



Annual Review
iKBBBI
2010



Patron
The Rt.Hon.Brian Binley MP

**The Institute of
Kitchen, Bedroom & Bathroom Installers**
Annual Review 2010

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2010 was certainly a year of change for Great Britain. A new coalition government tackling the economic deficit and newly elected Chancellor making “tough but fair” decisions on budgetary affairs will continue to affect consumers, retailers and installers alike.

The KBB industry will certainly continue to feel the pinch, but to what extent remains to be seen... The iKBBI is no different, as 2011 will arguably be our most important year since creation in 2007, and a time for positive change.

The Institute of Kitchen, Bedroom & Bathroom Installers has had a busy 12 months. Continued strengthening of the infrastructure, as well as smart marketing has been tough, but is starting to deliver results to members.

The renovation of our industry website (www.ikbbi.org.uk) has made our proposition clearer, whilst acting as a reference point for those professionals considering membership. The newly launched consumer website (www.professionalfitters.org) is now being visited by a growing average of 1,100 unique consumer visitors monthly, which is subsequently generating income opportunities for members.

Key industry businesses continued investment into The Institute via sponsorship as Blum, Classic Marble and Franke renewed their sponsorship in 2010, whilst new sponsors AnyJunk and Ezystone Work Surfaces joined the team.

The member’s benefits package has been developed significantly in 2010, with a focus on cost savings for members, as we’re mindful of the economy and the importance of reducing operating costs. Fuel prices in the UK are rocketing, and our response has been to partner with the leading fuel card company, which could save members hundreds each year.

New self promoting marketing material is now available for members via the online print shop, in addition to reduced rate commercial and van insurance. Discounted waste removal from our partners at AnyJunk offers an alternative to the skip and “man-and-van” solution, providing peace of mind and a great service.

The iKBBI is alive, well and has ambitions of far greater membership, benefits and organisational developments. We have developed a sustainable working platform since its creation in 2007, to include a very low cost base (overheads) and have created a number of firsts for the KBB industry which we’re proud of.

We are planning a number of member / organisational developments that will complement our existing platform, and despite the world recession, we’re confident that our proposition can expand to offer key stakeholders mutual benefit.

Following our third full year of operation, we’d like to thank our members, sponsors, suppliers and supporters for their investment into the iKBBI. Their continued commitment to The Institute has supported our aims and objectives and has allowed us to achieve success since 2007.

Summary of Activity

In addition to the half year review (see: <http://www.ikbbi.org.uk/ikbbi-press-releases.asp>) the second half of 2010 focused on the provision of opportunities for members, recognising that the generation of business was a key requirement for membership to be truly valued.

The iKBBI has been working with leading suppliers / distributors and major retailers. It's fair to say that these businesses are looking to do things differently, focusing on installation and are all looking for support from The iKBBI. This work has been time exhaustive and speculative, but we're confident that the result of our labour will be beneficial to all stakeholders over time, providing significant opportunities for members.

2011 so far...



Landmark for The Institute

Front bench Conservative Member of Parliament Brian Binley joined the iKBBI as Patron in January 2011, solidifying the Institute's direct route to Central Government and further demonstrating its ability to influence at the very highest level.

On a voluntary basis, Brian brings a plethora of commercial experience to The iKBBI, in addition to his political prowess and links into government. We're proud that Brian has decided to officially support the aims and objectives of the iKBBI, and believe that this is a significant milestone in the relatively short history of The Institute.

Brian commented by saying: "I'm pleased to be working with the iKBBI, as the importance of organisations who support small-to-medium sized businesses is vital". He went on to say: "If we are to recover our economy, its important that we create opportunities, and support enterprise to flourish. The iKBBI play a part within their industry, and it is this reason I'm giving them my full support".



The National Home Improvement Council

In what has been a historic start to 2011 for The Institute, the iKBBI are pleased to announce their membership of the government supported organisation - The National Home Improvement Council (NHIC).



The NHIC, a government supported agency, has been in existence for over 30 years with an objective to include the modernisation and renovation of UK housing stock, both in the public and private sector. It will support members to achieve success in the home improvement market, joining forces with current members including our associates at the Bathroom Manufacturers Association (BMA), British Gas, ECA, NICEIC, nPower and Trustmark.

The board will produce a full report of activity over the coming months, updating members on opportunities as they arise, but we see this new relationship as another piece of the jigsaw, that will support our own aims and objectives.

Consultation Panel strengthened



Brian Binley MP Gordon Smith Layne Ives Tim Wallace Gary Evans David Grant Aidan Richardson

The iKBBI Consultation Panel consist of volunteers who will contribute to the aims and objectives of The Institute, with advice, information and guidance. Each panelist plays a role that is either influential to the KBB industry, or indeed can provide an insider's view as an industry professional.

Rt.Hon.Brian Binley MP is The Institute's Patron and a source of information regarding governmental policy & procedure. A key link into central government and influential contacts, Brian is an active supporter of the iKBBI and the need to support small-to-medium sized enterprise.

Gordon Smith was previously a board member at The iKBBI and is now a director at Clifton Trade Bathrooms – a bathroom trade outlet in the north west of England. Gordon has a plethora of senior retail experience, and understands the modern installer.

Layne Ives is an iKBBI member, and professional kitchen & bathroom installer. Layne has connected with retail member John Lewis of Hungerford, and has steadily grown his business, capitalising on membership.

Tim Wallace is a respected industry journalist, previously deputy editor at the industry publication *kbbreview*, and is now editor for the first and only publication dedicated to kbb installations, The *kbbinstaller* magazine.

Gary Evans operates a successful kitchen, bedroom & bathroom installation business in the Berkshire area and has been a member of The iKBBI since 2008. Gary's previous experience includes marketing for blue chip businesses and his support of the iKBBI has been invaluable over his membership tenure.

David Grant is the Technical Manager for leading industry manufacturer Blum. His experience with Blum product is unrivalled, and his generic input as a representative from the KBB manufacturing sector is an important asset to the iKBBI consultation panel.

Aidan Richardson is an independent retailer of kitchens and bathrooms on the South Coast, and has been an iKBBI member since 2009. A committed member that uses iKBBI membership to reap commercial benefit, Aidan understands what customers want and how to manage relationships with his installers.

The board will continue to strengthen the Consultation Panel this year. If you're an industry professional and want to contribute, please contact the iKBBI at info@ikbbi.org.uk