

**Meeting:** Steel Window Association – Sales Development Group  
**Date:** 5 October 2021  
**Location:** Conference Call  
**Paper:** Minutes



**In attendance:**

Kris Bennell	ASWS (President)	Darren Lloyd	Govette (Chair)
Margaret Gott	Secretariat	Dave Grew	Treasurer
Don Northam	NSB Casements	Alison Relf	Taylor Alden
James Barrett	SWF	Lauren Murphy	Taylor Alden
Nick Vassilopoulos	Perla		

Apologies Dave Grew

**ACTION**

**1 Welcome**

Darren Lloyd welcomed everyone to the meeting.

**2 Minutes of last meeting**

Minutes of the SDG meeting held on 17 June 2021, having been circulated, were agreed and signed off (virtually) by DL.

**3 Finance**

With DG absent from the meeting, Taylor Alden presented the current budget report. This is within the budget allocated for the year.

**Steel Window Association April 2021 - March 2022**

Monthly Expenditure	PR Fee	Product profiles	Media Cuttings	Media release distribution	Misc	Summary
April	£1,058.33	£525.00	£100.00	£50.00		<b>£1,733.33</b>
May	£1,058.33	£728.00	£105.00	£50.00	£150.00	<b>£2,019.33</b>
June	£1,058.33	£550.00		£50.00	£150.00	<b>£1,808.33</b>
July	£1,143.00	£555.00	£149.50	£100.00	£150.00	<b>£2,097.50</b>
August	£1,143.00	£864.00				<b>£2,200.00</b>
September	£1,143.00	£300.00				<b>£1,443.00</b>
October						
November						
December						
January						
February						
March						
<b>Summary</b>	<b>£6,603.99</b>	<b>£3,727.00</b>	<b>£627.50</b>	<b>£350.00</b>	<b>£450.00</b>	<b>£11,758.49</b>

**Budget £22,500**  
**PR fee - £13,461 pa**  
**£817 pcm for Product profiles, media distribution and cuttings**

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**4 Taylor Alden (TA)**

Taylor Alden went through the marketing programme report below.

TA want to give social media a more personalised image. Members are to be encouraged to send through “we are working on this contract...” for TA to create social media posts, to encourage prospective members by noticing all the work won by SWA members. TA will send out a prescriptive email detailing what members need to send e.g. workshop photographs of windows being welded, location photographs of windows being glazed, etc. **TA**

The SWA (via TA) already follows key architects on social media channels. Further architects and designers will be followed, along with steel window companies that are not yet SWA members. Members will also be asked for favourite architects and designers for TA to add. **TA**

AR referred to heritage magazines that would be a good source of research for individual companies and for SWA membership recruitment exercises. TA will send links to these to all members. **TA**

The new website will contain a case study form that members can fill in online. Instructions on how to do this will be sent out by TA as part of a newsletter. **TA**

The first of the “meet a member” releases has been done with Govette. DL asked what the red amount on the report was for. TA explained that, as previously agreed, these are additional to the number already in the programme so a nominal charge is to be made for interviewing the member and writing these.

The website launch release has been written and will be issued on Monday if the launch goes to plan (no problems foreseen!). **TA**

We are now ready to publicise the fire rating achievement. TA will interview NB. **TA/NB**

A second associate member release will be done when we have another new associate member. KB confirmed we will be pushing on with recruitment once the website is launched and members have provided a list of suppliers that can be approached. **C/F**

The Specifiers’ Guide will also be re-written once the website is complete and then the fact sheets. TA will be issuing a release on these when available with a link to the website. **C/F**

Dropbox – this is now a very valuable marketing resource as it has been populated by some member companies as part of the website project. Each member company has its own section on the Dropbox and those still to upload photographs will be approached again by TA. **TA**

There has been a downturn in website activity but this is seasonal and probably reflects the opening up of holiday destinations since the easing of Covid restrictions! The relaunch of the website will see an increase in traffic.

**STEEL WINDOW ASSOCIATION (SWA)**  
**April 2021 to March 2022**

**Meetings 2021**

- 11am, 16 March – PR call
  - 3pm, 13 April – SWA objectives (AR/SJ/KB)
  - 2pm, 28 April – Website
  - 1pm, 8 June – Website
  - 10am, 11 June - Website
  - 12pm - 17 June – SDG
  - 10am - 24 June – AGM
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4pm, 6 July – Website  
 11am, 27 July – Website (LM)  
 10am, 1 September – Website (LM/AR)  
 2pm, 14 September – Website  
 10am, 24 September – Website  
 12pm, 5 October – SDG  
 9 December – London (**Marketing activity report to be presented**)

**Press releases and articles issued – 9 issued**

40339t	New president announcement	Issued April
40385t	SWF new door handles	Issued April
40415t	Housebuilder & Developer article (June issue)	Issued May
40030t/c	<b>Interior room dividers</b>	<b>Issued May</b>
40182t	Call out for associate members	Issued June
40442t	Perla – new member appointment	Issued June
40441t	GGP article (August issue)	Issued July
40466t	How the SWA views the industry	Issued July
40119t	<b>SWF multipoint locking on steel</b>	<b>Issued July</b>
40502t	Steel – 100% recyclable	Issued August
40118t	Thermal break	Issued September
40503t	Member profile (Govette) £100	Issued September

**Press releases and articles in progress – 18 p.a. Extras £150.**

40545t	New President announcement – Approved. TA holds photograph of KB. OCTOBER ISSUE.
39733t	<b>St Albans cathedral (SWS&amp;S) - BM is drafting. TA holds answers to questions on the project. TA awaits photographs. OCTOBER ISSUE.</b>
40547t/c	Website launch – Approved. TA to use screenshot of homepage. OCTOBER ISSUE.
40496t	Member profile (Cotswold Casements) – TA holds answers from Liam. TA to use photograph of Liam. OCTOBER ISSUE. £100.
39722t/c	Fire – aesthetics and fire protection. New standard – BM to interview Nick and draft. TA awaits photograph. NOVEMBER ISSUE.
xxxxx	<b>Await Kris for product selection from website. NOVEMBER ISSUE.</b>
xxxxx	Member profile (Perla Windows) – TA to interview member. TA awaits photograph. NOVEMBER ISSUE. £100.
39952t/c	Thermally broken external screen – Dulwich new build (West Leigh) – project in progress. WL has photographs. TA is liaising with Paul Cox. LM followed up. DECEMBER ISSUE.
xxxxx	Member profile (ASWS) – TA to interview member. TA awaits photograph. DECEMBER ISSUE. £100.
xxxxx	<b>Benefits of being a SWA member – TA to use comments from SDG members in 05.10 meeting. DECEMBER ISSUE.</b>
xxxxx	Bath Cheese (Perla Windows) – TA sent Nick a case study form. TA holds photographs. DECEMBER ISSUE.
xxxxx	<b>Await Kris for product selection from website. DECEMBER ISSUE.</b>
39956	Wimbledon Parkside, private swimming pool (Govette) – TA awaits further information. Project almost finished. TA to follow up. DL is waiting for photographs. JANUARY ISSUE.
xxxxx	Member profile – TA to interview member. TA awaits photograph. JANUARY ISSUE. £100.
xxxxx	<b>Await Kris for product selection from website. FEBRUARY ISSUE.</b>
xxxxx	Associate membership announcement – await new associate member. ISSUE. FEBRUARY ISSUE.
xxxxx	Await Kris on what product to promote from website. MARCH ISSUE.
39735t	SWF new website – TA awaits further information and photograph. MARCH ISSUE.

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- xxxxx Prestige cast bronze and brass fittings/art deco (SWF) – await further information. APRIL ISSUE. **ON HOLD.**
- 39957 Wimbledon fire station (West Leigh) – TA awaits further information. Project delayed. APRIL ISSUE.
- 40031t Specifiers' Guide – await copy and go-ahead.

### **Mailings 2021/22 - £200 for Conservation mailing**

TA has researched and produced a new and up to date list. Mailings to Conservation Officers.

January 2021 – Jam Factory – complete.  
May 2021 – collage of different new SWA member projects.  
October 2021 – St Albans Cathedral.

### **Marketing reports – 2021/22**

Taylor Alden produces a monthly "Marketing Activity Report" in the form of a PDF. This includes a marketing update and the monthly media coverage. LM sends this out to all members.

### **Newsletter**

TA to send a newsletter to all members at least quarterly.

First one - October:

- New website introduction
- Links to online heritage magazines
- Social media – what members should send Lauren for social media including "We just secured this contract.." etc.
- LM to ask for any one in particular they want the SWA to follow on social – architects etc.
- Secretariat section – MG to populate
- A word from the President – KB to add quote
- Dropbox – encourage members to upload photos for TA to use
- Poll – "Did you like this newsletter?"

### **SWA website**

- LM created a SWA new website dropbox folder with sub-folders for each member company. This has been populated by some members.
- TA will issue a media release once the website is launched
- TA to post on social to coincide with the launch. One social post to be issued per week for four weeks after launch.
- TA will send an individual email to key journalists encouraging them to visit the new website.

### **Key contact 2021/22**

#### **Listed Heritage**

- TA is liaising with Lynda to place SWA articles.
- TA holds digital copy.
- Recruitment for SWA.

#### **Ecclesiastical and Heritage World**

- TA has added this to the media list.

#### **Conservation & Heritage Journal**

- SWA is to be booked into every issue of the magazine. The text needs to be amended for each issue with one new case study mentioned.
- Autumn 2021 – November copy date.

#### **RIBA**

- TA approached Jan-Carlos about suitable features for the SWA.
- TA to add architect quote to GGP article and then submit to Carlos for consideration.

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## **Video**

To be discussed in 2022.

Ideas for short videos that can be used on social media:

- Day in the life
- Follow your installer
- Site survey

## **Social media**

- TA manages and posts on SWA channels
- Increase followers – focusing on LinkedIn and Instagram
- Support member channels
- Engagement with members and relevant accounts
- SWA follows many architects on Instagram. TA to ask members for a list of any one in particular that they would like the SWA to connect with.
- Monitor member channels for good case studies for the PR content programme
- Members to populate their own social media channels and SWA (LM) to engage.
- TA added social media buttons to the end of the SWA media release sign-off.
- LM to ask members to send through projects that they have just started. This should encourage prospective members by noticing all the work won by SWA members.

**Twitter:** Username: SWA\_info  
**Instagram:** Username: Steelwindowassociation  
**Facebook:** Username: [lucy@tayloralden.co.uk](mailto:lucy@tayloralden.co.uk)  
**YouTube:** Username: [steelwindowassociationuk@gmail.com](mailto:steelwindowassociationuk@gmail.com)  
**Houzz:** Username: [info@steel-window-association.co.uk](mailto:info@steel-window-association.co.uk)  
**MailChimp:** Email: [info@steel-window-association.co.uk](mailto:info@steel-window-association.co.uk)  
Username: steelwindowassociation  
**LinkedIn:** Username: [info@steel-window-association.co.uk](mailto:info@steel-window-association.co.uk)

## **Marketing objectives 2021/22**

- New marketing programme including a new website
- Social media focus
- A unified message as to what SWA membership is
- Member recruitment
- Member retention
- Diversification
- Overall quest for new opportunities for SWA members in the marketplace

## **SWA mission statement**

*Our primary mandate is to promote steel windows and doors to the UK homeowner/commercial builder/specifier alike through the provision of information, technological resources and service delivery via our membership. We stand for our members and the industry to develop and enhance the products and services provided for the ever-changing demands of the market.*

## **Notes**

- Margaret receives all media information and uploads to SWA website.
- From July 2021 - £22,500 pa budget; PR fee - £13,716, another 8% increase will be added in July 2022. Fee review – April 2023.
- £8,900 per year left for product profiles, media distribution and cuttings. Approximately £700 pcm for product profiles.
- Secretariat fee - £16,740pa.
- Margaret updates enquiries on meeting report prior each meeting.
- New website launching October 2021. Website committee: Alison, Margaret, Darren, Kris and Jen.
- OneDrive. Login details – [info@steel-window-association.co.uk](mailto:info@steel-window-association.co.uk). Password - Steelwindows1234#.
- TA watermarks all photos posted on social media.
- TA sends DG the TA budget page before each meeting.
- TA to send the SWA/TA budget page to all SDG members with the PR report before every meeting.
- SWA "fire" logo to possibly be created.
- New boiler plate to be developed after new website.
- Kris to let us know who the best West Leigh contact is.

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Appendix

	<b>Enquiries</b>	<b>Users</b>	<b>Page views</b>	<b>% new visitors</b>
<b>2020</b>				
January	29	1,445	4,516	89.3
February	25	1,526	4,965	87.7
March	11	1,360	3,959	86.7
April	13	1,390	3,616	89.7
May	11	1,710	4,680	88.3
June	21	1,788	5,414	87
July	17	1,737	5,029	87.2
August	21	1,473	5,042	88.5
September	11	1,303	4,107	89.4
October	20	1,388	5,047	87.9
November	13	1,251	4,731	87.9
December	3	947	3,151	89.7
<b>2021</b>				
January	23	1,365	5,214	88.9
February	24	1,384	5,237	86.9
March	25	1,837	6,384	88.6
April	23	1,956	6,799	83.7
May	20	1,282	4,547	87.4
June	19	1,214	4,261	87
July	23	1,144	4,233	85.6
August	13	1,000	3,633	86.3

**Social media analytics**

MOM increase on followers and impressions of SWA social channels

	<b>1-31 Aug</b>	<b>1-31 Sept</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
<b>Instagram followers</b>	457 (15 new)	469 (12 new)			
<b>Instagram impressions</b>	816	889			
<b>Twitter followers</b>	129 (2 new)	131 (3 new)			
<b>Tweet Impressions</b>	1,346	631			
<b>LinkedIn followers</b>	49 (2 new)	51 (2 new)			
<b>LinkedIn impressions</b>	N/A	67			
<b>Facebook followers</b>	553	556			
<b>Facebook impressions</b>	N/A	84			

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## 5 Website Report

KB presented the new website and navigated through the pages. The feedback was favourable.

TA asked KB to identify five products/services from the new website that TA can produce media content on. These will be added to TA's programme. **KB**

The W30 drawing on the new website was queried. KB will have this removed. **KB**

The proposed launch date for the website is Monday 11 October. MG has asked all members to review and send her feedback and is sending amendments to the web designer as received. Log-in details will be sent to members for the members' section of the website as soon as MG receives them from the web designer. **MG**

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## 6 Specifiers' Guide

This will be re-done once the website is launched. The web developer has been asked for a price.

Fact sheets will also be done in line with the new Specifiers' Guide and to take account of changing building specifications.

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## 7 Membership

Having asked Perla at the last meeting what they wanted from SWA membership as a new member, KB asked what existing members get from membership. Responses below:

DL (Govette) – Product development would be prohibitive for most companies on basis of cost and time investments. Spreading the work, the cost of testing and being able to share the technical expertise of industry colleagues is invaluable.

JB (SWF) – As a supplier of ironmongery for steel windows and doors, SWA members are either SWF's customers or part of an industry that SWF is involved in. Attending meetings gives SWF access to a group of customers in one go and enables SWF to find out what the industry and the end user wants.

MG has asked Council members for supplier lists so prospective associate members can be canvassed. No responses received. Will be mentioned again in Council.

KB (ASWS) – As a non-manufacturing member, SWA membership keeps ASWS apprised of new advances in technology. The publicity opportunities offered by the SWA is also a major benefit.

DN (NSB) – NSB joined the SWA many years ago because at the time architects would only accept quotations for projects from SWA members.

Recruitment will be stepped up as part of the marketing programme and the re-brand when the new website and logo are launched.

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## 8 Next meeting

9 December 2021, followed by Christmas lunch. Venue TBC. **MG**

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## 9 Any other business

NV asked why Janisol Arte is not featured on the website. DL explained that none of the other members use Schueco systems, preferring hot-rolled sections. JB explained that this

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tends to be a European system and Schueco are very restrictive in allowing modifications.

KB raised the issue of L10 documentation stating requirement for Crittall windows. He asked how the SWA would be able to get specified on the L10 rather than a SWA member having to explain Crittall is a brand and not a product. DL said the SWA had previously tried to get on NBS but it seems they are now a marketing platform and are more interested in charging. It was agreed that a SWA headed sheet saying we are not Crittall but this is our offering. KB will raise this at Council and see if something can be put together.

There being no other business DL closed the meeting.