



Principal Executive Committee

25 April 2018

Report to country councils and standing committees

Summary

The Principal Executive Committee (PEC) met on 25 April 2018. This report contains a summary of the issues discussed.

Strategic plan

We approved the strategic plan for 2018 – 2021, to be shared with staff and country councils, standing and advisory for further input.

The strategic plan is the product of wide ranging member research, intelligence gathering and consideration by BDA officers and staff. It has been prepared in the context of a changed and challenging environment for the profession: declining incomes, the lowest ever proportion of dentists having an ownership share in the practice in which they work, the advance of corporate ownership, student debt, harsh regulatory regimes, and general economic conditions informed by uncertainty about the future. Overlaying these pressures are fundamental demographic attitude shifts (including modern means of interaction, methods of participation, and service access) that apply more generally.

The new draft strategy is based on the following four themes:

- *Accessibility* – BDA activity sits amongst the wide array of people's interest and activities and there is a reasonable expectation that our methods of interaction should fit in and conform with routinely used methods of communication and participation.

Communication technologies move quickly and the Association must continually strive to exploit the available opportunities. This requires investment in hardware and software, in properly organising our content so that it can be accessed in whatever way our members need. It requires a presence on social media that does not stop at the sharing of a press release, and investment in how we engage with members locally.

- *Engagement* – improving methods and infrastructure to support better interaction with members should also be accompanied by a review of our engagement through our democratic and representative structures. This too will involve adopting modern

technologies, and streamlining our engagement processes to gain wider insights and more immediate views of members.

- *Relevance* – by improving the accessibility of BDA content and activity and our approaches to engagement we aim to improve the perceived relevance of the BDA. Despite the challenges of a divergent community, we must reflect the collective will of the profession. Products, services and offerings need to more closely match the needs of modern professionals in a changing economic landscape.
- *Value* – the BDA is a not for profit member owned organisation. It seeks to support dentists in their working lives, and to influence on their behalf. It can only fulfil these functions when it has a credible number of members and when it has sufficient income to cover the costs of its activities. Our ability to attract, recruit and retain members is therefore central to the BDA's ability to function. Greater transactional switching and re examination of benefit are axiomatic today. The change in the shape of our offering five years ago sought to permit differentiated levels of usage at different prices. As a step in the right direction this was a beginning, but we need to use our gathered experience to review the structure of our offerings to enhance perceived value and attractiveness.

Subject to further feedback, these themes will of course inform more detailed work, and we will share the progress of this and seek feedback from country councils, and standing and advisory committees.

Standards of Service and Conduct

We approved an amendment to the Standards of Service and Conduct to incorporate the guidelines on political neutrality, which set out expectations for both officers and staff about adhering to the BDA's stance of political neutrality.

Reports

We received reports from Roz McMullan in her capacity as Chair of the United Kingdom Council; and Henrik Overgaard Nielsen on issues within the remit of the General Dental Practice Committee. We also discussed the employment status of associates in general practice.

Other items included reports from the BDA in Scotland, Northern Ireland, and Wales; the President's report; reports from the Chief Executive and the Directors of Business and Member Services covering activity across the Association since the last meeting of the PEC.

We welcomed Phil Grigor, the new Director for BDA Scotland, to his first meeting.

Mick Armstrong
Chair, Principal Executive Committee

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