

# BVRLA Three-Year Plan 2018 - 2020

This three-year period will see the association making significant investment in infrastructure, research, internal 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.

## Build our capability

To

- **Increase the BVRLA workforce;** Expanding our policy, training, communications, governance and conciliation teams.
- **Increase political engagement;** Working with external agencies to boost our levels of activity and internal expertise.
- **Carry out more research activity;** Increasing the budget to strengthen our evidence-based lobbying.
- **Grow and expand our revenue streams;** Focusing on training, events, research and data.
- **Attract and retain the finest talent;** Being an employer of choice leading and developing those we employ.
- **Increase digital investment;** Rolling out a dynamic new CRM-integrated website.

## 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 innovative learning and development opportunities.
- **Invest in the e-Learning Platform;** Developing our portfolio of training modules and growing the user-base to 2000 by the end of 2019.
- **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 people of influence.
- **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

- **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 consumer finance bodies;** Ensuring that regulation does not adversely affect the availability of affordable motor finance products.
- **Establish our industry credentials;** Producing robust statistics and research that demonstrates the vital role played by the industry.

Delivered with effective communications and engagement

Stronger industry representation

Louder voice of influence

Deeper industry insight

Wider service offering

Greater membership value

