

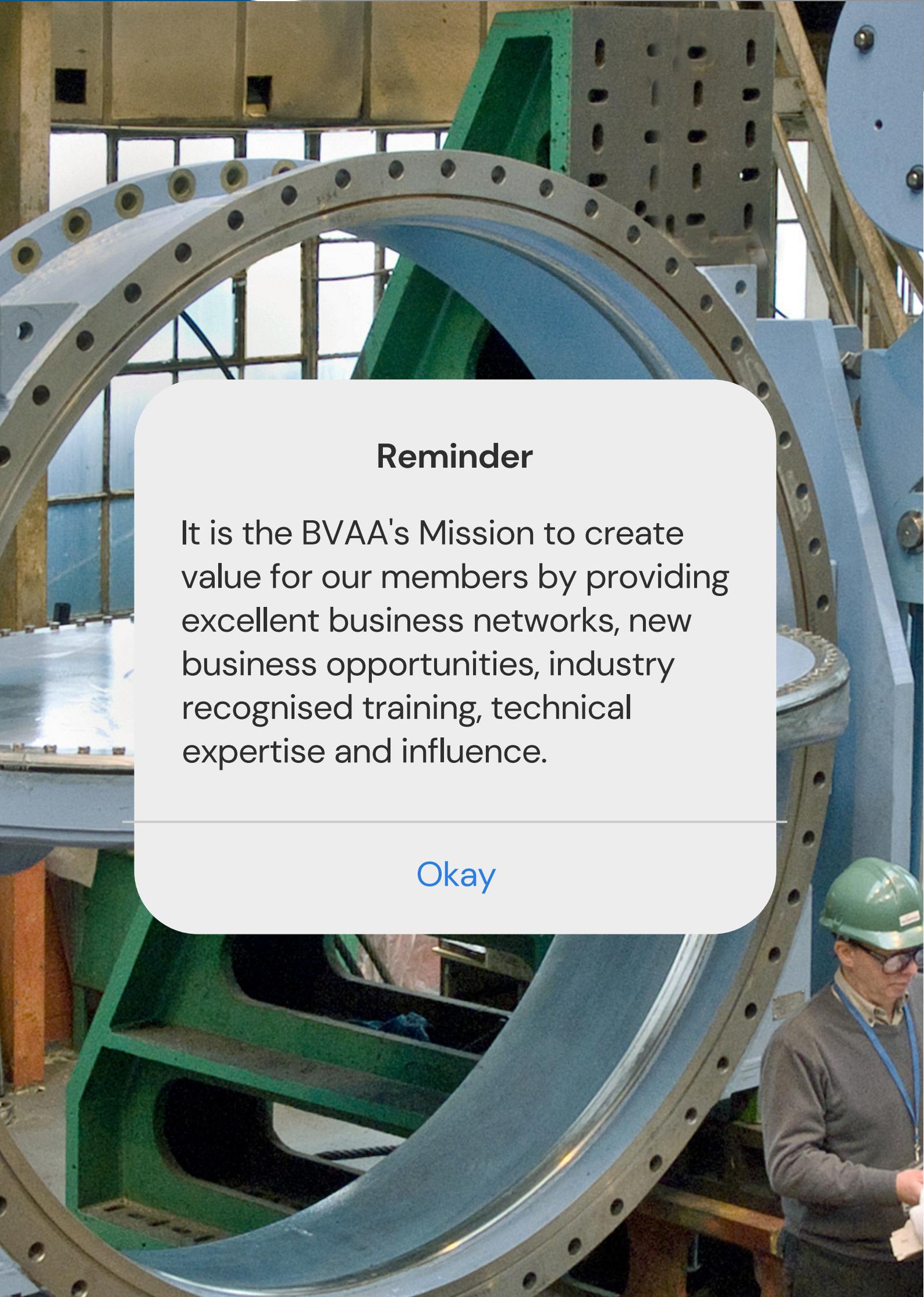


2021

ANNUAL REVIEW

BRITISH VALVE AND
ACTUATOR ASSOCIATION

www.bvaa.org.uk

A large industrial machine with a prominent blue circular component, possibly a turbine or a large valve, is the central focus. The machine is surrounded by various metal structures, including a green-painted frame. In the bottom right corner, a worker wearing a green hard hat and safety glasses is visible, looking down at something in his hands. The background shows a factory setting with windows and structural elements.

Reminder

It is the BVAA's Mission to create value for our members by providing excellent business networks, new business opportunities, industry recognised training, technical expertise and influence.

Okay

What we do

The BVAA is a 'not for profit' trade association established in 1939 offering services and advice to all members within the Valve & Actuator market, worth £3 billion annually.

We are the only organisation that represents all 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 or market knowledge
- Providing training and development to members and their staff, to enhance competence and knowledge that improves their business
- 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.

Membership of the BVAA gives your company a voice in shaping the industry's future and a measurable return on investment in networking, training, technical support and new business opportunities, that can only come from engagement with the BVAA.

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 and/or actuators and/or related products.

We are also active in communal marketing, business development, business management and related support.

Members are also entitled to free editorial and representation within the world-renowned Valve User magazine which is a quarterly publication and one of a kind.

Meet the Team...



Rob Bartlett
Director & CEO



Karen Webb
General Manager



Barbra Homer
Training Co-ordinator



Laura Martin
Marketing
Co-ordinator



Rob Boycott
Business
Development
Consultant



Peter Dix
Principal Technical
Consultant



Martin Greenhalgh
Technical Consultant



Chairman's Statement

When I took up the role as BVAA Chairman, I did so with a great deal of pleasure and honour, with my own ideas on how to influence the way forward for the Association.

In 2019, we focused on getting our overall strategic messaging and service offering focused. I felt this was key in having a coherent understanding of what the BVAA should be about – for its members, for its wider stakeholders, and for the executive.

We are now stronger and better together, with a focus on what is the best way to support members' needs and how our industry is treated and respected by others.

The plan for 2020 was to continue to build on relationships made in Government and across other influencing bodies.

The bomb-blast that is COVID-19, and the consequential dive - particularly in oil and gas markets - meant that this coherence was tested. But we were able to step up and represent our industry in ways we had not envisaged.

We are fortunately financially stable. Business decisions taken a few years back, to buy our HQ offices and to continually pay down that debt, to build and maintain a healthy reserve etc., meant that when this challenging time came, we remained viable and flexible.

We were able to focus on liquidity and to support members with staged subscription payments – while continuing to remain active in support of a completely new set of needs from our members.

Rob and his team focused on the COVID response, and BVAA distilled the essential information from the 'noise' and were immediately the respected voice that ensured all members received timely, clear, unequivocal guidance of high quality. We were also seen as the voice representing the industry to BEIS, DIT and Work & Pensions, to channel vital information to members from Government departments and vice versa.

We were also able to change quickly our delivery methods – on-line meetings and training, web-based information events, CEO discussion forums etc. BVAA quickly understood the business needs of our members and adapted to deliver accordingly.

Let's not then forget Brexit. In amid the Covid pandemic, the perfect storm of twin crises emerged. BVAA had of course commenced interpretation for members very early in the Brexit process – the first guide on technical ramifications being issued some two years ago.

Peter Dix and his team continued the good work throughout 2020 and through – *again* – excellent Government department contacts, we were able to smooth the way for members to a considerable degree. As I write however, we are still uncovering and explaining issues to members – it does seem both challenges have some time to run yet.



Colin Findlay, BVAA Chairman

A Chairman's role is to steer and support. It is the Team that have given tremendous support this year, with only a few prompts from me. So, I feel very proud of the BVAA secretariat's response to 2020 – the solid baselines we have, the engagement and relationships that have been built with our members over years and the tireless work done to offer support, is what a good Trade body should be about, but sadly many associations have not been able to deliver.

Going into 2021, with shifting sand beneath our feet, it is difficult to define an agenda for the Association.

What is clear is that the old ways will never quite return in the same model. The BVAA will still provide networking, technical support, business development, representation and so on, but will do so in modern and potentially better formats than in the past.

We must help and support our members to be ready for the digital world of the future, to engage in new issues that are arising such as diminishing long term markets, local content manufacturing, robotics and 3D printing. I shall continue to steer and support the BVAA towards delivery of these goals.

We need to build on our assurance, that the Valve Industry in the UK is better, bigger and stronger by working together and that the BVAA is resilient and able to offer its guidance and strength to all of its members – big and small.

So, while it is challenging, we should look ahead with confidence that our products, competitiveness, and global reputation as Valve experts, will keep the UK's valve industry modern and successful.



Online BVAA Board meeting

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Director's Statement

On my first day at BVAA in 2003, there was the big reveal moment – *'the books'*. It wasn't good. We *owned* nothing, *owed* a bit, and *were owed* an awful lot. Half our subs revenue was unpaid halfway through our financial year.

I knew in that instant, things had to change if the Association was to survive and thrive. One mistake, one poorly attended event, could have pushed us into deficit. Two such years? Possibly terminal decline.

Through a succession of supportive chairmen and board members, a keen eye to service improvement and member recruitment, we hauled ourselves out of our landlord's boxroom at Birmingham, via a new facility in Banbury, and eventually to our current freehold offices with its training suite. As our Chairman notes, largely paid down in a few short years.

Year-by-year, and with the occasional teasing about *'sandbagging'*, we incrementally improved our financial position, from precarious, to adequate, to sound. In early 2020, just as we were discussing budgets, and of course subscriptions, that rainy day I had subconsciously anticipated arrived. Not just Brexit though, but twinned with the highly unwelcome Covid-19 as well.

At BVAA we knew we had to do everything possible to assist members cashflow, yet still be viable ourselves to support them through the crises. My first proposal was to stage subscription payments, to boost members cash flows. Members rallied magnificently, and many paid early – we were truly *'stronger together'*. With half the subs income delayed, the next challenge was events. About 40% of our annual income comes from exhibitions, training, the magazine and gatherings, and it became abundantly clear that this simply wasn't going to materialise. Pencils were sharpened.

Twenty years ago, a 40% cut in income, and with only *half* of the 60% remaining coming in immediately... the association would have been finished. It is testament to our prudence that we could weather this financial storm. Our next challenge then was conversion of services. We had the required IT equipment installed in time, but had to devise and create new ways to deliver meetings, training, etc. Our lecturers successfully set about converting and improving their courses for online delivery, the magazine made the welcome leap to digital, and our technical meetings – *to our great surprise* – saw a massive increase in attendance due to being accessible online.

We learned some valuable lessons, and even got to grips with webinars, of which there were many.

That we did all this while short-staffed, and short of resources, was a minor miracle. Our plate was to be further loaded however. We now had to move into the new and largely unknown realm of being advisors on long-forgotten trading processes due to Brexit, and to channel the Government rules, support and guidance on Covid-19.

Fortunately, a lot of previous good work with Government contacts blossomed, and we were in the vanguard of transmission and receipt of information. Key for me was when one Government department leader commented that he and others had realised just what an important communication channel trade associations provided. After 30 years of Heseltine and co. questioning the very existence of industry-specific bodies, that was heady stuff.



Rob Bartlett, BVAA CEO

The regular bulletins from BVAA HQ – sometimes more than one a day – went down well and generated more emails of praise from members in one year than I can remember in the previous seventeen. We were *'the only people doing something useful for manufacturing, keep it up'* according to one.

The BVAA Secretariat team have been amazing! Like most everyone they have adapted to alien working environments and massive changes in what is required of them. Equally amazing has been Peter Dix and his technical team, who again were asked to do activities above and beyond what they signed up for – BVAA members have been exceptionally lucky in having such a resource at their disposal. I know I am humbled by the support I've received, from our Chair and board, but especially from members.

We are, alas, not yet at the end. The ramifications of Brexit are still spinning out and we are seemingly in constant dialogue, seeking interpretations, clarifications, concessions, etc. And while there is welcome news on Covid vaccinations, the light at the end of the tunnel is but a glimmer.

Our final challenge is to keep going strongly. With the support of our members, we'll be able to extend the subs payments concession another year, helping us help them. Early on the Chairman and I instinctively knew this was *not* a short crisis, and despite our plunge in income, we are trying to eke out our finite resources this year in an effort to keep us securely provisioned for the next.

BVAA was formed at the outbreak of WW2. I like to think that if the fathers of the association were looking down now, they would be proud of our accomplishments this last year, in similarly challenging circumstances.



Online BVAA meeting during lockdown 3

Actuator Working Group

It is intended that the BVAA Actuator WG meet concurrently with BSI's PSE/18/5 panel 'Actuators' but a physical meeting has not taken place for several years now. Members continue to co-operatively prepare for and participate in CEN, ISO and API standards meetings, held online these days, sharing comments before moving onto BSI, or in API's case, commenting to them directly.

ISO 22153 Electric actuators for industrial valves - General requirements

Originally adapted from EN 15714-2, CENTC69 decided in June 2020 to poll members on adoption of ISO 22153 as an EN ISO, replacing EN 15714-2 (closes March 2020). The actuator WG's expectation is that it will be agreed and adopted, resulting in the withdrawal of EN15714-2 this year.

ISO 22109 - Gearboxes for Valves

This document was published in February 2020 and provides basic requirements for gearboxes to operate industrial valves for manual and automated on/off and modulating duties, this includes manual override gearboxes. It includes guidelines for classification, design and methods for conformity assessment. It does not cover gear systems which are integral part in the design of valves and subsea gearboxes. This standard started its life as a BVAA guideline document, drafted over 15 years ago.

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 metallic mounting kits for part-turn on-off valves and actuator attachments to enable safe and reliable operation. 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). It applies to part-turn valves and actuators having attachment flanges and drive components as described in ISO 5211. It includes recommendations and methods for design and environmental corrosion protection. When reference is made to this document, all the requirements apply, unless otherwise agreed between the purchaser and the manufacturer/supplier, prior to order. 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 NWI ballot closed October 2020 and the UK nominated 3 experts to participate and they have attended virtual meetings in October and January 2021.

API revision of ISO 12490: 2011

ISO 12490 'Petroleum and natural gas industries — Mechanical integrity and sizing of actuators and mounting kits for pipeline valves' was converted to API 6DX – 'Standard for Actuators and Mounting Kits for Valves' which was published February 2020.

Significant changes include advisory safety factors to be applied in sizing actuators and tables of actuator configurations ("torque" or "position limit" seating actions) for various valve types. It has significantly diverged from ISO 12490 and should be considered as a unrelated standard.

ISO 5115 Part turn valve actuation

A new project emanating from WIB and approved for development last July, the recent surprise withdrawal from ISO/TC153 of ASME, who sponsored the participation of the USA experts, including the project leader, threw this project into some



Peter Hirst, Senior Applications Engineer, Rotork

doubt. However, US comments were received just in time for the first meeting held on 17th December 2020 and the Convenor was confirmed as David Bayruther. In our many comments to WG16 on the new proposal, the UK suggested that the goals of this standard could perhaps be better met by modifying ISO 12490, itself up for systematic review in 2021. This proposal was rejected and work commenced on reviewing the many comments submitted. Further meetings are planned 2021.

EN15714-3 Pneumatic part-turn actuators

This was stopped by CEN in January 2020 but is being prepared for CEN enquiry. SG10 have identified that harmonisation with prEN15714-5 will be required, which may delay the draft release date.

prEN 15714 -5 Pneumatic linear actuators

CEN Enquiry closed August 2019 approved with comments, and it being prepared for second CEN enquiry.

EN15714-6 Hydraulic linear actuators

Completed NWI stage and will be activated.

IOGP JIP33

I mentioned last time that the International Oil & Gas Producers Association (IOGP) are developing "overlays" to various valve and actuator ISO and API standards via the JIP33 joint industry programme. For actuators, overlay S-707 is a supplement to ISO 12490 and has been completed and published. There is no process in place to review or comment now so it must be taken as read. It is difficult to read across the S-707 supplement, individual datasheets and the ISO standard and will be challenging for Technical Sales and Contracts departments. There are additional sections and annexes with requirements for substantial supplier document submission at all stages in the bid and order conformance. It is also possible that individual operators may insist on their own overlay, with additional requirements. It will be interesting to see if this project furnishes the standardisation across actuator suppliers and commensurate cost-reduction the IOGP hope to achieve. 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.

TC69/WG1 AHG3 – Valves- Actuators: Functional Safety

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 2 years ago as a response to the inadequacies of applying IEC 61508 to mechanical equipment. The last meeting was on 28th January 2021 and actuator WG members are now attending and contributing. We will monitor and report back as the PWI draft develops.

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Valve Working Group

The year got off to a fantastic start in the Glasgow area on March 3rd, with two full days spread across three locations. With around twenty attendees and the addition of the well-attended social and networking dinners it made for quite an event.

The first day comprised a visit to TÜV SÜD National Engineering Laboratories who are a world-class provider of flow measurement to the energy, oil & gas, industry sectors and to government.

A presentation of the facilities was followed by an excellent and well narrated tour of the facilities. This also included the Advanced Multiphase Facility (AMF), a revolutionary high pressure, high-flow rate multiphase facility with a test range beyond anything currently available in the world.

Looking to increase the working group's knowledge of advanced manufacturing techniques, the afternoon was spent at the Advanced Forming Research Centre, University of Strathclyde. The AFRC is a globally-recognised centre of excellence in innovative manufacturing technologies, R&D, metal forming and forging research.

The eye opening tour and subsequent discussions were certainly food for thought with respect to advanced manufacturing techniques that could be suitable for valves.

The valve working group meeting was held at James Walker Devol, Gourrock the following day and was without question one of the best views from a meeting room I have ever seen.

James Walker gave an interesting trio of safety, quality and environmental moments, again a plea to participants to provide such material for the day even if they are not hosting as they are always very informative and well received.

The meeting then led onto our now regular Brexit update with significant movement since the last working group due to the election. Following that IOGP is now also becoming a regular part of the working group with several valve related standards in various stages of development.

Several technical expert groups (TEG) are also actively being developed and worked on. For those not aware they cover – Fire tests, Butterfly Valves, SIL, Diaphragm Valves, API, Control Valves and a rebirth of Fugitive Emissions and a link to valves for a Hydrogen TEG.

The meeting finished with a very interesting technical presentation again from James Walker and then a fantastic tour of the moulding and machine shop. Little did we know when we departed that it would be a while before we will meet again in person.

The second meeting of the year was on October 7th and held as a virtual meeting. The meeting had upwards of forty attendees and went without a hitch given the number of participants on the call. Once again our old friend Brexit was top of the agenda with Ron Strang doing his usual sterling updates to the group on the impact of this. Despite scheduling for two hours duration we only over ran slightly, given the full agenda and number of discussions and presentations.

Our first meeting of 2021 is to be held online on March 3rd where once and for all we can put Brexit behind us.



Chris Williamson, Engineering Director, BEL Valves



Valve Working Group at AFRC



TUV SUD NEL meeting



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Technical Report

2020 was a year that always promised challenges with the looming spectre of Brexit.

However, even this event was eclipsed by the effect of the Covid-19 pandemic and the urgent need to adopt effective new ways of working.

Despite members having to respond to this massive business continuity challenge, it has been gratifying to see significantly increased attendances at several BVAA technical meetings held online, recognising that it has never been easier to meet with colleagues and make a valuable contribution to the development of future standards.

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

Through our expertise we continue to provide solutions to members and exert influence for the benefit of members and the wider community.

Despite the unique circumstances, the three key areas of BVAA technical activity remained constant throughout the year;

1. Participating and influencing the development of European and International standards.

2. Provision of advice and information to members and government on technical issues concerning the industry and its products.

3. Development and delivery of world class training in all aspects of valves and actuators.

Standards Activity

Most standards development activity for the BVAA remains focussed on ISO and CEN standards. It is important to recognise that although CEN is responsible for European Standards it is not an EU government organisation.

Therefore, the UK, through BSI, will continue as a member of CEN and contribute to European standards making after Brexit. In July 2020 I took over from Martin Greenhalgh as chairman of BSI PSE/18, the group of committees responsible for maintaining UK valve industry representation and input to both the ISO and CEN standards organisations.

I am extremely grateful to Martin Greenhalgh, along with Pete Hirst (Rotork), Mick Jarrett and Mike Gray (Emerson), Terry Little (Kinetrol), Martin Burgess (Score) and Paul Reeve (Silmetric) for their continued support as convenors and UK experts on the various standards working groups.

All standards meetings during 2020 have been held online so their combined experience has been invaluable in maintaining UK input in international standards development.

During 2020 some progress within CEN TC/69 has eventually been made in agreeing with the EU how harmonised standards should provide conformity with the PED.



Peter Dix,
BVAA Principal Technical
Consultant

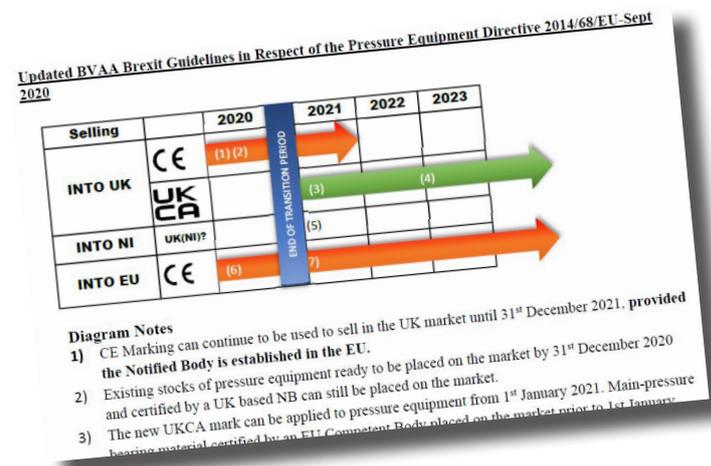
However, it will now be necessary to revise some of the key fundamental standards such as EN16668 and EN19 before any revised harmonised product standards can be published. This process will not be completed in 2021 due to the CEN mandatory review timescales.

Progress on ISO standards has continued effectively during 2020, with a full development program in TC 153.

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.



Hydrogen TEG meeting



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 2020, notably the Fire Test TEG, developing a revision of ISO 10497, and the SILS TEG continuing to work on the new CEN functional safety standard applied to safety related actuated valves. Both these standards have good potential and the TEGs continue to ensure detailed UK input in their development. Two new TEGs were formed in 2020, continuing into 2021.

The Hydrogen Valve Standardisation TEG attracted 27 members in recognition of this important developing market. The second TEG was formed to provide UK input in the development of two new ISO valve and actuator application standards.

Directives

The impact of Brexit on members' compliance with European Directives and equivalent UK legislation was always going to be a hot topic in 2020 as the new "level playing field" took many months to be rolled out.

Two BVAA Brexit guidance documents have been issued to members advising how to continue complying with the PED and ATEX Directives along with several Hot Spots.

A feature of the last three months has been the number of member's technical questions regarding Brexit.

The BVAA has regularly distributed new information to members, with updated links to the latest official guidance published on the BVAA website to keep members informed.

We have also continued to challenge the UK Government to ensure prompt clarification of any unclear guidance.

However, it was clear some months ago that there would be no mutual recognition agreement with the EU as far as conformity assessment was concerned.

Unfortunately, members now need to maintain duplicate compliance and marking systems, to continue to sell products in Great Britain as well as in the EU market.

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 created an urgent need to adapt our popular face to face training courses so that they could be delivered online.

The first online Introduction to Valves Training was successfully delivered in September, swiftly followed by other courses equally well received.

The complete BVAA portfolio of courses is planned to be adapted to online learning by early 2021, providing accessible training for members and valve customers wherever they may be located in the world.

Thoughts for 2021

This is the first BVAA Annual Technical Report since I took the reins from Martin Greenhalgh in July. I would like to thank Martin for all his support during this transition year and also for his continuing involvement, particularly with training and standardisation.

I would also like to thank the BVAA staff for their flexibility and professional support in maintaining the delivery of members technical services, regardless of work location and availability of technology.

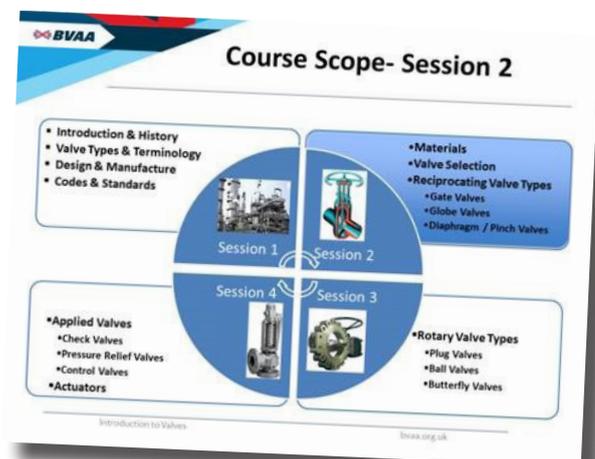
Unfortunately, as we urgently vaccinate the vulnerable and adapt to the post Brexit trading world, it is clear that 2021 will demand much of the same adaptability and flexibility as 2020.

It is also important to recognise that the continuing requirement for online meetings also creates an opportunity to get more easily involved in influencing and developing international standards in our industry.

At a time when the UK valve industry is going through a transition in some of its major market relationships, there is no better time to get involved in the development of the technical standards that will be applied to your products in the future.



Online Safety Valves course slide



Introduction to Valves presentation slide

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Training Report

With the year we have had, blighted by Covid-19, you could be forgiven for thinking that this year's training report wouldn't amount to much.

And if you were solely considering face-to-face training, or indeed our in-house bespoke courses for clients, you'd be right! There was no in-house training or specifically new course development to speak of unfortunately. We have not however rested on our laurels.

Initially we prepared and equipped our training centre for socially-distanced training, hoping we could maintain our commitment to those attendees already booked and offer assurance that we were prepared for whatever restrictions were to come.

The Peter Churm Technical Centre is large enough to socially-distance, and we prepared single-seat desking accordingly.

We developed a one-way system, we have ample WC facilities, we were prepared for individually packaged catering arrangements, had developed an in-house Covid policy, plus we had invested in forehead thermometer, masks, gloves, etc, and copious amounts of sanitiser. We had even updated our AV systems to newer, larger and brighter screens.

When the initial lockdown was announced, we made the switch to online learning. The course materials needed extensive work, because a feature of traditional BVAA training revolved around the specialist knowledge of the speakers being focussed to match with the delegate's current post and interests.

What span out was essentially the same course; same lecturer; same quality; and still carrying CPD certification just delivered online! We ran a series of free-of-charge 'taster sessions' to test-drive the material and to give delegates an idea of what would be covered.

Then we moved on to delivering online material. We quickly realised that attendees were very used to this way of learning so, from their point of view, the transition was relatively easy, although for our lecturers, this was partially new territory and they missed the easier interaction that face-to-face typically engenders.

We tried out various delivery platforms, with some quite sophisticated booking and payment systems, which were not conducive to the haphazard way some delegates book, or more accurately, *are* booked, onto courses.

We finally decided on MS Teams which works brilliantly, particularly with 'camera on' and this does help the lecturing team pick up easier on whether points are being followed or missed.

We've now converted most of our headline courses, and although uptake is not at the usual levels of face-to-face, we're not living in usual times.

What lock-down does do is potentially give delegates a rare opportunity to train however, and we'd encourage our members and their customers to not hold back – we're ready to deliver whenever you're ready to learn. This definitely isn't the time to let skill levels drop.



Karen Webb, BVAA General Manager

Another initiative this year was hosting members' training videos on our website. They are really interesting and there is no costs involved. It's a terrific way of steering customers to your company.

Looking forward, our Director has bought an endoscope camera so we can show delegates the workings of our demonstration valves. We also hope soon to develop a replacement Valve Sealing Workshop, we have been investigating Learning Management Systems with a view to perhaps adopting those, and we are looking to reintroduce face-to-face in the Autumn of 2021, vaccinations permitting.

I'd like to close with sincere thanks to all involved especially our lecturers, and indeed their families for putting up with the hassle of impromptu training studios being set up in spare bedrooms, kitchen tables etc. We can but hope for better times next year.



Sanitisation station at BVAA Training HQ



Socially Distanced Training Room

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Future Leaders Report

The FLP 4 cohort continue to progress through the programme despite the difficulties caused by the COVID 19 restrictions which meant that two of the modules were delivered virtually.

All FLP 4 delegates have successfully completed the ILM endorsed element of the programme and all delegates have achieved an ILM endorsed qualification in Leadership.

Several of the planned site visits for the FLP programme were postponed as a result of the COVID 19 restrictions however these will be rescheduled for future dates as access allows.

All FLP delegates have been assigned a subject to deliver a presentation as part of the programme. The delegates will be given the opportunity to present their subjects at the next available BVAA AGM.

The next cohort of the Future Leaders Programme is planned for 2021. Recruitment has been delayed due to the COVID 19 restrictions. Once these restrictions have eased, applications for FLP 5 will be sought from BVAA members.

To ensure the continued engagement of the previous FLP delegates, a virtual FLP reunion has been scheduled for February 2021.

The reunion will offer attendees an opportunity to network and share their experiences following the end of their FLP schedule.

All attendees have been assigned pre work in advance of the reunion to prepare for an activity led by Dr Martin Haigh.

When asked of his view of the positive progression of the FLP programme over recent years, Dr Martin Haigh commented;

"I have been really pleased with the progression of delegates from the Future Leaders Programme and have been following their fortunes on LinkedIn.

I was delighted when the Institute of Leadership and Management endorsed our programme as it demonstrates the high level of leadership learning and has equipped the cohorts with sound interpersonal and organisational skills to help drive their businesses forward.

It is heartening to see delegates who have received promotions and, even one delegate, who is now a member of the BVAA board. One measure of success of this community is that over 75% of FLP Alumni have registered to attend the February reunion and I am looking forward to seeing them all again very soon."



Dave Godfrey, BVAA Vice Chairman



Dr Martin Haigh MBE, Latitude 7



Cohort 4 from BEL workshop (pre-covid)



Cohort 4 on tour at Severn (pre-covid)



Cohort 4 at Severn (pre-covid)



Cohort 4 presenting skills workshop at BVAA HQ (pre-covid)

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Activities Report

The coronavirus pandemic has impacted every part of our daily lives, from the places we can go to the way we spend our free time. It has completely changed public routines, habits and the way we spend our money. This has of course had wide-ranging ramifications for marketing and advertising as well as the more obvious sectors such as the travel, event and entertainment industries.

At the close of 2020, Forbes compiled predictions on the potential growth of the global ad market in 2021 ([visit: www.forbes.com/sites/bradadgate/2020/12/14/ad-agency-forecast-expect-the-advertising-market-to-rebound-in-2021](https://www.forbes.com/sites/bradadgate/2020/12/14/ad-agency-forecast-expect-the-advertising-market-to-rebound-in-2021))

There appears to be a consensus that digital advertising will grow at a faster rate than traditional forms of advertising. With that in mind businesses all need to adapt and embrace the new dominant form of advertising and digital networking. With this key switch over to digital in all forms the BVAA have similarly had to adapt our current services quickly to suit and serve our members and keep abreast of changing habits.

Similarly we urge our members to adapt to these changes in digital marketing trends and reaching customers. We were already in the digital age but the COVID pandemic has pushed us ever more firmly in that direction and we *must* all adapt.

Valve User e-magazine

With this shift in focus towards digital advertising the decision was made to adapt Valve User magazine to best maximise readership. The digital publication enables members the opportunity to voice new products, staff appointments, changes of premises and any other news they wish to promote digitally to thousands of readers. It also available on our well trafficked homepage valveuser.com which saw 5,300 visitors in December.

This has also gone from being a quarterly publication to a monthly e-magazine to ensure the news that is promoted is current and up to date. It also gives increased opportunities to advertise and build brand awareness using this exciting new format. Editorial as ever is free for members and advertising opportunities at a highly subsidised rate. This outlet continues to be very well read and respected within the industry.

Same material - same audience - just different and more direct delivery method.

Webinars

With many staff members furloughed or with more time at home during lockdown 1,2 & 3 there has been a trend to embark on a journey of self improvement. Lockdown has brought about personal development opportunities in all aspects of life. Reading, learning, writing, quizzing, exercising, cooking and endless batches of sourdough and banana bread!

Not only has personal development been a key trend but professional development has also been a major component of 2020.

The BVAA have made note of the need to provide opportunities for professional development and reacted with the provision of a number of excellent and free webinars. Topics chosen have spanned across a number of topics from wellbeing, marketing,



Laura Martin, Marketing Co-ordinator

content creation and business development to name a few. These webinars remain free to members and are readily available in the Member Only area of www.bvaa.org.uk.

Link-up

As covered in the Business Development Report on the following page, the BVAA's previously weekly Link-up newsletter has now become a shorter and sharper daily offering to give our members a snapshot of current news, events and updates. This is to increase knowledge sharing in real time. It is a useful tool to circulate information pertaining not only to BVAA activities, but also industry relevant information.

Link-up has recently undergone a refresh aesthetically and now provides the brand-new opportunity for members to sponsor this outlet. Sponsorship allows member logos to appear prominently at the top of these e-shots which get distributed to 900 recipients. This has a small cost associated for sponsorship and is an effective way to promote a business through a recognised and well-respected trade association within the Valve and Actuator industry.

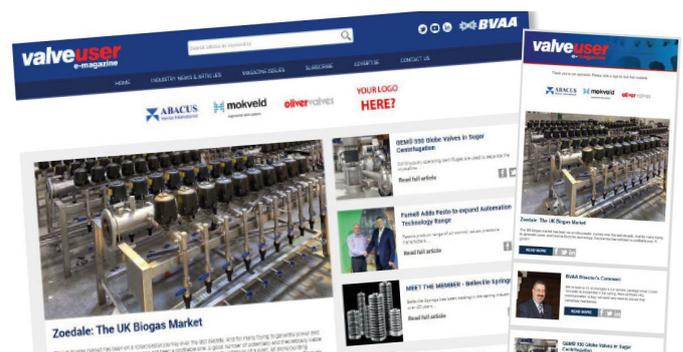
Social Media

The BVAA uses social media outlets to distribute industry relevant news, updates and BVAA activities social media is a fantastic tool to interact directly and on a personal level with our members and ultimately helps build a community within the industry.

Follow us today:

Twitter: [@theBVAA](https://twitter.com/theBVAA)
LinkedIn: [BVAA](https://www.linkedin.com/company/bvaa)

For more information on any of the above services simply email: laura@bvaa.org.uk



Valve User e-magazine

ANNUAL REVIEW | 2021

Business Development

Due to former BD Chairman Tim Guest's leaving the Association membership-roll in early 2020, the activities of the BD Group were led by the Secretariat for the bulk of the last year, with Adam Bradley and Matt King lately being appointed Vice Chair and Chair respectively by the BVAA's Board. Our business development strand is, or was, almost exclusively face-to-face, an activity that you might think is totally undone by the Covid-19 crisis. However, we've had to adapt this activity also with some remarkable results.

Exhibitions

Clearly our Desktop Exhibition programme has been severely compromised. When Covid hit, we were in a natural gap due to other secretariat commitments, but as the global crisis progressed, our hosts understandably were none too keen on having swathes of BVAA representatives trooping through their premises. Bookings were postponed, later cancelled. Dialogue has continued however, and we hope to reinstate these just as soon as permitted. BD Consultant Rob Boycott is also in the early stages of developing discussions with Power, Utilities and Renewables targets. External exhibitions have also been hit, the big casualty from a BVAA perspective being Valve World 2020. Financially our biggest outlay of the year, and a key income generator (although sadly seldom a profit generator), there were some uncomfortable moments while the cancellation negotiations played out. Ultimately it became just another inevitable casualty in a series of international exhibition cancellations.

BVAA Events

Our Conference in May 2020 was unsurprisingly cancelled. However, a number of the booked speakers were invited to deliver their papers via webinars held over the summer and autumn. We have had a plethora of such webinars now, many organised by Tim Guest, but we even ventured into providing free training sessions for marketing-focussed members, a new area of activity for us which appeared to go down very well indeed with participants. Equally impossible to hold in the traditional manner, we delivered our first and hopefully only 'online' AGM in our history. It featured the usual AGM formalities, a Panel discussion on 'what are the biggest challenges facing British businesses' hosted by Tim Guest with guests Charlotte Braithwaite, Matt Wilden and Prof Joe Nellis. We also had the BVAA Global Markets Report by Jeremy Leonard. The online AGM – due to its accessibility and programme - attracted more members than we would normally participate in person, so this was a rare 'win' in the Covid 19 era.

Link-up

Link-up is - or was - our *weekly* newsletter. In the crisis however we quickly realised we had an urgent need to communicate on a near *daily* basis with members. On top of constantly changing Covid-19 updates and support initiatives, there was also the thorny topic of Brexit to learn about and prepare for too. It was clear that with such volumes of information to get across, key items were getting lost among the morass of information. BVAA Secretariat therefore changed our delivery methods. Link-up was made a near-daily affair, but typically featuring only two key items of important information. A member could review the content in seconds and move on if there was nothing relevant to themselves. General news items were typically communicated through social media. The Director communicated on an almost daily basis with member-CEOs via a direct email, having picked out the most relevant items from the various Government communiques, of which there were often several a day. It is fair to say the communication spread from BVAA has never been so high, and will remain so for the duration.

Valve User

Covered elsewhere in this publication, members will be aware that we had to rapidly change delivery method for the magazine. Previously a glossy paper magazine, these were sitting unread in readers' offices while they worked from home. We quickly converted the magazine to online delivery, direct to readers' Inboxes, and upped the frequency to once a month to get news out to readers in a timely fashion. Unfortunately, it is not so well-supported through advertising at the moment, which although understandable with budgets slashed, is a shame as there has never been a better time to measure the impact of the advertising, as being electronic the magazine facilitates tracking of clicks, website hits, time on site and so forth. BVAA has also adjusted its pricing which was already remarkably good value.

Websites

The BVAA websites have undergone extensive development over the last few months. Not only to feature the new materials, of which there is an enormous amount, but also to facilitate the web booking of courses, the magazine change, synchronisations of Link-up and social media pieces, modified advertising techniques, auto-insertion of magazine material and advertisements and so on. Given our modest secretariat team, it has been a huge amount of work.

Business Development Events

Under Adam and Matt's careful supervision and organisation, January 2021 saw the introduction of a new type of Business Development event at BVAA. Deliberately informal and set over a lunch period, so everyone could join in, the up tempo event comprised a talk by guest speaker Steve Knapp, a Sales & Mindset Coach, a couple of live member facility tours (SAFi and Corrosion Resistant Materials), an address by BVAA Chairman Colin Findlay and a final thought from BVAA's Director. Judging by the feedback it was clearly well received and further such events are already being promoted.



Steve Knapp talk at the Business Development Event



Business Development Event



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