

**TRADE  
ASSOCIATION  
FORUM**

THE ASSOCIATION  
OF ASSOCIATIONS



**Trade Association Forum Ltd  
Annual Report**

**July 2020**



SUPPORTED BY GOVERNMENT

## Chairman's Foreword

The Trade Association Forum (TAF) enters the year with a plan to continue its programme of activities that serves its membership and looking to deliver the foundations of a new Accreditation Structure for Trade Associations. TAF has been working with BEIS over the last year to carefully consider the configuration and outputs of such a scheme and aims to deliver a programme that will bring a new level of proven professionalism to Trade Associations throughout the UK.

TAF has continued its strong connections with Government, representing its membership in a series of issues throughout a very difficult time for the UK whilst the political and economic environment was disrupted during Brexit.

At the end of this year for TAF, the impact of the COVID-19 pandemic was starting to be seen throughout the UK. The guidance that Trade Associations can provide during the time ahead could make the difference between success or failure for a member's business and those of their industry.

Given the fluctuations in the economy, the need for the UK to embrace the Industrial Strategy and focus on encouraging productivity through investment in skills, industries and infrastructure remains essential.

For the UK to succeed we need to see greater collaboration than ever before, associations can benefit through strengthened partnerships and alliances. Our collective knowledge as associations when combined with best practice working methods can help lead sectors of industry forward, even when times are tough.

Collaboration has been central to the activity of TAF over the last year, as we have succeeded in bringing members together in a series of events designed to ensure the sharing of knowledge and information.

Throughout the year TAF has proven its connections to influencers, information and guidance as it looked to raise the bar across the board for all its membership. As Trade Associations have evolved their service offering, TAF events such as the Conference, Exchange and Training Series delivered practical support. TAF continued to celebrate the success of members by giving airtime to its award winners, but its advice has been sought and given consistently throughout the year on a one-to-one basis to those associations facing issues.

Government is determined to respond rapidly to the evolving business environment and without strong support from associations it can be blind to all the intricacies that we work with on a daily basis. As TAF we have continued to strengthen our alliance with BEIS, and as the collective body, with the 'Supported by Government' tagline, we will strive to ensure that we continue to deliver a firm connection point for all our members.

I look forward to meeting many of you in the months ahead and would like to thank Linda and her team as well as our board of talented directors for all that they do on our collective behalf.



**Jon Vanstone**

## Chief Executive's Report

As we end another interesting year for the Forum, the UK finally left the EU at 11.00pm on 31<sup>st</sup> January 2020 and embarked upon the transition period, which is currently due to be completed on 31 December 2020. There will be new rules in force from January 2021, which means that we must all take action to ensure that we, and our members are ready. However, this is much easier said than done. There is much reported in the press about the UK's lack of progress in agreeing a deal with the EU, and contradicting statements from each party. We have no confirmation of what a deal will look like or even if we will have one, which means that planning effectively for January 2021 is nigh on impossible. However, associations have a key role to play in supporting their members to get ready for any eventuality and we stand poised to support you in doing so.

This year, I am delighted that we welcomed a new member of staff to our team. Mario Yiannacou joined us in November as our Business Development Manager, a new post which was created to focus on consolidating the Forum's membership and growing it as well as working with our current partners and developing relationships with new ones. Many of you will have already had some dealings with Mario, and I am sure that he will be speaking to those of you who have not very soon. We have also welcomed Norah Fidgett as our maternity cover Events Manager.

The year has been challenging for us as we have seen a marked drop in our training activity with our seminar programme, even with courses which have historically been proven popular. We know that many of our members have cut their own training budgets significantly, though we have received some reports that their own members are continuing to take advantage of the training opportunities they offer directly. To combat this, and after several months of development with our partnering learning development specialists, we introduced our new online training platform at the end of February, TAFImprove. This includes a wide range of online learning courses designed for TAF members, formatted as short modules ranging from 5 to 30 minutes in length. Our short online course range includes modules on customer service, cyber essentials, communications, leadership, GDPR, HR, social media, and time management to name just a few. We plan to add more to these at regular intervals and create learning pathways for professional development.

To complement these, towards the end of the year we also introduced a series of bite-sized online courses which focus on member comms, marketing and social media to name a few. These are equivalent to half-day seminars and cover the subject matter in much more detail and are delivered in four bite-sized chunks through the day. Research has shown that online learning is highly effective, giving members what they need, when they need it and wherever they may be at the time. Something which has become more important than ever at this time as so many of us have been working from home. Online learning is also a highly cost-effective solution for professional development and studies have also shown that it takes around 60% less time than traditional courses, so there has never been a better time to change your workplace learning to an online solution.

Although we have had to take a different approach with our training events, our flagship events continued in 2019 as usual with a successful AGM and Awards in July and our TA Best Practice Exchange in November. However, Covid-19 has had a negative impact on our face to face activities, resulting in the cancellation of the TAF Awards scheme this year, though next year we plan to be back bigger and better with even more categories to enter. This year, we have also taken steps to move our TA Best Practice Exchange to an online event. We are currently working on the details, but we plan to run discussion groups and keynote sessions as before but hold them over the course of a week in November rather than a face to face event in one day. We hope that this will enable more of our members to engage with this event, which is designed to share best practice and innovation which should help you with the day to day running of your organisation.

I look forward to another year for TAF, working alongside the Forum's Directors and closely with the Department of Business, Energy, and Industrial Strategy to progress our strategic objectives. I would like to thank all our members for their continued support.



Linda Cavender

## Treasurer's Report 2019/20

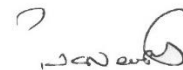
Unfortunately, the financial position is less comfortable than for the financial year 2019/19 which was our best year to date since becoming a company limited by guarantee. A significant reduction in turnover was the main reason for this, although membership subscriptions increased slightly. This was largely down to the flagship events underperforming, though there were some cost savings which offset these. There was also an increase in overheads of £10K, which was as a direct result of adding an extra member of staff to the secretariat.

### Key Figures

	2020	2019
Total Turnover	£175,106	£210,061
Subscription Income	£91,572	£89,784
Total Expenditure	£188,911	£191,044

### Trade Association Forum Final Accounts Summary Year End 31<sup>st</sup> March 2020

	2020	2019
Turnover	£175,106	£210,061
Cost of sales	(£62,320)	(£74,908)
Gross Profit	£112,787	£135,153
Administrative expenses	(£126,591)	(£116,136)
Net profit	(£13,804)	£19,017



Peter Newport

## Detailed Accounts for the Year Ended 31 March 2020

### Trade Association Forum Ltd

	31/03/2020	31/03/2019
<b>Income</b>		
Accelerate your Social Media - Intermediate to Advanced Sept 2019	£275	£550
Advanced Presentation Skills Oct 2019	£0	£6,325
Awards Entries	£4,502	£4,254
Awards Sponsors	£0	£7,000
CEO Lunch Dr Adam Marshall Nov 2019	£870	£0
CEO Lunch Sarah John July 2019	£870	£0
Chairmen's Seminar Dec 2019	£1,346	£1,196
Chairmen's Seminar Sept 2019	£598	£0
Conference and Awards Delegates	£24,620	£30,628
Conference and Awards Sponsors	£17,995	£11,550
Crisis Communication Management May 2020	£0	£2,200
Directories	£900	£100
EU Lobbying - The Challenges Post Brexit Feb 2019	-£275	£825
EU Lobbying Feb 2019	£0	£275
EU Lobbying Post Brexit May 2019	£1,925	£0
Event Management Seminar April 2018	£0	£1,375
Exchange Delegates	£3,855	£5,897
Exchange Sponsors	£8,750	£22,235
Governance Symposium March 2019	£0	£3,540
Member Engagement Seminar March 2019	£0	£2,475
Membership Recruitment & Retention Seminar June 2019	£1,747	£0
Membership Renewals	£91,527	£87,143
Membership Retention April 2018	£0	£7,150
Negotiating The UK's Exit From The European Union Sept 2018	£0	£2,475
New Members	£0	£2,641
Online Digital Marketing	£3,141	£0
Other Income	£6,610	£6,217
Presentation Skills March 2019	-£275	£275
Presentation Skills Training - For Beginners - 18 September 2019	£0	£1,650
Psychology of Member Engagement March 2020 Birmingham	-£550	£395
Psychology of Member Engagement March 2020 London	£1,375	£0
Social Selling to Recruit and Retain Members April 2019	£1,100	£0
Surveys	£900	£900
TAF Directors' Forum March 2018	£0	£790
The Psychology of Member Engagement Oct 2019	£3,300	£0
<b>Total Income</b>	<b>£175,106</b>	<b>£210,061</b>
<b>Less Cost of Sales</b>		
Accelerate your Social Media - Intermediate to Advanced Sept 2019 - costs	£275	£858
Advertising	£56	£0
Awards Judging Costs	£3,054	£874
Awards Other Costs	£2,277	£6,624
CEO Lunch Dr Adam Marshall Oct 2019 Costs	£823	£0
CEO Lunch Sarah John July 2019 Costs	£625	£0
Chairmen's Seminar Dec Costs	£701	£680
Chairmen's Seminar Sept Costs	£700	£0
Conference and Awards General Costs	£1,047	£5,929
Conference and Awards Venue Costs	£27,165	£24,136
Crisis Communication Management Feb 2019 Costs	£0	£1,894
CRM Hosting & Development	£2,425	£6,000
EU Lobbying May 2019 Costs	£1,705	£0
Exchange Costs	£13,784	£10,773

Good Media Writing June 2018 Costs	£0	£1,675
Governance Symposium March 2019 Costs	£0	£2,541
Member Engagement Seminar Oct 2018 Costs	£0	£4,218
Membership Engagement March 2019 Costs	£0	£2,331
Membership Recruitment Seminar March 2018 Costs	£376	£1,133
Membership Retention April 2018 - Costs	£0	£2,793
Negotiating The UK's Exit From The European Union Sept 2018 Costs	£0	£1,400
Online Digital Marketing Course Costs March 2020	£977	£0
Presentation Skills Training Oct 2017 Costs	£27	£0
Promotion & Advertising Costs	£585	£49
Psychology of Member Engagement March 2020 Costs	£420	£0
Recruitment & Retention Seminar June 2019 Costs	£1,064	£0
Social Selling to Recruit and Retain Members April 2019 Costs	£1,350	£0
Survey Costs	£1,000	£1,000
The Psychology of Member Engagement Oct 2019 Costs	£1,885	£0
<b>Total Cost of Sales</b>	<b>£62,320</b>	<b>£74,908</b>
<b>Gross Profit</b>	<b>£112,787</b>	<b>£135,153</b>
<b>Less Operating Expenses</b>		
Bad Debt Write Off	-£662	£0
Bank Charges	£1,099	£888
Board Costs	£125	£107
Computer Software	£1,224	£1,060
Depreciation	£209	£346
Employee Life Cover	£489	£484
Employers N.I.	£1,497	£5,233
Employers Pensions	£3,753	£3,954
Freelancer Jayne Rickard	£200	£350
Freelancer Peter Cload	£11,120	£10,760
Gross Salaries	£87,822	£76,503
Insurance	£484	£45
IT	£1,191	£523
Legal Fees	£13	£13
Meetings (Non Staff)	£595	£1,464
Miscellaneous Expenses	£43	£317
Other Freelance Fees	£339	£185
Photocopying & Stationery	£82	£224
Postage and Carriage	£0	£240
Printing	£61	£105
Recruitment Costs	£3,000	£0
Rent	£10,200	£9,350
Subscriptions	£346	£346
Subsistence	£31	£3
Telephone & Communications	£1,690	£1,600
Travel	£1,489	£2,036
Website	£150	£0
<b>Total Operating Expenses</b>	<b>£126,591</b>	<b>£116,136</b>
<b>Net Profit</b>	<b>-£13,804</b>	<b>£19,017</b>

## Trade Association Forum Balance Sheet as at 31<sup>st</sup> March 2020

### Trade Association Forum Ltd Balance Sheet as at 31 March 2020

	<b>2020</b>		<b>2019</b>
Fixed Assets	£ 674	£	750
Current Assets	£ 38,043	£	65,316
Creditors: Amounts Falling Due Within One Year	£ 13,833	£	16,053
Net Current Assets (Liabilities)	£ 24,210	£	49,264
	£ 24,884		
Total Assets Less Current Liabilities		£	50,014
Accruals and Deferred Income	£ 18,370	£	29,695
Total Net Assets (Liabilities)	<b>£ 6,514</b>	<b>£</b>	<b>20,319</b>
Reserves	<b>£ 6,514</b>	<b>£</b>	<b>20,319</b>

# Trade Association Forum Management

In accordance with the Memorandum and Articles of Association, the management of the Trade Association Forum is overseen by a Board of Directors.

## Activities

The Forum's principle activities throughout the year continued to comprise the dissemination of best practice and professionalism, and promoting and protecting of the interests of trade associations and other membership bodies in the UK as well as to develop model policies, strategies and objectives for those organisations.

## Board Members

### Chairman

Jonathan Vanstone      National Federation of Roofing Contractors

### Vice Chairman

Gaynor Pates              Railway Industry Association

### Honorary Treasurer

Rosina Singleton        British Allied Trades Federation

### Directors

Christopher Buxton      British Fluid Power Association

John Newcomb            Builders Merchants Federation

Peter Newport            Chemical Business Association

Ray Perry                 National Pawnbrokers Association

Up to nine Directors may be elected from the TAF membership as follows:

- (a) up to four elected by members with one to nine full-time equivalent staff;
- (b) up to three elected by members with ten to 19 full-time equivalent staff;
- (c) up to one elected by members with 20 to 49 full-time equivalent staff; and
- (d) up to one elected by members with over 50 full-time equivalent staff.

### Co-optees

Phil Bennett              Department for Business, Energy, and Industrial Strategy

In line with the rotation clause in the Memorandum and Articles of Association, one Director will be standing down and offers himself for re-election:

John Kelley                Agricultural Industries Confederation

## The Role of the Board

Subject to the Memorandum and Articles of Association, the Directors are responsible for the management of the Trade Association Forum's business. This management includes overseeing:

- the administration and operation of the association;
- the financial affairs of the Trade Association Forum, including the preparation of draft budgets, draft annual accounts and the allocation of funds;



- the provision of guidance and, where required, assistance to the Chief Executive of the Trade Association Forum.

## The Benefits of Trade Associations

Trade associations have a crucial role to play in promoting best practice, helping companies become more competitive and formulating effective public policy and delivery. They represent private businesses which create the profits and employment that will restore the UK to its full growth potential and assist in the reduction of the public sector deficit. They are fully committed to representing the interests of their membership and their industry and have an excellent intelligence network which means that they know at a very early stage what issues are moving up the agenda of policy-makers and businesses and who is important in the policy making process. This intelligence gathering is complemented by a culture of knowledge sharing within the organisation which enhances both the quality of the information and the use of it. The importance of reputation should not be underestimated. A good trade association is a trusted business intermediary for its members and has extensive knowledge of the industry which can be used to great effect when influencing policy. Effective partnerships are formed and bridges in gaps of understanding are filled by trade associations who also are able to identify emerging issues and develop solutions to problems.

The members of Trade Associations are reputable businesses – membership of an industry body is very much a commercial decision in most industries, which means that members of a trade association are absolutely serious about proving their worth. Using a trade association member may well provide peace of mind as many industry bodies require their members to undergo a vetting process before joining and are subsequently monitored to ensure standards are maintained. A trade association's logo on the letter and advertising material is often the sign of a reputable and trustworthy organisation.

## Membership Services

Your TAF membership makes you part of the wider trade association community. It gives you an opportunity to be involved with your peers and facilitates the sharing of ideas to great mutual benefit. For example:-

- Being part of a Government supported organisation;
- Face to face networking with your peers throughout the year;
- Attending member only events such CEO luncheons;
- Access to training and seminars on vital issues which affect your organisation;
- Attendance at the TAF Annual Conference and TA Best Practice Exchange;
- Entry to the TAF Best Practice Awards Scheme recognised by BEIS;
- Meetings with high profile and key Government decision makers;
- Free participation in TAF Benchmarking and Salary and Benefits Surveys;

## Code of Practice

TAF also has a Code of Practice which is an expectation of behaviour for trade associations and membership bodies. If you haven't already done so, we encourage you to sign up. Doing so helps to demonstrate to the Government, regulatory bodies and your own members that you're fully committed to the highest professional standards in your own organisation.

## List of Forum Members as at 31<sup>st</sup> March 2020

Absorbent Hygiene Product Manufacturers Association  
Agricultural Engineers Association  
Agricultural Industries Confederation  
Agricultural Lime Association  
Airport Operators Association  
Aluminium Federation  
Architectural and Specialist Door Manufacturers Association  
Association for Decentralised Energy  
Association for Specialised Fire Protection  
Association of Booksellers  
Association of British Offshore Industries  
Association of Concrete Industrial Flooring Contractors  
Association of Convenience Stores  
Association of Ductwork and Contractors and Allied Services  
Association of Ductwork Contractors & Allied Services  
Association of Electrical and Mechanical Trades  
Association of Independent Professionals and the Self Employed  
Association of Interior Specialists/FIS  
Association of Manufacturers of Domestic Appliances  
Association of Marine Scientific Industries  
Association of Professional Political Consultants  
Association of Professional Staffing Companies  
Association of Recruitment Consultancies  
Association of Residential Letting Agents  
Association of Sealant Applicators Ltd  
Association of Specialist Underpinning Contractors  
Association of the British Pharmaceutical Industry  
Association of Welding Distributors  
Aviation Industry Customs Consultative Organisation  
Bathroom Manufacturers Association  
BioIndustry Association  
Brewing, Food & Beverage Industry Suppliers Association  
Brick Development Association  
British Adhesives and Sealants Association  
British Aerosol Manufacturers' Association  
British Allied Trades Federation  
British Amusement Catering Trades Association  
British and Irish Hot Tubs Association  
British Association for Chemical Specialities  
British Association of Removers  
British Blind & Shutter Association  
British Chemical Engineering Contractors Association  
British Coatings Federation  
British Compressed Air Society

British Compressed Gases Association  
British Constructional Steelwork Association  
British Contract Manufacturers and Packers Association  
British Dental Industry Association  
British Educational Suppliers Association  
British Florist Association  
British Fluid Power Association  
British Franchise Association  
British Frozen Food Federation  
British Geomembrane Association  
British Healthcare Trades Association  
British Holiday & Home Parks Association  
British Home Enhancement Trade Association  
British In Vitro Diagnostics Association  
British Industrial Truck Association  
British Insurance Brokers' Association  
British Lime Association  
British Metals Recycling Association  
British Naval Equipment Association  
British Office Supplies & Services Federation (BOSS) Ltd  
British Pest Control Association  
British Plastics Federation  
British Printing Industries Federation  
British Promotional Merchandise Association  
British Pump Manufacturers Association  
British Refrigeration Association  
British Security Industry Association  
British Swimming Pool Federation  
British Toy & Hobby Association  
British Travelgoods and Accessories Association  
British Valve & Actuator Association  
British Woodworking Federation  
Builders Merchants Federation  
Building Controls Industry Association  
Business Application Software Developers' Association  
Business Centre Association  
Catering Equipment Distributors Association  
CEDIA UK  
Certass TA  
Chemical Business Association  
Chemical Industries Association  
Chilled Beam and Ceiling Association  
Chilled Food Association  
Company Chemists' Association Limited  
Confederation of British Metal forming  
Confederation of Construction specialists

Confederation of Paper Industries  
Confederation of Timber Industries  
CONSTRUCT Concrete Structures Group  
Construction Plant-Hire Association  
Contract Flooring Association  
Cosmetic, Toiletry & Perfumery Association  
Craft Bakers Association  
Credit Services Association  
Dairy UK  
Direct Marketing Association  
Domestic Cleaning Alliance  
Electrical Contractors' Association  
Energy and Utilities Alliance  
Energy Services and Technology Association  
Engineering and Machinery Alliance  
Entertainment Retailers Association  
Fairtrades/Homepro  
Fall Arrest Safety Equipment Training  
Fan Manufacturers' Association  
Federation of (Ophthalmic & Dispensing) Opticians  
Federation of Awarding Bodies  
Federation of Bakers  
Federation of Communication Services  
Federation of Environmental Trade Associations  
Federation of Master Builders  
Federation of Wholesale Distributors  
Finance & Leasing Association  
Fire Industry Association  
Food Storage & Distribution Federation  
Foodservice Equipment Association  
Galvanizers Association  
GAMBICA  
Garden Industry Manufacturers' Association Ltd  
Greeting Card Association  
Guild of Architectural Ironmongers  
Heat Pump Association  
Heating & Hotwater Industry Council  
Heating, Ventilating and Air Conditioning Manufacturers Association  
Hire Association Europe  
Independent Childminders Social Enterprise  
Independent Publishers Guild  
Institution of Commercial and Business Agents  
Institute of Student Employers  
Institutional Money Market Funds Association (IMMFA)  
International Artist Managers' Association  
International Association of Broadcasting Manufacturers

International Marine Contractors Association (IMCA)  
International Powered Access Federation  
iTABB  
Jewellery Distributors' Association  
Lifting Equipment Engineers Association  
Liquid Roofing and Waterproofing Association  
Liquified Petroleum Gas Association UKLPG  
London Bullion Market Association  
Made in Britain  
Maritime Security & Safety Group  
Mineral Products Association  
Mortar Industry Association  
Motor Cycle Industry Association Ltd  
Motorsport Industry Association  
MPA Cement  
National Access and Scaffolding Confederation  
National Association of British and Irish Millers  
National Association of Commercial Finance Brokers  
National Association of Jewellers  
National Association of Shopfitters  
National Association of Valuers and Auctioneers  
National Bed Federation  
National Caravan Council  
National Carpet Cleaners Association  
National Enterprise Network  
National Federation of Roofing Contractors  
National Hairdressers' Federation  
National Landlords Association  
National Office of Animal Health  
National Pawnbrokers Association  
Nationwide Deed Poll Association  
Ornamental Aquatic Trade Association  
Painting and Decorating Association  
Personal Investment Management & Financial Advice Association  
Pet Food Manufacturing Association  
Pet Industry Federation  
Prefabricated Access Suppliers' and Manufacturers' Association  
Provision Trade Federation  
Public Relations and Communications Association  
Railway Industry Association  
Registered Nursing Home Association  
Residential Ventilation Association  
Road Safety Markings Association  
Safety Assessment Federation  
Scaffolding Association  
SELECT

Self-Storage Association  
Silica and Moulding Sands Association  
Single Ply Roofing Association  
Society of Independent Brewers  
Society of Maritime Industries  
Specialised Organic Chemicals Sectors Association  
Surface Engineering Association  
Swimming Pool and Allied Trades Association  
Telecare Services Association  
Textile Recycling Association  
Textile Services Association Ltd  
The Agents' Association  
The Association for Decentralised Energy  
The Bingo Association  
The British Constructional Steelwork Association  
The British Flue and Chimney Manufacturers Association  
The Builders' Conference  
The Horticultural Trades Association  
The International Bunker Industry Association  
The International Union of Aerospace Insurers  
The Ladder Association  
The Lift and Escalator Industry Association  
The Manufacturers' Agents Association  
The Manufacturing Technologies Association  
The Recruitment and Employment Confederation  
The Resin Flooring Association  
The Salt Association  
The Survey Association  
The Tile Association  
Thermal Insulation Contractors Association/ACAD  
Timber Trade Federation  
UK and Ireland Fuel Distributors Association  
UK Cleaning Products Industry Association  
UK Fashion & Textile Association  
UK Metal Decking Association  
United Kingdom Warehousing Association  
United Kingdom Weighing Federation  
Utilities Intermediaries Association  
Wood Panel Industries Federation