Support the "One Health" approach, which recognises the interconnectedness of human, animal, and environmental health
- Campaign for appropriate veterinary nurse utilisation in clinical workplaces
- Continue to build our networks and work with others across the wider veterinary profession to be make our ongoing work more impactful

Member Engagement & Support

We will:

- Give our members a platform by engaging with them to share their views on important issues affecting the profession
- Promote evidence based veterinary nursing practice through all our communications
- Proactively review the veterinary market and engage with educators/partners to develop new learning opportunities based on the needs of our members
- Review and improve communications with members to encourage engagement
- Continue to engage with members through a wide variety of media including the VNJ, newsletter, membership communications and social media
- Support our volunteer BVNA Advocate team to continue to drive engagement with members in their local areas
- Increase our engagement with educators to be able to support and guide SVNs and newly qualified RVNs
- Develop a membership offer for VCAs, promoting and supporting this role
- Conduct an annual membership engagement survey to gather information from members to ensure accurately representing their views

A Sustainable Organisation

We will:

- Retain and increase membership and reach within the veterinary nursing community
- Continue to improve our member database and enhance our member experience
- Continue to develop products and initiatives that support our aim to improve environmental sustainability
- Improve our sustainability by promoting and improving the functionality and reach of the digital version of the VNJ
- Continue to evaluate our staffing resources and review and implement change where required

Scan the QR code to find out more about BVNA membership benefits, and to join as a member:

