



Helping members to trade more profitably

BWF Annual Review 2015



BRITISH
WOODWORKING
FEDERATION



A sector to be proud of



**Mr David
Pattenden MIOB**
**BWF President
2013-2015**
**Owner and
Managing
Director**
**Specialist Joinery
(South) Ltd**

The theme of my Presidency has been engagement, and the record number of members attending our recent Members' Day and the 2014 Annual Dinner underpin strides forward here. We have also started to extend our range of regional workshops and had encouraging support for our H&S Hero Campaign and new Heritage and Conservation Group.

The BWF accounts demonstrate what a well managed organisation it now is. Growth continued in 2014 following strong growth in 2013 enabling subscriptions to be frozen. Retention was at record levels—and this is to my mind, the best measure of the improvements in service that we have all seen as members. Part Q, CE Marking for internal and fire doorsets and Consumer Rights Law changes were notable examples of our work.

Developments in the apprentice framework will have a huge impact longer term and we are starting to get a glimpse into the real value that the CPD system will provide the sector.

The manifesto was a useful tool to highlight the value of our sector — if you didn't use it to engage with your MP, then the new abridged version provides a second opportunity. All this activity has increased our influence. An example of how far we have come was the commendation the BWF received in a debate in Parliament for its work on Fire Doors.

BWF has never been better placed to support us, and we hope the following pages will give you insight into how your subscription will continue to be invested in support of our sector.

About the British Woodworking Federation

There are
700 member companies
mostly UK manufacturers



making products such as staircases, windows, doors, furniture and architectural joinery



One tonne of carbon is stored for every 1m³ of timber used

“Wood is the most technologically advanced material that we can build with. The Earth grows our food. The Earth can grow our homes. It's an ethical change that we have to go through.”

Michael Green, Architect

Of the 2.9 million people working in construction

7% are carpenters and joiners



Year at a glance

New Members (2014)	90
Subscriptions (2014)	+11%
BWF Group Income	£1,070,627
BWF Group Expenditure	£1,013,407
BWF CERTIFIRE Membership	179
BWF CERTIFIRE Label Sales	2.6m
WWA Membership	46
BWF Stair Scheme Membership	36
Members' Day Attendance	154
Annual Dinner Attendance	150
CPD Participants	200
Health and Safety Hero	80
Website visits (all)	250,000
PR Reach	6.7m (+13.5%)



Accreditation and certification services to improve product performance and drive up standards

3,000 members on LinkedIn Group



1,500 followers on twitter accounts



1,000 likes on Facebook page

Compliance, resilience and growth

OBJECTIVE 1

An influential lobbying voice



BWF CEO Iain McIlwee confronts Nick Clegg MP on housing policy



Simon Danczuk MP visits BWF Member PDS Limited

March 2015 BWF was commended in a Parliamentary debate by Stephen Williams MP for work on fire door safety

What we've been delivering

Throughout the year, BWF fought the joinery industry corner in a range of consultations from Housing Standards to Business Rates, submitted evidence to the Chancellor ahead of the Budget and met key civil servants and politicians, e.g. Stephen Williams MP (Minister for Building Regulations) and Emma Reynolds MP (Shadow Housing Minister).

For the General Election 2015, BWF published *Woodworking in the UK*, a summary of key policy asks. This document formed the bedrock of an intense lobbying campaign that not only supported BWF central activity but helped introduce the sector to MPs and candidates in their constituencies and was used by members to secure meetings with their MP.

Direct input into the introduction of the new Security Part Q of the Building Regulations which secured an annex specifically focused on bespoke timber doors.

Led the UK Fire Door Group, coordinating UK representation on behalf of the wider sector, to ensure key points included and co-existence periods extended to support the industry in preparing for the CE marking of Fire Doors.

Campaigning on Apprenticeship Reforms helped to see off proposed changes that would have reduced the number of apprentices in the sector joinery.

Active support for the NSCC Fair Payment Campaign, Homes for Britain and Cut the VAT.

BWF led on behalf of the Timber Industry Accord on Embodied Carbon and took an active role in the National Specialist Contractors Council, Construction Products Association and Fire Sector Federation.

CEO Iain McIlwee took part in exclusive roundtable with Chief Construction Adviser focused on improving the image of the construction industry.

BWF actively supported the merger of NSCC and UKCG to launch Build UK, bringing together 28 of the industry's largest Main Contractors and nearly 40 leading trade associations to provide a strong cohesive voice for the contracting supply chain in construction.

What Next?

Send new infographic *Woodworking in the UK* to all new MPs to introduce the sector and value added by members in their constituency.

Refine messages to support relevant Ministerial appointments in understanding how natural and renewable materials can support safe, quality construction, sustainable development, jobs and growth in the UK.

Initiate a campaign *Woodworking in Scotland* in the run up to the Scottish Elections 2016.

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

Work collaboratively with the timber supply chain to underpin core joinery messages.

Take an active role in umbrella associations, notably the newly formed Build UK, which aims to unite the construction supply chain.

Continue to take an active role on BSI and CEN Standards Committees in the UK and Europe.



Iain Wright MP Shadow Construction Minister visits BWF Member John Watson Joinery

OBJECTIVE 2

Zero accidents in the workplace



2014 Michael Lee collects the RoSpA SME Advisory Award on behalf of the BWF

What we've been delivering

Health and Safety Hero Campaign developed to support a positive culture in health and safety in the woodworking sector—over 70 companies signed up to date.

Updated BWF H&S Manual to incorporate improvements and encompass new legislative requirements.

Supported HSE-led specialist Woodworking Safety and Health Awareness Day (SHAD) in Bristol - over 70 delegates left with a focused plan to help run a safe and compliant workshop.

Active accident reporting through the BWF Newsletter.

140 members helped on H&S matters via the BWF Health and Safety Helpline.

What Next?

Sign up 50% of members as 'Health and Safety Heroes' targeting zero workplace accidents.

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

Develop new national roll-out of *Safety and Health Awareness Days* to support to highlight examples of best practice.

Activate BWF Health and Safety Practitioners Group.



OBJECTIVE 3

A fully qualified, engaged and competent workforce



Adrian Belton, CITB CEO recognises BWF as a leader in the field of training at BWF Members' Day

Launched first electronic CPD system for construction workers - over 200 registered users in Year One.

Through close working relationship with CITB, ensured that woodworking companies received £1.21 for every £1 of levy invested.

Another record year for entries onto the Apprentice of the Year Award and Trainee of the Year Award.

Rewrote the Architectural Joinery apprentice framework and supported one of the inaugural Apprentice Trailblazer Programme.

Worked with ProSkills to launch a new Wood Product Manufacturing Apprenticeship.

Built upon *Wow I Made That* campaign with a new website to support young entrants, companies wanting apprentices and closer working with colleges.

Launched the first joinery business mentoring scheme with 15 companies participating.

Reached the landmark 600 registered on the FDIS Diploma program.

Sign up 50% of the membership to the online CPD and make sure all new apprentices are made aware of the system as they qualify.

Build BWF Apprenticeship Scheme, supporting wider training aspirations through a modular, flexible approach.

Through *Wow I Made That*, re-engage with colleges and work to develop Woodworking Centres of Excellence around the UK.

Work with partners such as the National Shopfitters Association and the Structural Timber Association to develop training provision.

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

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



Developing qualifications that suit the modern workforce



First web-based CPD system for construction workers

Over 450 individuals from over 120 companies have taken part directly in WITForum training activities in 2014 and 2015 to date

OBJECTIVE 4

The number one source on woodworking matters



BWF Schemes and Technical Liaison Manager Hannah Mansell as guest speaker at Crest Nicholson's Apprentice Day 2015

What we've been delivering

Represented the industry at exhibitions including EcoBuild, TimberExpo, W14, Firex and 100% Design.

Took an active role in the BIM4M2 Group, the main Governmental steering group for BIM delivery.

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

Launched, directly through BWF and via schemes, a number of new guides, videos, CPD presentations, initiatives and resources for members, clients and specifiers.

Set-up a new Heritage and Conservation Group and newsletter for conservation officers to support best practice exchange and to grow resources to support this important part of the membership.

Developed Fire Door Safety Week to reach over 12 million people and generated significant coverage via radio, newspapers, trade press and significant social media impact. This campaign was shortlisted for a number of awards.

What Next?

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

Start developing technical wiki on the BWF website.

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

Review and develop factsheets to provide clear and simple advice to members and their clients.

Focus on Search Engine Optimization and use of social media to build traffic to BWF website and also those of the WWA, BWF Stair Scheme and BWF CERTIFIRE.

98% attendees at BWF Members' Day rated the day Good or Excellent

OBJECTIVE 5

A well-resourced organisation delivering exceptional value to members



Active on more than 40 standards committees



Reached 700 members in total, a historic high, built on strong growth and record retention.

Won Membership Success and shortlisted for Social Media Award at Trade Association Awards - finalist again in 2015.

Delivered an overall increase in subscription income of 11% enabling subscriptions to be frozen (following reductions in 2013).

In addition to new technical reports and website improvements, published the Guide to CE Marking Fire Doors supporting compliance with the CPR.

Delivered range of highly cost-effective Toolkit+ services including an aggregate Chain of Custody Scheme (that offers significant savings) and low cost u-value calculations.

Fortnightly newsletter kept members abreast of all developments—a focus always on simple and clear communications.

Grow to 750 Members, through a continued focus on recruitment and retention.

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

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

New Head of Membership Services and Training to review product offering and communication.



Engagement:

Record attendance at both BWF Members' Day and the BWF Annual Awards in 2014/2015

OBJECTIVE 6

Grow the market for wood products



BWF CEO Iain McIlwee (middle) with Ian Dodd of Bovis Lend-lease and Steve Cook of Wilmott Dixon at the Forests Forever reception at the House of Lords

What we've been delivering

In 2014 BWF PR generated estimated reach of over 6.9 million (not including Fire Door Safety Week or Wood Window Alliance work) - 13.5% more than in 2013.

Promoted new Installation Guides for Wood Windows and Staircases. The latter of which was actively adopted by a number of national housebuilder groups, is recommended on NHBC Standards Plus and was circulated in hard-copy by the House Builders Federation at their technical meetings.

Supported the development of Wood Campus, a panindustry initiative aimed at training the wider construction sector on wood products.

Worked with the Wood Window Alliance to deliver Green Guide ratings of A+ for WWA Specifications for Timber and Aluminum Clad timber windows in both commercial and domestic applications.

Launched new BWF Stair Scheme website.

Received strong entries for the BWF Awards, including for the new Process Efficiency Award to demonstrate innovation in the sector. BWF also supported the Wood Awards, which was won this year by a project from BWF Member Parker Joinery Limited.

Worked with Wood for Good and the Timber Industry Accord, taking a lead role in the production of Wood for Growth, an intro to the timber industry in the UK.

What Next?

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

Develop new EPD tools to support members and continue to support Embodied Carbon taskforce, which the BWF helped to launch in 2014.

Take a lead on Wood Interiors Group, a supply chain initiative managed through Wood for Good .

Continue to work with the *Grown in Britain* campaign, Confor and other timber bodies to support a wood first culture in the UK.

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.

Position BWF Stair Scheme as the first choice for specifiers and hence help grow the market for timber stairs in 2015, with particular focus on new build housing and common flight areas .

Support the Wood Window Alliance 'Love Your Home' campaign, aiming to increase the installed value of timber-based windows in the housing sector from 26% to over 30% by 2018.

Ensure that architects have access to a range of BIM products for the woodworking sector.



Achieved Green Guide A+ rating for Wood Window Alliance products



The **Wood Window** Alliance



Over 200 specifiers booked for BWF Seminar 'Staircase, The Art of Structure' at the Building Centre in December 2014

OBJECTIVE 7

Increase sales and profitability for members



EPDs BIM



British Woodworking Federation



Auto-enrolment: all you need to know

The People's Pension is here to help.

Watch our short video:



About The People's Pension

The People's Pension is provided by B&CE, the UK's largest provider of financial benefits to the construction industry.



Join The People's Pension

Use our simple online registration process to join The People's Pension.

Sign up +

The screenshot shows the BWF website homepage. At the top, there is a navigation bar with links for Home, About BWF, Membership, Campaigns, Toolkit, Publications, News, Choose wood, and Training. Below this is a search bar and a 'Find A Supplier' section with filters for product, service, certification, and membership. The main content area features a 'Welcome to the British Woodworking Federation' section, a 'Latest news' section with several articles, and a 'Mandatory CE Marking for windows and external doorsets' section. There are also links for 'Get funding for NVQs with BWF OSAT', 'How Can I Save? Find out using our Calculator...', and 'Which Membership is right for me?'. The footer includes social media icons for Twitter, YouTube, LinkedIn, and Facebook, and a 'Find a supplier for your project here' link.

What we've been delivering

Produced the *Guide to Running a Joinery Business*, a document that draws together a total support concept for joinery businesses.

Developed the Marketing Toolkit to support members in delivering effective social media strategies and making best use of Code of Conduct and other Accreditations.

Made sure our members are able to trade legally by keeping them up-to-date with Part Q Security Regulations, changes to the CPR and developments in consumer law, employment law and health and safety requirements.

Researched and published new advice on Narrow Cavity Units addressing concerns in the marketplace.

Generated 30,000 page views and corresponding leads via the BWF Members' Directory in 2014.

Responded to over 1,200 Member Helpline calls, saving members hours of research work to comply with changing legislation, meet standards and deal with disputes.

Developed Alternative Dispute Resolution process to provide a cost-effective solution for members.

Updated Employee Handbook to cover changing regulations.

Worked with WCL to revolutionize and significantly reduce the cost of certification of fire doors made from blanks.

BWF State of Trade Survey provided vital trend data as well as supporting BWF representational work.

Launched new pensions hub to support members meet auto-enrolment requirements.

What Next?

Keep our members informed on legislation changes that will affect their business so that their views are represented in any consultation process and they can adapt accordingly and keep ahead of the competition.

Review and update of all template contracts in 2015 to take into account new Consumer and ADR Regulations.

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

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

Continue work to develop generic EPDs and provide cost-effective mechanisms for members to make environmental declarations about companies.

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.

The screenshot shows a Facebook post from WITForum. The post title is 'INFORMATION, ADVICE AND GUIDANCE ON CAREERS IN WOODWORKING, JOINERY AND MANUFACTURING FOR 14-19 YEAR OLDS'. The post content includes a large red graphic with the text 'WOW I MADE THAT!' and a saw blade graphic. The post has 1,073 likes and is categorized as 'Community'. The post is shared by the British Woodworking Federation.

“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. One of the fastest growing trade bodies in the UK in 2015, it has 700 members drawn from manufacturers, distributors and installers of timber doors, windows, conservatories, staircases, furniture, and 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 focused on raising standards through accreditation and certification, and promoting the use of timber products. BWF also runs the Wood Industry Training Forum, a group focused exclusively on world-class training and skills in the woodworking industry.

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