

BVRLA Business Plan 2021 - 2023

This three-year period will see the association focus on improving member influence, engagement and value.

Driving the association's three long-term strategic priorities:

1. Business Growth 2. Brand & Reputation 3. Future Mobility

Build our capability

- **Grow our revenue streams:** Focused on training, research, data and the dispute resolution service.
- **Increase political influence:** Deeper relationships, earlier involvement on key issues.
- **Develop our digital capabilities:** Continued investment in new platforms, security and internal IT expertise.
- **Staff wellbeing and development:** Working with our employees to create a more flexible working environment with opportunities for professional development.
- **Develop a robust independent governance structure:** Increasing confidence in our industry's model of self-regulation.

To

Improve our offering

- **Focus on industry skills:** Providing a wider range of professional development opportunities.
- **Keep members well-informed:** Delivering more accessible advice, guidance and information to help members and their customers.
- **Roadmap for recovery:** Helping members to thrive in a post-Brexit, post-Covid pandemic world.
- **Leverage digital:** Using data to provide more personalised, streamlined communications.
- **Industry perspective:** Become the pre-eminent source of data and insight for the fleet and mobility sector.

Increase our influence

- **Work with central government:** Having more frequent proactive and constructive discussions with key policymakers and influencers.
- **Work with local government:** Developing relationships with local authorities and devolved administrations.
- **Work with regulators:** Ensuring that members' business models are understood and their professionalism is acknowledged.
- **Industry collaboration:** Working more closely with colleagues across the automotive supply chain.
- **Driving decarbonisation:** Ensuring that every part of the fleet sector plays a part in delivering a net zero roadmap.

Strengthen our sector

- **Build more customer-focused equity into the BVRLA brand:** Increasing brand recognition and improving consumer confidence.
- **Establish our industry credentials:** Produce robust statistics and research that demonstrates the vital role played by our industry.
- **Thought leadership:** Help all members embrace the potential of decarbonisation and future mobility.
- **Creating a fleet community:** Providing more opportunities for our members to share their insights and perspectives.
- **Reducing Red Tape:** Secure a regulatory environment that reduces uncertainty and encourages innovation.

Delivered through increased communications and engagement

Stronger industry representation

Louder voice of influence

Deeper industry insight

Wider service offering

Greater membership value

