



Annual Review

KBBI

2009



The Institute of Kitchen, Bedroom & Bathroom Installers

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Overview

It's fair to say that 2009 has proven to be a tough year for the sector. The economic situation has forced many to re-evaluate, but positively it has made people think and behave differently about their industry and their role within it.

The iKBBI have engaged over 1500 installers across the UK over the past 12 months thanks to the road shows in England, Scotland and Wales. There have been many stories of woe from the attendees, but amongst the gloom, stories of triumph and new beginnings. Our message of 'not placing all your eggs into one basket' has been received well, and has been adopted by many.



Notably, our work with retailers has been extensive as we recognise the important role the retailer plays within the daily life for thousands of installers.

New found relationships with The Big Bathroom Shop, Tesco, Lewis of Hungerford and our continual drive into the retail sector will provide new and fresh opportunities for our member's nationally, including a new source of work for many – this will also form a springboard for new opportunities with other leading retailers.

Whilst it's early days for Tesco, when considering our foundation work and ongoing support to the project, we're confident this effort will pay dividend for everyone involved including the mighty brand of Tesco, the manufacturers, distributors and our members - not to mention the rewards the Tesco customer will reap as a result of a professionally managed and installed kitchen or bathroom project.

2010 will be an exciting year for this particular project!

The iKBBI, whilst not without its own challenges, has had a most successful year on many fronts. Importantly, over 500 installation professionals have chosen the iKBBI for representation and support, in addition to a 90% plus renewal rate for those installers who joined us in 2008. There's still a long way to go as we target the professional KBB installer, but we're again confident that our work is naturally encouraging the good installers and retailers to join, and importantly stay, without the need for expensive marketing activity. Wise spending of membership fees has continued to be on the forefront of iKBBI activity, and work with world class brands such as Tesco will deliver extensive publicity based on ongoing positive development. This wise spending will also enable the iKBBI to continue ongoing low membership fees.

We're encouraged to report that our founder sponsors continue to renew their support of The iKBBI into 2010. We would like to thank Blum, Dupont Corian, Franke and HippoWaste, and in particular Classic Marble for their hands on involvement and support of The Institute.

The iKBBI has also been appointed by the industry's KBB National Training Group (NTG) to support the new Industry Standards Register (ISR).

Our role, as agreed with the NTG, is to represent the specific interests of the individual registrants, giving them a collective voice; to ensure that the standards are high, they are achievable and necessary and to also ensure that costs to the registrants are allied to tangible benefits.



We've no doubt that 2010 will offer similar challenges to the industry as 2009 has, especially as the UK battles through the economic situation. However, we feel that the corner has been turned and with fresh and modern thinking and behaviour, good businesses can flourish over the coming weeks, months and importantly years.

iKBBI 2009 Highlights:



Fantastic membership growth

Our member numbers have exceeded 500 professional businesses nationwide, including installers in England, Northern Ireland, Scotland and Wales. Month on month, we are exceeding expectations and are welcoming more and more great installation businesses to the benefits of professional membership.



Retail membership defined

Work continued on the retail membership proposition as we work with some great industry brands, in addition to new and exciting relationships with world class industry newcomers Tesco. Key work with these businesses will ensure new opportunities and income streams are created for our installer members. We see 2009 as the platform for an exciting 2010!



90% plus renewal rate

Throughout 2009 we have managed to achieve a 90% plus renewal rate for installer members, in line with expectations, and a 100% renewal rate for the few early adopting retailers from 2008. We're encouraged by these numbers as we believe this is a true indication that we are offering benefit to the vast majority.



Separating the good from bad

One of our founding objectives was to start the separation of the good installers from those not capable / willing to offer a great service to their customers. We have, following extensive investigation, expelled a minority of iKBBI members for poor workmanship and lack of willingness to 'do the right thing'. Our main priority is to support installers to achieve great results, but on the occasion the member isn't receptive, we'll do what's right – great news for great installers.



Customer service support

We have been called upon to support consumers in need of help and advice throughout 2009. The vast majority, thankfully, not involving disputes with iKBBI members. We're pleased that our intervention has helped speedy resolution, especially as we see consumers choosing the iKBBI as the source of professional advice and support.



Roadshows – We engaged over 1500 installation businesses nationally

We have conducted over 40 roadshows throughout 2009 across the UK, meeting with over 1500 installers from as far north as Dundee to Plymouth, via the North & Midlands, over to London and the South East. Our commitment to face-to-face engagement has proved successful and we enjoy this two-way communication strategy (thanks to all that attended)!



Improved communication

Following feedback from our members, we have invested in cost effective tools for communicating with our members. New SMS (mobile phone text messaging) has been introduced this year, complimented by regular email updates to include technical updates and relevant industry news. Our continued work with Taylist Media has secured the future of the kbbinstaller magazine with over 7,000 distribution, which is an industry first that we can all be proud of.



Strengthened foundations

Continual development work on our website and administrative process ensures the foundations for the iKBBI are stronger than ever. The appointment of Brian Binley MP (pictured) as our Parliamentary Advisor means we have front bench representation at the highest level, whilst our work with the new Industry Standards Register is demonstration that we are recognised by the industry as being the voice for the professional installer.

iKBBi 2010 Key Priorities:



Further work with retailers, manufacturers and distributors

We'll continue to work with and build our network of small to medium sized independent retailers together with reputable manufacturers and distributors. This has proven to be successful and something we can build upon into 2010. We'll also continue our work with the great brand of Tesco, as we see the next 12 months as an exciting time for them and our members. This will also open doors to other retailers as they see the benefits of an association with the iKBBi.



Increased membership activity

We're very pleased with our member recruitment throughout 2009. Our aim is to continue momentum as we target 1000 professional installation businesses by the end of 2010.



Road shows / mini exhibitions

We believe that our face-to-face strategy has been one of our biggest successes in 2009. We will continue these road shows nationally throughout 2010, to include venues in Northern Ireland, and we will invite relevant industry businesses to attend, along with our founder sponsors to meet current and prospective members.



Website optimisation

Our website is an important tool for the iKBBi and our members, as well as for those consumers looking to find reputable KBB installers for their own home improvement projects. We have already begun developing the website, and new and (very) exciting developments will be made throughout 2010 that will increase productivity of the website, as well as connecting more consumers with our members in innovative ways... watch this space!



Strengthening member benefits package

Our focus for existing members will be to develop our benefits package based on their needs and feedback. Building on great cost savings and communication tools, we will engage members for their opinions to assist them and their operational challenges whilst supporting their general business aspirations.



Consultation panel work

It's very important that we canvass the views of our members and those industry experts that offer value to our organisation. We plan to increase the number of those consultation panel members, as well as to structure activity for this voluntary group in a way that increases communication and productivity, whilst keeping costs to a minimum and not encroaching on their full time jobs where possible.



Industry Standards Register

We will continue our support of the new Industry Standards Register (ISR), with a defined role to include the representation of the professional KBB installer. We fully support the aims and objectives of the ISR and recognise the rewards for all over time - rewards for the professional KBB installer, the retailer, training bodies and of course the consumer.



Working with our members to strengthen The Institute

We recognise the importance of our member's opinion and views. Our focus will continue to include two way communication with our members, listening to and supporting their collective views. We'll share this with the industry via several routes to include our continued support of the kbbinstaller magazine – a publication that without the iKBBi, would not have been created.

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