



SEPTEMBER 2020

BFC STRATEGY 2020

The BFC has incorporated all its charities to form the BFC Foundation

Formed in 2019, the BFC Foundation (Registered Charity Number: 1185152) brings all its charitable initiatives under one umbrella supporting the future growth and success of the British fashion industry by focusing on three areas: Education, Grant-Giving & Business Mentoring and the IPF. The BFC Foundation aims to improve equality and opportunity so that the fashion industry remains diverse and open to all, helping talented designers at all stages of their career, from school level through to becoming a global fashion brand

The Trustees of the BFC Foundation are Stephanie Phair, Chairman, Caroline Rush CBE, Chief Executive Officer, and Laura Strain, Chief Operating Officer of the British Fashion Council



COVID-19 impact on the Fashion Industry

In 2019 the fashion industry contributed £35 billion to GDP and employed 890,000 people. The COVID-19 recession could be twice as hard on the fashion sector compared to the UK overall (Oxford Economics)

HEADLINE ASKS TO GOVERNMENT:

- Help keep retail open to protect towns & cities; Funding for SMEs
- Innovation and R&D funding for Clean Growth
- Support to ensure responsible retailing to ensure large retailers support small businesses for cancelled goods and sell-through guarantees
- Access to finance and future proofing
- Development of LFW health & safety guidelines in consultation with Government
- Moratorium on duty and tariffs to restart international supply chains British manufacturing and re-onshoring

BFC & CFDA joint manifesto for an industry reset
Development of Shoot Guidelines and LFW Guidelines in consultation with Government and the industry

-£11BN

Forecast drop of £11bn, taking the level of contribution to GDP to £26.2billion, effectively wiping out the above-average growth achieved by the industry in the past 10 years

-240,000 JOBS

240,000 direct job losses are predicted. This rises to 350,000 losses if indirect jobs through the supply chain and consumer spending are included, which is 1% of all UK jobs

CREATIVE TALENT

Alongside the economic impact we are threatened with the loss of an entire generation of creative talent, and the UK’s position as the creative crucible of global fashion

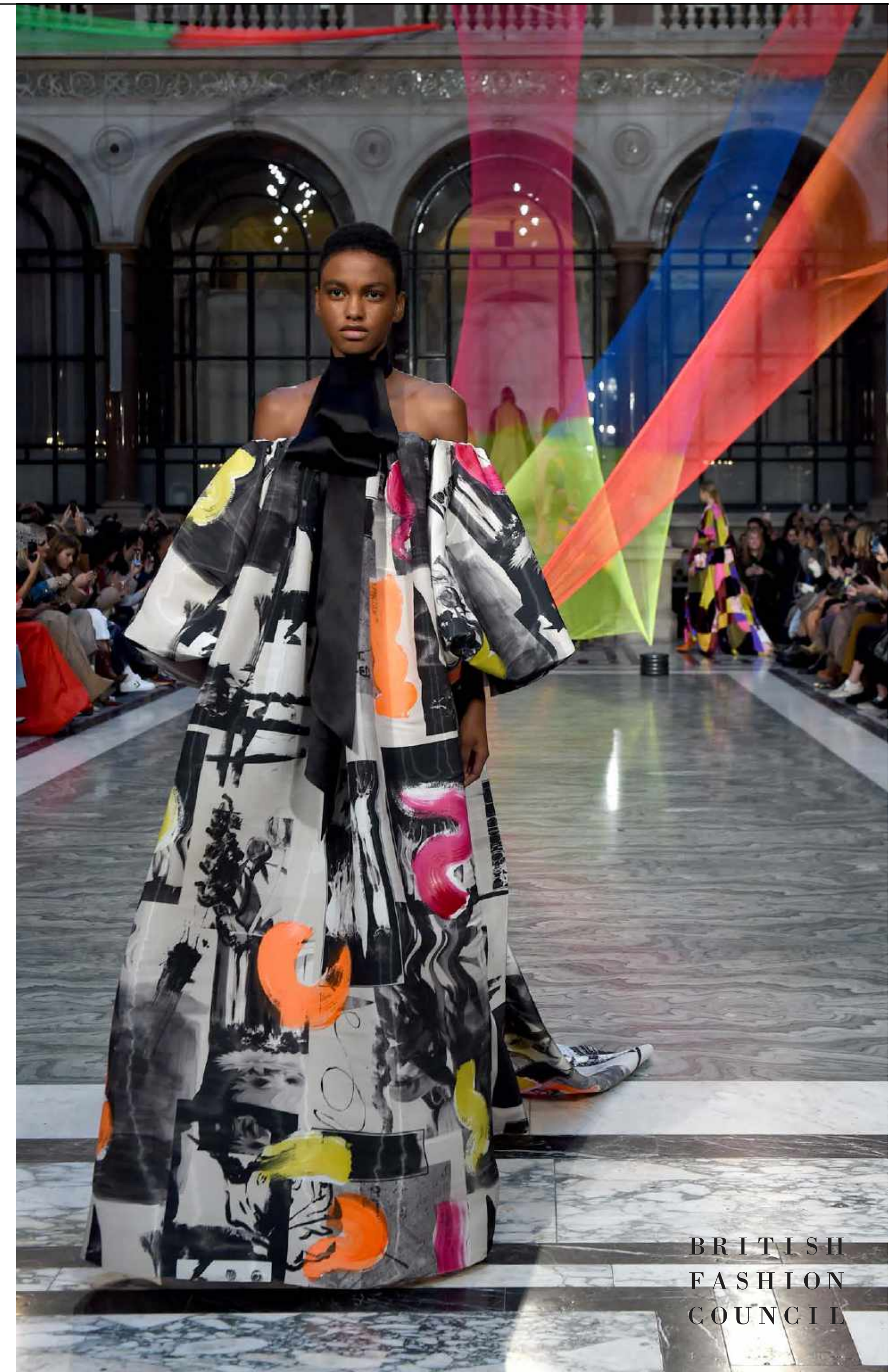
RESPONSE: +1.5M

Creation of the BFC Foundation Fashion Fund for the Covid Crisis to support businesses and individuals through the pandemic, with £1m raised in round 1. The BFC have raised an additional 500k to be awarded Autumn 2020. We need more, your input is essential

The BFC is activating a long term plan to fight racial prejudice and discrimination and galvanise the industry into action.

ACTIONS THE BFC HAS TAKEN SO FAR:

- The BFC Executive Board has agreed to broaden its board to increase diversity
- The BFC is in discussions with a mentor network programme to partner with and launch a fashion mentoring programme for BFC staff and wider fashion industry
- Diversity monitoring of initiatives and business support
- The BFC is establishing a Diversity & Inclusion Steering Committee of industry and BFC representatives to address key challenges facing minority communities in fair representation within the fashion industry. The committee's priorities will include: stamping out racism in the fashion industry and addressing specific challenges of each minority community. The committee will work as a part of the IPF to set the bar for accountability and best practice for all businesses to aim to achieve
- As a BFC developed its D&I Steering Committee it hosted fortnightly calls with the Black, Asian and Minority Ethnic fashion community (around 200 individuals) to address challenges and start working on solutions and next steps for the industry. This group will be updated on progress of the D&I Steering Committee going forward, frequency TBC.
- The BFC has created a Diversity & Inclusion Internal Working Group whose role is to make sure it moves forward the D&I agenda forward internally with a year long strategy



The Fashion Industry has been in need of a re-set for some time

Pre Covid-19 the BFC Executive Board talked about the need for the industry to address environmental change. Now, through this period of extreme challenges and change, there is an opportunity to re-focus the BFC's resources, vision, mission and purpose to influence and engage with a larger number of designer businesses and broader industry to enable change.

There are many practices that have been accepted that should no longer be tolerated.

If the British Fashion Council is to truly play a significant role in strengthening British Fashion in the global fashion economy it must hold itself and businesses accountable to a higher standard than ever before and address the need for change now.



Support excellence
in design



Empower
Growth



Communicate to activate
positive change



The Institute of Positive Fashion (IPF) will be at the heart of the organisation, we will create a new bar for accountability, acting as the catalyst for change in all three pillars

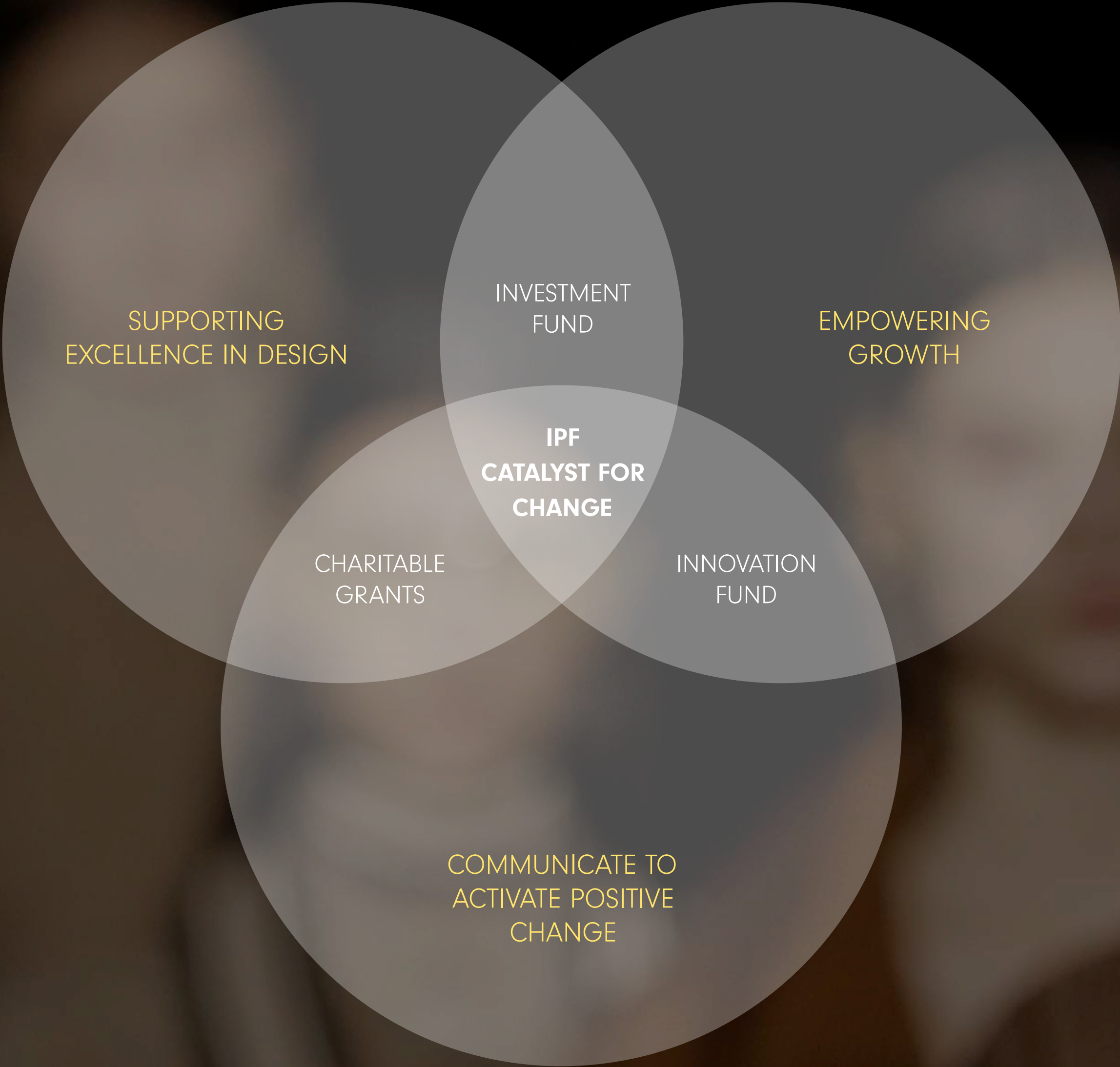
Strengthen British Fashion in the global fashion economy as a leader in responsible creative businesses

Empower and engage all within the British Fashion industry to play their part in positive growth

We will do this through championing diversity, building and inviting the industry to actively participate in a network to accelerate a successful circular fashion economy



THE PILLARS AND HOW THEY WORK TOGETHER



Supporting Excellence in Fashion Design

- Scholarships
- Connecting designers with global audiences
- Championing talent
- London Fashion Week
- The Fashion Awards

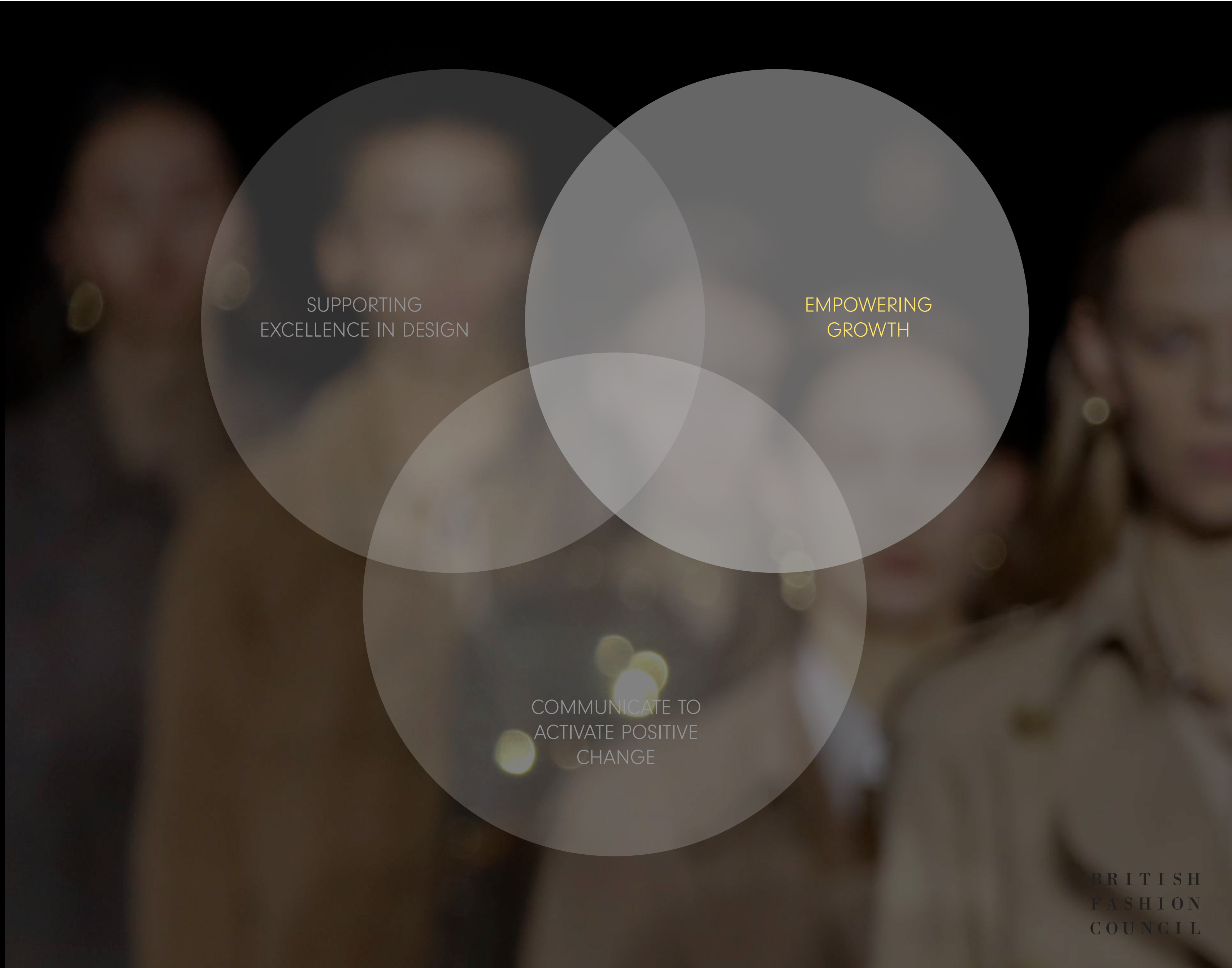
SUPPORTING
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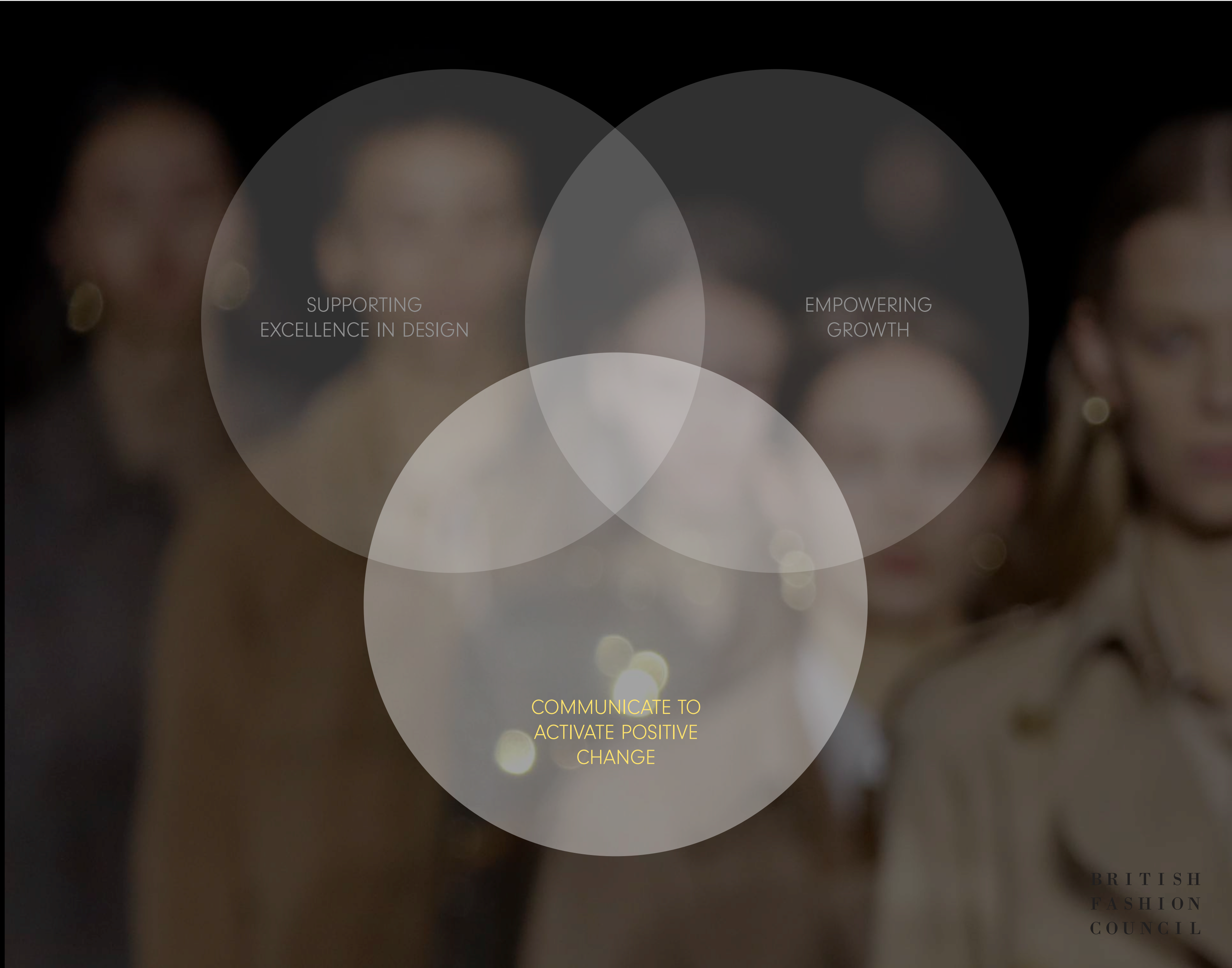
Empower Growth

- Shared resources
- Business support network
- Access to finance
- Mentoring to be more resilient, circular, fair and equal through global collaboration and local action



Communicate to Activate Positive Change

- Represent needs of industry to Government
- Engage all in industry from design room to shop floor to play their part in change



The Institute of Positive Fashion

The IPF will play a pivotal role in the BFC's Re-Set strategy. It will use the BFC's convening power to bring together industry, Government, education and commercial partners to address head on big issues facing the industry. It will bring the knowledge of global experts to help set a higher bar of accountability and where possible share their knowledge and resources to fast-track positive change

Its core activity will focus around three pillars
Environment, People, Community and Craftsmanship

It aims to create a centre of excellence for collaboration and knowledge transfer, within this it is exploring an innovation hub with both Government and private sector partners

WWW.INSTITUTEOFPOSITIVEFASHION.COM





Centre of Excellence

(Run by BFC) Empowering the British Fashion Industry to be Globally Competitive through becoming leaders in responsible businesses. Bringing together industry experts, activists, embracing innovation to inspire each other, to push further. Creating change at the heart of the BFC will cause a ripple effect with far reaching positive impacts

- Platform of Global Resources (now live)
- Masterclasses and Symposiums (currently part of BFC Biz Dev)
- Mentoring (need to grow specific expertise)
- Knowledge Transfer (create IPF fellowship for CSR professionals, initially funded by govt)
- Think Tank Working Groups (Currently developing Waste, D&I, On-shoring)

IPF Environment - Waste EcoSystem

A project to research, scope and implement the creation of a circular fashion ecosystem in the UK, with the aim of making the UK the world leader in this area

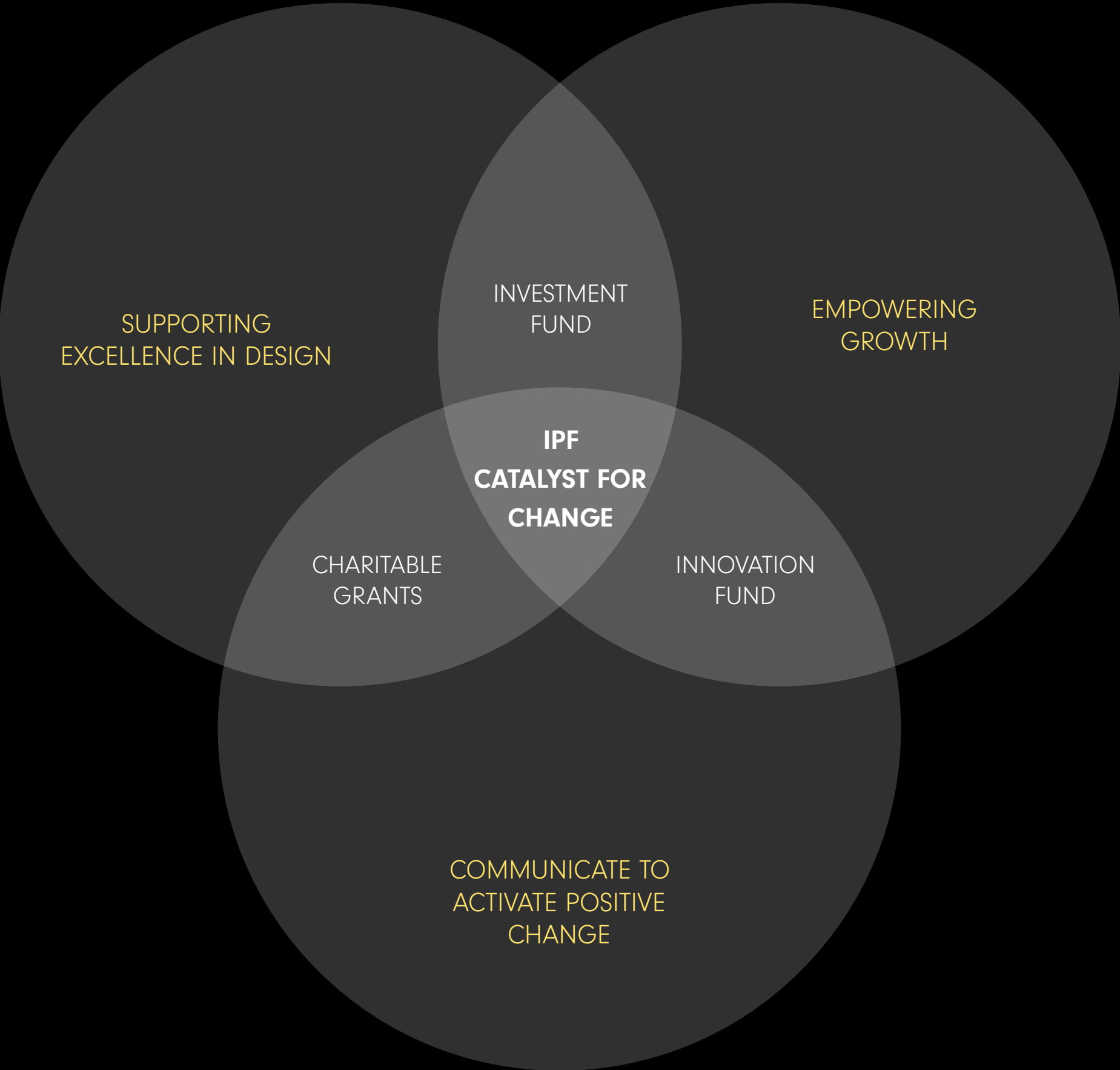
IPF Creativity and Innovation Hub - East London Project

IPF Creative epicentre where big business can support, educate and inspire new businesses in a creative learning environment

IPF People - The Missing Thread

The demand for an education programme focused on black culture in fashion





EXECUTIVE BOARD – STRATEGY, GOVERNANCE AND FINANCIAL OVERSIGHT

ADVISORY BOARD – REPRESENTATION OF FUNDERS, ADVISORS, MEMBERS, NETWORK

COMMITTEES – BRIEFINGS / INDUSTRY-LED WORK STREAMS

INTERNAL BOARD
(OPERATIONAL STRATEGY)

SMT

MANAGERS

EXECUTIVES

ASSISTANTS

PATRONS

TRUSTEES

COMMITTEES

MEMBERS

AMBASSADORS

PARTNERS

DIVERSITY & INCLUSION

PRESS & COMMS

COLLEGES

BRITISH FASHION MODEL AGENTS ASSOCIATION

FUNDRAISING

TALENT ID

<div>MEMBERS</div> <div>The Designer Member network leads the industry voice in the UK and supports the eco-system that enables both established and new talent to sustainably grow.</div>	<div>PATRONS</div> <div>Businesses, Individuals and Associate Patrons play a vital role in supporting the BFC to deliver significant and impactful programmes that benefit the fashion industry.</div>	<div>ADVISORS AND BROADER BUSINESS NETWORK</div> <div>The BFC has a number of committees and advisors whose role is vital to develop specific projects.</div>
<div>ADVISORY BOARD</div> <div>The BFC Advisory Board brings together a broad and diverse representation of industry.</div>	<div>EXECUTIVE BOARD</div> <div>Non-Executive Directors, the board are responsible for the success of the business, setting values, strategy and reviewing performance.</div>	<div>PARTNERS AND FUNDERS</div> <div>Commercial Partners & Government Funders of the organisation or its programmes and events.</div>

ANNUAL PLAN

2020 SEPTEMBER	2020 OCTOBER	2020 NOVEMBER	2020 DECEMBER	2021 JANUARY	2021 FEBRUARY
Annual General Meeting London Fashion Week	Open Initiatives Applications	The Fashion Awards	Chairman’s Drinks Week	London Fashion Week	London Fashion Week Initiatives Shortlist
2021 MARCH	2021 APRIL	2021 MAY	2021 JUNE	2021 JULY	2021 AUGUST
Shanghai Fashion Week Patron & Member Update	Initiative & Charitable Grants Announcement	Graduate Preview Day	London Fashion Week Celebrate Scholars & Class of 2021	Annual General Meeting Advisory Board	
2021 SEPTEMBER	2021 OCTOBER	2021 NOVEMBER	2021 DECEMBER		
The Fashion Awards Patron & Member Update	London Show Rooms (TBC)	The Fashion Awards	Chairman’s Drinks		



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britishfashioncouncil.co.uk

BRITISH
FASHION
COUNCIL