

Wood Window Alliance

Members Day

24th January 2019



The **Wood Window** Alliance

Welcome

Competition Act 1998 & The Enterprise Act 2002

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.



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BWF Update

- **BWF Awards** – Arden Windows won an award – great press coverage/trade press.
- **CITB Training Fund** for CITB registered members – CNC fund (up to £1045 per learner max 5 learners) available until 28th Feb 2019.
- Sponsorship of **TTJ Wood & Wellness Conference** on 13th Feb – discount code for BWF Members.
- **BWF Members Day** – save the date – 11th June 2019





BWF Team



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2018 Highlights

- New look website
- National consumer media
- On-going media relations
- Social media campaigns

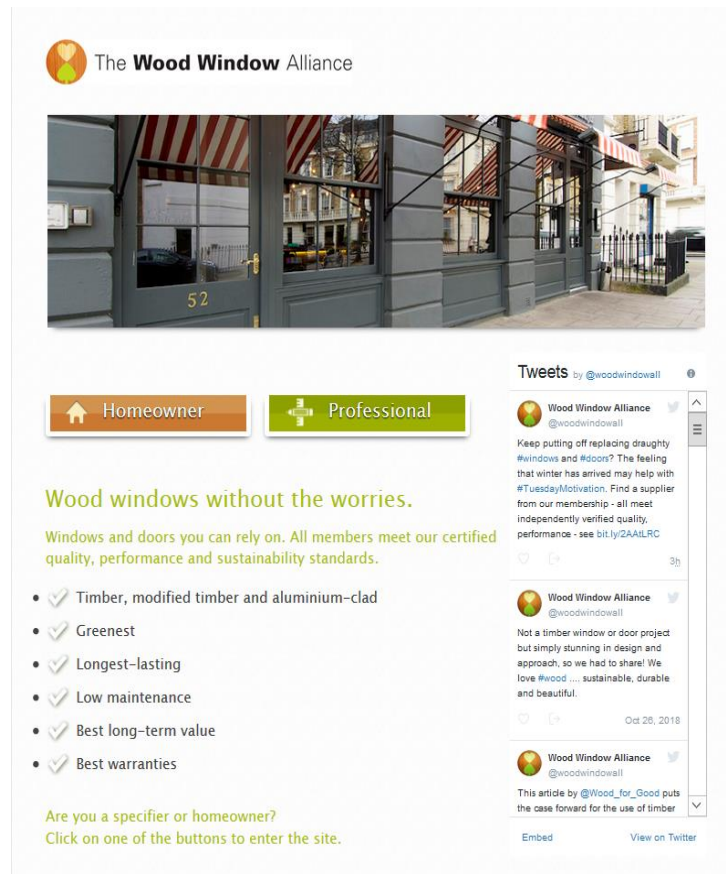


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New look website

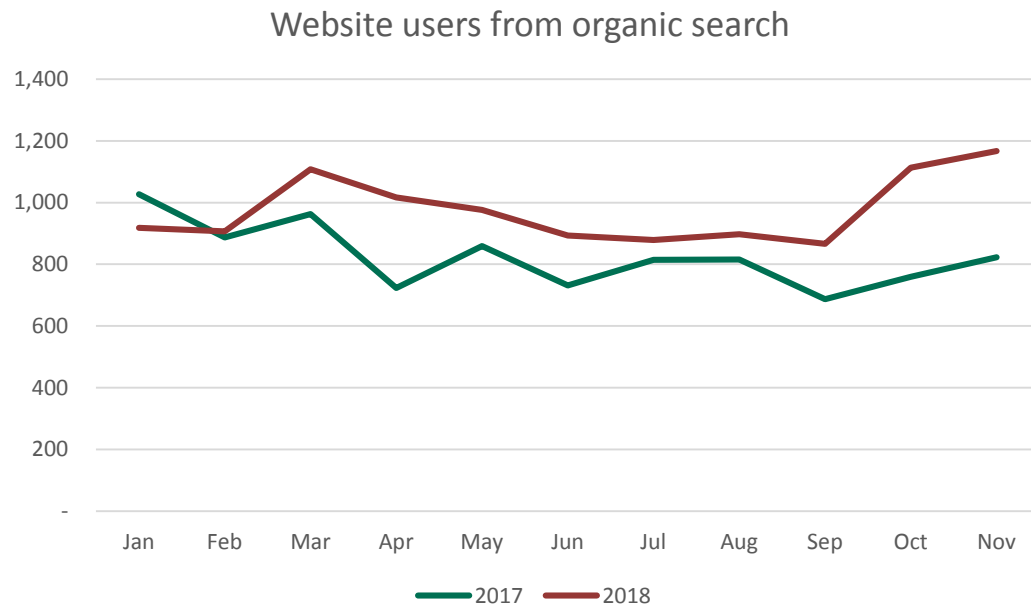
- Launched mid-November
- Revised SEO strategy implemented.
- New site caters for 5 x market segments:
 - (i) Homeowner;
 - (ii) Architects / Specifiers;
 - (iii) Developers / Contractors;
 - (iv) Conservation Officers;
 - (v) Social Housing.

<https://windows.bwf.org.uk/>



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Growth in SEO & Exits



- SEO yr-on-yr up by 15.8%
- Direct exits to member sites from Jan to Oct at 1,356



National Consumer Media

- Advertorials
- Sponsored Online Content
- Sponsored Email Content
- Press Relations:
 - (i) Windows on the World Reports



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Twitter campaigns



- Windows on the World Reports:
 - (i) The rise of natural wellness;
 - (ii) The fashion house;
 - (iii) The Downtown effects
- The Benefits of Wood



Social Media Channels



	Bounce Rate	Avg Pages Viewed
Jan	48.15%	4.74
Feb	45.45%	3.75
Mar	60%	2.66
Apr	44.44%	3.22
May	70.37%	2.15
Jun	54.17%	3.54
Jul	51.85%	2.11
Aug	66.67%	2.02
Sep	36.84%	3.53
Oct	61.54%	2.49



	Bounce Rate	Avg Pages Viewed
Jan	40%	1.90
Feb	48%	3.04
Mar	30.77%	4.62
Apr	28.57%	4.0
May	50%	3.00
Jun	50%	4.33
Jul	30%	4.10
Aug	25%	4.00
Sep	50%	1.94
Oct	50%	2.83



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2019 Marketing & Comms Plan

Not a question of why timber, but why a WWA member



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2019 Budget

British Woodworking Federation																			
Budget 2019																			
Wood Window Alliance																			
Profit & Loss Account																			
	Jan	Feb	Mar	April	May	June	July	August	Sept	Oct	Nov	Dec	Cumulative						
	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget						
Income																			
4421 Window Manufacturers	8,334	8,334	8,334	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,334	100,000						
4422 Suppliers	2,583	2,583	2,583	2,583	2,583	2,583	2,583	2,583	2,583	2,583	2,583	2,583	31,000						
4423 Distributor	0	0	0	0	0	0	0	0	0	0	0	0	0						
4406 Swedish Wood Contribution	0	0	0	0	0	10,000	0	0	0	0	0	0	20,000						
4408 Other Income (4408)	0	0	0	0	0	0	0	0	0	0	0	0	-						
Total Income	10,917	10,917	10,917	10,916	10,916	20,916	10,916	10,916	10,916	10,916	10,916	20,917	151,000						
Direct Costs																			
6502 PR	5,833	5,833	5,833	5,833	5,833	5,833	5,833	5,833	5,833	5,833	5,833	5,833	70,000						
6503 Advertising & Social Media	416	416	416	416	416	416	416	420	416	417	419	416	5,000						
6504 Website / Adwords	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	20,000						
6506 Events/Exhibitions	333	333	333	333	333	333	333	333	333	333	333	333	4,000						
6524 Other Marketing	625	625	625	625	625	625	625	625	625	625	625	625	7,500						
6515 Meetings	333	333	333	333	333	333	333	333	333	333	333	333	4,000						
6521 Market Research	-	-	-	-	-	-	-	-	-	-	-	-	-						
6527 Sustainability and Health Research	667	667	667	667	667	667	667	667	667	667	667	667	8,000						
6525 BWF Management Fee	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	30,000						
Total Direct Costs	12,374	12,374	12,374	12,374	12,374	12,374	12,374	12,378	12,374	12,375	12,377	12,374	148,500						
WWA Operating Surplus/Loss	(1,457)	(1,457)	(1,457)	(1,458)	(1,458)	8,542	(1,458)	(1,462)	(1,458)	(1,459)	(1,461)	8,543	2,500						
Wood Window Alliance Scheme Reserves Projection													48,192.24				45,692		15,711



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Objectives

- To grow the timber / timber composite share of the UK windows and door market across the WWA membership base.
- Continue to increase desire for wood windows and doors across the key target audiences.
- Challenge misconceptions about wood – particularly in terms of maintenance and lifetime value and highlighting how WWA members meet rigorous standards.

Underpinning the above objectives are the core themes of:

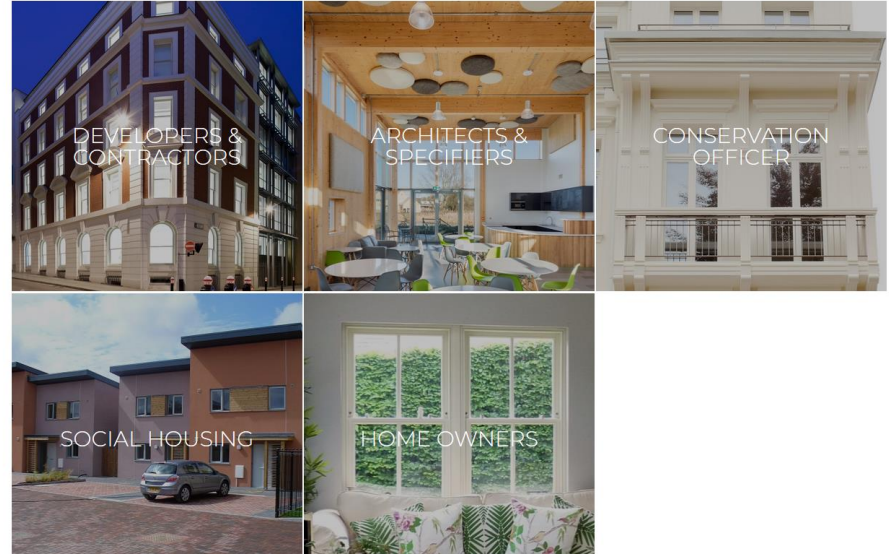
- (i) Sustainability & the Environment;
- (ii) Materials Health & Wellbeing;
- (iii) Performance & Maintenance;
- (iv) Design.



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Target Audience

- Architects & Specifiers
- Homeowners
- Developers & Contractors
- Social Landlords
- Conservation Officers



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A focus on Architects & Specifiers

- **Partnering with Agency Spring (.co.uk) – specialists in architects, specifier and construction marketing.**
 - (i) Targeted events in collaboration with 2 x architect societies – it is envisaged that this will be the Manchester Society of Architects and the London Society of Architects.
 - (ii) E-Learning Platform with 4 x modules in Year 1.
 - (iii) Social Media Strategy.
 - (iv) Creation of advocacy content (2 x interviews to be used for content purposes also).



A focus on the wider professional market ...

- Sponsorship of ASBPs Healthy Buildings Conference & Expo
- Follow-up campaign – The WWA putting timber back in the frame, encompassing:
 - (i) Social media assets – *tbc which format*
 - (ii) Trade press media sell-in
 - (iii) Social Media Strategy
- Architect newsletter to launch Q2



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A focus on Homeowners

- **Partnering with a Future Home – specialists in home interest titles.**
 - (i) Full Page Advertorials
 - (ii) Sponsored Social Media Content
 - (iii) Sponsorship of 2 x H&R Show newsletters
 - (iv) Sponsorship of 2 x Newsletters



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A focus on Installers

- Supporting our members at the FIT Show.
- A timber zone – dispelling the myths of timber windows & doors.
- Providing reasons to believe – why a WWA member.



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Wider Opportunities

- **Website** – help us improve your profile. Make people want to visit your site.
- **Social** - let's create & share content.
- **Exhibitions** - let us know where & when you're exhibiting so we can promote via our social media channels.
- **Partnerships** – working with Wood for Good to raise WWA member profile.



2019 Committees

Working together to achieve great things



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Campaign Committee Members 2018

Tony Pell, JELD-WEN (Chair)
Simon Badham, Arden
Martin Blaney, Heron – Stepping down 2019
James Clark, Sashless
Justin Peckham, Accsys
Sean Parnaby, West Port
Neil Morris, SCA
Tony Traynor, Swedish Wood – Stepping down 2019
Graham Buchan, Sherwin
Greg Pickett, Stora Enso – Stepping down 2019
Dave Christie – Remmers – Stepping down 2019
Helen Hewitt, WWA
Amanda Chesson, WWA

Call out for new manufacturing members to attend the Committee 2019

Sub Committee Members 2018

Digital Marketing Sub-Committee

Michelle Alcock (Chair) *Open position*
James Clark, Sashless
Nicola Harrison, Bereco
Suzie Upton, Teknos
Tim Hayes, Q Wood
Dave Walker, Deventer

Materials Health

Justin Peckham, Accsys (Chair)
Michelle Alcock Teknos
Helen Hewitt, WWA

Maintenance

Dave Christie – Remmers (Chair)
Lack of members and commitment to the sub-committee



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Call out for Committee Members 2019

Campaign Committee Members 2019

Nominations for 2019

Tony Pell, JELD-WEN (Chair)

Simon Badham, Arden

James Clark, Sashless

Justin Peckham, Accsys

Sean Parnaby, West Port

Neil Morris, SCA

Graham Buchan, Sherwin

Helen Hewitt, WWA

Amanda Chesson, WWA

Teknos - ? Awaiting a nomination

Call out for new manufacturing members

Sub Committee Members 2018

Digital Marketing Sub-Committee

(Chair) *Open position*

James Clark, Sashless

Nicola Harrison, Bereco

Suzie Upton, Teknos

Tim Hayes, Q Wood

Dave Walker, Deventer

Martin Thorley – George Barnsdale

Call out for members from Manufacturing

Maintenance ????? Is this required

Installation Sub-Committee

Covered on next slide



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BWF Installation Project

- **Purpose** – to improve knowledge / competency in installation.
- Funding from CITB for 3 separate packages – windows, stairs & fire doors.
- We are forming workgroups under each scheme.
- Our timescales:
 - (i) Q1 / Q2 – Scoping
 - (ii) Q3/Q4 – Development of resources
- Interested – nominations by 5pm tomorrow - Jenny.Taylor@bwf.org.uk



The Alliance for Sustainable Products – latest research

Simon Corbey, Director



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Randd – Tax Credits

Mathias Crespy / Ryan Sian



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CPD – What 'good' looks like

Tim Hayes – Marketing Manager, Quantum Profile Systems Ltd



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Technical Update

Kevin Underwood – Technical Director, BWF



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Thank You
Have a safe journey



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