

The

Big

Conversation

BASW

The professional association for social work and social workers



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Big converstaion

16th March 2026

Powerful
Respected
Transformative

The professional association for all social workers

A very warm Welcome!

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WORLD SOCIAL WORK DAY
17 MARCH 2026 | #WSWD2026

CO-BUILDING
Hope & Harmony

A Harambee
Call to Unite
a Divided Society

 www.ifsw.org  

*Recognising the fantastic work you do
on World Social Work Day!*

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What should BASW's ambition be for the future and how do we get there?

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SOCIAL WORK MEMBERS
SOCIAL WORK STAFF
MEMBERS NETWORKS
GROUPS FORUMS POLLS
NON-MEMBERS LEADERS
STAFF LIVED EXPERIENCE
STAKEHOLDERS BRANCHES
SOCIAL WORK MEMBERS
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SOCIAL WORK
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NON-MEMBERS LEADERS
STAFF LIVED EXPERIENCE



- ✓ To connect and engage with our profession
- ✓ To hear from you on both the future of BASW and the social work profession more broadly.
- ✓ Shape our 5-year plan, new objectives, fresh new vision and a new strategy
 - Survey // in person discussions // social media polls // online discussions
 - Held January – February, with today as a final opportunity!

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More than
1300
Joined in!

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professional
association
for all social
workers



Headline themes

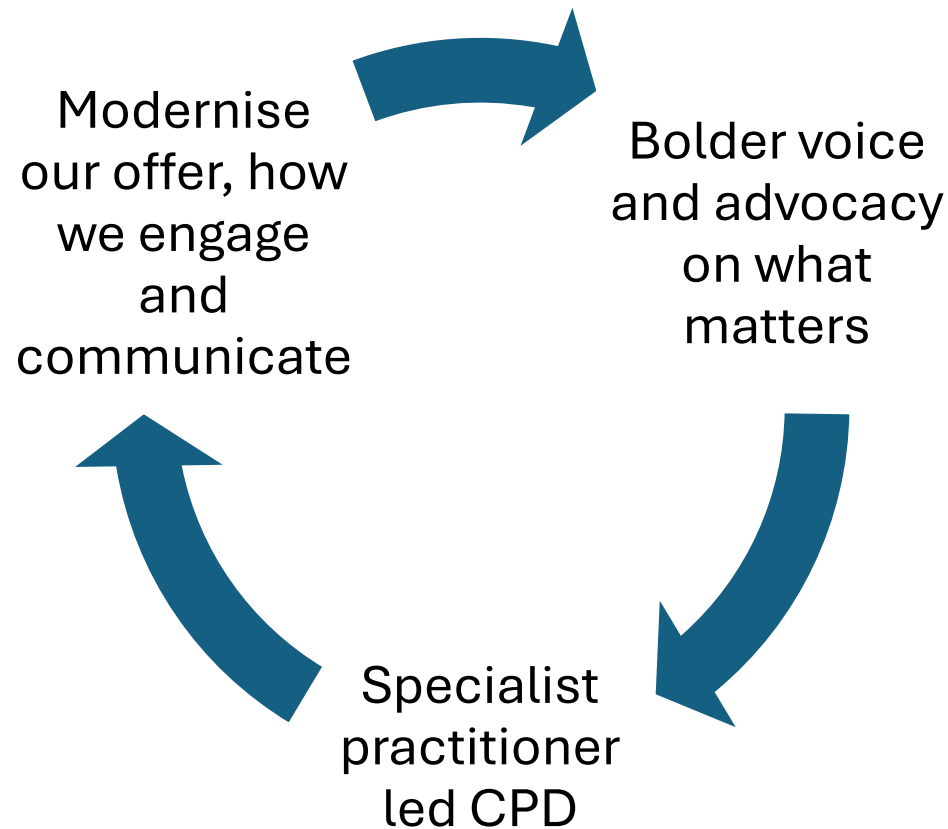


1. Simple, valuable, accessible membership experience
2. Clear identity, stronger voice, and visible leadership
3. Practitioner-centred design of CPD, services and campaigns
4. Modern digital capability (website, CRM, app)
5. Culture shift: confidence, collaboration, focus
6. Governance reform and operational discipline

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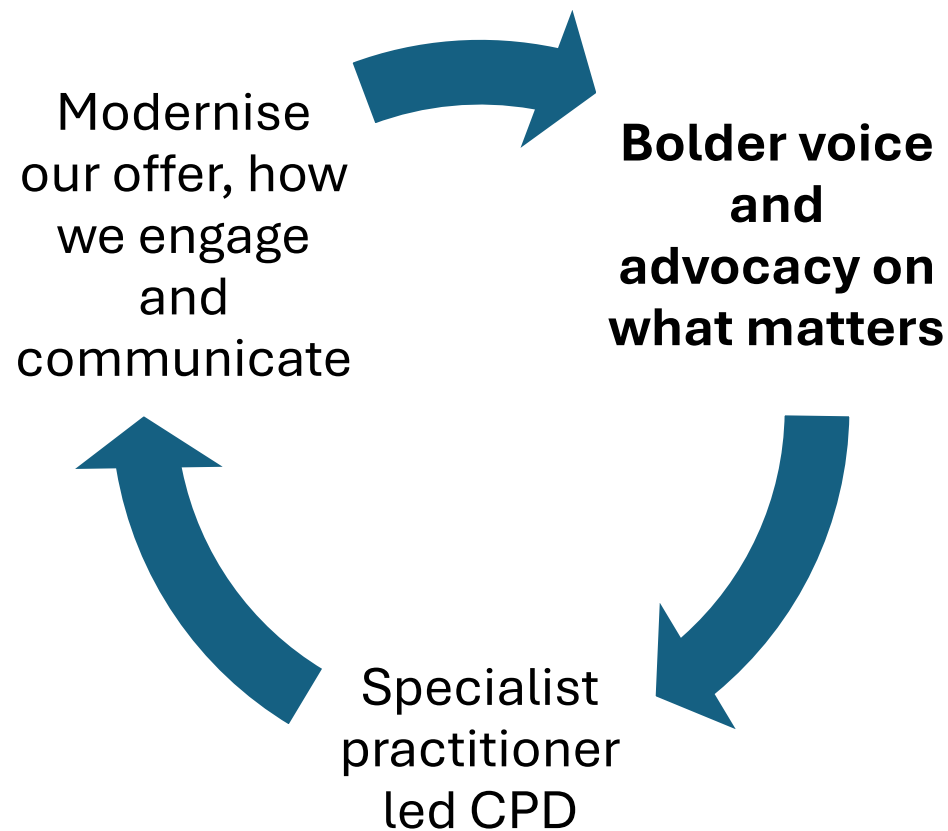
Three areas of focus



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Bolder voice and advocacy



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Bolder voice and advocacy

“Be our voice” working conditions and public reputation: Members want BASW visibly leading national conversations on workloads and public respect for social work. (Members)

New approach to our campaign activity
Bolder, more powerful language (Staff)

Stronger public voice & activism
— clear stance on social justice, anti-racism, workforce reform.
(Members)

Leadership and Credibility

BASW aims to be a trusted and influential leader shaping social work practice, standards, and policy nationally. (Stakeholder)

Reframe BASW’s identity to be constructive, solution-oriented, and credible in government spaces.
(Stakeholder)

Provide national thought-leadership on AI, ethical practice, innovation.



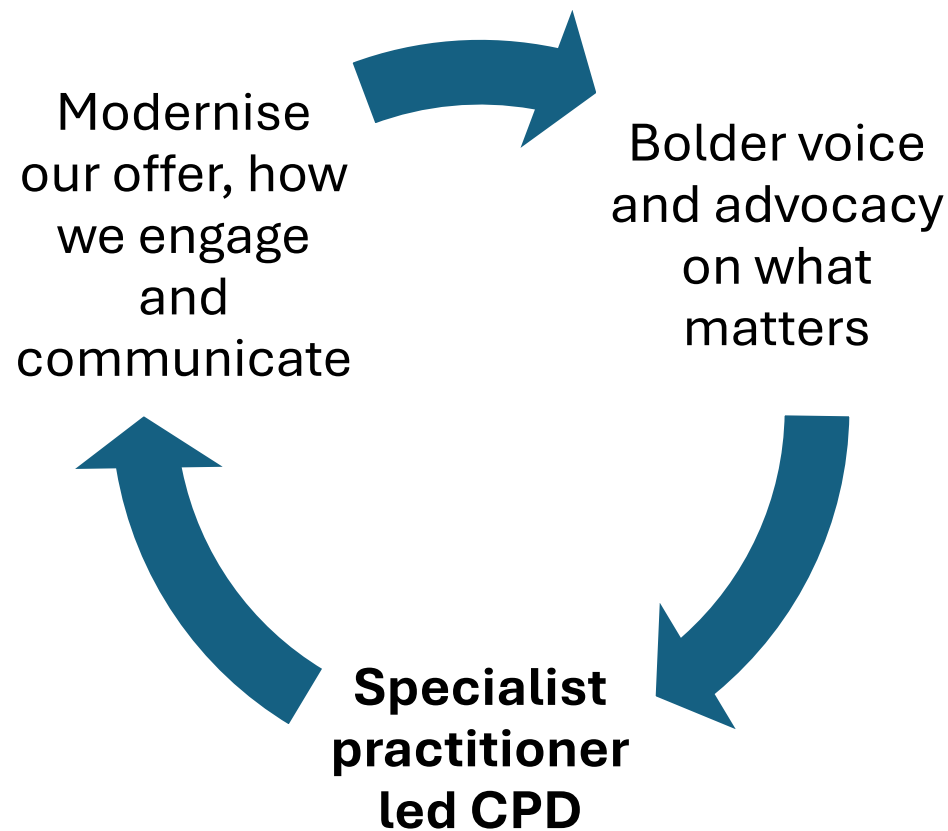
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Burnout, bullying, unsafe workloads, pressures for independents.
(Members)

Government requires a steady regulatory body; BASW has the opportunity to **steward professional standards and gain investment.** (Stakeholders)

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Specialist Practitioner led CPD



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Specialist Practitioner led CPD



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Better CPD & Career Support —
specialist, affordable, practice-
aligned CPD and career
hubs. (Members)

**Resources accessed most
regularly (monthly):** Professional
Capabilities Framework (232), Code
of Ethics (191), Human Rights policy
(163). (Members survey)

**Lead on professional standards
and regulatory thinking** — fill a
gap government wants filled
(Stakeholder)

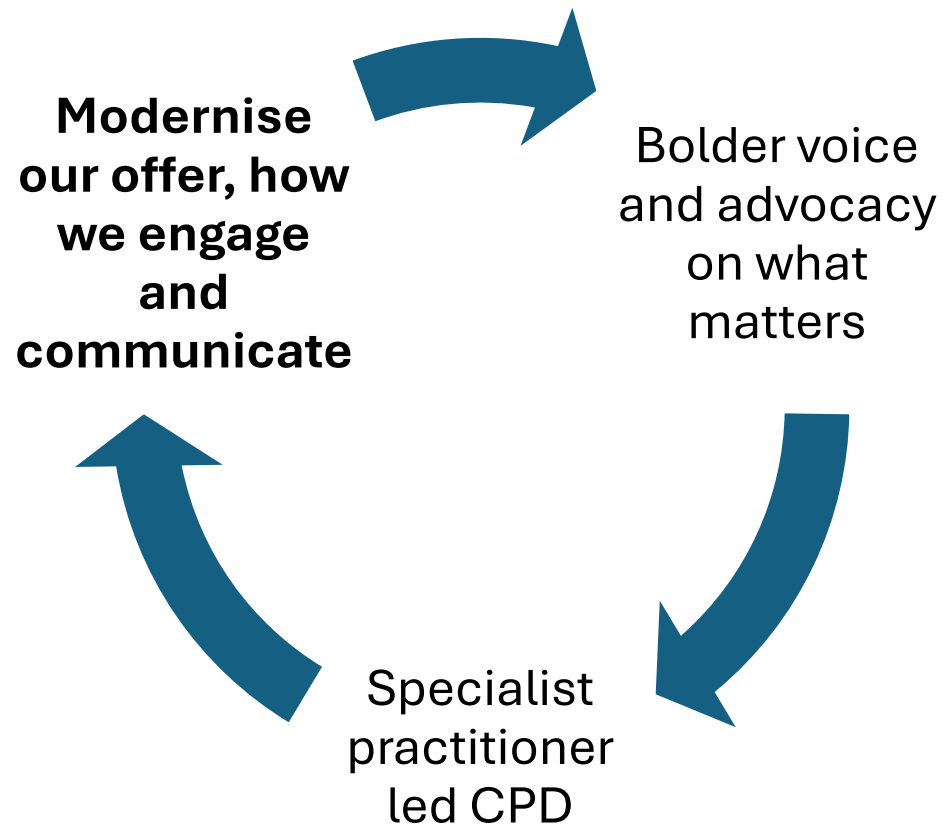
**Develop strong corporate
membership and NQSW
pathways** to build early
loyalty (Stakeholder)

**Enhancing CPD with
greater focus on
practitioners, education,
and training** with clear
frameworks recognised as
essential career pathways.
(Members)

More **specialist, practitioner led
CPD** and coaching pathways.
(Members)

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Modernise our offer, how we engage and communicate



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Modern digital experience — improved website, easier navigation, app, more engaging content. (Members)

Most effective channels to reach members:

Email newsletters (795), Social media (700), *Professional Social Work* magazine (655), and the website/portal (353). (Members survey)

Develop strong corporate membership and NQSW pathways to build early loyalty (stakeholders)

Members want **effortless access to support** and a smoother BASW experience, particularly for SWU/A&R and renewals.

Responsive Communication Channels

Establish transparent and accessible communication channels to enhance member feedback and involvement in national discussions. (Stakeholder)

Digital community: Need for engaging forums, smoother digital access, and improved customer service beyond email communication. (Staff)

Devolved nations & independents need tailored value: Scotland, Northern Ireland and independent practitioners want content, language, and structures that reflect their reality. (Members)

Simple, valuable, accessible membership experience

Digital Engagement Platforms

Modernise digital engagement through social media, online communities, and peer-to-peer support platforms. (Members)

Top reasons to join: Advice & Representation (231), Insurance (221), SWU membership (132).

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Priorities

- ✓ **“Protection first.”** *Our members tell us the essential value is professional protection — fast, expert representation, backed by insurance and a union partner — and we plan to make access even easier*
- ✓ **“Speaking up for the workforce.”** *We’re campaigning for improved working conditions, challenging the perception of social work — and we’ll be much more visible and bolder in national media as the voice of the profession*
- ✓ **“Practice-ready CPD.”** *Members want applied, specialist learning — we have ambitions to create targeted CPD modules on specialism areas, with devolved nation variants.*
- ✓ **“Clear membership offer”** you told us you want clearer information on what your membership includes – we want to improve the whole member journey and how you can engage in your membership

Thank you!

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