

“one industry one voice”

our vision

“To be the authoritative voice of the merchant industry”
And, a fully inclusive Federation that represents the interests
of all merchants and suppliers to the builders merchants industry.



Where do we want to go?

BMF: Goals for 2017

Goal 1 – Establish the BMF as the “Must Join” Industry Body that Merchants and Suppliers want to belong to and engage with

Criteria:

- The number of branches and geographic spread
- % industry turnover. Minimum target – 75%
- Number of companies in membership
- The number of merchant employees nationally
- Number of members displaying and promoting the BMF brand

Goal 2 – To highlight and establish the significant performance of the Merchant Sector as a vital contributor to UK economic growth to key stakeholders (Government, National Press, Supply Chain, Customers and Members)

Criteria:

- Being routinely invited to contribute/comment on key areas of policy/debate which impact upon the merchant sector by both trade and national press
- Column inches of press coverage in trade and national press as measured by equivalent advertising spend
- An increasing number of MP visits to Merchants and BMF meetings with Ministers, key civil servants and local Mayors and council leaders

Goal 3 – To agree and promote the industry standard for Customer Service, Responsible Purchasing, Health & Safety, Training and Educational Qualifications

Criteria:

- To develop policies on on-line sales and on responsible purchasing
- Researching, publishing and promoting industry standards
- To be recognised by our members as an authority on these issues in the merchant sector
- The number of members/percentage of applicable members that sign up to those voluntary codes of practice which the BMF is looking to promote

Goal 4 – To be the leading body in helping to attract and develop talented people into the Merchant Industry

Criteria:

- Increasing the number of all attendees on BMF Training Courses, particularly Diploma candidates
- Increasing the number of Apprentices generally and in the BMF scheme in particular
- Research on awareness of the Merchant Industry vs other related industries
- Increasing the number of new people entering the industry (especially women) via school/college job fairs and via the BMF Youth Recruitment campaign and Open days

Goal 5 – To establish the BMF as the defacto industry reference responsible for “professionalising” the Industry

Criteria:

- Clarity of BMF Membership criteria
- The number of registered complaints and comments about members received by the BMF
- Trade customer survey to be sent out to the BMF members' customers
- Number of health & safety incidents / accidents reported (RIDDOR)
- The number of BMF Members signing up to the new BMF Customer Charter

Goal 6 – To ensure the BMF is financially viable and is not wholly dependent on its assets

Criteria:

- To fulfil the mission of the BMF on at least a break even basis, continually exploring additional added value membership services

How will we get there? Our 5 Strategic Themes

5 Strategic Themes

1. Industry Analysis

To inform on the future of the sector and its impact on members and the Construction industry supply chain by 2020

To do so will include preparation of information into the contribution of the sector, the changing nature of the supply chain including on-line purchasing and responsible sourcing

Key Action Points

- Liase with CPA to leverage knowledge/expertise on key trends within the Merchant Sector. Recruit an internal additional resource

2. Recruitment/Market Segmentation

Core growth targets identified as;

- Plumbing & Heating (Merchants and Suppliers)
- General Merchants
- Suppliers

Additional segment opportunities identified as;

- Timber
- Roofing

Key Action Points

- Identify the key membership requirements and clarify what the BMF offers for General Merchants and amend promotional material accordingly
- Review BMF Membership categories
- To attract one major multi branch merchant group into membership by the end of 2015
- Identify the key membership requirements and clarify what the BMF offers for Plumbing & Heating
- Identify the key membership requirements and clarify what the BMF offers for Suppliers

3. Strategic Partnerships

Leveraging relationships within the sector to enhance industry recognition, membership growth and services

Key Action Points

- Partner with CPA (active partnership), for tapping into economic and lobbying resource
- Partner with NMBS having dialogue/conversation as client/member but no strategic partnership
- Partner with IOBM for a partnership in training, using IOBM logo where applicable
- Partner with CBI and CITB

4. New Value Added Member Services

- New services should reflect the difficult issues facing merchants e.g. Legislation, IT. Product Shortages, Chain of Custody
- Regional Managers should regularly ask members what they need and feed this back to HO

Key Action Points

- Evaluation of how we maximise information via existing resource
- Introduce Supplier, Finance and HR Forums

5. Industry Recognition

- How does a BMF member differentiate themselves from a non-member?
- Should the BMF act as a mediator between: Merchant and Customer, Merchant and Supplier?

Key Action Points

- Launch new BMF Customer Charter outlining clear guidelines to the Industry of what differentiates a BMF Member from a non-Member
- Set out BMF Disputes Resolution Procedure outlining need for Members to use their own disputes procedures first
- Develop Awards to Trainees and Members
- Support Award Schemes of Partner trade bodies
- Review and evaluate BMF Industry Reference matrix by June 2015 and present at BMF All Industry Conference

2015

- Prepare a feasibility study for expansion into Southern Ireland and involvement with Southern Irish Merchant Association
- What will the changes in supply chain/internet mean for the Merchant Industry by 2020
- Commission research
- Hold supply chain forums
- Hold round table discussions with BMJ/BMN
- To compile a detailed Market report on the Merchant market size and structure in conjunction with GFK and issue to trade and national press

- To attract the fourth and final major multi branch merchant group into membership

- Partner with SNIPEF for Improving long standing liaison
- Clarify requirements and priorities for each of the core trade partnership bodies
- Partner with FMB for representing merchants' customers
- Partner with TTF for timber related events

- Evaluation of how we get more engagement from existing members with existing member services, specifically training
- Capture information from Regional Managers via face to face contacts with members and via new MMS system

- To compile a detailed Market report on the Merchant market size and structure in conjunction with GFK and issue to trade and national press

2017

- Preparation of a detailed report on “The UK Merchant Sector to 2020, Key Trends, Contributions and Recommendations for Commercial Sustainability”

- Identify the key membership requirements and clarify what the BMF offers for Timber Merchants
- To attract 75% of the Merchant Industry (500 merchants) by 2017
- To attract 250 suppliers into membership by 2017

- Investigate partnerships with Customer trade bodies e.g. Plasterers, electricians and plumbers
- Continued Partnership with BMTT for the provision of funds for BMF training – On-going
- Continued partnership with Worshipful Company for charitable work and donations – On-going
- Continued partnership with FEST & UFEMAT Representing UK merchants' interests – On-going

2018



- Identify the key membership requirements and clarify what the BMF offers for Roofing Merchants

- Clarify requirements and priorities for additional trade partnership bodies
- Investigate partnership with NHBC
- Investigate partnerships with NGO's e.g. WWF, Greenpeace, Green Building Council

