

ACTIONS

20 August 2025



Topic	Action required	By whom	When
Industry data	Rolling Action (1) – Members to submit number of stairs produced to the BWF on a quarterly basis	Members	Quarterly
Increase membership numbers	Rolling Action (2) - Members to provide a quote to HH on why they are a member of the scheme	Stair Scheme Members	
Design Guides	Rolling Action (3) – Design Guides to be updated	KU & Members	
BS 5395-1 Stair Safety	Rolling Action (4) – Members to be on hand for when consultation is released	HH / KU & Stair Scheme Members	
Stair Safety Campaign	Action (5) – Brief PR agency on a campaign for 2025	HH & GP	Complete
	Action (6) – Set up Stair Scheme Marketing Sub-Committee	Stair Scheme Members	Complete
NHBC	Action (7) – Issue new installation guides to NHBC	BWF	
Design /Installation Guides	Action (8) – Lock down guides to Stair Scheme Members only	BWF	
Stair Scheme Audit	Action (9) – Review the audit questions to make sure they are still relevant	GKKU & Members	2026

BWF STAIR SCHEME MEETING MINUTES

Wednesday 20 August 2025 – held online via Zoom

Attendance List

Steve Pluck (SP)	Stairways Midlands Ltd
Scott Peden (SP)	Two Twenty Ltd
Pauline Kelly (PK)	Higginson Stairs
Peter Rennie (PR)	Donaldson Door Systems
Tom Parsons (TP)	TK Stairs

BWF

Helen Hewitt (HH)	BWF Chief Executive
Kevin Underwood (KU)	BWF Technical Director
Gemma Price (GP)	BWF Marketing & Communications Manager

Apologies

Mark Foster (MF)	Onestep Joinery
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1. INTRODUCTION

Meeting was opened by HH with members in attendance being reminded of the Competitions Act - Members attending this meeting will not at any time engage in any discussion on subjects that are prohibited by the Competition Act 1998 or The Enterprise Act 2002. In particular the issue of prices and market share or any other issues covered by the legislation will not be raised or discussed.

2. BWF UPDATE

2.1 OVERVIEW OF 2024

HH discussed the recent BWF Annual Report for 2024 which has now been launched as a new digital version. All members can access the digital version in the Members Area of the website.

The key headlines on 2024 Stair Scheme activity were presented:

- Website – in total there were 3000+ visits to the Stair Scheme website in 2024. The most visited pages were 1. Stair Installation / 2 – Stair Safety / 3 – Stair Design / 4 – Building Regulations & Guidance for Stairs / 5 - Why choose a Stair Scheme Member.
- There were 48 downloads of the Stair Scheme Installation Guide and 82 downloads of the Stair Scheme for Domestic and Common Timber Stairs.

A discussion took place around whether the guides, in particular the Stair Scheme Installation Guide should be made available to the public and other non-member stair scheme manufacturers? KU explained that the technical input into the guides has been developed by members, and asked those present “should we be allowing potential competitors to have this information for free, when members pay for it through their membership and scheme fees?” KU also explained that technical enquiries, in particular to installation of stairs is the 3rd top enquiry to the technical team.

It was agreed by all in attendance that the Guides should be locked down for members of the scheme only. Once the guides are updated, BWF to write to NHBC with the new guides.

Action: Design and Installation Guides to be taken off public download.

- Launched the new E-Learning course Overview of Timber Stairs (CPD Accredited). All members can access this e-learning tool for free.

3. 2025 SCHEME UPDATE

There are 17 manufacturing members in the scheme and 1 supplier member. Numbers have decreased due to a company going into liquidation and one expulsion from the scheme.

Scheme Badges – HH updated the members on badge numbers for the scheme and provided year on year data back to 2018. The badge numbers reported are for badges ordered through the BWF. Year to date comparison shows that 2025 label sales are likely to be similar to 2024. There is no pattern to the sales of labels, it is dependent on when the member requires stock based on their own sales.

4. MANAGEMENT ACCOUNTS JUNE 2025

HH presented the Stair Scheme Management Accounts for 2025 - June. HH explained that the Stair Scheme year end outcome has been consistently showing a loss for the scheme for several years, to date the BWF Board and Council have agreed to continue to commit to the scheme by funding the deficit from the BWF Central Budget.

Main area to report was the commitment from the BWF Council and Board to invest in a dedicated Stair Scheme Safety Campaign in 2025 and updating the Scheme website an investment of around £9K. This investment takes the year end outcome to a loss of -£16K.

5. PR & WEBSITE UPDATE

5.1 WEBSITE

GP presented the data from the BWF and Stair Scheme Website.

BWF data:

- 88,000+ visits to the BWF website with visits to the homepage increasing by 37% which can be accredited to our PR and social media profiles. We are finding that users are remaining on the site for longer and looking at more pages per visit. Top for pages are: 1. Find a member / 2. Education/Apprenticeships / 3. Choose Wood and 4. Publications. The Find A Member page has had 10,300+ views since the start of the year.

Stair Scheme data:

- 2,872 views of the scheme website with 122 Find A Member views. The top 5 pages are 1. Home page / 2. Stair installation / 3. Building Regulations for stairs / 4. Stair design / 5. Stair safety.

GP reminded member to update their Find A Member profile as they are likely to be losing out on leads by customers and clients not being able to view their profile. The data shows that members with the best profiles are going more views. Any help to update their profile to contact GP. Update a profile with company logo, date images and up to date contact details.

Action: Members to update their Find A Member profile ahead of the Stair Safety Campaign, so they gain as much visibility as possible.

5.2 DEDICATED STAIR SAFETY CAMPAIGN

GP presented the "Speak up for Stair Safety" campaign. This is a public awareness campaign focused on stair safety in the home regardless of whether its owned, rented, a house or flat. By taking a broad awareness raising approach – similar to Fire Door Safety Week - the campaign and its news story will reach a wide audience.

The BWF have conducted a consumer survey to understand why people are having more accidents – is it linked to the increase in smartphone ownership? What it is people do when walking up or down the stairs? Is technology posing as a distraction or are generally more busy lifestyles impacting safety?

Key stats were shown but are not included in the minutes as they cannot be shared publicly as they are embargoed until the campaign launch.

The campaign will be launching September; there will be a series of social media posts and press release issued to industry and media. The success of the campaign is based on how engaged members are with the campaign so all members to like and share the posts and much as possible and get behind the campaign.

This will drive traffic back to the Stair Scheme website and members profiles.

KU founds the stats very interesting, especially as the data shows that stair design isn't a factor in when it comes to accidents on stairs, the falls are mainly driven to lifestyle choices. We can use this data when talking to government on the proposed changes for Approved Document K.

Action: Members to like and share and support the campaign.

5.3 TIMBER IN THE HOME REPORT

GP updated the members on the upcoming Timber in the Home Report, that will be released to members in September. It is a member only report. The BWF has carried out research and collected data from two key audiences;

- Housebuilder and developer specifiers to uncover their views on timber products, what influences the choices being made and how much the sustainability agenda is impacting on decision makers.
- Homeowners to understand the appetite for wooden features and see what, if any attitudinal shifts there have been in the last two years, as well as to understand what misconceptions still remain when it comes to choosing timber products.

GP presented a small sample of the data related to timber stairs and timber products and membership to trade associations and schemes:

- 33% of housebuilders cite cost as the most key factor that influences their specification choices, with 32% citing safety and 22% citing aesthetics.
- 28% of housebuilders always specify timber for staircases, with 39% often and 28% sometimes. Only 5% rarely or never specify timber.
- 42% of housebuilders cited membership of an industry scheme to be the most important factor when selecting a manufacturer/supplier.
- 51% of housebuilders are aware of the BWF Stair Scheme.
- 53% of housebuilders look for membership of trade association/industry scheme when specifying a staircase for a new build.
- 39% of housebuilder cite EPD's for products (material) as the most important sustainability/environmental consideration, with 32% citing EPD's specific to the product and 32% citing FSC certification.

The report will be launched September with a social media approach scheduled.

A discussion took place around the data captured on Environmental Product Declarations (EPDs) as they are likely to be requested more by consumers and housebuilders as a way to demonstrate their commitment to sustainability. HH asked the members if they are asked for EPD's, the response was mixed depending on who their customers are.

HH explained that EPD's is something the BWF is looking at with the Sustainability Group, and how the federation can support members with EPD's in the future, especially if requests become more common. HH reminded the members that they can join dedicated working groups:

- Windows and Doors Group
- Sustainability Group
- Heritage & Conservation Group

6. COMPETENCE OF SITE CARPENTERS & JOINERS

HH updated the members on the work the BWF has undertaken for mapping the competence of installers of construction products such as doors, fire doors, windows and stairs. This piece of work, known as the Super Sector work, is panning across the full construction sector with around 600 stakeholders involved.

The BWF has lead on this piece of work. The proposed route to competence for a site carpenter and joiner installing timber stairs was released for consultation closed 30 July 2025.

What has been addressed during the development stage:

- Revised and updated the National Occupational Standards (NOS) for wood occupations (qualifications use the NOS to define the skills requirements).
- Consult on and confirm that the installation of timber stairs should become a mandatory requirement within the NOS which means any individual undertaking a level 2 in Site Carpentry and Joinery will always have to learn how to install timber stairs (straight).

We are not in implementation stage where we shall be working through the recommendations and implementing them with Awarding Organisations.

The feedback from members was very positive especially to see installation of stairs being made mandatory for future learners, this can only be a positive move for the industry.

7. TECHNICAL UPDATE

KU presented several slides detailing regulatory changes that will impact on timber stair manufacturers in the future. Manufacturers will need to be aware of these changes, so that they can ensure they meet regulatory requirements.

The slides used for the Technical Update are attached separately. If any members have any questions they are advised to contact KU directly or attend one of the monthly Technical Webinars.