

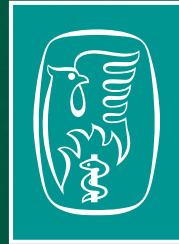
The British Association
and College of Occupational Therapists

Strategic intentions

2013-2018

British Association of Occupational Therapists
and College of Occupational Therapists





British Association
and
College of Occupational Therapists

Who we are

- The only professional body for occupational therapists in the UK. We are the voice for the profession and provide trade union membership

What we do

- We promote the value of occupational therapy as a means of improving the health and wellbeing of UK citizens
- We strive for excellence in occupational therapy education, in professional development, in research and in practice

We do this by

- Representing the profession in local, national and international arenas
- Supporting individual members' professional development
- Promoting the benefits of the profession to a wide range of audiences
- Leading the professional community and securing its future by supporting the creation, capture and dissemination of evidence and best practice
- Providing our members with industrial relations advice via UNISON
- Setting educational standards to enhance entry level qualification in occupational therapy
- Conferring the approval of the World Federation of Occupational Therapists on UK education programmes that lead to professional entry qualifications, recognised throughout the world

Our Purpose

We are the only professional body for occupational therapists in the UK. We are the voice for the profession and provide trade union membership.

We want every member to receive an exceptional service from us.

Dear Members



Naomi Hankinson

During these times of transformational change to our health and care services, the Association needs to demonstrate strategic leadership, influence and effective collaboration to ensure our members are well placed to respond to new and developing areas of occupational therapy. The application of the profession's unique understanding of the importance of occupation and its contribution to people's wellbeing and autonomy ensures the profession's place in the creation of independent citizens. The core values of occupational therapy promote choice and control for service users and create the potential for their active inclusion within their local communities.



Julia Scott

As an organisation, we need to listen to our members in order to ensure that we provide the best possible services at all times. This will enable us to provide the products and services members need, and ensure that membership remains good value for money.

In developing these strategic intentions, we have consulted with members and other stakeholders. Their views have informed the priority areas we need to focus on over the next five years.

The details regarding the delivery of our strategic intentions will be contained within our annual work plan. This is presented to Council annually for agreement at its autumn meeting. Council reviews progress mid way through our business year, and again at the end of the year.

Naomi Hankinson
Chairman of Council

Julia Scott
Chief Executive



Serve Members Well

Serve Members Well

Members told us that they wanted:

- Leadership for the profession
- Excellent services
- Information that informs an evidence-based and cost-effective approach to their practice
- Latest research
- Career enhancing CPD that supports their professional journey

To serve our members well, we will:

- Act as leaders for the profession
- Communicate in a clear, accessible and timely fashion
- Provide the tools to deliver the best possible outcomes for service users
- Use technology to disseminate research, provide CPD and increase member engagement
- Provide industrial relations services


Be the Voice of the Profession

Members told us that they wanted:

- The profile of occupational therapy raised in all four nations
- The profession promoted, demonstrating the difference occupational therapy can make to people's lives

To be the voice of the profession, we will:

- Continue to influence and lobby a range of stakeholders including politicians
- Support members to be ambassadors for the profession
- Work in partnership with other organisations to raise the profile of occupational therapy and awareness of its valuable contribution
- Articulate the importance of occupation to the health and wellbeing of the UK population to secure the profession's future
- Make every effort to ensure that the occupational therapy workforce is of sufficient size to deliver effective occupational therapy across the four nations



Ensure that the
British Association of
Occupational Therapists
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sustainable business

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Members told us that they wanted:

- Membership to provide good value for money
- Their professional body to thrive and prosper
- A range of resources that support high level professional activity and reflect members' current needs

To ensure that the British Association of Occupational Therapists is an economically sustainable business, we will:

- Continue to develop new income streams to enable us to support and extend the work of the organisation and its services
- Ensure that membership remains good value for money, providing resources to support excellence in practice, education and research
- Use new technologies as a cost-effective way of delivering services and maximising communication between the organisation and its members

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*Your professional body...
it's simply indispensable*

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