

SHBF Forum
Best Western Hilcroft Hotel, Whitburn
Wednesday 6th August 2014

Andrew Carpenter
Chief Executive
Structural Timber Association



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ABOUT US

- Sole organisation
- 250+ member companies
- A large proportion of the structural timber industry is represented
- Work through a series of committees made up of industry experts in the following areas:
 - Technical (Inc. Fire Safety)
 - Health and Safety
 - Education and Training
 - Quality and Membership
 - PR and Marketing
 - Commercial
 - Self-Build
 - STA Industry Think Tank



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The change from UKTFA to STA

1. Why?

1. Supply chain wanted more consolidation
2. Customers wanted a 'single voice' for structural timber
3. Our members were no longer just manufacturing timber frame

2. How?

1. Member visits
2. Board deliberations
3. Supply Chain/Manufacturer Group Meetings
4. AGM/EGM



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Mission Statement

- To promote and increase the use of structural timber within the UK construction industry, to raise the bar in sustainability, quality, innovation, health & safety, skills & training, technical knowledge and customer service within the structural timber sector and to allow the UK construction industry to understand the value membership of the association brings.



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Mission Statement

1. Increase market share
2. Raise the bar
3. Put clear water between members and non members e.g. Whitbread
4. To ensure those converting to structural timber stay with us so that we are the building material of choice



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Whitbread commits to use STA in all timber frame

One of the UK's largest hotel and restaurant operators has given a huge boost to the Structural Timber Association (STA) with a commitment to use only the products and services of STA members in all future timber-based building projects.

Whitbread constructs and manages hundreds of properties across the UK for brands such as Premier Inn, Brewers Fayre and Costa Coffee. Timber plays a key part in many of those premises, especially newbuild Premier Inns, which are regularly of timber frame construction.

Last year it opened 23 new Premier Inns.

The company has a long-standing relationship with the STA and in recent years the two have worked together on the issue of fire safety at construction sites. The Premier Inn construction team and its consultant partners helped develop the STA fire safety processes for building site work.

"Timber is at the heart of many of the properties we construct and operate," said Chris Foad, Whitbread's head of construction and estate expansion.

"Therefore we need to ensure the materials and services we use are of the highest quality, whilst being sustainably sourced and priced at a competitive rate.

"The association's strict membership conditions, movement toward CE marking and investment in skills and training, mean we can build safe in the knowledge that quality is at the core of what we do."

There is huge potential in the deal. The additional 23 Premier Inns last year resulted in 3,364 new rooms. There are plans for



Top: Whitbread's first energy efficient restaurant beside a sister Premier Inn

Above: timber frame is a key element of newbuild Premier Inn projects

an additional 11,500 new rooms to be created and the budget last year for refurbishment and maintenance was £80m.

"Whitbread has used timber in construction of its properties for many years so this commitment to [use products and services from] only STA members is a great boost for the association and its members," said STA Andrew Carpenter chief executive.

"This endorsement puts clear water between members and non-members, and is a reflection of the quality, assurance and peace of mind which come with using an STA member."

Fencing crisis set to continue, says BHETA

A leading retail trade association has warned members that the UK fencing shortage could "stay at crisis level for several months to come".

The British Home Enhancement Trade Association, which has a membership of DIY, garden and housewares businesses with combined turnover of £5bn, said that the initial fencing supply problems caused by winter storms in turn created a timber shortage

as manufacturers upped output to meet demand.

"This will now prolong the problems affecting fencing installers, consumers and DIY retail," said a BHETA member. "There's little fencing suppliers can do to change things, until the timber market rebalances and more softwood can be made available."

BHETA home improvement sector director Peter Stone said that some members had reported "something very like a black

STA sets optimistic agenda

The annual meeting and conference of the Structural Timber Association (STA) next week is to focus on capitalising on the upturn in the construction market.

The event comes a year after the association rebranded from the purely timber frame UK Timber Frame Association and follows the addition in the spring of the UKSIPS membership.

"The past year has been significant for the STA and we enter the next phase of our growth and development with a strong complement of new members," said STA chairman Lawrence Young.

"Our membership now reflects our expansion across the full range of structural timber with a continued focus on timber frame."

In addition to the deal with Whitbread (see main story), the STA is planning to increase timber frame's share of the new home market from 23% to 30% within five years.

Speakers at the conference include the government's chief construction adviser Peter Hansford and the head of the National Specialist Contractors' Council, Suzannah Nichol. The conference will also host new forums on commercial activity within timber frame, SIPs and solid wood.

The meeting and conference is to be held on May 21 at the St Pierre Hotel & Country Club, in Chepstow.



Lawrence Young

market developing in fencing and consumers reporting panel thefts".

"The problem is likely to pose questions in the supply of other products like trellis and wooden garden buildings," he said.

Richard Bennett, sales and marketing manager at BHETA member Grange Fencing, said that stockists were also mainly ordering 6ft panels, rather than smaller sizes, "further limiting the number that can be produced".

"We're talking to customers week by week to confirm what's

possible in order to ensure we get the most out of the timber available," he said.

Irish timber suppliers comments to TTJ this week supported the fence makers forecasts of continuing strong demand (p13).

They said they'd been "playing catch-up" to meet orders after the February storms produced the fencing sales surge.

One forecast that consumption could stay at raised levels for a year.



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17/24 May 2014

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Vision

- Our vision is to see the UK construction industry increase the use of structural timber, thereby bringing further success to all stakeholders across the entire supply chain and for the STA to be accepted as the representative body for structural timber.



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Values

- Quality
- People
- Innovation
- Collaboration
- Customer Focus
- Sustainability



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Quality

- We acknowledge our position in ensuring our members meet current legislation and regulatory requirements
- We seek to raise the bar in terms of member performance to differentiate between members and non-members
- We seek to work with other trade bodies to provide solutions for any perceived problem that might arise
- We look to push forward the frontiers of structural timber for the benefit of the UK construction industry



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People

- We are honest and transparent in our dealings with members and stakeholders
- We are reliable, fair, consistent and show integrity
- We have a strong respect for people
- We communicate with our members and stakeholders/customers on a regular basis



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Innovation

- We include our customers, potential customers and supply chain in our innovative processes
- We strive for continuous improvement in all that we do
- We encourage 'lean' processes and the introduction of BIM
- We recognise & promote the benefits of Offsite Construction/MMC



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Collaboration

- We work WITH our members, stakeholders and the UK construction industry
- We encourage the total integration and early involvement of the supply chain
- We strive for procurement on 'best value' and not lowest cost
- We seek 'fair payment' throughout the supply chain



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Customer Focus

- We say what we do and do what we say
- We are driven by member/customer/market needs
- We constantly evaluate member/customer needs and feedback
- We are a 'can do' organisation



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Sustainability

- We fully support the global drive for Sustainable Construction
- We welcome the UK, Scottish & Welsh Government's Sustainable Construction strategies
- We acknowledge the environmental benefits of the use of more timber in construction through its low embodied carbon properties
- We acknowledge our privileged position in our ability to offer growth quickly through the provision of more houses



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Example of our success in 'People'

- Erector Mentoring Programme in association with CITB as part of the Growth Fund
 - 15 SME companies
 - 14% growth
 - 29 new apprentices
 - 70 new site staff
 - 10 new office staff
 - Building Awards & CESW Awards nomination



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Examples of our success in 'Customer Focus'

- RIBA CPD
 - Factory Tours well received
 - Fire Safety During Construction & Building Low Carbon Homes presentations proving popular
 - Online Learning Module now available
 - Two further presentations on 'Differential Movement' & 'A suite of timber solutions' currently being written



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Example of our success in ‘Collaboration’

- Good relationship with Scottish Enterprise
 - Funding a costing exercise to look at timber frame vs. masonry
 - Funding a PR & Marketing campaign to take advantage of the HCA’s £1.7b to build 160,000 houses to 2018
- RLB/RICS costing document to compliment SPONS
- ‘Benefits Matrix’ will be ready by Timber Expo
- Part of Sullivan Review update team



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Examples of our success in 'Collaboration'

- Chairman of BIS BIM4Housing Group
- Housing Forum Board Member
- Constructing Excellence South West Chief Executive
- Assisting DCLG with the roll out of the Government's 2013 Offsite Housing Review
- Collaborating with the timber sector via the Timber Accord

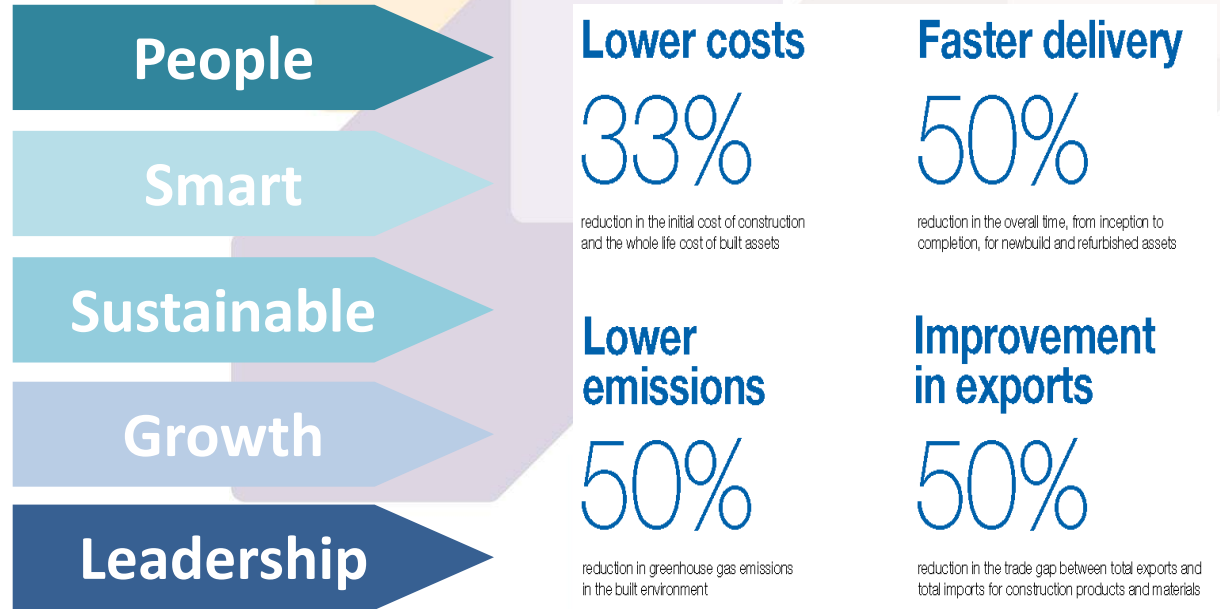


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Construction 2025



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**HAVE I GOT CONSTRUCTION
NEWS FOR YOU**



Construction Industry Forecasts (CPA)

- 2013: 1.1% rise in output
- 2014: 4.5% rise in output
- 2015: 4.8% rise in output
- 2016: 4.3% rise in output
- 2017: 3.6% rise in output



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Construction Industry Forecasts (CPA)

- Private Housing:
 - 2013: 20.9% 113,000 starts
 - 2014: 18% 134,000 starts
 - 2015: 10% 148,000 starts
 - 2016: 5% 155,000 starts
 - 2017: 5% 163,000 starts



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“We work with people who want to change the world and make timber the UK’s building material of choice”



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Thank you for listening

Andrew Carpenter
Chief Executive

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