



# **ANNUAL REVIEW 2007**





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## President's message

"Serving a traditional industry doesn't mean we shouldn't be forward-thinking. I'm immensely proud of the fact that the BWF is the first timber or fenestration trade association to elect a female President."

Richard Lambert, Chief Executive

I may have lived in London for over forty years, but I'm still a Yorkshire girl at heart and I do not part with money easily. If I have to spend on a business service, I want to be sure it's relevant, effective and worth the price. The chances are many of you will think much the same.

We have very good reasons for being a BWF member. I know how much my own business relies on the information and support we receive through our membership. I often wonder where we would go if the BWF was not there to provide help, and I constantly question how companies who are not members manage.

From my personal perspective, the BWF has succeeded because it has tried to understand what its members want or need from a trade association. Assistance is provided in a really effective, friendly manner by well informed staff, and if they don't know the answer immediately, they find out and get back to you. It has changed from being a traditional, slightly regimental, gentleman's club, to a modern, welcoming organisation – helpful, less formal and more open-minded. It works hard to understand how members' needs change and differ depending on size and sector, so that it can adapt its services and support to suit all.

Just think about the major achievements of last year – the WITForum, the Wood Window Alliance, the scope of the BWF's representation of the industry, particularly through the Wood for Gold campaign, and the development and launch of Total Support Services – all stem from that basic principle of engagement: establishing what customers want and delivering it to them.

Looking through the review of 2007, I was struck by how engagement has emerged as a theme for the BWF – whether that engagement is with its members, the industry's customers or those who influence regulation and markets. The new concept of the BWF Engage Programme will, over the next year, draw all this together and reinforce the value of your engaging with the BWF and the BWF engaging with you, and even members engaging with each other. The Federation's success is dependent on your satisfaction with what we do, because we know "stronger roots grow happier members".

Pauline Kelly, June 2008



## BWF Engage



“We’re the BWF’s biggest fans. From advice on strategic planning, to specific answers to technical questions, the BWF has helped us grow our business, every step of the way.”

Nick Quinn, Marketing Director, Blairs Ltd



One of the most significant areas we worked on during 2007 was how to encourage more of our members to make better use of their membership.

We knew we offered an excellent range of member benefits and services – many members were kind enough to tell us how important we are to their businesses – yet how many members made full use of our services? And, although we had over 500 members, how many more joinery companies could benefit from membership?

So we planned a programme designed to put engagement at the heart of everything we do, a new emphasis that was very much part of our ambition to be the best trade association in the UK. It encompassed engagement with members’ customers, and the policymakers who have an increasingly significant effect on the industry, as well as membership engagement itself. This led us to the concept of BWF Engage.

### It’s about people

BWF Engage is about people. And 2007 saw the staff team brought back up to strength and restructured to give a renewed emphasis to the Federation’s marketing activities to complement our technical activities.

### It’s about services

It’s about services, listening to members and providing a flexible range of responses that’s as useful for a large member who might need strategic advice, as for a small member who might need a helping hand to navigate through today’s increasingly complex environment. 2007 saw a major services initiative: the launch of Total Support Services, a one-stop-shop offering members a range of special consultancy services that covers all the key topical issues.

### It’s about engaging with our target audiences

It’s also about the way we engage with our target audiences. 2007 saw the redevelopment of our website, an exceptionally effective PR campaign, advertising, exhibitions, active membership of other organisations, like the Construction Products Association, Wood for Gold and wood for good, and our representation on a number of strategic committees. Meanwhile the BWF brand began to reap the benefits of the successful implementation of the Code of Conduct.

### It’s about a community of interests

It’s about a community of interests, exemplified by our Members’ Day and Annual Dinner, as well as the many other opportunities we had to get together over the year.

Overall membership increased by 24, a net increase of 4.75%, marking a return to growth after two years of stagnation, and we maintained the increased use of our services, with almost 350 calls to the general advice lines and over 680 calls to the technical helpline.

### The Code of Conduct

We completed the first four year cycle of assessment, with all existing BWF members visited between May 2003 and May 2007. By the end of the year 213 members, about half the manufacturing membership, were compliant, and we have been actively encouraging all remaining members to complete the necessary actions identified by the assessments.

Work was undertaken on a revised and updated standard for the second phase of assessments, due to begin in 2008, which will include a greater emphasis on how the Code is applied in business.



## Engaging with your customers



“Last year we really stepped up our marketing, with a host of initiatives from the launch of Total Support Services to the redevelopment of the website, culminating in the concept of BWF Engage. Forming a strong marketing team at the tail end of 2007 gave us a platform for the new year.”

Ruth Soundarajah, Marketing Manager



### New agency

Following a three-way pitch, Ideas (now The Good Agency) was appointed as our new marketing agency, bringing the PR and marketing together for the first time, and delivering significant benefits of co-ordination, as well as some excellent fresh thinking.

### New website

The most ambitious undertaking of the year was the redevelopment of our website, providing a more up to date and professional face for the industry, easier navigation for customers, a fully searchable members’ database, and a password protected members’ area with downloadable BWF guides and much, much more.

### Effective PR

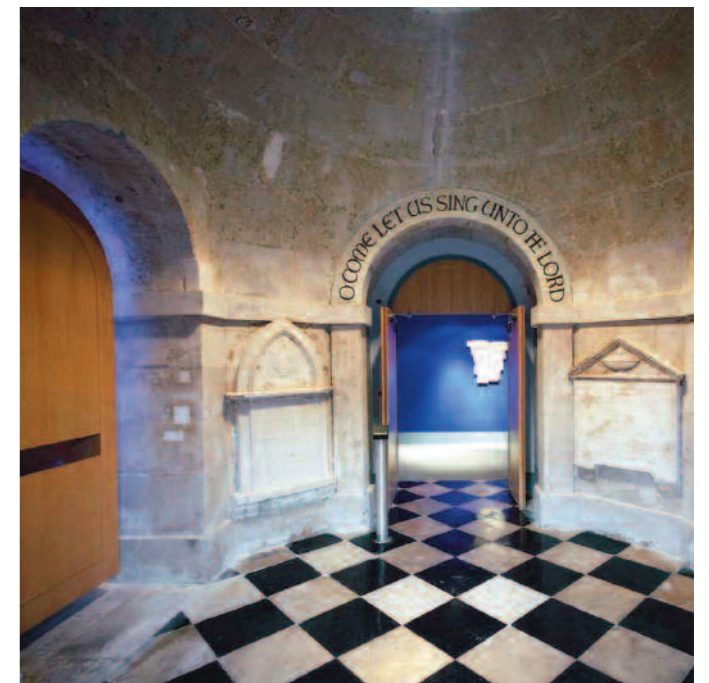
It was also a good year for Public Relations, with an exceptionally effective campaign beating all targets. Highlights of the year included the launch of Total Support Services, coverage of the 21st Century Timber Windows Conference, and the launch of the Wood Window Alliance, which received unprecedented press coverage, both for the tactical launch at BRE in July, and for the full launch at 100% Detail in September.

### The 21st Century Windows Conference

May saw the 21st Century Windows Conference, a major showpiece for members’ windows in the stunning environment of Hawksmoor’s St Luke’s in London’s Old Street, with keynote speeches by Jon Aldenton of the Environment Trust, BRE’s Ed Suttie, Rita Singh from the CPA, and many others, all chaired by Ruth Slavid, acting editor of the Architects’ Journal. The day’s highlight was Jane Anderson’s preview of the eagerly awaited Green Guide, which gave us the good news that TWA Scheme windows were to be given a 35 year service life expectancy.

### Member recruitment

In 2007 we conducted our first ever recruitment mailing, targeting non-member joinery companies, and resulting in a 60% increase in membership enquiries. We also launched a member-get-member scheme.





## Engaging with key influencers



“As a comparatively small industry sector, we all benefit from the BWF using its membership of the CPA and the CPA's heavyweight industry-wide influence to make our views known on issues such as the Code for Sustainable Homes, the Carbon Reduction Commitment, the 2016 Zero Carbon Homes target, DfES Standardised Specification for Building Products for Schools, and the need to establish an independent, impartial databank of life cycle assessment data.”

Ian Purkis, Technical Director, JELD-WEN UK Ltd



### Membership of the Construction Products Association

The close relationship with the Construction Products Association continued during 2007, Chief Executive Richard Lambert's third year as Vice-President of the CPA.

As well as working with us on a number of industry sector issues, the CPA organised top-level meetings with Government Ministers where the BWF Presidents were able to join their peers from other construction products associations. These included Pauline Kelly meeting Phil Woolas, the Environment Minister, and Stephen Wright meeting Angela Smith, the (then) Building Regulations Minister. The CPA reception in the House of Lords enabled the BWF Officers attending to establish contact with their local MPs, in some cases for the first time.

### Wood for Gold

We played an active part, through Richard Lambert's membership of the Steering Group, in Wood for Gold's campaign to ensure the industry benefits from the 2012 Olympics. The campaign made a successful case to the Olympic Delivery Authority that the UK industry could supply verified sustainable timber to the 2012 Games, as well as creating a timber industry day to allow the industry to engage with the ODA, at which the BWF ensured the joinery sector was specifically represented. We also provided members with an explanation of the ODA's procurement processes, so that those who wanted to participate knew how to go about it.

### A more unified approach to lobbying

Wood for Gold has shown what can be achieved if the timber-using industries work together more closely, a theme that was returned to when Pauline Kelly attended the meeting of the Chairmen/Presidents of the trade associations at Norton House Hotel, Edinburgh, to discuss how to achieve a better co-ordinated and more unified approach by the industry towards lobbying.

### Industry advisory groups

We were delighted to be invited back on to the Industry Advisory Groups advising on the development of the next revision of Part L of the Building Regulations, with Kevin Underwood, Chairman of the Windows Technical Committee, representing the BWF.

Our members benefited from our representing them in other industry groups, ranging from the FENSA Board to the Passive Fire Protection Federation. Through the Health & Safety Executive's Wood Industries' Advisory Group, we succeeded in clarifying the definition of designer in the new CDM regulations, and we took part in CPET's consultations on improving the specification of sustainable timber by the construction industry.

### Research projects

We participated in several research projects, including the ECWINS project (the European consortium to develop standard software to assess and improve window design), BE AWARE (a DTI-funded, BRE-led project aimed at reducing waste and improving the efficient use of resources in the manufacturing process), and the GREEN-IT initiative (the assessment of European energy efficiency labelling systems). During the year we were involved in the new regulations and standards published as Part B (Fire Safety), BS EN 942 (Timber in Joinery), as well as the revisions to BS5395 Pt 1 and 5396 Pt 4 (Stairs), and a project on 'Fire Performance of Escape Stairs', commissioned under the CLG Fire Safety Framework Agreement with a BRE led consortium.



## Engaging with members



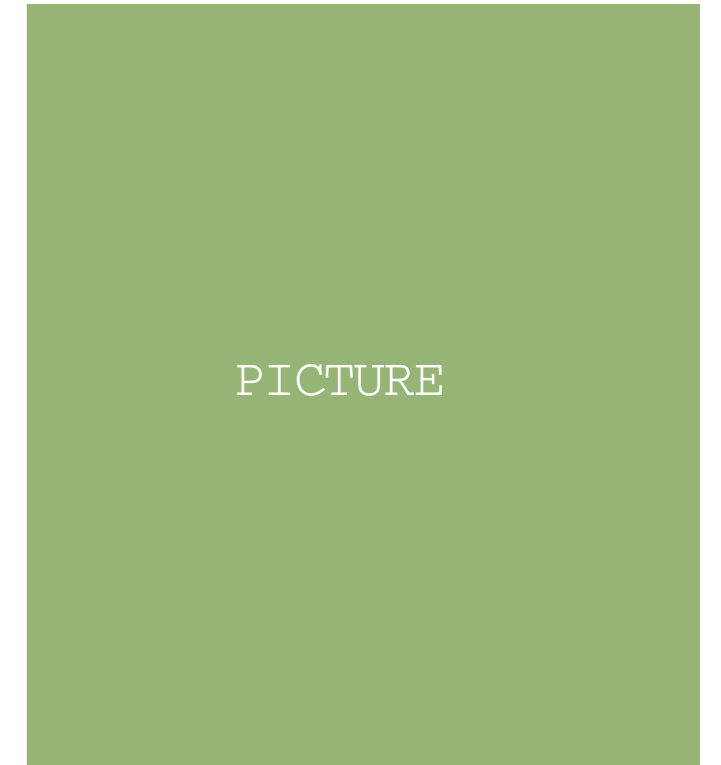
“Since I started working with the BWF midway through last year, one of my highlights has been the progress we have made with our Total Support Services, which are now becoming a key part of the BWF offering.”

Matthew Mahony, Policy Executive



“A variety of interesting enquiries continues to pour in to our technical team.”

Chris Addison, Technical Officer



The cornerstone of our engagement with members was the launch of Total Support Services, offering a wide range of excellent value consultancy services with the flexibility to suit the skills, price range and needs of any member company.

### Total Support Services

**Chain of Custody certification**  
Where we established a group scheme for smaller members and a consultancy service for those with over 15 employees

**ISO9001:2000 Quality Management System**

**Window Energy Ratings**  
Offering practical advice on the products to test and how to get the best results, running the simulations, having them independently assessed, and submitting them to the BFRC

**Product testing for doors and windows**  
Including practical advice on what products to test and any likely failure points

**Health & Safety audits and training**

**Technical consultancy**

**ISO14001 Environmental Management System**  
To assess your current environmental impact and identify where reductions can be made, without compromising profitability

**Insurance**  
With special rates negotiated from our preferred partner

By the end of the year 26 members had used the Total Support Services.

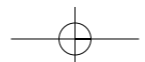
### Core membership services

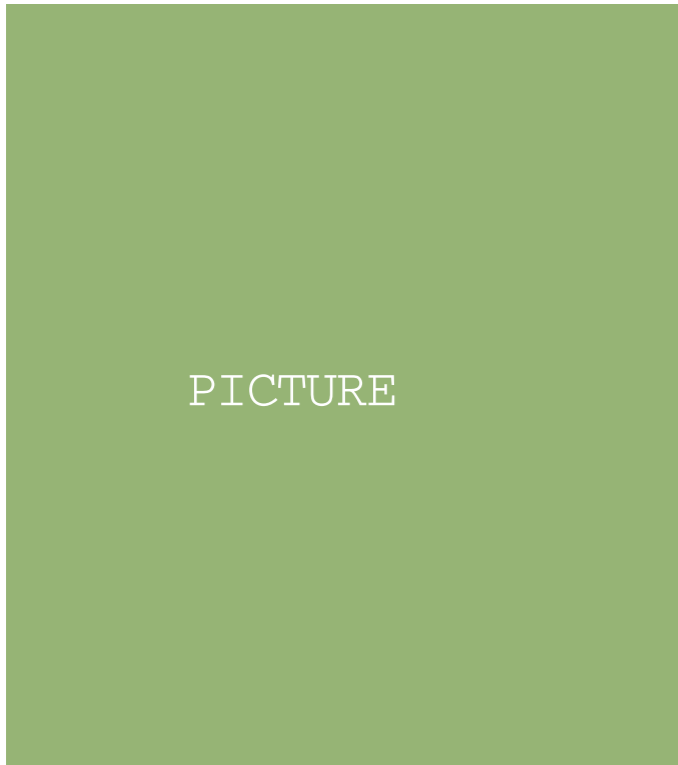
We also continued to develop core membership services throughout the year, to ensure members were kept fully informed of what was going on in the industry, giving them the necessary guidance and up-to-date information to be able to cope with changes in the industry.

The bi-monthly News Updates were given a smart new look and are now mostly delivered electronically, saving considerable quantities of paper and a significant print bill.

The Next Step in Technical Guidance for Timber Stairs was produced to complement our other informative publications, including the BWF Guide to Health & Safety in the Woodworking Industry, the BWF Employer's Handbook, and number of model contracts, terms and conditions, and policy guides.

We provided invaluable free advice to members on subjects like employment and industrial relations, environmental issues, legal and contractual issues, taxation, and Health & Safety, and received more calls than ever to our free technical helpline, providing support on issues ranging from product manufacture to timber species, building regulations, British and European standards and product specifications and testing.





PICTURE

## Fire doors



“I was really struck by the number of people who attended the Members’ Meeting in my first week, and their passion and enthusiasm for the Scheme. It got me thinking and sparked some ideas as to how we could take hold of this vast potential and drive the key messages home.”

Malcolm Dyer, Marketing Manager (Fire Doors)

## Windows



“As a newcomer, I look forward to helping this campaign go from strength to strength, with the support and backing of its very active and passionate members.”

Ruth Oloyede, Marketing Manager (Windows)



The BWF-CERTIFIRE Fire Door and Doorset Scheme went from strength to strength, with membership and label sales at record highs, allowing us to reduce the label price for the second time in three years.

### New member recruitment

We were pleased to welcome a further two prime door manufacturers, 14 licensed convertors, and three suppliers to the Scheme, while the number of Approved Fire Door Centres increased from 85 to 98.

The application process for licensed convertors was streamlined to make it easier for companies interested in the Scheme to become members, and Total Support Services on ISO9001 and Licensed Convertors were developed to support companies through the process.

### Direct mail

A direct mail campaign, targeting RROs, was used to highlight the importance of proper fire door maintenance and the benefits of using certificated fire doors, doorsets and compatible components in the context of the changes in fire safety requirements.

### Fact Cards

Three Fact Cards were published, Fact Card 9, outlining the Building Regulations affecting fire doors, Fact Card 10, explaining the implications of the new legislation for the RRO, and Fact Card 11, setting out the changes to Part B.

An updated Guide and Directory of Members were also published during the year.

### Life Cycle Assessment

What started with a joint project with wood for good to establish robust LCA (Life Cycle Assessment) data culminated in the launch of the Wood Window Alliance, an unprecedented alliance of 40 founding members, supported by wood for good and managed by the BWF, with no less a mission than to make wood once more the first material of choice for quality windows.

### The 21st Century Timber Windows Conference

Bridging the two was the 21st Century Timber Windows Conference, at which BRE was due to announce the launch of the new Green Guide. In the event, publication of the Green Guide was to be delayed for over 12 months. But, apart from showcasing some excellent products and dispelling many myths about wood windows, the conference proved to be a very positive catalyst for the launch of the Wood Window Alliance.

### Wood Window Alliance

The Wood Window Alliance was launched at 100% Detail in September, following a pre-launch at BRE in July, and was supported by an unprecedented level of marketing support, including major advertising and PR campaigns, a website with fully searchable database, consumer and trade publications, and attendance at key exhibitions.

This level of promotion meant that the Alliance quality benchmark rapidly became recognised by specifiers and trade alike as a guarantee of a window meeting independently audited quality and performance criteria.

### The BWF Timber Window Accreditation Scheme

Meanwhile we continued to run the TWA Scheme as one of the most robust accreditation schemes and an ideal way to ensure membership criteria for the Wood Window Alliance are fully met.



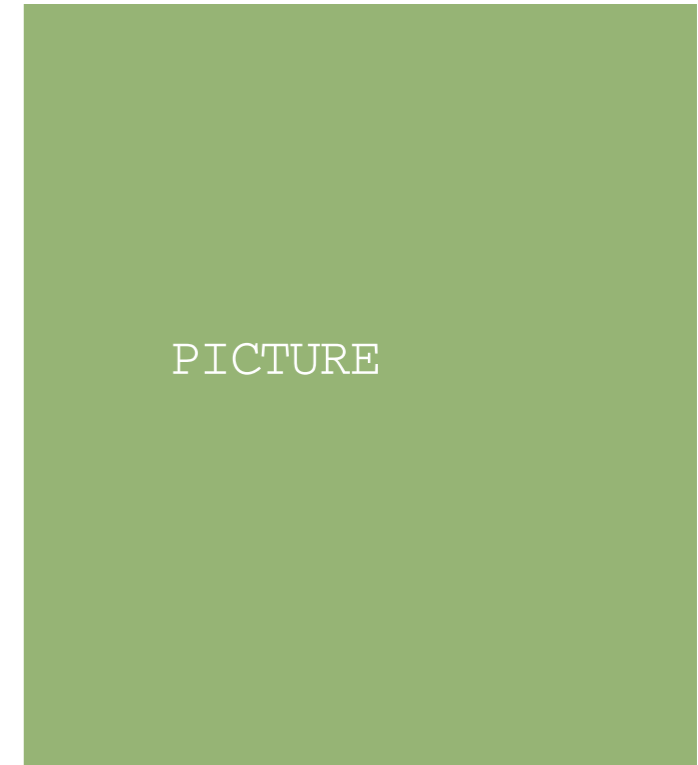


## The WITForum



“I was very enthusiastic about joining the WITForum in 2007, as I could see its potential to really affect the future of the industry through improving training for people already in the industry and people joining the industry.”

Leah Williams, WITForum Training Manager.



## The year at a glance

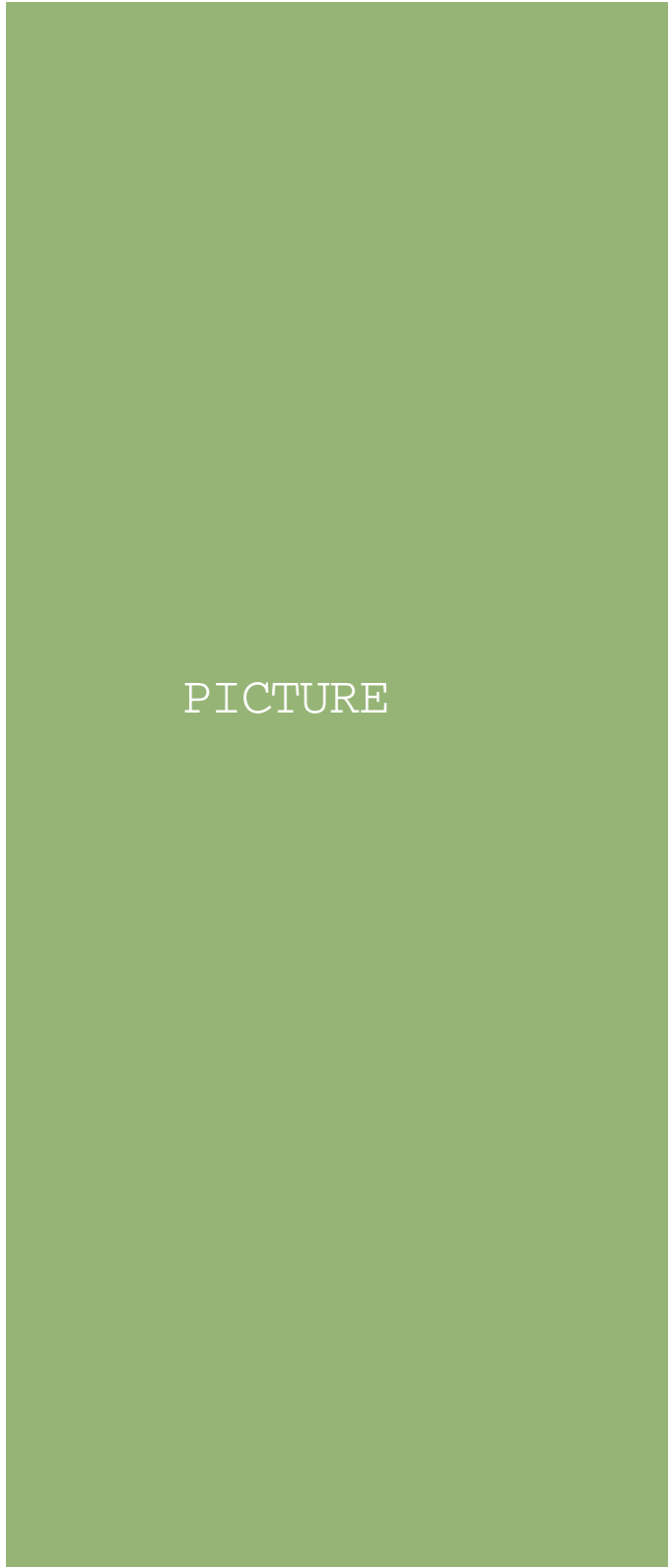


The WITForum (the Woodworking Industry Training Forum), is the BWF’s initiative to address the skills gap, promote woodworking as a career, and work with training providers to ensure that qualifications are relevant and up-to-date for the demands of today’s industry. By the end of the year, membership stood at 94.

During the year we undertook a major survey of industry training practices and requirements. 155 companies took part, and the results revealed considerable dissatisfaction with training provision, methods and, to a certain degree, with the quality of teaching from some training providers. The WITForum intends to work to address these concerns.

A number of Timber Training Programme seminars and Health & Safety workshops were run to bring BWF members up to speed on a range of essential topics.

Members	529	BWF-CERTIFIRE Scheme members	114
Members joining	59	BWF Approved Fire Door Centres	98
Members leaving	35	BWF Approved Fire Door Centres trained staff	209
BWF group income	£1,291,700	Number of BWF-CERTIFIRE Scheme labels sold	3.76m
BWF group expenditure	£1,283,500	Wood Window Alliance founder members	34
BWF reserve	£160,000	TWA Scheme Kitemarked Manufacturers	12
		WITForum members	94
BWF subscription income	£546,000	Members’ Day attendance	117
		Annual Dinner attendance	109



PICTURE

## Engaging with us



"I was very pleased that the BWF annual dinner was such a success. We received a record amount of sponsorship, and tickets sold out early on."

Tracey Hemming, Senior Membership Administrator



All of us at the BWF share an enthusiasm to do everything we can to make our members' lives easier and their businesses more profitable.

Many of the team have been with us for some years.

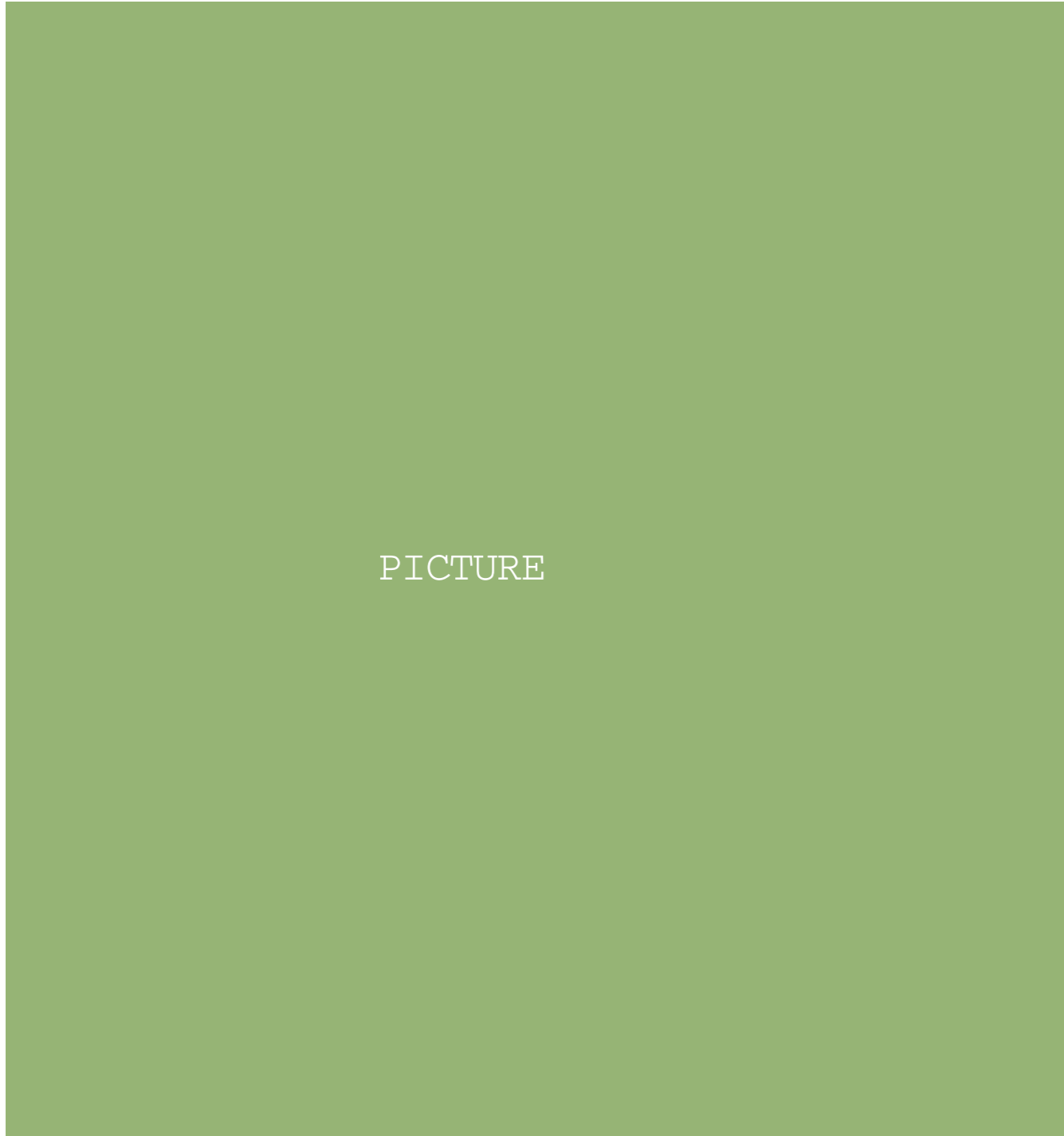
- Richard Lambert Chief Executive
- Michael Lee Membership Director
- John Hedgecock Technical Director
- Chris Addison Technical Officer
- Ruth Soundarajah Marketing Director
- Tracey Hemming Finance & Operations Administrator
- Siobhan Griffiths Membership Administrator

However, last year saw a number of new faces, which we hope will become familiar over the years.

- Ruth Oloyede Marketing Manager (Windows)
- Malcolm Dyer Marketing Manager (Fire Doors)
- Matthew Mahony Policy Executive
- Leah Williams WITForum Training Manager
- Jenny Taylor Administrative Assistant



The BWF was successfully reassessed against the Investors in People standard in December, gaining recognition for a further three years. The assessor concluded that "The BWF is an organisation that promotes the Government's skills agenda and promotes the concepts of lifelong learning and Investors in People to its own members. The belief in the benefits of working in this way are lived out internally, the BWF being an organisation that genuinely practices what it preaches."



PICTURE



## BWF Officers 2007



**President**  
Pauline Kelly

**Senior Vice President**  
Ian Purkis

**Junior Vice President**  
Keith Clark

**Hon Treasurer**  
Paul Bailey

**Immediate Past President**  
Stephen Wright

**Officers**  
David Pattenden  
Cliff Thrumble

Nick Howarth stood down from the BWF Executive Committee at the AGM in April 2007.



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