

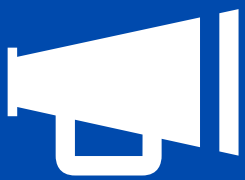


ANNUAL REVIEW

2021

www.bvaa.org.uk

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SPEAK UP

WOULD YOU LIKE TO GET THE MOST OUT OF YOUR ASSOCIATION?

We need to hear from you...

Here at the BVAA we pride ourselves on the provision of services and networking opportunities that best serve and benefit our members. However, to get the most out of membership you need to get involved. Contact us today to see what services we have available and maximise your membership.

CONTACT THE SECRETARIAT VIA EMAIL: ENQUIRY@BVAA.ORG.UK OR TELEPHONE: 01295 221 270



About the BVAA

What we do

The BVAA is a 'not for profit' trade association offering services and advice to all members within the Valve & Actuator market.

Established in 1939, it remains the only organisation that represents all of the main sectors in the UK valve industry including manufacturers, distributors, repairers and suppliers of valves, actuators and related products and services.

The BVAA offers a wide range of bespoke services to meet the needs of our members which include:

Providing value-based services to enhance customer access and / or market knowledge.

Providing subsidised face-to-face and online training and free webinars to members and their staff, to enhance competence and knowledge.

To act, on behalf of the members, to understand and input into technical specifications that impact on their products and services and potential business.

Facilitating technical support to members, through the provision of independent advice on issues relating to relevant valve activity.

To represent members where necessary to outside bodies and offering a voice in shaping the industry's future.

Providing networking opportunities to enhance and nurture business partnerships and create leads through face-to-face and online events.

Membership of the Association is open to companies registered in the UK who will subscribe to the BVAA Memorandum and Articles of Association, and who manufacture, distribute and/or repair industrial valves, actuators or related products or services.

We are active in marketing, business development, business management, knowledge sharing and related support. Members are also entitled to free editorial and representation within the world-renowned Valve User e-magazine which is unique and owned by members.

Meet the Secretariat Team...



Rob Bartlett
Director & CEO



Karen Webb
General Manager



Barbra Homer
Training
Co-ordinator



Sophie Keene
Events
Co-ordinator



Laura Martin
Marketing
Co-ordinator



Rob Boycott
Business
Development
Consultant



Peter Dix
Principal Technical
Consultant



Chairman's Statement

As we head into 2022, it is a good time to reflect a little on the condition of our industry, the Association, and our businesses. In his CEO report, Rob Bartlett has reflected on the challenges of the last year or so, with the BVAA having to re-think how we deliver some of our core networking, training and working group services.

Overall, I feel that this has been done successfully, indeed with some aplomb. Much has been done behind the scenes to ensure our training is available online and that our working groups and technical development work has not been affected by the strict working environments in which we have been constrained.

Similarly, much work has also been done, and continues to be done, to modernise our systems and capabilities at the Secretariat – it's even less visible, but essential to keep the association at the forefront of technology and remain lean. I want to look outward and beyond the current operational demands on the BVAA team and talk about three really important issues.

No 1 - The overall market changes that are evident to all. Over recent years there has been significant consolidation in the industry, with major OEMs being acquired and integrated into global conglomerates. This has the effect of driving global growth for them, but also in the movement of manufacturing and revenues to lower cost arenas, or to more attractive markets.

No 2 - The subsequent reduction overall in the size of the UK valve industry. At least as a manufacturing and revenue base for our members.

No 3 - The movement towards alternative fuels and the impact on the hereto high-value O&G markets on which many members depend. This area needs more product and manufacturing innovation. The UK Valve industry needs to continue to lead on design, engineering and IP.

As an Association, these are vital issues, impacting on some of the key long-term decisions we must make. We do not take for granted that our service offering and the quality of delivery of our services meet with members' needs. Also, we do not want to reduce the offering or our ability to deliver.

However, the market shifts that we are experiencing have the impact of reducing overall subscription fees and perhaps more importantly, the underlying average fee-per-member being paid. The challenge for the BVAA Board is finding the balance between our income from fees and services and the cost of maintaining our quality. In recent years the Secretariat have been extremely creative and we have not increased our fees, at all, nor have we decreased our services – but after several years, that balance is now at a clear tipping point.

The other issue is the power of our industry, in terms of our influence on industrial policy and in terms of the power within our industry overall. We are an Association of 180 members from all aspects of our supply chain. This is a strength, but we need the top-feeders – the conglomerate manufacturers - to step up and be more active and supportive to ensure we have the strength overall to influence industrial policy and drive innovation.

Overall, I am positive about the BVAA, it's well regarded and respected for its services and its presence within and outside of the industry. However, looking outward and more long-term we must look for ways to improve our financial condition and ensure that our industry remains relevant as an industrial participant.



Colin Findlay, BVAA Chairman

Other trade associations, who have not invested in their service offering and not sought to be lean and effective, are now struggling to survive.

We, your Board, want the UK Valve industry to continue as a well-regarded and pertinent sector with an Association that has the power of its members behind it.

As we go into 2022 and beyond that, I want you to reflect on ensuring that the BVAA has the financial capability to continue its service excellence, but also looks long-term at how to assert our influence on behalf of our members.

Now is not a time to be quiet. We need your voice, your support - especially your participation - and your input into the long-term future of your Industry and of the BVAA.

**We need your voice and support...
especially your participation**



Colin presenting at the 82nd Annual General Meeting

Director's Statement

There's no doubt, it's been a strange, perplexing and, at times, pretty challenging year for the BVAA, its various teams, and our members.

The previous year was very much about preparing and pivoting ourselves, which proved just as well. Shortly after writing my last report, cases of Covid-19 went through the roof again, and it became a very sombre, hugely busy time.

Even though the worst appeared behind us by April 2021, the '*confidence-lag*' remained with industry and the nation for a good time after that. That period encapsulated several of BVAA's key events like the Supplier Day, which understandably had to be cancelled. However, some of the speakers for the similarly-cancelled Spring Conference went on to deliver their presentations via our webinars, to good effect.

We were especially pleased with two new and excellent technical webinars on Hydrogen (delivered by Shell) and on IOGP standardisation, which will impact many. Couple that with Brexit and related advice, and Peter Dix's Technical Department has had an extraordinarily successful year all round, with excellent co-operation between our consultants and members spinning out measurable benefit and value across the association. You may not know it, if you are not close to it, but that work saved the industry an absolute fortune! Value isn't just about sales and opportunities, it's about defence too.

But face-to-face events, even external exhibitions that were some months off, were cancelled by their organisers. The Delta-variant then swept us up, and consequently with all the uncertainty there was little appetite for exhibitions or gatherings of any sort, including our own desktops, at least not with the hosts.

Industry budgets for the year had been prepared with little or no discretionary spending, so BVAA's Training activity was severely diminished too, despite the option of all our courses being available online. The money just wasn't there any more as companies entrenched, and this also impacted our ability to sell much-needed advertising in our various outlets.

Add to all this some prudent cost-management, and the net result on our financial year was an exceptional performance. How? Well as I have mentioned elsewhere, most key BVAA events run at a loss. The AGM, Supplier Day, Conference, our various face-to-face meetings and events, even Valve World. That's not so unusual in Associations, especially in modest-sized bodies, where subscriptions underpin these key activities where even '*at-cost*' pricing is unpalatable to members.

With some prescient thinking, our Board agreed to post some modest reserves, and chose to pay off the stump of the BVAA mortgage with the remainder, consolidating our position, removing a long-term debt and saving ourselves a substantial sum in interest too.

Autumn rolled around and confidence rose. We even managed to attend an external exhibition, ChemUK, where we met with over 50 different member companies – everyone was just delighted to be allowed out!

This was quickly followed by a couple of eagerly-awaited desktop exhibitions, and we moved onto what turned out to be an absolutely rocking BVAA AGM Dinner Dance at Rockliffe Hall in November! Even Valve World 2022 was being seriously planned.



Rob Bartlett, BVAA CEO

As we neared Christmas 2021 there was the arrival of yet another Covid variant, and the re-introduction of restrictions. Having flipped almost overnight last year from largely face-to-face service-providers to trusted voice of authority on Brexit and Covid, we had neatly flipped back to focus on services, and then had to flip yet again.

Adaptability is a core tenet of any association, but this is impossible without the full support of an association's members. Which frankly means all of them. The British valve industry is relatively small, and that the BVAA manages to cover so many facets of service at the Secretariat is testament to the adaptability and talents of our very small, hard-working team and our willing volunteers. As I say often to anyone who will listen, such breadth-with-depth in an industry association is not typical.

The counterweight to that broad-based service demand is the changing shape of our own industry. It is contracting and perpetually consolidating – companies are constantly merging. We are not birthing replacement businesses, certainly not of significant size. Those that do remain are often getting smaller, their BVAA subscription decreasing.

Thus, to maintain balance and service levels we need to keep every member onboard, especially now subscriptions are currently our primary revenue source. We know it's tempting to do without membership for a year or two when times are hard, but this so-called '*pause*' seriously impacts on our ability to fund everything that members want, and to acquire and retain the quality staff that they deserve. And it's done in the assumption that we'll still be there when the exiting member wants to return... That's not guaranteed.



Rob Bartlett and Colin Findlay at the BVAA AGM

Actuator Working Group

During these difficult times, members continue to co-operatively prepare for and participate in CEN, ISO and API online standards meetings and I offer my thanks to BVAA and its members, and for the support of the BSI's PSE18/5 secretariat. We would welcome more member participation, please contact the BVAA secretariat if you are interested in contributing.

ISO 5210/5211 Electric actuators for industrial valves – interfaces

As a result of ISO TR/773 on keys and keyways being withdrawn, a work item to include key requirements has been accepted as a normative annex. Key dimensions must be considered to determine shaft diameters and so manufacturers' drive components. Draft international standards (DIS) including key dimensioning have been circulated and comments can be made. Assessment to date indicates it replicates BS and DIN (and others) rectangular key standards, so it should not be contentious, however must be checked.

ISO 22153 Electric actuators for industrial valves - General requirements

Adapted from EN 15714-2, CEN/TC69 decided in June 2020 to poll member states on adoption of ISO 22153, replacing EN 15714-2. The UK voted to 'approve'. BS EN ISO 22153 has been adopted and BS EN 15714-2 withdrawn. Members should familiarise themselves with this new standard which is increasingly being referenced in user specifications.

ISO 5640 Industrial valves – Mounting kits for part turn valve actuator attachment

ISO/TC153/WG1 has proposed that EN 15081 be the basis of a NWI for this ISO Standard. The draft document provides requirements for mounting kits for part-turn on-off valve and actuator attachments. It includes all components transmitting torque from actuator to valve with a maximum flange torque up to 16 000 Nm - up to F30 flange type as per ISO 5211. It includes recommendations and methods for design and environmental corrosion protection.

All companies currently involved in the specification and supply of part turn actuators, valves, or actuated valve packages according to ISO standards are likely to be affected by this proposed new standard. The working group for this standard, including 3 UK experts nominated by the BVAA, produced a committee draft (CD) during the year which was submitted for vote at the end of 2021. This work will continue during 2022.

ISO 5115 Part turn valve actuation

A draft standard, intended to fill the 'gaps' between valve and actuator standards, the UK submitted many comments, in common with other countries. An area of much debate is the proposed inclusion of 'on demand correction factors' (ODCF) to be included when sizing actuators for particular applications. ISO/TC153/WG16 has reviewed the comments submitted and an updated draft is expected. Further meetings are planned 2022.

EN 15714-3 Pneumatic part-turn actuators

The responsible committee, CEN/TC69/WG1/SG10, have identified that harmonisation with prEN 15714-5 (in draft) is required. A draft has been approved with comments and a resolution meeting will be held in January 2022.

prEN 15714 -5 Pneumatic linear actuators

A final Draft International Standards has recently been circulated by BSI for voting. Unless comments to the contrary are forthcoming, the UK will vote to approve.



Peter Hirst, Senior Applications Engineer, Rotork

prEN 15714-6 Hydraulic linear actuators

A draft has been approved with comments from France and Germany. These will be discussed by CEN/TC69/WG1/SG10 at meetings scheduled for 2022.

IOGP JIP33: S-707 Actuators

For actuators, 'overlay' S-707 is a supplement to ISO 12490 and has been completed and published. It is difficult to read across the S-707 supplement, individual datasheets and the ISO standard and will be challenging for members' technical sales/contracts departments.

There are additional sections and annexes, with requirements for substantial supplier document submission at all stages in the bid and order process. It is also likely that individual operators and/or EPCs may insist on their own overlay, adding further additional requirements and associated complexity.

I urge members concerned with supplying actuators to IOGP association members to become familiar with the requirements of S-707, available from the IOGP JIP33 website. We have already seen its adoption by some of our O&G customers and would welcome members' feedback on its wider uptake, and their views on its business process implications.

CEN/TC69/WG1/AHG3 – Functional Safety - Valves & Actuators

This Ad Hoc group are tasked with developing a EN standard for the methodology in assessing the functional safety requirements of actuated valves. This was kicked off as an idea over several years ago as a response to the inadequacies of applying IEC 61508 – a standard designed for electrical items - to mechanical equipment. AHG3 have met online several times during 2021 but the project had to be re-validated in November as it had run out of development time. BVAA member Paul Reeve is the UK's main contributor and delegate.

Finally, on a personal level, I recently semi-retired. While I will continue to support and attend BVAA, BSI, CEN, ISO and API Standards meetings as an expert as time permits, I can no longer commit to the role of Chair of the joint BVAA and BSI Actuator committees. I have therefore recently tendered my resignation, and both secretariats would welcome candidates for the role. I will remain as 'interim' Chair for an agreed period and of course help a new Chair find their feet in this important, valuable role for the UK.

Valve Working Group

The first valve working group (VWG) meeting of the year was held on March 3rd, 2021 as an online meeting, due to the ongoing pandemic. Attendance was upwards of 35 participants showing that the online working group meetings are proving very popular with members.

The second meeting of the year was on October 6th and again held as a virtual meeting. This time with up to 50 participants at the peak, showing a continued uptrend in attendance by going online. My sincere thanks to Peter Burnett for standing in for me as I was not able to chair the October session.

Yet again the well-trodden Brexit update and developments brought a lot of interest and discussion in the VWG.

The major development being cited at the March meeting was an in-depth look at the deal that was cut with the EU.

The deal, which came as a surprise to many, was described by some as the '*worst possible outcome*' due to the lack of a mutual recognition agreement.

Again Ron Strang has been instrumental in keeping members updated on progress with numerous documents and updates circulated during 2021.

The key development during the year was the extensively reported extension of the deadline for UKCA Marking, which moved out by a further year. No doubt Brexit and the ensuing developments will yet again feature heavily in our 2022 meetings.

IOGP JIP33 Standardising procurement specifications continues to gain strength and is evident with the issue of new documents and overlays to existing standards.

Several members are now reporting that documents are being referenced in project specifications, particularly from Brazil. Members are actively encouraged to contribute as much as possible to the development of these overlays.

This can be done via the IOGP's JAMA system which is operated expressly for this purpose. IOGP have over recent years become more open to participation from manufacturers, and actively run a mailing list that you can subscribe to keep informed of developments.

Throughout the year there were 4 projects impacting the valve industry in current development, and another 4 more coming soon.

Both VWG meetings featured extensive reports from our technical expert groups (TEGs) and for those not aware they cover: Fire tests, Butterfly Valves, SILs, Diaphragm Valves, API, Control Valves, Fugitive Emissions, Hydrogen and Joint valve/actuator standards.

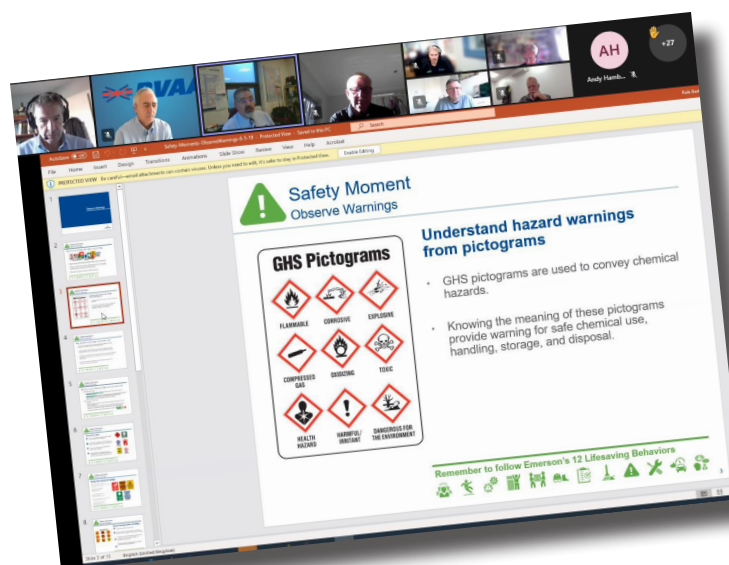
The Fire Test TEG contributed extensively to the ISO 10497 revision and the Control Valve TEG were also very active this year.

The Fugitive Emissions TEG was work centred on ISO 12101 (formerly 15848-3) giving manufacturers the opportunity to develop test procedures for stem seals. Any member wanting to participate in the TEGs should contact BVAA.

The first meeting of 2022 is to be held on March 9th and - subject to any covid restrictions - will be in person at Severn Valves, Brighouse, with an online meeting option also.



Chris Williamson,
Engineering Director, BEL
Valves



Valve Working Group Meetings went online

Technical Report

The role of the BVAA Technical Service is to facilitate the sharing of technical knowledge within member companies, government, end users and customers.

The Association remains uniquely positioned to represent the collective interests of the UK valve and actuator industry by providing the opportunity for members to exert technical influence at a level that individual companies find difficult to achieve.

The past year contains some good examples of this influence, such as our work with BEIS over Brexit issues and industry readiness, as well as our increasing input into JIP33 end user specifications with the IOGP organisation.

Whilst what is considered as a “normal” working environment has continually evolved throughout the year, member participation in BVAA technical activities has continued to be well supported through on-line meetings, with many taking advantage of the increased accessibility of this media to maintain their involvement.

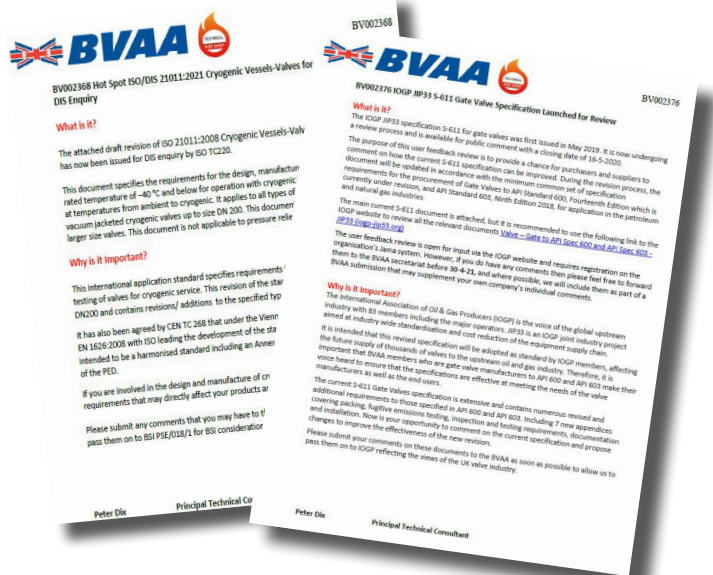
Indeed, the last Valve Working Group meeting had 50+ participants – far beyond the capacity of our normal venues and an interest level we're keen to sustain.

The three key areas of BVAA technical activity remained unchanged in 2021:

- *Participating in and influencing the development of European and International standards.*
- *Provision of advice and information to members, customer organisations and government on technical issues concerning the industry and its products.*
- *Development and delivery of brand neutral training in all aspects of valves and actuators.*

We also continued to advise members of the latest technical news throughout the year via our Hot Spot emails delivered direct to the inbox of all nominated technical contacts.

Thirty three Hot Spots were issued during 2021 alerting members to a large variety of issues from developments in UK product legislation through to opportunities to review working drafts of the latest international standards.



BVAA Technical Hotspots



Peter Dix,
BVAA Principal Technical
Consultant

Standards Activity

The BVAA has continued to contribute to the development of ISO and CEN standards by providing experts from the membership to attend working group meetings to develop new standards on industrial valves and actuators.

We remain extremely grateful to all those members, too numerous to mention here, for their continuing work and support as convenors and UK experts on these various international standards working groups.

Standardisation work continued effectively throughout the year using online meetings with 5 ISO and 1 CEN standard completing their development and being published during 2021, with contributions being made to many more.

The efficiency of online standardisation meetings has continued to improve over the last nearly 2 years and looks set to continue for much of 2022.

Work within CEN/TC69 has been restricted by the need to develop revised versions of key harmonised standards such as EN 16668 and EN 19 to comply with new wording requirements from the EC.

However, progress in understanding and applying these new requirements has been made during the year, culminating with the publication of the new compliant EN 12516-2+A1:2021 Addendum.

Progress on ISO standards has continued effectively during 2021, with a full development program in ISO/TC153. There has been comprehensive UK input across both valve and actuation areas to ensure that the developing standards are beneficial to the needs of a wide range of manufacturers and end users.

Technical Expert Group Activity

BVAA Technical Expert Groups (TEGs) are formed for specific tasks over a limited period, usually to support the development of an ISO or CEN standard of particular interest to members.

Several existing TEGs continued their work during 2021. Most notably the Fire Testing TEG under Ron Strang made significant contributions to the revision of ISO 10497 by ensuring that all proposed changes to the standard can be

justified on both technical and cost efficiency grounds. The new standard is scheduled to be completed by the end of 2022 and now has the potential to improve the effectiveness of fire testing without significantly increasing the costs to qualify a full range of valves.

The Control Valve TEG under David Martin was also very active in 2021, increasing its influence and membership in the BSI GEL/65/2 sub-committee to four BVAA members to allow greater focus on control valve standards development in 2022.

This TEG also provided significant input to the IOGP JIP33 organisation as their new control valve and pressure regulating valve specifications were developed during 2021.

TEG members provided effective input at both the scope and supplier review stages of development to help to ensure that the cost efficiency and performance goals of the specifications are likely to be achieved across the whole supply chain.

Last year also saw the re-activation of the Fugitive Emissions TEG to work on the new qualification testing standard for stem seal systems that will be developed as ISO 12101 (previously called ISO 15848-3).

This new standard represents a significant opportunity for seal manufacturers to develop test procedures that will allow them to qualify stem seal products for the most demanding service, independent of the valve itself.

Directives

Technical work to support and inform members of the changes resulting from Brexit continued to form a significant part of the technical workload in 2021 including hosting a webinar for members with BEIS representatives.

The guidelines and links on the BVAA website have been continuously revised and updated throughout the year to ensure that members have access to the latest information.

The BVAA, along with other organisations, provided input to BEIS that contributed to the realisation by the UK Government that the implementation of the UKCA mark scheme should be delayed by a year until 2023 because the industry was not sufficiently prepared.

It is likely that Brexit issues will continue to form a significant part of the BVAA Technical Service to members during 2022 as we reach the end of the implementation period. Further training events are planned during early 2022 to ensure that member awareness of the timescales is maintained.

Training

An important aspect of the BVAA Technical Service is the delivery of our portfolio of industry training courses. The effects of the Covid-19 pandemic meant that in 2020 we recognised the need to re-develop all training materials to allow them to be delivered online.

During the year we have successfully delivered all courses at least once to continue to provide accessible training for members and customers wherever they may be located in the world.

We were also pleased to be able to deliver some of our training courses face-to-face at Banbury HQ towards the end of the year, allowing us to make use of the excellent classroom facilities and hardware that has been donated by members over the years.

Hopefully, pandemic permitting, face-to-face training courses will continue to re-emerge and be made available throughout 2022.

Thoughts for 2022

I would like to thank the BVAA staff for their flexibility and professional support in maintaining the delivery of members' Technical Services, regardless of work location during 2021.

It was also a pleasure to meet members face-to-face again at the AGM where a survey on BVAA present and future services was conducted as part of the meeting.

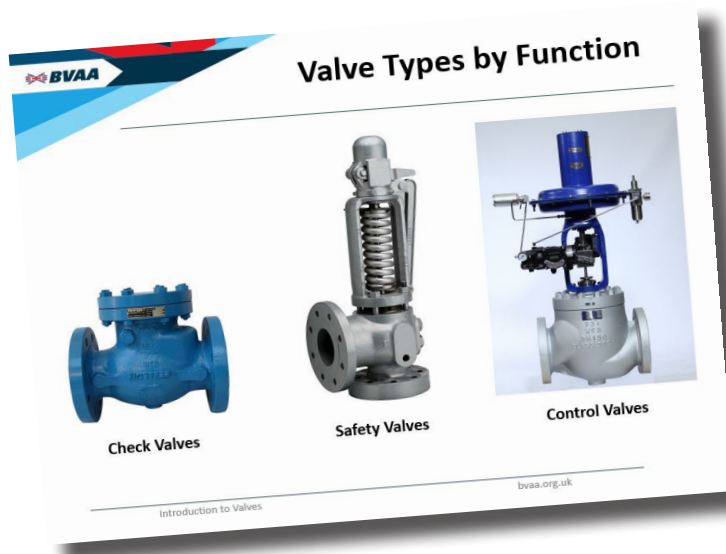
The results of this small survey confirmed that members gained significant value from attending technical meetings and also that they preferred these to be face-to-face events.

There was also a strong appetite for more technical information to be presented through the BVAA on applications using developing technology such as hydrogen or solar energy.

During 2022 we will extend the reach of this survey to a larger audience and use the information gained to review, and where necessary expand, the existing technical services to ensure that we continue to meet the needs of our members.



Mentimeter Technical feedback slide from BVAA AGM



Introduction to Valves presentation slide

Training Report

Having adapted all our training courses for online delivery the previous year, the BVAA training team remained adaptable to the waxing and waning of Covid variants over 2021, and eventually we slipped seamlessly into a hybrid arrangement of face-to-face and online delivery.

Indeed, our advance scheduling for both delivery methods could not have been better synchronised to the pandemic's eventual peaks and troughs. We did manage to deliver a small programme of face-to-face courses in the autumn, with a respectable attendance, which of course the lecturer's much prefer for its clear and unambiguous feedback. They were however much more used to the online method this time around and have coped magnificently with delivering their course to a screen often filled with just initials.

Likewise our training attendees have adapted well to online learning too and made good use of the lockdown restrictions to further their valve education. The excellent feedback we received supports this; so much so that we'll continue to run both online and face-to-face delivery methods for our courses going forward. The courses we ran at our offices in Banbury, for obvious reasons, had restrictions on numbers. Attendees on Introduction to Valves, Valves Advanced Level and PED/ATEX Directive training all managed to negotiate our social distancing protocols plus temperature checking on arrival, single desk seating, a one-way system and even specially prepared individual packed lunches.

Perhaps optimistically, we did try to extend the regular training programme to our customers in Aberdeen again this year. Unfortunately, this had to be postponed but we were delighted that some delegates made the journey to Banbury instead. Special thanks to Emerson for once again offering their spectacular Aberdeen facility for our use and for coping with all the uncertainty on whether we would actually have the chance to use it.

To cope with the ever-changing environment, one course that we conceived, and which proved particularly popular, was our Pressure Equipment Directive (PED) online 'refresher' session. Delivered over two hours, the course is designed to give an overview for those working within an existing PED system and who would like to evidence their learning – something auditors often look for in PED audits. As each session was full, more dates are planned for 2022, with the first one taking place on Thursday 10 March.

Obviously, the PED topic is covered more extensively in our full-day course, EU Directives for Valves. Formerly known as PED/ATEX Directive training, this course has been completely re-styled and updated, and covers the more valve-relevant European directives (PED/ATEX/Machinery) plus the new UKCA Marking scheme.

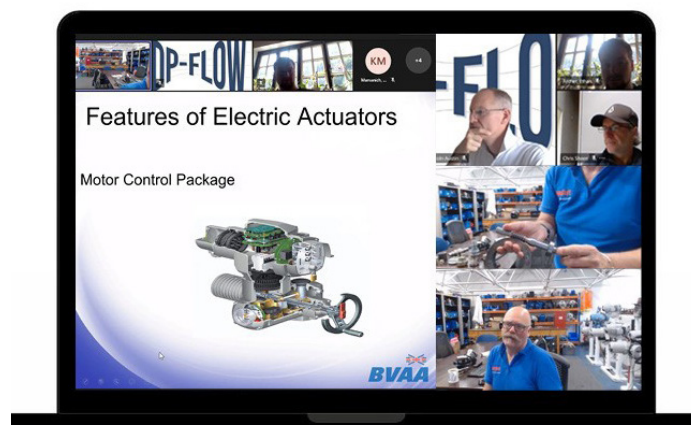
The status of Brexit is also covered, highlighting any recent developments. Special mention must go to Ron Strang for the immense amount of work he has put in to updating this course and materials, and we were delighted to recently add this to our portfolio of courses that have CPD Certification.

Another recent addition to the training portfolio is a 2 hour course on Post Brexit Compliance Changes, created in response to the volume of enquiries received at the Secretariat. This will become a commercial product, but the first delivery, online, was made available to members-only free of charge and covered the key regulation changes since Brexit and how they will affect members. In closing, it is perhaps understandable that companies are hesitant in these uncertain times about spending on training...



Karen Webb,
BVAA General Manager

...but training is essential in maintaining the health of any business, and users of BVAA courses can be assured that ours are continually updated, comprise exceptionally high-quality materials and training aids, come with CPD certification, and are delivered by the most knowledgeable experts in the industry. Members can also access them for the same price they paid 20 years ago!



Introduction to Actuators Online Training Course



Online Pressure Equipment Directive Training now known as EU Directives for Valves

Activities Report

Due to Covid-19 fluctuating across the year, our general activities have remained primarily digital, with face-to-face proving difficult at times of either legislated restrictions, or just low comfort/confidence levels in delegates. The ability to make a 'call' on whether to plough-on, or cancel, has become a cross between gut instinct and a fine art. BVAA Secretariat are fierce negotiators and fortunately this has meant we have largely avoided spending members' subscriptions on any penalty charges.

Nevertheless, in the place of face-to-face, which nearly everyone prefers, new digital services have subsequently grown. This transition to digital delivery has run through all strands and services and has presented new offerings for our members, some of which will certainly stay. The BVAA has also had to contend with a definite drop in member engagement, and then later members' constrained budgets, which affected both BVAA marketing and advertising.

Valve User Magazine

As covered in our last annual review, the move to a solely digital publication was initially kick-started by the pandemic, but there are considerable benefits from doing so. Previously quarterly in both print and digital, the magazine is now distributed exclusively by digital means, which has allowed us to move to a monthly issue, ensuring any news is genuinely 'new'. The digital publication gives members the opportunity to feature new product launches, staff changes, and any company news they feel is relevant, and track and measure the impact of their features as well. If you have a website, then your customers are only ever a few clicks away from the ability to make a purchase. This service remains free as part of membership, and is still available on our well-trafficked homepage www.valveuser.com

As well as free editorial we offer advertising opportunities at extremely competitive rates. In fact, we go into 2022 with the same rates as 2021 to ensure advertising is accessible to members. It's also at a fraction of the cost of other publications in the industry, since our aim is not to make a profit from members, but provide a service.

Sponsorship

We offer web sponsorship not only on our websites but on all BVAA outlets including our Link-up newsletter and Valve User e-magazine, not to mention certain events. It offers members increased exposure again at minimal cost. For example, one member who took out a year of web sponsorship from December 2020 to December 2021 received 4692 click-throughs to their website.

The same member received only 562 click-through's via their standard Member Directory entry over the same period. A ten-fold increase in opportunities to engage with customers.

Meet the Member

We have been inviting all BVAA members to supply us with a short excerpt about their company with contact details and an associated image. Entries feature in our Link-up newsletter - to promote to our own members - as well as our social media outlets, Valve User e-magazine and our websites to reach beyond the membership. Again, this is a completely free service to members.

Link-up

The BVAA's Link-up newsletter is a snappy near daily offering to give our members' a view into current news, events and BVAA updates. This is to increase knowledge sharing and ensure our services are clearly outlined. It is a useful tool to circulate information regarding BVAA activities, but also industry relevant information.



Laura Martin,
Marketing Co-ordinator

Industry Intelligence and Social Media

We routinely post on our social media channels to further promote BVAA news and share all manner of information. We have thousands of followers on LinkedIn and Twitter, so both platforms are perfect hubs to promote our members too, and for them to feature, 'like' and promote wider.

Many items we feature through our other channels automatically get posted to social media. You can follow us on Twitter (@theBVAA) or our BVAA page on LinkedIn (BVAA). We also have a closed, member-only page for those within the membership.

Websites

Like www.valveuser.com the main association website www.bvaa.org.uk regularly undergoes continuous updates and new items are frequently added, which includes our recent Technical Hotspot Tab, the Brexit Readiness pages, etc. all available in the exclusive Members Only area.

It's worth noting that the first interaction a customer has with a member via BVAA is probably a PR piece, but the second is their web entry on our website, thus it is essential for members to keep this spruced up and up-to-date. Getting them to make that 3rd click to your site is the route to commercial success.

Market Reports

In the autumn we released the latest version of our Global Valve Market Report© which can be accessed from the Member Only area of the BVAA website. Produced in partnership with world renowned economists Oxford Economics, it includes new features and revised data sets, and of course the PowerBI variant gives improved interactive visualisations to help members create their own reports and dashboards.

Member Marketplace

The BVAA receives a huge number of enquiries for valves, actuators and associated products each month. On Marketplace, BVAA members' can view the latest postings and get in contact with the poster, to generate potential leads.

It can be accessed via registering in the Members Only area of the BVAA website www.bvaa.org.uk.

Events

Annual General Meeting

We were thrilled to be able to host our 82nd Annual General Meeting and Dinner Dance face-to-face at the glorious Rockliffe Hall in Darlington. The daytime activities included guest speakers Jeremy Leonard of Oxford Economics, Matt King of SAFi Valves who led the Mentimeter member-feedback session, and BVAA Chairman Colin Findlay who discussed what shape the Association was currently in and what was needed, moving forward, to ensure the strength of the association continued in coming years.

The meeting concluded with the formalities of the AGM followed by a delicious lunch and some wind-down time utilising Rockliffe's facilities. Members and guests reconvened in the evening for a fabulous Champagne Reception sponsored again by Rotork.

A recurring and hugely popular fixture is the Fun Casino (sponsored by Valve-Kits) which enabled members to try their luck, where of course no real money is gambled. Instead guests donated a small sum to Prostate Cancer UK to participate and donations reached £1,000 for this worthy cause. A special thank you to the evening's prize winners (Adam Bradley of CRM and Martin Greenhalgh) who both donated their winnings to the fund.

On the occasion of his official retirement from BVAA activities, Martin Greenhalgh received the award of Honorary Life President of the BVAA. Martin was presented the award to recognise his 40 years of involvement in the Association's technical work. It was noted that Martin's Grandfather was at the very first meeting of the Association in 1939, and there's been a Greenhalgh involved with the organisation ever since.

We would like to again thank our incredibly generous sponsors, without whom the AGM would be somewhat diminished:

Valve-Kits – Casino
Rotork – Champagne
Valve-Kits – Wine
SAFi – Entertainment
Emerson – Table Gifts



Martin Greenhalgh receiving his BVAA Honorary Life President award from Director Rob Bartlett



Sophie's beautiful, COP-influenced theme at the BVAA Dinner Dance

Desktop Exhibitions

BVAA was fully compliant with government restrictions throughout the year, but nevertheless when circumstances allowed, we were able to host a couple of our famous Desktop exhibitions. These included Atkins in October 2021 and Score in November. We however look forward to many more in the coming year.

National Fluid Power Centre

The BVAA again participated in the Fluid Power Exhibition, held at the NFPC in Workshop in October. A high number of members were in attendance demonstrating the overlap that exists in the interests of companies involved in flow control & fluid power.

Digital Events

Aided by Matt King and Adam Bradley, the BVAA ramped up its offering of digital events. This included technical topics such as our popular UKCA Marking webinar and the IOGP Technical Webinar. We also looked at webinars which focussed on skills development like leadership in times of crisis. A very pertinent topic given the challenges faced during the pandemic. A majority of these free webinars are available for BVAA members to access on the website. We are hosting many more in 2022 so be sure to sign up!



Mentimeter polls provided instant feedback at the AGM



Desktop Exhibition at Atkins



NFPC's John Savage with BVAA Rob Bartlett

CHEMUK 2021

We were delighted to be able to exhibit at CHEMUK 2021 at the NEC Birmingham, which opened its doors on the 15th and 16th September. This was the first post-lockdown national trade show that the BVAA had attended due to the ongoing COVID restrictions.

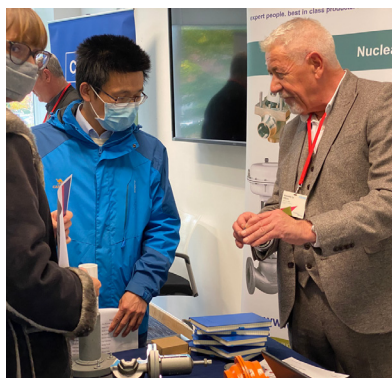
It was really exciting to be able to see current members face-to-face at the event. We counted fifty-five BVAA member companies in attendance and the BVAA stand was swamped with visitors and guests. BVAA Event Coordinator Sophie Keene commented *"After over a year of no face-to-face events, it was amazing to meet in person so many of our members again. Events are so important, and we are looking forward to more BVAA events in the upcoming months."*

The event showcased some 350+ exhibiting companies representing hundreds of product, technology and service brands supporting the broad Chemicals, Chemical formulated products and Chemical-using industries. The 10,000sqm expo floor welcomed some 2,400+ visitors (and a further 1,000+ from across exhibiting teams) over the 2 days. Contact our Events Co-ordinator Sophie Keene for more information about BVAA events, sophie@bvaa.org.uk



Members proudly showing their BVAA Member plaque

We are 'Stronger Together'



Visit: www.bvaa.org.uk