

The British Pharmacological Society Strategy

Towards **100** years

2026 - 2030



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Foreword

Professor Cherry Wainwright, President

It is my pleasure to share with you the British Pharmacological Society (BPS)'s new strategy: **'Towards 100 Years 2026–2030'**. Our previous strategy helped us navigate significant change and strengthen our community culminating in the Society surpassing 5,000 members in 2025. This is a fantastic milestone that cements us as the home of pharmacology in the UK and as a base for international colleagues. This new strategy builds on that momentum, setting out how we will respond to emerging science and policy, and widen opportunities across sectors and career stages. I am particularly pleased that the strategy has been co-produced through a genuinely collaborative process, bringing staff, Trustees, and members together as "one team." I hope you share my excitement to see what we can achieve over the next five years, and I look forward to celebrating our 100th anniversary with you all in 2031.

Professor Cherry
Wainwright, President



Dr Neha Issar-Brown,
Chief Executive Officer



Dr Neha Issar-Brown, Chief Executive Officer of the British Pharmacological Society; Managing Director of BPS Assessment

I am delighted to introduce our new strategy and the direction it sets for the Society as we approach a landmark moment in its history. Since joining the BPS as CEO in December 2025, I have been impressed by the impact and achievements of the Society's previous strategy in strengthening its resilience, delivering high-quality member services, and extending its reach and influence. I'm excited to be at the start of this new strategy, which builds on that strong legacy and focuses on progressing our priorities, growing and connecting our community further, and driving sustainable growth as we move confidently towards our centenary. I look forward to continuing working with Cherry, the BPS Council, our trustees, our staff team, and most importantly, with you all – our current and future members – as we build a stronger, more influential future for our profession and deliver the exciting plans ahead together.

Introduction

The British Pharmacological Society is a charity and membership organisation dedicated to advancing the science of pharmacology and therapeutics. We exist to support and advance the discovery, development, and optimised use of medicines for the benefit of society.

Our global membership includes more than 5,000 members across 60+ countries, working in academia, industry, regulation, clinical settings, and healthcare more broadly. What connects us is a shared commitment to improving health through science. We recognise that pharmacology is an evolving and dynamic field that plays a central role in shaping the future of medicine and therapeutic innovation. Pharmacology is also an interdisciplinary field, and future progress depends on collaboration, innovation, and openness to new ideas.

Founded in 1931, the Society has a proud legacy of leadership, and we value our history deeply. It reflects the contribution, commitment, and expertise of generations of members who have helped shape both the Society and the profession. Building on those strong foundations, it is now time to focus on what comes next with this strategy: supporting our members, welcoming new voices, and helping shape a field that is evolving rapidly.



Reflecting on the past strategy



Progressing our
pharmacology
priorities



Celebrating our
community



Sustaining our
Society

Progressing our pharmacology priorities

Led an independent review of the Prescribing Safety Assessment (PSA) in 2024 (The Dacre Review), affirming its positive impact on prescribing education.

Returned to in-person meetings in 2022 and introduced BPS Live online events.

UK Pharmacogenetics & Stratified Medicine Network under BPS leadership and secured Innovate UK funding for the development of e-learning in pharmacogenomics.

Hosted the 19th World Congress of Basic and Clinical Pharmacology in 2023 with 1,800 attendees from 79 countries.

Journal submissions rose by 8%, published articles by 19% in 2024.

Released the Personalised Prescribing report in 2022 in collaboration with the Royal College of Physicians.

Approved the Clinical Pharmacology Apprenticeship with King's College London.



Celebrating our community

Launched the Sir David Jack PhD Scholarship to fund 40 PhDs over the next 10 years.



Sir David Jack

Awarded ~£650K in prizes, grants, and bursaries to 500 recipients.

Expanded Fellowship eligibility to Early Career Members.

Launched the Sir Colin Dollery Clinical Pharmacology Training Award thanks to a generous donation.



Celebrated the British Journal of Clinical Pharmacology (BJCP)'s 50th anniversary.



Sustaining our Society



Over 2,500 articles published across our three journals: the British Journal of Pharmacology, the British Journal of Clinical Pharmacology, and Pharmacology Research & Perspectives.

BPS Assessment (BPSA) sales reached £490K, growing from £325k with over 2000+ assessment sittings and a 95%+ customer renewal rate.

BPSA expanded globally, including a new collaboration with the University of Ryukyus in Japan.

Over 50 events delivered with 9,000+ registrations.

Context

The British Pharmacological Society (BPS) has reached the end of its previous strategy at a time of significant change. The landscape for UK learned societies and the broader research environment has evolved significantly since our founding in 1931, presenting both challenges to the way the Society operates, but also opportunities for change and innovation. To remain relevant to our community and to strengthen our position within the sector, we must be forward-thinking and proactive in embracing this change within our new strategy.

Across the UK, learned societies are facing increased competition for influence, funding, and engagement. At the same time, developments in areas like artificial intelligence and open science, and greater collaboration across scientific disciplines, are transforming how researchers, clinicians, and industry professionals interact and engage with one another, and with scientific membership organisations like the BPS.

Our community contributes to drug discovery and therapeutic development across a diverse range of settings and sectors.

The BPS plays a key role in connecting individuals across this ecosystem and in supporting their career development, particularly those early in their careers. Although our membership levels have remained stable, we recognise the need to adapt to our members' evolving needs and the financial challenges they face, ensuring our membership offer stays relevant, accessible, and valuable in uncertain times.

Although we are a UK-based organisation, we have a strong international presence and a growing global membership. While many of our members currently work in academic institutions, we also play a crucial role in supporting UK pharmacologists in the NHS and other clinical settings. Within this new strategy, we are committed to strengthening our engagement with industry professionals, our clinical members, and early-career pharmacologists across all sectors and around the world, to help promote collaboration throughout the entire drug discovery pipeline.

Ultimately, we would like to offer a professional home and a vibrant network for all these groups, where individuals at every stage of their career journey feel welcome, supported, connected, and empowered to make a meaningful impact.



Vision

A world in which pharmacology and therapeutics drive and support progress in science, medicine, and healthcare, for the benefit of all in society.

Purpose

To promote and advance all disciplines of pharmacology in the discovery, development, and use of medicines.

A values-led approach

Our values make it clear how the Society will deliver on its vision and purpose. Our values will be evident in what we do, how we do it, and how we work together. Through all of our activities, we aim to be:



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Unifying: We foster collaboration across disciplines, sectors, and communities. Our members work in partnership with staff and partner organisations to unite all those involved in drug development and therapy.

Nurturing: We support our members at every stage of their career. We nurture the next generation of researchers, educators and professionals who aspire to push the boundaries of drug discovery and therapeutic innovation through our membership support and access to a lifelong network of peers and inspirational leaders.

Progressive: We champion innovation in science, education, and policy. We take a progressive approach to our work, always looking to move the dial forward through the exchange of knowledge, and provision of cutting-edge research and education materials.

Social: We celebrate shared successes, facilitate connection, and support inclusion. We recognise that the advancement of science requires collaboration of individuals within and across teams, we provide formal networks and social environments for members to connect and share their passion and knowledge for pharmacology with one another.

Progressing our pharmacology priorities

We will facilitate our community to advance research, education, and policy to strengthen the discipline of pharmacology and amplify its societal value.

We will bring the international pharmacology community together so they can collaborate, debate, publish, and ultimately make advances in therapeutic innovation. We will work with our community and key stakeholders to use our resources, expertise, and influence to make progress on the issues that matter to us.

- We will proactively identify and promote emerging areas of pharmacology through a new horizon-scanning process and expert working group working across all our committees.
- We will expand and strengthen our publishing portfolio to keep BPS journals and the Society at the forefront of global drug discovery research.
- We will commission and showcase cutting-edge pharmacological research across BPS journals, events, and activities, increasing visibility, reach, and influence while positioning the Society as a global hub for modern pharmacology across academia, industry, and clinical practice. We will champion thematic priorities across BPS activities where the Society is uniquely placed to influence policy change such as pharmacogenomics and clinical pharmacology workforce development.
- We will invest in education and professional development through targeted initiatives, including BPS Training Workshops, National Virtual Training and curriculum development as well as the UK Prescribing Safety Assessment through BPS Assessment. Through these we will strengthen pharmacological education, skills, and capability across both traditional and non-traditional fields, including clinical, non-clinical, and prescribing safety contexts.



- We will develop dedicated career support initiatives for our Undergraduate and Early Career Researcher (ECR) members, such as supporting establishment of student pharmacology societies and networks, ECR events, small university conferences, and career webinars and workshops.
- We will offer increased opportunities for participation in the Society's journals, including in peer review and on editorial boards, for members at all career stages, but with a specific focus on ECR Members.
- We will provide support to build strong university, industry, and UK PSA Ambassador networks to expand our reach, enhance visibility, and equip members to advocate for the discipline and the Society.
- We will grow and better support mid-career and industry members through tailored benefits including increased bursary opportunities, ensuring our membership offer has stronger international and interdisciplinary reach.
- We will develop new partnerships across the biosciences, industry, and patient associations to expand the Society's reach and deepen meaningful engagement in priority areas such as pharmacogenomics, clinical pharmacology, and orphan and rare disease research.
- We will take a forward-looking approach to the Society's centenary celebrations in 2031 to create a programme of events and activities that showcase both the history and future of pharmacology.



Growing and connecting our community

We will expand our reach and ensure meaningful engagement across career stages and sectors.

We want to remain agile to the needs of our community and membership. We will review our membership benefits and clearly promote these to encourage membership growth through an offer that is unique, inclusive, affordable, and provides opportunities for members to connect with the Society at all stages of their career.



Driving sustainable growth

We will continue to reinforce the Society's financial and operational resilience while crucially ensuring long-term relevance.

Building on the financial and structural resilience put in place during the previous strategy we will take a continual improvement approach to delivering our next strategy. We will increase efficiency where we can, drive growth of our core income streams and ensure the charity's governance structure provides a diverse range of opportunities for member involvement.

- We will secure a sustainable and inclusive future for the Society's journals by strengthening our publishing operations, expanding choice and access to cutting-edge pharmacological research while upholding open science values.
- We will proactively diversify the Society's income beyond publishing by growing needs-led events, training, and workshops; securing external grants through strategic partnerships and developing income from the Society's specialist expertise and services.
- We will build on the strong foundations of BPS Assessment, and will expand it globally into new markets, raising its profile within the Society and the importance of better and safe prescribing externally to encourage member involvement and support in BPSA's strategic growth.
- We will ethically embrace the opportunities presented by artificial intelligence (AI) to help build efficiencies in the work we do and explore new products that support the Society's charitable purpose. We will review, evolve, and strengthen our membership fees model, while developing a clear approach to legacy stewardship and donation campaigns that provides long-term support for our membership, the profession, and the sustainable future.
- We will adopt best practices in environmental, social, and governance (ESG) standards.

What are our foundations for success?

Equity, diversity & inclusion (EDI): We will embed EDI across all activities and decision-making processes, ensuring the Society's leadership and its Committees and Groups are representative, diverse and inclusive to everyone in our community.

Governance and resourcing: We will continue to review our internal structures to improve efficiency, reduce silos, and better support priority areas and activities within the Society.


Evidence-based and data-led approach: We will collect and use data more effectively to inform activities, improve engagement, and support sound, evidence-based decision-making.

How will we measure success?

To ensure we remain on course throughout the delivery of this five-year strategy, we will regularly assess our progress and will be flexible with our approach based on what we learn.

We will track our progress against a range of metrics and indicators, both qualitative and quantitative, and monitor these on an annual basis to check our progress towards each of our long-term strategic goals.

How we will measure the success of progressing our pharmacology priorities



We will deliver at least one proactive policy campaign per year, working with our strategic partners and members to influence priority areas for pharmacology.

We will enhance the BPS Assessment (BPSA) platform through new technology and/or strategic partnerships, improving its reach, functionality, and value to users.

We will report on journal growth, impact, and open-access output using sector comparator analysis to inform continued development. We will expand the breadth of events and training workshops, responding to the evolving needs of our members, leaders, and wider community, and aim to increase attendance and sponsorship for these.

How we will measure the success of celebrating our community

We will strengthen member participation in Society leadership and activity, increasing early-career researcher (ECR) representation on Committees and Groups, and growing active Ambassador networks, including industry and BPSA Ambassadors.

We will support the development of new and existing student pharmacology societies, strengthening engagement with undergraduate and early-career pharmacologists.

We will define and report against clear equity, diversity, and inclusion (EDI) commitments, ensuring these are embedded across our membership, engagement, and governance activities.

We will increase member recruitment and retention, with a particular focus on early-career, mid-career, and industry members.

How we will measure the success of driving sustainable growth

We will expand the global reach and visibility of BPS Assessment, increasing national presence, international engagement, and uptake.

We will meet our income targets through a diversified portfolio, including journals, BPS Assessment, events and training, and other income-generating activities.

We will balance and grow mission-driven and commercial partnerships that strengthen the Society's reach, impact, and financial sustainability.

We will streamline operations and improve member engagement through effective use of our contact relationship management (CRM) system and more efficient internal processes.

Towards 100 years

This five-year strategy is designed to honour our legacy while positioning the BPS to thrive in a fast-changing world. It reflects our renewed commitment to our Members, our discipline, and the continued progress of medicines discovery and development. With collaboration and ambition, we will ensure pharmacology continues to play a central role in scientific and healthcare innovation for years to come.

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