



Helping members to trade more profitably

Our route to your success

BWF Annual Review 2014

Helping you trade more profitably



**Mr David
Pattenden MIOd
BWF President
2013-2014
Owner and
Managing Director
Specialist Joinery
(South) Ltd**

The BWF exists to help you trade more profitably. The thing that unites us is woodworking, but what drives us is your profitability. To this end, as well as a powerful voice, BWF is the emergency service for the joinery industry – whatever your problem you should share it with the BWF and help will be at hand.

A growing membership

In 2013 BWF recruited over **160 new members**. From this we were able to exceed our budget plans for the year and resource additional projects in our already busy programme.

Retention remained strong and as a result membership grew to over 600, a record level. This speaks volumes about our value for money offer, which was further endorsed through feedback in our membership survey.

Ever stronger service

Emphasis in 2013/14 was on supporting change, early warning and a pro-forma approach to compliance. Resources such as our new template Construction Products Regulations (CPR) and EU Timber Regulations (EUTR) compliance packs were heavily downloaded and the launch of our Joinery Toolkit and Guide to Running a Joinery Business ensured

that our information was better presented and better structured.

Our helplines remained busy, particularly in the run up to the CPR, but the service coped well and was instrumental in ensuring we were ready to cope with the new era of CE Marking. Our technical team remains active on over 40 Technical Standards Committees in the UK and EU and following the retirement of Chris Addison has been further strengthened by the addition of Hannah Mansell, who brings a wealth of experience, enthusiasm and energy.

Better engagement

We have improved communications, focussing on quality over quantity and set out to make BWF Members' Day a key date for everyone's calendar. We delivered more members, higher class speakers and a vibrant exhibition. In 2013/14 we have also seen strong attendance at our technical and regional meetings and increased website traffic and newsletter interest.

Looking ahead

2014/2015 will bring new challenges, which the BWF will continue to meet, guided by the Executive and Council with a focus on simplicity and engagement, delivering what you need to help with the day-to-day.

What we are

The BWF is the trade association representing manufacturers of woodworking and joinery products in the UK

Why we exist

To help members trade more profitably

What we do

Representation

Information

Sales leads

Know-how

Your federation: your vision

Working to our seven core objectives

OBJECTIVE 1

An influential lobbying voice



BWF CEO Iain McIlwee talks to Iain Wright MP, Shadow Construction Minister

In 2013/2014

BWF responded to 15 key consultations and met key civil servants and politicians such as the Minister for Fire and the Shadow Construction Minister

Took a lead on behalf of the wider timber sector in coordinating responses to the Housing Standards Review and Allowable Solutions Consultation – vital for timber specification

BWF Member elected Chairman of Timber Industry Accord and BWF taking a lead role in developing a coordinated lobby for timber

Worked on, and fed back vital info, from over 40 European and UK technical standards committees

Developed new Windows Survey and BWF State of Trade Survey in a format to ensure results fed into and supported wider initiatives of the Construction Products Association (CPA)

Provided channel to feed into creation of Industrial Strategy: Construction 2025 at BWF Members Day

Active engagement through umbrella lobby groups CPA, NSCC, PFPF and FSF

BWF Chief Executive invited to join the Board of FENSA, to help build strong links in the installation market

What Next?

Remain at the forefront of the political and technical debate on Timber, Woodworking, H&S, Construction, Skills and Fire Safety

Launch Manifesto as a part of a co-ordinate lobbying campaign in the run up to the General Election with the aim to raise the profile of woodworking and our key issues with politicians in the UK

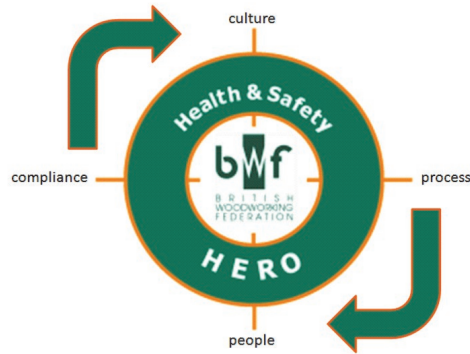
Continue to take an active role in umbrella associations such as the CPA, FSF, and NSCC.

Lead the timber industry to greater consolidation of lobbying efforts and promotional activity through the Timber Industry Accord



OBJECTIVE 2

Zero accidents in the workplace



In 2013/2014

Launched Health and Safety Hero Campaign, a cultural health and safety tool focused on delivering zero accidents for a joinery business

Updated BWF H&S Manual to incorporate improvements and encompass all legislative changes

Provided dynamic support for members impacted by Fee for Intervention and generated rapid "lessons learned" communications through newsletter

Won the prestigious Royal Society for the Prevention of Accidents SME assistance Trophy

Maintained regular dialogue with HSE via lead role on UK Woodworking Safety Group

What Next?

Sign up a minimum of 100 members as 'Health and Safety Heroes' targeting zero accidents

Keep H&S Manual up-to-date and ensure fresh flow of interactive content, including introduction of webinars

Launch new Health and Safety Award to highlight examples of best practice



OBJECTIVE 3

A fully qualified, engaged and competent workforce



BWF Apprentice of the Year 2012 competing at World Skills in April 2014

Record entries for Apprentice of the Year Award for 2013

50 individuals signed up to Continuing Professional Development initiative in first year

Secured funding for companies to train and qualify their existing workforce in a range of disciplines through our flexible NVQ training scheme

Launched new guidance for employers in England, Scotland and Wales to assist with taking on apprentices in joinery businesses

Rewrote the Architectural Joinery NVQ qualification and developed a new Architectural Joinery apprenticeship framework

Launched pilot Wood Product Manufacturing Qualification

Over 257 individuals from 70 companies took part directly in WITForum training activities

Awarded a Trade Association Forum Award for work on the "Wow I Made that!" aimed at attracting new talent into the woodworking sector

To get 75 companies signed up to the CPD scheme before the end of 2014

Launch online CPD support services

Build upon 'Wow I Made That' campaign with a new website platform to support wider timber engagement and closer working with colleges

Get at least 30 individuals on the OSAT programme in 2014

Secure funding for estimating support and wider business mentoring

Develop the 'Guide to Running a Joinery Business' within the BWF Toolkit

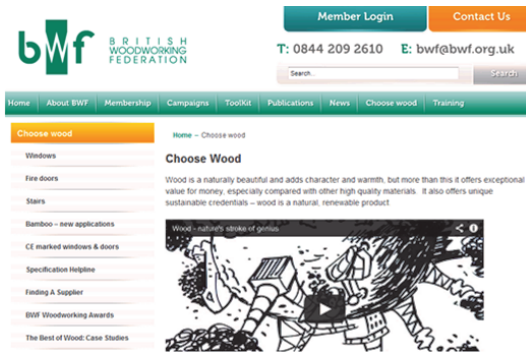
Launch new webinar series drawing on peer-to-peer advice, leadership and mentoring and expert advice on key issues

Support the introduction of new NVQs and Wood Products Manufacturing Apprenticeships

Continue to champion the importance of vocation training and true apprenticeships that are developed by the industry for the industry

OBJECTIVE 4

The number one source on woodworking matters



In 2013/2014

Dealt with over 2,000 helpline calls (80% from members and 20% from stakeholders)

Sent regular newsletter to 18,000 specifiers with average open rate across newsletters of 20%

Active engagement through 50% open rates for BWF newsletter, face-to-face contact with 50% of membership and direct telephone contact with ALL members

Developed "Choose Wood" section of BWF website and increased website traffic to BWF website by 62%

Launched BWF Toolkit to include Credit Control Guides and Guide to Running a Joinery Business

Maintained an effective dialogue with wider client and stakeholder groups including LABC, NHBC, UKCG, RIBA, HBF, NFB, FMB etc.

Launched, through BWF managed schemes, new guides, videos, CPD presentations and initiatives for members, clients and specifiers

What Next?

Continue to extend influence by building on relationships with key client and stakeholder groups and working directly with clients, contractors and architects

Increase circulation and open rate of Specifiers Newsletter by 20% and seek greater input from members

Launch new biannual newsletter for Building Control Departments (seek articles from members)

Introduce new instant feedback process for helpline

Grow website traffic by 100%

Extend social media presence to reach a minimum of 5 million individuals

Start developing technical wiki on the BWF website

Launch new Heritage and Wood Furniture groups

Become a centre of excellence on BIM and EPD, producing template resources and simplified guidance for members

Seek to draw down EU funding to support innovation through new projects such as Servowood

OBJECTIVE 5

A well-resourced organisation delivering exceptional value to members



Welcomed 168 new members growing to over 600 members in total, a historic high

Delivered an overall increase in income of 7% and managed expenditure to ensure £16k added to reserves

Through efficient cost management was able to provide an overall reduction in subscription scales for 2013 for a significant proportion of the membership

Despite revised subscription scales managed to grow subscription income by 10%

Merged BWF and WWA to bring savings to members through operational efficiencies

Recruited new Technical Liaison Manager to improve technical support and tighten communication

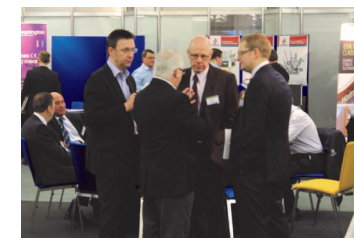
Record attendance at Members' Day

Deliver at least 130 new full members and 20 new associates

Continue to maintain careful scrutiny on cost and drive further efficiency in BWF and Scheme Management

Maintain CPD focus internally to strengthen staff team and ensure BWF maintain outstanding performance against Investors in People benchmark

Look for opportunities to reduce cost and amplify output through effective collaboration with related organisations



OBJECTIVE 6

Grow the market for wood products

The **Wood Window** Alliance



In 2013/2014

Ran CPD seminars for architects, clients and specifiers on fire doors and stairs and provided speakers for and exhibited at 3 national exhibitions and a number of conferences promoting the woodworking industry

BWF PR generated 42 features articles and comment pieces, 227 press cuttings seen to date generating an estimated reach of 4 million

PR work through the schemes added a reach of around 10 million

Developed and promoted new CPD resources through Choose Wood, The Construction CPD Service, Wood Campus and The Building Academy

Produced ground-breaking Design and Installation Guides for Staircases, new Maintenance Guidance for Wood Windows and Installation video for Fire Doors

Worked with WWA to launch unique Whole Life Costing and Life Cycle Analysis of a Timber Window

Took above to BRE to extend Green Guide with new A+ WWA Specifications for Timber and Aluminium Clad timber windows

Launched Fire Door Safety Week ensuring that the Fire Door message reached 1 in 10 people in the UK

What Next?

Continue to build strong press presence for BWF and our Marketing Schemes

Work with the Wood for Good on developing generic EPDs for timber products and highlighting exemplary environmental credentials

Continue to work with "Grown in Britain" campaign and through Wood for Good to develop a wood first culture in the UK

Orchestrate woodworking sector to become a market leader in social media

On behalf of BWF CERTIFIRE members, continue to work with and develop connections with the broader fire lobby to highlight the importance of appropriate certification of product

Develop the Fire Door Inspection Scheme as a key tool to promote the value of certificated fire doors

Build on the success of the Fire Door Safety Week to promote the benefits of certificated products

Focus on greater awareness of WWA and the advantages it offers to industry and customers

Position BWF Stair Scheme as the first choice for specifiers and hence help grow the market for timber stairs, particularly in common flight areas

Life Cycle Assessment of timber, modified timber and aluminium-clad timber windows. Report for the Wood Window Alliance, June 2013.

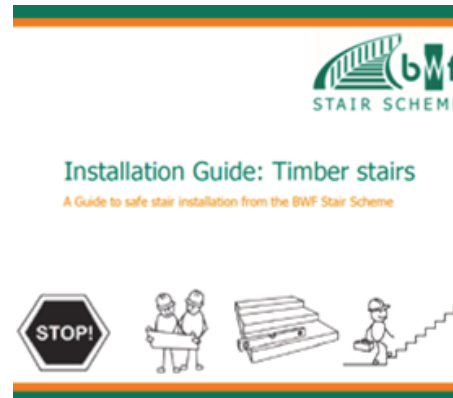
Whole Life Analysis of timber, modified timber and aluminium-clad timber windows: Service Life Planning (SLP), Whole Life Costing (WLC) and Life Cycle Assessment (LCA)



Dr Gillian F. Menzies
Institute for Building and Urban Design
Heriot Watt University
June 2013

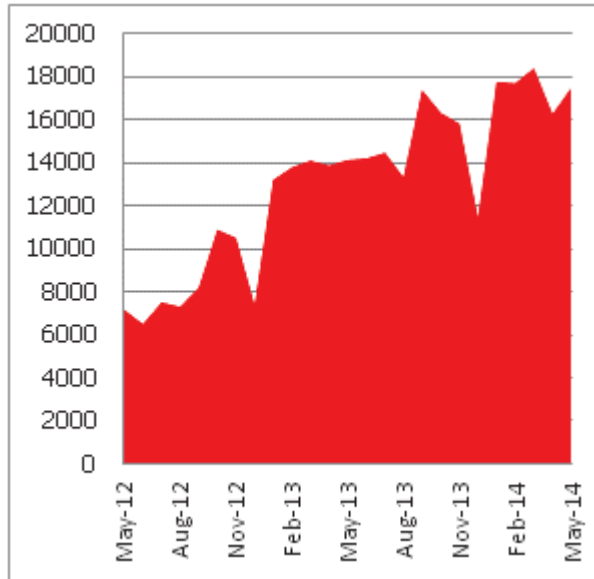


Wood Campus is the natural successor to the Timber Academy, bringing you new and enriched content as well new and exciting features. This fully searchable resource delivers CPD, documents, online briefings, e-learning modules, case studies and news, all in a rich interactive format.



OBJECTIVE 7

Increase sales and profitability for members



Traffic across all BWF websites increased by over 100% in 2013 over 2012 levels



BWF Members' Day 2014 was our biggest and best yet tackling a host of issues including Moisture, Building Regulations BIM and EPDs. EVERY MEMBER COULD CLAIM A FREE PLACE

In 2013/2014

Launch Marketing Toolkit to assist members increase their profile and make the most of the Code of Conduct

Developed CPR toolkit to helping ensure members were delivering legally CE marked products at minimum cost

Developed new guidance through the website on subjects as diverse as credit control and capitalizing on the Green Deal

Saved companies valuable time and resource by giving them the templates to purchase timber legally under the EUTR

Developed Timber Windows Accreditation Scheme to reduce cost for all active members

Generated 30,000 page views and corresponding leads via the BWF Members Directory in 2013

Responding to over 1,600 Member Helpline calls saving members hours of research work to comply with changing legislation

Launched new BWF-CERTIFIRE Directory and circulated online, at Fire Summit, Firex and a variety of other industry events

Kept our members in front of the curve on legislation changes that will affect their business so they can adapt accordingly and keep ahead of the competition

EPDs BIM

What Next?

Through our position as the leading authority on timber products make sure architects and specifiers are aware of the benefits of using an approved BWF Code of Conduct and Scheme Members

Increase traffic to member directory to 45,000 page views, making it easier to find BWF Code of Conduct Approved and Scheme Members

Develop new Alternative Dispute Resolution process to provide cost effective solution for members

Make sure our members are able to trade legally by keeping them up-to-date with mandatory CE marking requirements as new products (e.g. Internal Doors and Fire doors) are brought into scope

Build BWF BIM toolkit to ensure timber products are well placed to benefit from digital specification

Work with Wood for Good to develop generic EPDs and provide cost effective mechanisms for members to make environmental declarations about companies

Help members develop social media strategy through Marketing Toolkit Developments and a combination of online and regional training initiatives

Work with window manufacturers to support them in developing products to meet developing zero carbon requirements through the building regulations

Support members in adapting to requirements related to integration of security into the Building Regulations

Develop new focus on lean guidance through BWF website, training and launch of new award

Launch Regional Technical Meetings and through these and the technical helpline ensure that any issues are quickly isolated and projects established to resolve in aggregate for members

“BWF membership helps me deal with day-to-day business and technical challenges and to stay ahead of change, allowing me to get on with what I do best!” Roger Silk, Houghtons of York

BWF Guiding Principles

1. Make decisions with the best interest of the membership at heart
2. Link activity to objectives and be guided by close contact and consultation with the membership
3. Focus on simplicity in communication
4. Champion the principles of our code of conduct at every opportunity
5. Be generous in seeking to connect and share knowledge
6. Be honest, clear and transparent in all that we do

Helping you to trade more profitably

The British Woodworking Federation is the trade association for the woodworking and joinery manufacturing industry in the UK. As one of the fastest growing trade bodies in the UK in 2014, it has over 600 members drawn from manufacturers, distributors and installers of timber doors, windows, conservatories, staircases, furniture, all forms of architectural joinery including shopfitting and engineered timber components, as well as suppliers to the industry. The total turnover of the BWF's manufacturing membership in 2013 was approximately £500 million. In addition to core activities, BWF runs the Fire Door Scheme (BWF-CERTIFIRE), The Wood Window Alliance and the BWF Stair Scheme. These activities are focussed on raising standards through accreditation and certification and promoting the use of timber products. BWF also runs the Wood Industry Training Forum, a group focussed exclusively on world class training and skills in the woodworking industry.

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