



Glass and Glazing Federation

# GGF Annual Report 2020

for the year ended 31st December 2019







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# 01

## President's Report



Mark Austin  
President

“The GGF continued to operate and deliver the level of services and benefits that our Members no doubt expect from the industry’s leading trade organisation”

2019 proved yet another tough year for the industry and the GGF against an uncertain political and economic backdrop. Despite the many challenges, the GGF continued to operate and deliver the level of services and benefits that our Members no doubt expect from the industry’s leading trade organisation.

On the political front, it was a year of change but also one of real unpredictability with parliamentarians split down the middle on the UK leaving the European Union (EU), a new Prime Minister and at the end of 2019, a General Election which resulted in a new Cabinet taking office in December.

During the period, the UK saw the economy stagnate with growth of 1.4% marginally better than the 1.3% growth the previous year.

With the economy slow combined with the political uncertainty, the glass and glazing industry braced itself for BREXIT with or without a deal.

In October 2019, the Government selected the GGF as a key partner and the communication channel to inform our industry so companies could prepare for BREXIT with or without a deal. The GGF received Government funding to set up an online portal (the GGF Brexit Hub) which housed latest

BREXIT news, technical and business support information to help companies prepare for UK’s departure from the EU, which following the 12 month Transition Period looks like it will be on 31st December 2020.

From the GGF perspective, it was overall a challenging year with some necessary personnel changes and a budget review to ensure the GGF’s finances remained stable.

During 2019, the GGF had to also prepare for the changes in 2020 which included a new Managing Director and a restructure with a renewed focus on the technical side of the Federation.

The appointment of former GGF President John Agnew as MD from 1st March 2020, followed the retirement of out-going Managing Director Steve Rice on 29th February 2020 after over 30 years of dedicated service to the Federation. I would personally like to thank Steve on behalf of the entire GGF Group, wishing him a long, happy and healthy retirement.

I would also like to take this opportunity to thank David Thornton (The Window Company Contracts Ltd) and Mike Butterick (Saint-Gobain) for their support and input as Board Directors to help shape the GGF’s plans, restructure and direction. I wish both David and

Mike every success following their decisions to step down from the GGF Board at the end of 2019 to focus more on their companies.

Though our planning for 2020 was in place, nothing could have prepared us for what lay ahead. During December 2019, news arrived of an epidemic in China with fears that it would turn into a pandemic. No one at that point knew the devastating effect the Coronavirus was going to have worldwide and the severe financial effects it would have on the UK glass and glazing industry with many companies forced to close temporarily.

At the time of writing, we have witnessed some tragedy and devastation with huge numbers of cases and deaths, and with no vaccine in place, its ongoing impact could linger for many years to come. So if 2019 was challenging then 2020 will be a year like nothing before.

Against these extremely challenging and unprecedented times, the GGF continues to work tirelessly for Members, delivering the services required to help us cope with COVID-19. With our plans in place, our relationships strong and our focus on safety first, together we can rebuild our industry.





# 02

## Managing Director's Statement



**John Agnew**  
*Managing Director*

“The GGF is in a strong position to help members cope with the challenges ahead and together we can emerge from these extraordinary times stronger than ever.”

During 2019, Brexit was never far from the news headlines with parliament divided and public opinion split. With these divisions, it was only natural, for companies to be concerned about the impact of the UK leaving the European Union (EU).

GGF Members expressed concerns over; potential lack of skilled labour if immigration laws tightened, the impact on the economy and possible regulatory and legislative changes, in particular the effect on technical standards, most of which are entwined in European legislation.

During the period, the GGF remained on top of the situation and raised Members' issues in discussions with relevant Government departments including HM Treasury, Business Energy and Industrial Strategy (BEIS) and the Ministry for Housing Communities and Local Government (MHCLG). In addition, the GGF ensured it was prominent in discussions with CEN (the European Committee for Standardization) and BSI (British Standards Institute) regarding how industry standards could be impacted post-Brexit.

In the middle of 2019, the GGF management structure was altered to support Members' needs better with an increased focus on the technical

services. The GGF recruited David Borland as Senior Technical Officer and his extensive experience in the glass and glazing industry has proved to be a great asset for the GGF technical team.

Membership numbers remained strong during the year with a net increase of eight percent at the year-end compared to 2018. Member retention, engagement and development was also strong in 2019 with over one hundred and twenty membership meetings across the technical groups, committees and regions. In addition, the GGF Annual Members' Day attracted a record number of Members.

Following feedback from membership on improving communication with the GGF Board it was agreed to hold a Chairpersons Forum early in 2020, at which all Chairs of Executives, Groups and Committees were invited to attend. This event proved a success and is set to become an annual fixture in the calendar for all GGF Chairs.

The GGF External Affairs and Marketing team delivered a best ever year for the GGF in terms of brand awareness with over three hundred thousand unique users visiting the GGF websites – GGF.org.uk and MyGlazing.com in 2019. The online traffic was a result of the GGF's high quality web content, much of which was shared through the trade,

consumer and political media resulting in over 133 million opportunities to see the GGF brand.

On the training front, surveyor and installer courses were made available to Members during the year but the GGF fully appreciates that much more works needs to be done in this area to fully serve membership. Training was progressed post-year end with a partnership agreement with a new training provider. The details of this partnership and the renewed focus on GGF Training will be unveiled in 2020.

The year ended with the budgets being set for 2020 with the view being that the economic outlook would be challenging, little did we know just how challenging it would be! The GGF though is in a strong position to help Members cope with the challenges ahead and together we can emerge from these extraordinary times stronger than ever.





# 03

## Membership Matters



**Peter Stuttard**  
*Head of Membership*

“2019 was a very tough year for the Federation, its Members and the industry as a whole, however the GGF has built sound foundations and with our new focus we are ready to help Members face whatever issues are to come.”

Having assumed responsibility for GGF Membership in August 2019, I am delighted to note that the Federation has maintained a steady membership base throughout. At the end of the year this stood at 459 Members and this will equip the Federation to face whatever tribulations the industry could face in 2020 and beyond.

During the course of the year the membership department handled over 3000 enquiries via the GGF website, email and telephone. In total over 7,700 visitors viewed the GGF enquiry pages on the the GGF website.

In addition, 235 enquiries to join via the GGF website online form and 26 companies contacted the GGF to join the Promotion Programme (for companies not trading over 3 years).

On the recruitment front, the GGF membership and regional teams were active at several trade shows including The FIT Show in Birmingham and FIREX in London - both of which provided a platform for the GGF to engage with many Members and gain scores of genuine recruitment leads and useful industry contacts.

During 2019, the Federation strengthened its regional resource with two new regional secretaries and a reconfiguration of the team to increase the focus on each region to better serve Members' needs.

In the period, the regional team organised approximately three meetings in each of the eight UK English and Welsh regions and also in three countries (Scotland, Northern Ireland and the Republic of Ireland). The feedback from these meetings is that they are highly useful for Members to keep up-to-date with all relevant GGF developments from technical, health and safety, marketing and training.

The meetings last year also featured guest speakers from organisations such as the Bank of England, local authorities and regulatory bodies to give members greater insight of topical issues and developments.

During 2019, many Members took advantage of the networking opportunities at the regional meetings and also at the GGF's Golf Days which were held in the South East, North West and Scotland.

Also during the year the Federation has been seeking to widen the benefits available to assist Members' businesses. Partnerships have been formed with external organisations such as Citation (health, safety and HR consultants), Croner (employment law specialists), Amplifi Solutions (tax advisers) and Cluttons (business rating advisers). These partnerships have seen members attain urgent and often invaluable advice when it is needed. In addition, in many cases, Members have seen real financial benefits from using GGF partners.

In addition, the gravitas the Federation holds with national Government, the devolved Governments and local Government together with outside institutions and other trade associations ensures the GGF is extremely well placed to ensure it supports its membership.

In summary, 2019 was a very tough year for the Federation, its Members and the industry as a whole, but in 2020 it has become even tougher for everyone with the outbreak of the COVID-19 pandemic. However the GGF has built sound foundations and with our new focus we are ready to help GGF Members face whatever issues are to come.

In 2019, the GGF recruitment statistics were as follows:

No. of applications processed to join the GGF	54
No. of new Members	42
No. of Promotion Programme companies	5
Total number of new companies who have signed up to GGF Membership and Promotion Programme	47



# 04

## Technical Summary



**David Borland**  
Senior Technical Officer



**Ben Wallace**  
Senior Technical Officer

“In an extremely active year, the GGF’s Technical Team continued to provide advice and support for Members, as well as maintaining the GGF’s influential position with expert contributions to the broad construction and glass and glazing industry’s technical bodies”

In an extremely active year, the GGF’s Technical Team continued to provide advice and support for Members, as well as maintaining the GGF’s influential position with expert contributions to the broad construction and glass and glazing industry’s technical bodies.

2019, was undoubtedly a challenging year for the Industry and the Technical Team as the GGF renewed its focus on the technical front. With the legislative and regulatory landscape becoming increasingly complex, the technical staff ensured that Members were kept well up-to-date with all changes, actual or proposed.

During the period, the GGF also provided technical input in various Working Parties to help shape Standards, Building Regulations & Industry Good Practice both in the UK and in Europe these include:

- CEN Technical Committee 129 – Glass in Building
- CEN Technical Committee 33 – Doors, Windows, Shutters, Building Hardware & Curtain Walling
- ISO Technical Committee 160 (via CEN) – Glass in Building & Technical Committee
- ISO Technical Committee 162 (via CEN) – Doors, Windows & Curtain Walling
- BSI Working Group B/520 – Glass in Building
- BSI Working Group B/538 – Windows and Doors

The Grenfell fire tragedy in 2017 and subsequent inquiry, resulted in a review by Dame Judith Hackitt who authored The Hackitt Report, a publication which is continuing to influence all aspects of the UK Building Industry, identifying areas of major concern and shortfalls within current Regulations and Standards.

In 2019, one of the major changes to Approved Document B of Building Regulations had a significant impact on our Members with the inclusion of laminated glass in the combustible materials ban and its use in balconies and balustrades. This also led to the establishment of an industry Document B Working Party that has been actively involved in discussions with Government and other trade associations for this ban to be removed.

The Future Homes consultation from the Ministry of Housing, Communities and Local Government later in the year also provided a challenge with significant changes in ‘U’ Value requirements and ventilation standards. The Technical Team initiated a Members Forum early in January 2020 to formulate a response based on Members’ collective input.

Throughout 2019 the GGF Technical Team attended and provided valuable input to various Working Groups such as the Construction Products Association (CPA), the Fire Safety Federation (FSF), the Centre for

Windows and Cladding Technology (CWCT) and the British Standards Institution (BSI). In addition, the GGF Consultancy service continued to provide a site and desktop service throughout the UK and beyond with one of busiest years to date.

During the year, the Technical Team continue to organise and attend the Technical Group and Regional meetings to keep Members informed of any significant changes in regulations, standards or legislation. The Technical Team also shared its expertise with the wider industry by attending and presenting at several trade exhibitions and events including Glazing Summit, FIREX International and The FIT Show.

2019 also saw some personnel changes with Russell Day, Director of Home Improvement retiring and Steve Rice, former Managing Director (and former Director of Technical) deciding to retire after 30 years with the Federation. Their contribution to the development of the Department and the GGF in general over many years is renowned and acknowledged by GGF Members.

The subsequent restructure has seen Ben Wallace and David Borland taking the reins as Senior Technical Officers and with their team, they hope to continue to provide Members with a valued service comparable with their predecessors.





Stephen and Karen Byers of RITEC, receive the GGF Award for Outstanding Contribution to the Industry



Susan and Peter Roden of Mitchell Glass receive the GGF Outstanding Services to the Industry Award at the President's Reception



Michael Butterick, Chair, Flat Glass Manufacturers Association (FGMA) receives the GGF Award for Outstanding Services to the Industry

# 05

## Marketing and External Affairs



James Lee  
Director of External Affairs

“The excellent results are largely down to a prolific content strategy and the new Members First newsletter which, combined with smart search engine marketing has optimised the GGF’s online content and driven relevant users to the GGF websites.”

2019 was an outstanding year for the GGF Marketing and External Affairs department with record metrics for brand awareness, media coverage and events attendance.

In terms of brand awareness, the statistics show over that over 300k unique users used the GGF trade and consumer websites; GGF.org.uk and MyGlazing.com respectively. In addition, the page views across both sites combined, exceeded 800k with over 300 new pieces of online content uploaded to the websites.

The volume and quality of the GGF’s content were also reflected in the offline (print) media with over 133 million opportunities to see the GGF brand in the trade, consumer, political and regional press as over 850 articles mentioned the GGF in the traditional media.

The excellent results are largely down to a prolific content strategy and the new Members First newsletter which, combined with smart search engine marketing has optimised the GGF’s online content and driven relevant users to the GGF websites.

On the events front, the GGF had strong presence during a full calendar of industry trade fairs and events including:

- FIREX International
- The FIT Show
- The International Glass Associations Convention
- GPD (Glass Performance Days)
- Glazing Summit
- Vitrum
- Construction Marketing Awards
- Conservatory and Orangery Awards
- G19 Awards

At the above exhibitions and events the GGF brand profile was prominent with

multiple promotional activities including: technical presentations, participation in expert panel discussions, exhibiting on display stands, sponsoring events, attending functions, running competitions, organising hospitality and presenting at awards’ ceremonies.

The GGF Members’ events also proved successful. The President’s Reception in March, held in Blackfriars, London was well attended by Members and the trade media, while Members’ Day in Kensington, London in September, saw a record 120 guests attend to hear guest speakers from construction, technical, political and media backgrounds.

In addition, the GGF also held a special networking event for Members, trade media and suppliers at The Museum of Brands in London on the eve of Members’ Day. This unique event was enjoyed and included a speech from Robert Opie, Founder and Owner of the Museum who shared the history of his incredible collection.

The External Affairs of the Federation took a new dimension in October 2019 when the Government provided funding of £50k to enable the GGF to communicate key information to prepare the glass and glazing industry for the UK leaving the European Union.

The Business Readiness Fund allowed the GGF to create a “Get Ready for Brexit” campaign that included development of a new online portal called The Brexit Hub. In addition, the GGF also produced a promotional brochure that was distributed to 10,000 companies in the industry. The campaign was driven with a considerable search engine marketing plan, trade advertising and PR. The “Get Ready for Brexit” campaign not only ensured the GGF provided technical and

business advice to the industry to prepare for Brexit, but also cemented the GGF’s position as the industry’s go to trade body for the Government.



Following the Brexit campaign, the Government Department of Business, Energy and Industrial Strategy (BEIS) complimented the GGF on the campaign commenting that the activity “exceeded expectations”.

The GGF Brexit Hub will continue to be updated with news and information in 2020 and beyond. It will be the industry platform for all the key information companies may need to cope with the inevitable changes as a result of the UK no longer being part of the European Union.

2019, was an exceptional year for GGF Marketing and External Affairs and thanks must go to the GGF staff, Members of the GGF Marketing Communications Committee and our external agencies who have proved instrumental in taking the GGF brand to new levels.





# 06 Financial Report



**Asha Pyndiah**  
*Group Director of Finance  
and Company Secretary*

“With consolidated and more effective use of the company’s finances, the GGF will continue to ensure it provides the best value and services for the Membership and remains in a strong position as the main trade organisation in the glass and glazing industry.”

2019 proved to be another very difficult year for the UK economy with practically zero growth as the ONS (Office of National Statistics) figures showed the economy grew by 1.4% in 2019, marginally higher than the 1.3% rate in 2018.

The economy slowed against a turbulent political background with Brexit and all it entails, a deadlocked Parliament for most of the year, then a General Election in December 2019. It all added up to an uncertain trading environment for most companies in the UK.

Despite the troubled political and economic landscape, the Federation continued to try to develop its membership base and services with healthy spend in areas such as technical, events and marketing. The Federation also re-channelled budget midway through 2019 following a restructure and renewed focus on the technical front.

The net membership of the GGF remained roughly the same however by the end of 2019, although there were encouraging numbers of new Members this was off-set by a few companies leaving the GGF mainly due to financial difficulties.

Other income during the period included dividends received and group recharges from the GGF’s commercial companies. For 2019, this was higher in comparison to 2018, due to the GGF

Finance Report 2019		
	2019	2018
<b>Income</b>		
Net Subscriptions	1,079,857	1,088,521
Other income	3,088,473	2,939,948
<b>Total Income</b>	<b>4,168,330</b>	<b>4,028,469</b>
<b>Less</b>		
Direct costs and administrative overheads	4,148,045	4,145,850
<b>Operating surplus/loss</b>	<b>20,285</b>	<b>-117,381</b>
Interest receivable	2,063	1,617
Corporation tax charge, net of deferred tax and group relief	141,108	384,850
<b>Surplus after tax</b>	<b>163,456</b>	<b>269,086</b>
Accumulated surplus brought forward	9,805,841	9,527,755
Deferred taxation	-31,033	
Revaluation of tangible fixed assets	343,555	
Actuarial movement on pension scheme	-7,000	9,000
<b>Members' Funds</b>	<b>10,274,819</b>	<b>9,805,841</b>

now charging rent to its commercial companies who share the GGF’s offices in central London.

In addition, the GGF also gained £50k funding from Government for the “Brexit Business Readiness” campaign. Though this funding helped the GGF promote its brand, the Government insisted the funds were fully spent on the campaign with any unspent budget returned to the HM Treasury. Suffice to say that the GGF did use the full funding.

There was also an increase on the investment income, though dividends from the subsidiary companies were lower due to more challenging market conditions. Notwithstanding the decrease in internal company dividends, the changes in the overall organisational infrastructure resulted in the commercial companies yielding an operating profit in excess of £1m during the period.

In 2019, the GGF Board remained fully committed to developing the

Federation and its commercial companies whilst overseeing the overall financial performance.

Reporting to the GGF Board, the Finance and Audit Committee and Investment Committee alongside prudent internal financial management, ensured a stable financial platform remains for both the GGF Staff and Members, thus ensuring a secure long term future for the Federation.

With consolidated and more effective use of the company’s finances, the GGF will continue to ensure it provides the best value and services for the Membership and remains in a strong position as the main trade organisation in the glass and glazing industry.

In 2020, with strong responsible management, operating in tandem with a committed and supportive Board of Directors, it is clearly evident that the GGF aims to continue to improve its offering and increase support for its Members during the challenging times ahead.





# 07

## GGF Board, Groups, Regions and Committees

### GGF Board

Mark Austin	President, Chairman of the Board
Tony Smith	Vice-Chair
Paul Kellett	Chair, Home Improvement Executive
Richard Sellman	Chair, Glazing Executive
Alex Gray	Chair, Regional Representatives Committee
Gareth Jones	Chair, Systems House Group
Gaby Mendham	Board Director

### GGF Committees

Committee	Chair
Finance and Audit	Tony Morgan
Investment	Tony Morgan
Membership and Review	Mark Austin
Health and Safety	John Mannell (acting)
Marketing and Communications	Greg O'Donoghue
Political Strategy	John Agnew
Regional Representatives	Alex Gray
Standards	Brian Waldron

### GGF Technical Groups

Home Improvement Executive	Chair	Secretary
Conservatory Association	Phil Goult	Kevin Jones
Consumer Management Group	Rick Short	Petra Akinsiku
Hardware Group	Grant Stratford	David Borland
Heritage Window Group	Alan Burgess	James Lee
Home Improvement Technology Group (HiTech)	Paul Kellett	David Borland
Systems House Group	Gareth Jones	Kevin Jones
Window and Door Group	Natalie Little	Kevin Jones

Glazing Executive	Chair	Secretary
Curved Glass Group	Steve Brammer	Ben Wallace
Emergency Glazing Group	Sam Grant	Peter Stuttard
Fire Resistant Glazing Group	Steve Bond	David Borland
Glass Repair Group	TBC	Michael Sulston
Glazing Components Group	Richard Sellman	David Borland
Insulating Glass Manufacturers	Mike Gaillard	David Borland
Laminators Group	Liam Williamson	Ben Wallace
Modified Glass Group	Stephen Byers	Michael Sulston
Mirror Group	Gary Martin	Ben Wallace
Safety Glazing Group	Chris Davis	Ben Wallace
Special Glass Applications	Brian Waldron	Ben Wallace
Tougheners Group	John Beddoes	Ben Wallace
Window Film Group	Martin Townend	Michael Sulston

### Regions

Regions	Chair	Secretary
East Anglia	Gaby Mendham	Peter Stuttard
Kent, Surrey and Sussex	Alan Hyde	Peter Stuttard
London	John Mannell	Peter Stuttard
Midlands	Cheryl Biggs	Diana Blair
North West and North Wales	Dave Broxton	Ann-marie Waugh
North East and Yorkshire	David Logan	Ann-marie Waugh
Wessex and Channel Isles	TBC	Diana Blair
West of England and South Wales	Rod Tomlinson	Diana Blair

### Countries

Country	Chair	Secretary
Scotland	Alex Gray	Ann-marie Waugh
Northern Ireland	Ian Young	David Borland
Republic of Ireland	Duncan Sowter	David Borland



# GGF 2019 ... by Numbers

## Online

**118,867**  
users

**403,507**  
page views



Over  
**300**  
new content  
uploads

**155,825**  
web sessions

**187,801**  
users



**301,962**  
page views

## PR & Marketing



**133 million**

opportunities to view the GGF brand

**850** articles in all  
print media

## Membership



Over  
**3000**  
enquiries



**42** New  
Members

## General

**11** Regions



**20**  
Technical  
Groups

**98**

Publications



**8**

Specialist  
Committees







Glass and Glazing Federation

**Glass & Glazing Federation**

40 Rushworth Street  
London, SE1 0RB

**Tel:** 020 7939 9101

**Email:** [info@ggf.org.uk](mailto:info@ggf.org.uk)

**[www.ggf.org.uk](http://www.ggf.org.uk)**

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