

BVRLA Business Plan 2019 - 2021

This three-year period will see the association continuing to make investment in research, internal resource and external expertise. This Plan outlines the key strategic priorities for the BVRLA as it works to support members and protect the interests of our sector.

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

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

Build our capability

- **Increase political engagement;** Working with external agencies to boost our levels of activity and internal expertise.
- **Carry out more research activity;** Continued investment to strengthen our evidence-based lobbying.
- **Grow our revenue streams;** Focusing on training, research, data and the dispute resolution service.
- **Attract and retain the finest talent;** Being an employer of choice leading and developing those we employ, enhancing our internal capabilities.

To

Improve our offering

- **Focus on key issues;** Raising awareness and understanding of the challenges and opportunities facing our industry.
- **Focus on industry skills;** Providing a wider range of professional development opportunities.
- **Further develop the e-Learning Platform;** Extending our portfolio of training modules and continuing to grow the user-base.
- **Keep members well informed;** Delivering more accessible advice, guidance and information to help members and their customers.
- **Strengthen our inspection regime;** Raising standards and supporting member compliance.

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.
- **Widen our membership;** Introducing new member categories.
- **Recruit more members within existing categories;** With a particular focus on the rental sector.

Strengthen our sector

- **Develop a robust independent governance structure;** increasing confidence in, and the reputation of BVRLA members.
- **Build more customer-focused equity into the BVRLA brand;** Increasing brand recognition and improving consumer confidence.
- **Collaborate with law enforcement and other organisations;** Minimising the impact of terrorism on the UK vehicle rental sector.
- **Collaborate with regulators;** Ensuring that regulation does not stifle or adversely affect growth.
- **Establish our industry credentials;** Producing robust statistics and research that demonstrates the vital role played by the industry.

Delivered through increased communications and engagement

Stronger industry representation

Louder voice of influence

Deeper industry insight

Wider service offering

Greater membership value

