

annual bathroom conference

programme

2011

*profit from the green agenda ...
smart solutions*



Wednesday 9 November 2011

Crowne Plaza Heythrop Park
Enstone, Oxfordshire, OX7 5UE

YOUR GUIDE TO ATTENDING CONFERENCE

the conference

The Annual Bathroom Conference has evolved over the last decade into the premier event in the bathroom business calendar.

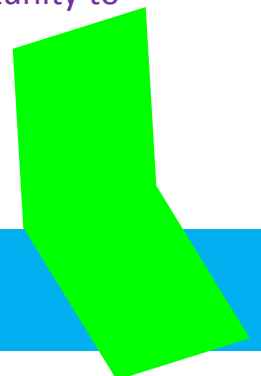
Conference brings together key personnel from all sectors of the bathroom Industry and offers a unique opportunity for manufacturers, distributors, retailers, architects, designers and the media to influence the Industry's development.

About the Event

How can the bathroom industry profit from the green agenda?

Like it or not, green issues including climate change, water and energy scarcity and carbon emissions are here to stay. There's every chance your customers are already demanding proof of your environmental management systems. Consumers are now asking 'is this product sustainable.' A smart green solution is all about achieving the right mix of product, offering accurate green credentials, and great communication.

Conference 2011 will offer delegates the unique opportunity to gather information that will enable them to adapt their business and remain hugely competitive in the world's 'green' markets.



why attend?

Green building is dynamic, evolving and rapidly growing. It is being driven by rising consumer concerns about climate change, escalating energy prices, and the growing population. It is also driven by government which is tackling an inadequate infrastructure and driving a reduction in carbon emissions.



There has been a dramatic increase in the 'greener' design and construction of buildings. A proliferation of 'green' products and a host of questions of a technical, social and economic nature have begun to influence the strategic direction of many businesses. Today's consumer is eager to learn, research and purchase more and more 'green' products to ensure a more healthy and cleaner environment for their family and their future generations.

Saving water and energy, and reducing carbon emissions, are subjects which have been discussed many times in many forums. Commercial enterprises are now looking for new unique selling points to help them steal a march on their competitors.

The Annual Bathroom Conference 2011 aims to provide some of the answers to the technical, social and economic questions which the green agenda raises.

2011 conference programme

08:30 Registration | FOYER

08:30 Coffee and Exhibition | BALLROOM

09:15 Annual Bathroom Conference | THEATRE

Opening welcome – BMA President, Ian Stuart
The vision for the day – Facilitator, Sue Nelson

09:45 The Economy | THEATRE

Andrew Goodwin - Do we need a plan B? We are now almost eighteen months into the government's five-year plan to restore the health of the UK economy. So far it's been far from plain sailing and the question of whether or not we are following the correct plan has never been far from the surface. We will assess the state of the recovery to date and ask whether the government's economic policy is working, or whether it is time for Plan B.

Keith Taylor - Getting Changed in the Bathroom A review of the developments in the building and construction sector and how these factors might impact on the bathroom industry, with a particular focus on how water efficiency drivers might lead to products, attitudes and usage being changed in the bathroom environment.

Open Forum

10:45 Break and Exhibition | BALLROOM

11:15 The Environment | THEATRE

Sonia Phippard - Resource efficiency: policy on carbon and water efficiency and how it might affect consumer behaviour Both the EU and UK are looking at the challenges of reducing carbon emissions and the long-term challenges of water availability. As policy develops what are current initiatives and the changes to consumer behaviour they are trying to bring about, and are they likely to be sufficient in the longer term? What might this mean for the bathroom market going forward?

Michelle Hubert - One problem, many answers Sustainability links the biggest ideas happening now. Yet for the range and scale of these issues, the core of the problem remains the same. It all comes to the question climate change asks of us – “are we using energy effectively?” The answer means everyone is changing – manufacturers, retailers, consumers. The low-carbon economy was worth £150b last year. It's the fastest growing sector in the world because it links into everything. Those that get the potential are going to get rewarded. Those that don't will be left behind. That's the challenge and it's the opportunity.

Open Forum

12:30 Lunch, Exhibition, Networking | BALLROOM

13:45 Profit from the Green Agenda | THEATRE

Sue Nelson - Welcome back

Ben Earl - Water Efficiency and Consumers – push or pull? With water resources under increased pressure and yet the value of water still perceived as low, how do we reduce consumption? The manufacturers with the support of the retailers need to step up to the plate.

Tim Pollard - Working together towards a more water efficient UK The currency of sustainability has, until now, been defined almost wholly in terms of carbon. As a consequence legislation and regulation has been heavily slanted towards the reduction of carbon emissions. However, the changing weather and demand patterns are highlighting water supply issues which have been particularly evident over the last few years. As water metering becomes more prevalent, end consumers will be able to better recognise how their activities directly affect consumption and costs. All stakeholders will need to work together creatively to develop and promote solutions which allow improved water efficiency without compromising experiences. Tim will discuss some of the potential programmes and activities to achieve a more sustainable future and how the industry can work together to reach this goal.

Open Forum

15:00 Break and Exhibition | BALLROOM

15:30 Influencing Behavioural Change | THEATRE

Pat Dade - The Green Bathroom – Expanding opportunity or just this year’s version of avocado? Environmental awareness and pressure group activity has led to many legislative changes over the years resulting in more “efficient” appliances and accessories in bathrooms. Data and suggestions will be presented in an enjoyable and informative session. It is planned to have an actual on-going case study to present to the audience on the day – illustrating methods of consumer based marketing positioning of any product.

Open Forum

16:15 Key Note Speech - A Sustainable Society | THEATRE

Sue Nelson - A Sustainable Society – Does it wash in the bathroom industry?

Former BBC science and environment correspondent, Sue Nelson, presents the Planet Earth podcast for the Natural Environment Research Council and is familiar with the issue of sustainability. Sue discusses what sustainability means for society, how it is communicated by the media, advertisers and industry, as well as how it is perceived by the public. Most of the Earth may be covered in water but only 2% of our planet’s supply is freshwater. Sue therefore examines the future of an industry which relies on a valuable and limited natural resource, covering everything from waterless baths and toilets, to organisations who have been inspired by sustainability to produce innovative products.

17:15 Round up and close | Sue Nelson | THEATRE

conference speakers



Sue Nelson

Conference Facilitator and Key Note Speaker

Sue Nelson is an award-winning science writer and broadcaster, described as 'one of Radio 4's best science presenters' by The Sunday Times. A former BBC science and environment correspondent, Sue produces the popular Planet Earth podcast for the Natural Environment Research Council and is Editor of The Biologist.



Andrew Goodwin, Oxford Economics

Andrew is a Senior Economist at Oxford Economics, where he is responsible for forecasting and monitoring the UK economy and manages a number of related consultancy projects. Andrew contributes regular articles to a number of Oxford Economics publications and edits the UK Weekly and quarterly UK Economic Outlook publications. Prior to joining Oxford Economics in August 2008, Andrew spent three years working for Experian where he managed the Regional Planning Service. Prior to joining Experian, Andrew spent four years as a Senior Economist at the Confederation of British Industry (CBI) where he was responsible for producing the UK forecast. Andrew was educated at the University of Surrey.



Keith Taylor, Director, AMA Research

Keith has over 25 years experience in the UK building and construction industry. He is one of the founding directors of AMA Research Ltd which was set up in the late 1980s to provide companies and organisations in the UK construction industry with considered reviews of their markets, supply chains and decision making processes. Over the last 2 decades Keith has been involved in publishing hundreds of market research reports on the UK building and construction industry, featuring assessment of market sizes, trends, change factors, product developments, key suppliers, distribution channels etc. In addition he has been involved in numerous ad-hoc research projects, reviewing supply chain issues, buying processes, specification influences, as well as funding impacts, legislative and regulatory changes and their influence on a wide range of markets.



Sonia Phippard, Director, Water, Floods, Environmental Risk & Regulation WaFEER

Sonia has been Director, Water, Floods, Environmental Risk and Regulation since April 2010. She held two previous posts in Defra – responsible for EU and International policy in relation to food, farming and rural development, including reform of the Common Agriculture Policy (2006-2010) and Director, Sustainable Agriculture and Livestock Products (2001-2006). That role included oversight and co-ordination of the delivery programme for the Government's Sustainable Farming and Food Strategy, sustainable agriculture policy issues and co-ordination of policy issues in relation to the livestock sectors. Before joining Defra, most of her career was spent in the Cabinet Office, with periods of secondment to the Department of Education and Science and to PriceWaterhouseCoopers.



Michelle Hubert, CBI

Michelle joined the CBI's climate change team in August 2010 and is responsible for energy efficiency in buildings, focusing particularly on the Green Deal, zero-carbon buildings and the Energy Efficiency Directive. Michelle also leads on the CBI's Climate Change Tracker, a biannual report which evaluates the government's climate and energy policies. She has previously worked on energy policy and manufacturing policy. Before joining the CBI, Michelle studied politics at Nottingham University and worked in the Ministry of Justice.



Ben Earl, Environmental Affairs Manager, B&Q Plc

Ben is Environmental Affairs Manager for B&Q, the UK's leading home improvement retailer. Ben is a judge for the Watermarque scheme run by Waterwise and is responsible for B&Q's water policy. He graduated from the University of Northumbria with a BSc in Environmental Studies. After working for a number of MPs, Ben joined the Woodland Trust and later became a Director at Oxfordshire-based Northmoor Trust. Ben has recently stepped down as Trustee to the Forest Stewardship Council (FSC UK). B&Q was the only retailer to deliver a government-backed 'Pay as you Save' trial and has been at the forefront of influencing ministers on the Green Deal.



Tim Pollard is Head of Sustainability for Wolseley UK

Tim is not only responsible for delivering the Sustainable Building Center at Leamington Spa but he also heads up the team which is defining Wolseley's sustainable product offer and its commercial implementation. Tim's breadth of knowledge stretches across a wide range of products and technologies together with the implications and requirements of a sustainable supply chain. In 2008 Tim was included in the 'Building' Magazine Top 40 list of 'Green Gurus'; sustainability figures that are considered leaders in their field and in July 2010 he was named as one of the West Midlands Top 50 Green Leaders. Before his current appointment Tim was Head of Marketing for all the Wolseley UK businesses. His 20-year career in merchandising has included experience in all sectors of the construction market. Prior to Wolseley, Tim's career included a spell with the German chemical giant, Hoechst and a 3 year period working in Sweden.



Pat Dade, Director, Cultural Dynamics Strategy and Marketing Ltd.

Pat is recognised as one of Britain's leading experts on psycho-social cultural change. His current and former companies have been responsible for running the longest running survey of British values, currently known as The British Values Survey. This research measures the changing values, beliefs and motivations of whole cultures and nations from an individual psychological approach. Pat advises major corporations and government bodies on the implications of micro and macro cultural changes on their programmes, policies and procedures. He has worked closely with over 300 major organizations including Unilever and Shell, BMW and Skoda, the BBC and Sky Television, Green Peace and the U.S Marines, and Arsenal Football Club. He lectures extensively in universities and business schools.

sponsorship

Opportunities are still available for companies who offer services to the bathroom industry to have a greater presence at Conference, to sponsor the various activities, and to participate at the supporting exhibition

phone 01782 631619 and speak with Linda Williams

annual bathroom conference **2011** **the venue**



Opened in
Autumn 2010



Stunningly beautiful
Chic, Stylish & Sophisticated
Contemporary & Elegant
Cosmopolitan & Quirky
State of the Art
Health Club & Spa
Par 72 Championship Golf

Crown Plaza Heythrop Park

Enstone, Chipping Norton, Oxfordshire, OX7 5UF

www.cpheythropark.co.uk t: 01608 673333 f: 01608 673799

for SAT NAV use OX7 5UF to get to the main drive



Conference organised by the BMA – The Voice of the Bathroom Industry
Innovation Centre 1, Keele Science & Business Park, Newcastle-under-Lyme, ST5 5NB
01782 631619 info@bathroom-association.org.uk

conference sponsors



media partners and exhibitors

