



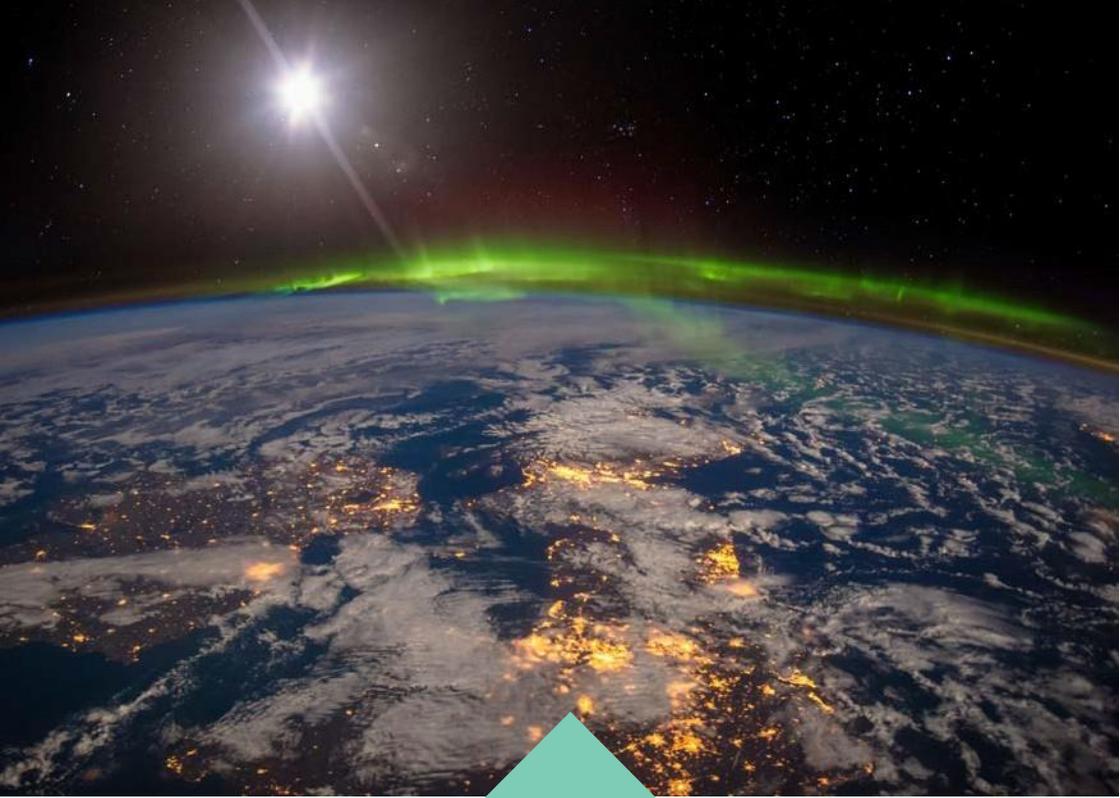
# STRATEGIC PRIORITIES 2021

# Purpose

We drive actions across the banking and finance industry to support consumers and businesses in their day to day activities, developing solutions to ensure present and future growth and financial security.

- Promoting and delivering a long-term approach through establishing clear non-financial public KPIs against which performance is measured
- Ensuring households, home ownership, financial inclusion, access to finance, and sustainable growth are all at the centre of our work
- Addressing financial vulnerability and persistent debt
- Working in partnership with the public sector, NGOs and relevant industries to tackle shared global challenges of the Covid-19 fallout, economic crime, rapid technological advancement and changing demographics
- Providing consistent support adaptable to the changing circumstances and needs of businesses and consumers





## Global competitiveness

We focus on maintaining the competitiveness and success of the UK banking and finance industry on the global stage following the UK's departure from the EU.

- Preserving and enhancing the UK's position as a leading global centre for finance and innovation
- Advocating our members' priorities for any trade/market access arrangements between the UK and other jurisdictions globally post-Brexit
- Attracting, retaining and developing the best talent for the industry as it evolves

# A regulatory framework fit for the future

We represent our members' interests in the development of the regulatory framework for financial services as the needs of consumers, businesses and industry evolve.

- Promoting better coordination of regulatory interventions by UK bodies with jurisdiction over the finance and banking industry
- Informing HM Treasury's financial services future regulatory framework review, particularly to promote proportionality of regulation in line with systemic importance
- Supporting the development of global standards and promoting regulatory convergence in their regional implementation
- Ensuring the appropriate alignment of UK regulation and supervision with the EU, US and other major jurisdictions





## Digital innovation and data

We promote digital innovation across the banking and finance industry in a responsible, inclusive and ethical way that offers enhanced benefits while protecting customer data.

- Developing and enhancing payments systems for the benefit of customers
- Helping members adapt to rapid technological change while maintaining high customer service standards
- Supporting the responsible adoption of machine learning and artificial intelligence

# Resilience, security and transparency

We want the UK to be the safest and most transparent country in the world from and in which to do financial business.

- Tackling economic and cyber crime in partnership with the public sector and other industries
- Protecting customers and members from fraud
- Highlighting the societal cost and impact of financial crime and supporting solutions in areas such as modern slavery, human trafficking and terrorism
- Strengthening the operational resilience of members and the sector as a whole
- Working with members to facilitate the transition from LIBOR to SONIA





## Sustainability and green finance

We help the banking and finance industry play a key role in supporting a sustainable future as firms embed climate risk and green finance into the heart of their business models.

- Supporting businesses to adapt to the changing requirements and impacts of a net-zero carbon economy, including engaging with legislators and regulators on the expectations being placed on firms
- Encouraging members to commit to non-financial disclosures and take a longer-term approach
- Promoting solutions on green finance that address the needs of society and the environment

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