

The background of the entire page is a photograph showing large stacks of leather sheets in various colors, including purple, yellow, and blue. The sheets are piled up, creating a sense of depth and texture. The lighting is soft, highlighting the natural grain and sheen of the leather.

Rediscover leather

Strategy 2021-2026

Promoting and educating about
leather in the UK

leather UK

Introduction

In 2016 Leather UK (then UK Leather Federation), began a five year strategic plan which aimed to expand the remit and coverage of the organisation and increase its presence as the voice of the UK leather industry.

This strategy achieved many of its goals, in particular expanding the membership of Leather UK beyond its traditional limits and increasing its reach, through both expansion of the membership and greatly increased activity on social media.

The pressures on the UK and global leather industry have increased and there is growing trend, often on the basis of misinformation or misrepresentation, away from the use of leather. Leather UK has identified that the primary goal of the new strategy should be to promote and educate about leather in the UK. This will be delivered through the achievement of four guiding ambitions:

- Helping the UK leather industry to grow and thrive;
- Becoming the authoritative voice for the whole UK leather supply chain;
- Strategically promoting the value and sustainability of the UK leather sector;
- Addressing concerns and misconception about leather through good quality research

To achieve this, the strategy will focus on four primary areas:

Membership; Research; Resource and; Public Relations.

These four areas build upon one another and the anticipated cumulative impact will be the enhanced profile and credibility that Leather UK needs to be seen as the voice and reference point for understanding of the UK leather sector.



Membership

This is the foundation on which the strategy is built and its goals will be achieved; Leather UK is nothing without its members. Following on from the success of its predecessor, the new strategy will recognise and service the increasing diversity of the membership and the varying needs of its different constituencies. It is also clear that the ambitions of the strategy cannot be delivered by Leather UK alone and it will be necessary move to a more mutually organised, cooperative membership model, with members playing a more active role in the delivery of strategy's goals.

As such, it seems inevitable that committees and working groups will have to be formed to inform and contribute to the specific needs and actions required by the different constituencies in the Leather UK membership, e.g. tanners, artisans, large brands. This will determine what the different constituencies want from Leather UK but also inform our offer with regard to recruiting more members. For example, what is the unique offer that LUK has that would make membership desirable to large brands? Through these groups, LUK will seek to deepen its relationships with its members, to understand their operations and issues, with a view to specific action on their behalf.

Leather UK will also look to expand and deepen relationships with relevant non-member stakeholders, such as the meat and dairy sector, with a view to cooperation on mutually beneficial areas of concern.

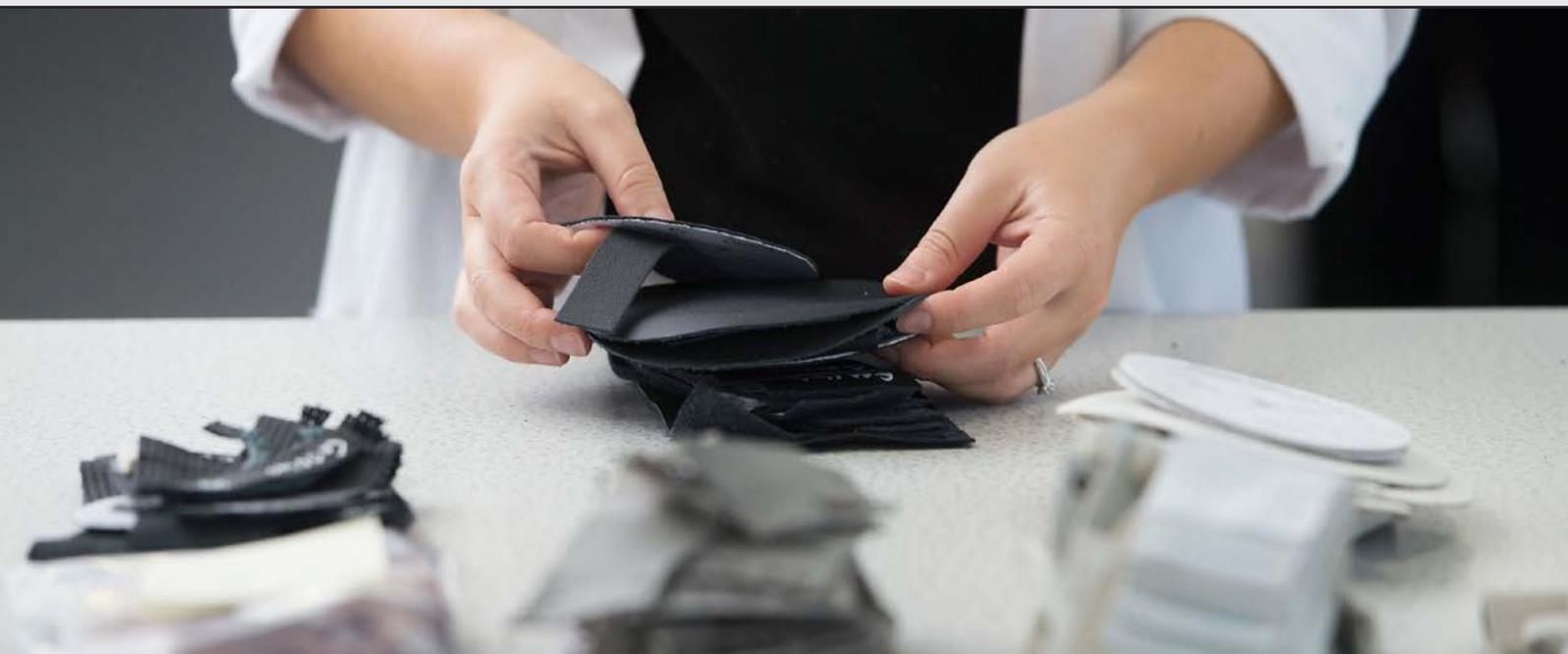


Research

Sustainability and transparency are two of the key aspects informing customer and consumer choice. With the greater degree of analysis and understanding of products, any industry that cannot explain itself will soon start to struggle. The leather industry must evidence its impact and achievements to be seen as a credible and justifiable choice for customers and consumers. Data is critical as there are currently too many gaps in our understanding of the impacts of leather production. These are already causing issues for the sector as evidenced by the very poor score leather achieves in the Higg Index.

Leather UK cannot address these issues alone. We will need far greater input from our members to share their data on all aspects of business, social and environmental performance, with a view to presenting the aggregated UK picture. We will also need to collaborate to deliver research needs such as LCAs for leather, biodegradation studies and waste management. The strategy will provide the framework to identify and address the questions that need to be answered to provide the necessary understanding for our customers to be confident in choosing UK leather.

Naturally, this will necessitate funding, including support from industry and other stakeholders and identifying other funding opportunities. It will also require a commitment to collaboration across the sector on the principle that a rising tide lifts all ships. In order to facilitate this, Leather UK will look to deepen and strengthen existing strategic partnerships, such as those with the ICLT and Leathersellers' Company, and to establish new working partnerships with other relevant organisations.



Resource

It is essential that Leather UK becomes recognised as the primary reference for information about and understanding of the UK leather sector with particular reference to areas where the UK is a world leader, such as animal welfare and sustainability. The development of comprehensive resources, informed by the membership and research, is therefore critical.

This resource will also form a significant part of our offer to our members and inform the direction of research and other collaborations. The scope will have to encompass leather making, training, bespoke making, consumer care advice, etc. This development of a broad resource has already started in the Leather UK Directory. It will also be essential to tailor delivery to the different levels according to the need of different audiences, from consumer to Government.

In addition to accessible resources such as infographics, the cooperative model for membership will also allow for the development of pool of experts from across the sector, who can refer to when required, from general advice for product care to technical insight into complex issues around climate change and so on.



Public Relations

PR is the vehicle through which our aggregated understanding will be brought to a range of audiences. The PR activities will have to have relevance to the sector as a whole but also the different constituencies therein. To this end, Leather UK has employed Velvet PR to act as its press office, fostering relationships with the media and developing positive campaigns about leather in the UK. This work will be continued under the new strategy.

This will require identification of the different audiences, which messages they should receive and how best to reach them. To inform the development of promotional activities, it is critical that we understand how leather is perceived by the UK customer and consumer and activities such as surveys will be required. Given the limitation on resources, care will have to be given to the use of the website, social media, events and direct contact. However, success here will raise the profile of Leather UK and the UK leather sector, with leather seen by customers and consumers as a good choice for people and the planet.



Leather Trade House
Kings Park Road, Moulton Park
Northampton NN3 6JD

Tel: +44(0)1604 679999
Email: info@leatheruk.org
web: leatheruk.org

 **Leather_UK**

 **Leather UK**

 **Leather_UK**

 **Leather UK**

leather UK