



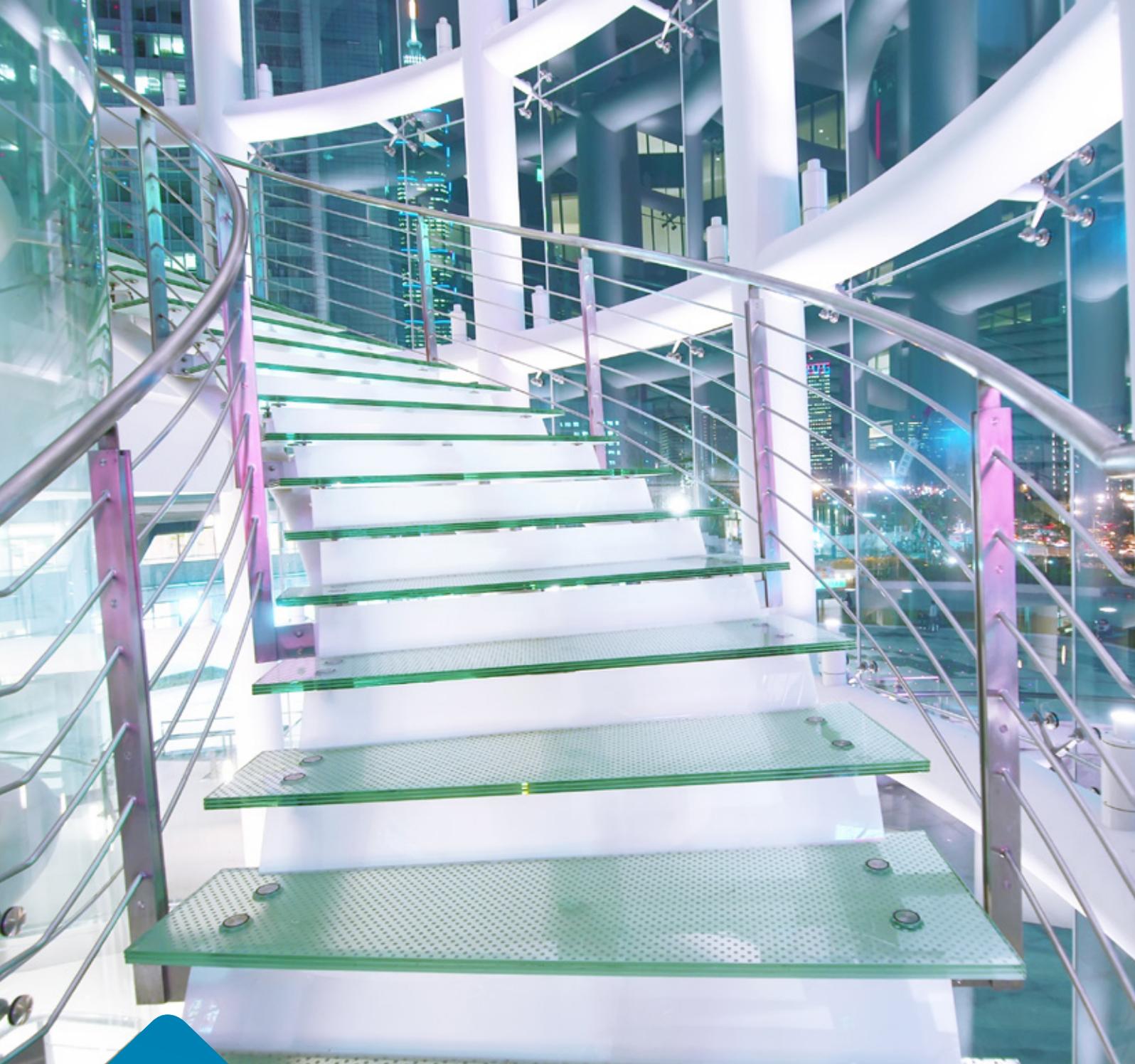
Glass and Glazing Federation

# GGF Annual Report 2021

for the year ended 31st December 2020







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# 01

## President's Report



Tony Smith  
*President*

“2020 laid down the greatest challenges our industry and the GGF has ever faced, but it was heartening to witness the resilience of our industry.”



2020 was undoubtedly one of the most challenging years ever not just for the glass and glazing industry, the GGF Group and for business, but for society in general.

In January, the UK officially left the EU and began a 12 month transition period to complete the exit. The main impact on the UK with regards to BREXIT was around the supply chain which was disrupted by an increase in haulage and container prices, a change in administration processes and physically transporting goods through the customs backlog.

Throughout the year, there was still uncertainty around industry regulations and standards being aligned with EU standards. This is naturally a concern for companies who are legally required to test and certify their products. The UK Government towards the end of 2020, introduced a new system to prove product conformity, titled, "UKCA marking" to replace the existing CE marking. This issue continues to cause problems for companies who import and export to the EU. The GGF is working with Government to try and resolve the issue.

In March, the industry practically closed down due to the first COVID-19 Lockdown and the insurance industry lost confidence in the construction sector, deeming it too high a risk to underwrite. This resulted in the GGF

taking the decision to close its Deposit Indemnity Fund Scheme for new business after 31st March 2020. The GGF is preparing for the fair and legal re-distribution of the funds from this scheme to all Members who were part of the scheme at the time of closure.

The negative impact of the coronavirus pandemic was unprecedented for the industry and from the end of March through to July / August the sector's output took a significant hit. There were short bouts of recovery in 2020, but the Government imposed three lockdowns that effectively prevented any real momentum for economic recovery. Industry economists have estimated that the loss in revenues for the industry was around £500m.

Despite the adverse trading environment and challenges that emerged, the GGF and its Group of commercial subsidiaries, adapted and operated according to the market conditions. This involved prudent budgetary management, devising and implementing crisis management strategies across the organisation to enable operations to continue functioning to support Members and stakeholders.

During the period, the GGF's three main priorities were; firstly to ensure that the working conditions for all employees were as safe as possible, secondly to support Members and Customers

with safe guidance and advice on the Government business support available and finally to constantly engage with Government to ensure the guidance and advice the Federation provided was accurate, relevant and up to date. To ensure we achieved our short and long term objectives the GGF appointed John Agnew as Managing Director whose track of over 30 years operations management in the industry served the GGF well during this critical time.

Early in 2020, just before the pandemic struck the UK, the GGF held its inaugural Chairpersons' Forum. This new event was set up to improve communications between the GGF Board and the Membership. The Forum was very well attended with 95% of all GGF groups, regions and committees represented and a wide range of views and ideas were shared with one overarching aim, to make the GGF even better for Members.

As GGF Vice-President during 2020, I must commend and thank former President, Mark Austin and the GGF Board for their outstanding work, direction and leadership. 2020 laid down the greatest challenges our industry and the GGF has ever faced, but it was heartening to witness the resilience of our industry and from the GGF perspective, the way Members collaborated to find solutions not just for themselves but for the GGF and the wider industry.



# 02

## Managing Director's Statement



**John Agnew**  
*Managing Director*

“The GGF made essential internal adjustments to ensure the Federation continued to function and serve its Members during the COVID pandemic.”



Being appointed Managing Director of the GGF in January 2020, I could never have envisaged my first 12 months in the role could be as turbulent with challenges on many fronts. Firstly, BREXIT and its impact on the supply chain, from technical and logistical perspectives. Then within months, the COVID pandemic hit the UK causing industry lockdowns, company closures, economic slowdown which impacted employers, employees and customers. The GGF made essential internal adjustments to ensure the Federation continued to function and serve its Members to help them cope during the COVID pandemic.

The changes in day to day operations included; the GGF Group staff working from home, some staff being furloughed, all meetings being conducted via video and only a skeleton staff being present at our head offices in central London.

With the uncertainty of the situation, we also aligned our budgets accordingly and this resulted in the GGF Group making responsible cost reductions which offset the wider financial impact stemming from the pandemic. The workforce responded well, and are to be commended for their outstanding commitment to the businesses and performance during 2020.

As infection rates lowered during certain periods of the year, the GGF Group

was able to deliver the vast majority of its services to support Members and Customers. Many companies continued operating, and used the GGF's COVID Safe Guides, a comprehensive suite of publications for; Manufacturers, Installers and Consumers. The GGF Group also provided regular updates as Government guidance and restrictions frequently changed by type, sector, practice and geographically.

With face to face meetings not possible Members Day became Members' Week and was held virtually over three days. This incorporated the Annual General Meeting, Technical Forums, Health and Safety webinars as well as economic and political presentations from expert speakers.

The GGF also continued to invest in people during the pandemic with the addition of two new Technical Officers and a new Health, Safety and Environment Manager. With the personnel in place both departments conducted intensive reviews of all publications and services in preparation for greater support for Members in 2021.

To help consumers rebuild confidence in the home improvement sector, the GGF ran a consumer campaign, Stay Safe with MyGlazing.com that offered consumers guidance on using glazing companies during COVID-19 and also promoted the GGF brand to the

consumer. The results at the end of 2020 were outstanding and the GGF scheduled the campaign to continue in 2021.

In July 2020, the Government announced the Green Homes Grant Scheme to create employment and improve the energy efficiency of homes. The criteria of the scheme when revealed proved unfavourable for the industry with only single glazing being included to replace and even then as a secondary measure.

Though disappointed, the GGF welcomes any initiative that helps consumers make their homes more energy efficient. The UK Government has clearly outlined its Zero-Carbon 2030 and 2050 targets and to achieve those, we can expect more schemes, new or changed policies and regulations. In view of this, the GGF will continue dialogue with the relevant Government departments to ensure the glass, glazing and fenestration industries get fair consideration and inclusion when Government is developing future initiatives or policies to make Zero-Carbon a reality.

2020 was unprecedented but the GGF, its staff and Members have come through it stronger by working together. Thank you for your continued support.



# 03

## Membership Summary



**Peter Stuttard**  
*Head of Membership*

“The crucial advice offered on operating in these difficult times proved pivotal in retaining so many Member companies.”



As the industry faced some of the most challenging of times with the outbreak of the COVID pandemic, this was, inevitably, going to have an effect on the GGF Membership.

Many businesses shut down and others closed temporarily. Retention of our Members was, naturally, at the forefront of the Membership Department's objectives during this time. Like many others, the Department was forced to furlough some key Regional Staff during this period, whom we are happy to report have now returned to their duties.

What was most gratifying during this period was that the GGF was able to retain the vast majority of its Members. Indeed, the crucial advice offered on operating during these difficult times proved pivotal in retaining so many Member companies and what was outstanding was that the Federation was able to recruit 20 companies into membership.

New benefits for Members were further developed over the year with GGF partners that could offer savings whilst helping companies improve their products and services. These included, Amplifi Solutions, a specialist company that facilitates the Government tax credit scheme for companies that invest in research and development. Working through Amplifi Solutions can help Members receive a reduction of up to 33% on tax paid on research and development.

Inenco are another company the GGF partnered in 2020, to help Members save on energy and water procurement. Others partnerships with organisations such as Improveasy offer finance to Members' customers and lastly but by no means least, Citation offer services like HR/ Employment advice at special rates for GGF Members.

The GGF is constantly looking for new expert organisations to partner with in order to expand the benefits it can offer to its membership and help Members save money and time.

Part of the remit of the Membership Department is to service the GGF Regions throughout the UK and the Republic of Ireland. In 2020, it was important to maintain the Regional Meetings during the pandemic and lock downs. Due to the circumstances, all GGF Regional Meetings went virtual and attendances to the video meetings was healthy, although there were many who missed the networking opportunities offered by face to face meetings, which the GGF hopes to return to when it is safe to do so. Worth noting that when the Federation returns to hosting face to face Regional Meetings, the meetings will be "hybrid". The GGF has invested in video technology to offer Members the opportunity to participate both physically and virtually, for those who find it difficult or inconvenient to attend in person.

At Regional Meetings participants receive key information that will help their businesses to prepare for numerous challenges. The Regional Meetings, inform Member of likely changes to Technical standards, regulations and specifications as well as addressing the health and safety issues we now face due to the pandemic. There are many other areas where the GGF proved to be of vital assistance during 2020 and the new GGF partnerships referred to above were also introduced and the benefits explained at Regional Meetings.

By way of conclusion, like all companies and trade associations the GGF has not come through 2020 unscathed. Nevertheless, it remains in solid condition and optimistic about facing the challenges in 2021 and beyond. We will continue to work with Members to prepare for the challenges ahead.



# 04

## Technical Matters



**David Borland**  
*Senior Technical Officer*



**Ben Wallace**  
*Senior Technical Officer*

“Building on the success of 2020, the Technical Team looks forward to continuing the development of services and information for the benefit of Members.”



In a department where so much travelling is generally involved covering Technical meetings, Regional Groups, Site surveys & factory visits, 2020 provided a very different challenge to the Technical Team.

The year started well with the introduction of two new Technical Officers namely Steve Chappell & Kevin Jones who brought valuable knowledge and expertise on glass and fenestration respectively. Despite the restrictions, both are now an integral and important part of the team and are well respected by Members and colleagues for their knowledge of the industry.

Prior to lockdown, the Technical Team held an extremely valuable seminar in Solihull where Members provided input for the response to MHCLG Consultation document for AD L & F for new dwellings and discussions are still ongoing with MHCLG to ensure that the Industry's voice is heard.

Once it was established that lockdown was not going to be a short term problem, they set about looking at how they could still provide the maximum amount of support for the Members under these limiting conditions.

They very quickly instigated the use of Zoom to hold virtual Technical Group meetings. This proved to be successful with some Members attending who

previously had been unable to attend in person due to the travelling involved.

The use of technology was also evident at the Members' Week event when several Technical presentations were provided for Members. These covered Product Substitution; Conformity Marking and Digital Technology in Glass.

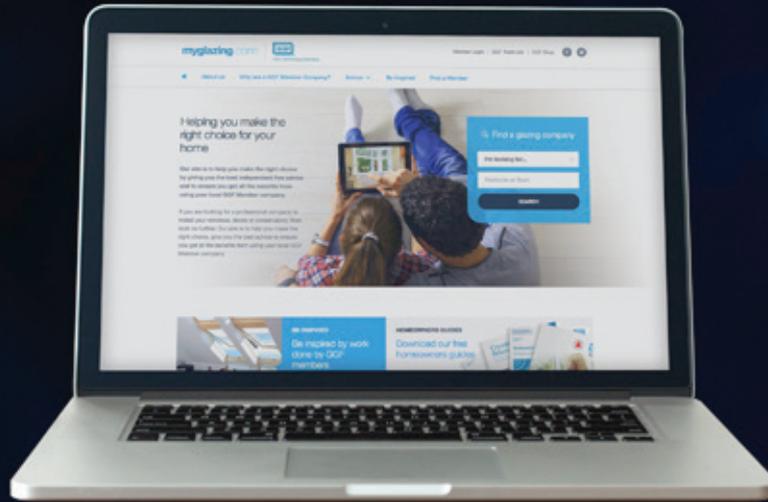
With the ongoing review of Approved Document B and laminated glass still being included in the combustible materials ban, the Document B Working Party was set up to communicate directly with government and industry bodies responding to consultations and calls for evidence. With the group regularly engaging with LABC & MHCLG and with the assistance of GGF Members we carried out our own testing regime of laminated glass to provide accurate and impartial test results. The aim of this was to provide government with the correct technical information they need to make the appropriate decisions in regards to the use of laminated glass in higher buildings. This report was sent to government officials in England, Scotland, Wales and Northern Ireland.

An area also identified as a priority was the maintenance of our technical library and they were extremely pleased that during lockdown and by the end of 2020 the team had created or updated

44 of our Datasheets. A massive achievement and our thanks go to all the Members who gave their time and expertise to the Working Groups.

The website also had some features added such as the Quick Link for access to the library and also the new "Technical Document Feedback" page which gives all Members the opportunity to contribute or comment on Datasheets and Guidance Documents prior to Standards Committee approval. A common theme in the past has been the difficulty in contacting the team. The website now has a "Meet the Technical team" section which provides email and mobile phone details for the Members.

Building on the success of 2020, the Technical Team looks forward to continuing the development of services and information for the benefit of Members.



# 05

## Marketing and External Affairs



James Lee  
*Director of External Affairs*

“Realising the thirst for quality information and guidance, the GGF went one step further and created a new consumer PR campaign - to rebuild confidence in the home improvement industry.”

# DIGITAL MARKETING



The year 2020 was undoubtedly one of the most challenging ever as practically all the marketing and external affairs resources, strategies and activities were changed and channelled around the COVID-19 pandemic.

With ongoing communication with governments (UK and devolved), the GGF cascaded constant key information to Members and the industry, resulting in over 110,000 unique visits to the GGF trade website.

Realising the thirst for quality information and guidance, the GGF went one step further and created a new consumer PR campaign - to rebuild confidence in the home improvement industry as it recovered from the impact of the coronavirus which saw government imposing an essential work only policy and daily news headlines of rising cases and fatalities.

In May, the restrictions of the first lockdown eased and the GGF was first in the industry to launch two comprehensive Safe Guides to provide guidance for installer working in homes and for also to help homeowners build confidence in allowing tradespeople to work in their homes.

In June, the GGF launched its campaign called Stay Safe with MyGlazing.com, focusing on six key marketing areas that saw the creation of:

- The Stay Safe logo
- Stay Safe section on MyGlazing.com
- 12 advice articles (based on exclusive research and latest guidance) for consumers

- Nationwide PR via syndication and distribution of GGF/MyGlazing.com COVID-19 consumer advice articles
- Search Engine Optimisation (SEO) and Search Engine Marketing (SEM)
- Activity across consumer social media platforms

The campaign ran for the second half of 2020 and was driven via MyGlazing.com the GGF's consumer advice website. In a relatively short period of time, it proved an outstanding success as seen by the results below:

#### Online:

- Over 11.9 million opportunities to see the GGF/MyGlazing.com logos online
- 137k homeowners visited the Stay Safe section on MyGlazing.com
- 205k page views in the Stay Safe section on MyGlazing.com
- 3k homeowners used the installer directory on MyGlazing.com to search for Members near them, to carry out home improvements
- 2k homeowners clicked directly through to GGF members websites from the Stay Section on MyGlazing.com
- 164 posts across consumer social media platforms

#### PR coverage

- 12 articles/press releases created for consumer media
- 114 articles published in the consumer media (regional, lifestyle and mainstream)
- 108 million opportunities to view the GGF/MyGlazing.com brands in the consumer and lifestyle media

Due to the success of the campaign and the ongoing need for consumer advice during the pandemic, the GGF scheduled the campaign to continue in the first half of 2021.

Stay safe with...  
**myglazing.com**

The Stay Safe with MyGlazing.com campaign was the marketing highlight in a very tough year. It benefitted thousands of homeowners, giving them the reassurance that if the safe guidance is followed then home improvements can continue, when using GGF Members who are adhering to the GGF Safe Guides and take all reasonable precautions.

On the events side, the pandemic restricted all physical events from taking place. In view of this, in September, the GGF Annual Members' Day became a virtual event titled "Members' Week". This three day event was an industry first and consisted of 12 webinars, 18 guest speakers, presentations, open forums and discussion panels. With over 400 bookings the event was a great success.

May I take this opportunity to thank the Marketing and Communications Committee and the GGF Members for their support on the campaign and throughout the most challenging of times.

Think  
**Glass** 



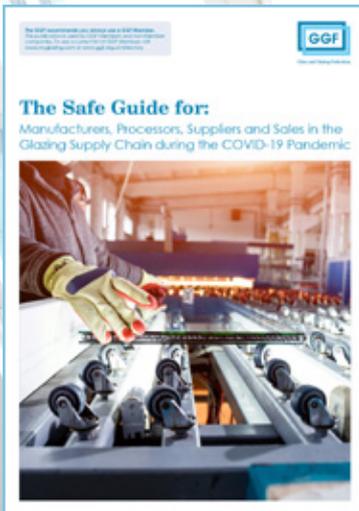
# 06

## Health, Safety and Environment



**James Macpherson**  
*Health, Safety and Environment  
Manager*

“Communicating to the industry what they could and couldn’t do may have seemed a simple task in theory, however in reality translating the COVID guidance and legislation soon became very complex.”



In 2020, the GGF Health, Safety and Environment department started with the best intentions but it soon became a year of great challenges as the Coronavirus pandemic took grip and changed our behavior, society and business.

In February 2020, Phil Pinnington, the previous GGF Head of Health, Safety and Environment department moved on to pastures new. The GGF thanked Phil for his many years of service and we wish him the best of luck in his new career. One month after the departure, the COVID pandemic struck the UK and the GGF was facing it without a Health, Safety and Environment professional and at a time when the industry was looking to the GGF for guidance and support to cope with the challenges that COVID-19 presented.

The GGF Staff had two priorities, firstly to ensure it was the conduit of communication between the government and the industry and secondly to employ a Health, Safety and Environment professional to help during the crisis.

Communicating to the industry what they could and couldn't do may have seemed a simple task in theory, however in reality translating the guidance and legislation that varied between the four home nations and the Republic of Ireland and the different sectors soon became very complex. Lockdown ensued and the GGF closed its office doors and operated with a skeleton staff whilst furloughing some other staff Members. Throughout it all, the GGF had to ensure its duty to protect and support staff during this deadly pandemic.

At this point it is important to note the efforts of the External Affairs department which should be applauded as it took on the task of communicating the regular government updates and breaking news on the guidance as well as integrating the guidance into two industry leading safe guidance documents, one for the consumer and one for the installer. The GGF also took the decision to provide this guidance to all in the industry and the general public, completely free of charge as a demonstration of our commitment to the whole industry regardless of Memberships or affiliations.

In May, the GGF Managing Director prioritised the employment of the new role of Health, Safety and Environment Manager, however again this seemingly simple task had become complex in a post lockdown world. In July, I was happy to accept the role as GGF Health, Safety and Environment Manager and take the responsibility for the health, safety and environmental challenges ahead.

COVID-19 continued to be the priority and the Health, Safety and Environment department highlighted the need for an addition to the Safe Guidance suite and production of the Safe Guide for the Supply Chain, including sales activities and manufacturing etc., was underway. Using the government guidance and working with Members of the Health, Safety and Environment Committees, the GGF published the Safe Guide for the Supply Chain in December 2020, another industry leading guidance document ensuring that we are supporting all organizations that work in the diverse Glass and Glazing industry.

Towards the end of the year the sights of the department shifted to the future such as the review of the existing guidance and starting the review of the glass charter. The new approach to Health, Safety and Environment from the GGF was most clear from the two dynamic and unique style panels at Members week. Discussing the future of health, safety and environment making some grey subjects engaging and educational and setting the tone for what is to come.

The department continued towards the end of the year to work on COVID with ongoing support to Members, lobbying government and the restarting of the Health and Safety Committee and the approval of the Environment Committee for launch in 2021 both of these committees will act as the foundations for driving all the improvements to come in 2021.

The Health, Safety and Environment Department is looking forward to developing a framework of modern Health, Safety and Environmental support for GGF Members in 2021.



# 07

## Financial Report



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

“The GGF Group has emerged from a very difficult year in excellent shape with a strong, committed and talented workforce combined with loyal and resilient Members”



The UK economy shrank by 9.9% in 2020, a contraction that using the Bank of England models, could be the worst since 1709. The Office of National Statistics reported that the Construction sector was the hardest hit with 12.5% downturn. Due to the track and trace system and the easing of some restrictions, the last quarter of the year did show some bounce-back with growth of 1% October to December and thus avoiding the first double-dip recession since the 1970s.

The outlook at the end of the year was tempered by a further Government lockdown imposed for at least the first three months of 2021. The uncertainty of when the economy will be able to resume as close normal as possible is dependent on the medical science and statistics around infection rates, confirmed cases, hospitalizations and fatalities as well as the rate of vaccinations and how they resist new variants of the virus.

In 2020, the financial performance held up due to responsible management and the Government business support, primarily through the Job Retention Scheme. The GGF's revenues were down 13% versus the budget and though the GGF Group overall was 8% down, the overall Group profit was approximately three times more than budgeted as a result of the reduction in operating costs and overheads due to the lockdowns.

<b>Finance Report 2020</b>		
	<b>2020</b>	<b>2019</b>
<b>Income</b>		
Net Subscriptions	1,009,221	1,079,857
Other income	2,686,352	3,088,473
<b>Total Income</b>	<b>3,695,573</b>	<b>4,168,330</b>
<b>Less</b>		
Direct costs and administrative overheads	3,633,245	4,148,045
<b>Operating Surplus</b>	<b>62,328</b>	<b>20,285</b>
Interest receivable	293	2,063
Corporation tax charge, net of deferred tax and group relief	20,371	141,108
<b>Surplus after tax</b>	<b>82,992</b>	<b>163,456</b>
Accumulated surplus brought forward	10,274,818	9,805,841
Deferred taxation	0	(31,033)
Revaluation of tangible fixed assets	0	343,555
Actuarial movement on pension scheme	449,000	(7,000)
<b>Members' Funds</b>	<b>10,806,810</b>	<b>10,274,818</b>

Overall, the GGF Group has emerged from a very difficult year in excellent shape with a strong, committed and talented workforce, combined with loyal and resilient Members and customers and continued financial strength. During the pandemic the GGF Group has remained fully supportive and relevant to all companies connected to the organisation.

2020 has been the most testing year in living memory for all in the industry, but the GGF with its commercial subsidiaries, once again proved that it is the leading and main trade organisation for the glass, glazing and fenestration sectors.



# 08

## GGF Board, Groups, Regions and Committees

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### GGF Board

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

### GGF Committees

Committee	Chair
Finance and Audit	Tony Smith
Investment	Asha Pyndiah
Membership and Review	John Agnew
Health and Safety	John Mannell
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	Kevin Jones
Heritage Window Group	Alan Burgess	James Lee
Home Improvement Technology Group (HiTech)	Paul Kellett	Kevin Jones
Systems House Group	Mark Gajda	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	Steve Chappell
Glazing Components Group	Richard Sellman	David Borland
Insulating Glass Manufacturers	Mike Gaillard	David Borland
Laminators Group	Liam Williamson	Ben Wallace
Mirror Group	Gary Martin	Steve Chappell
Safety Glazing Group	Chris Davis	Ben Wallace
Special Glass Applications	Brian Waldron	Steve Chappell
Tougheners Group	John Beddoes	Ben Wallace
Window Film Group	Martin Townend	Steve Chappell

## Regions

Regions	Chair	Secretary
East Anglia	Gaby Mendham	Peter Stuttard
Kent, Surrey and Sussex	Alan Hyde	Peter Stuttard
London	TBC	Peter Stuttard
Midlands	Cheryl Biggs	Diana Blair
North West and North Wales	Dave Broxton	Ann-marie Waugh
North East and Yorkshire	David Carr	Ann-marie Waugh
Wessex and Channel Isles	Gary Pritchard	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



Glass and Glazing Federation

**Glass & Glazing Federation**

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