



BRITISH STAINLESS STEEL ASSOCIATION

The Innovation Centre, 217 Portobello, Sheffield, S1 4DP
T: +44 (0)114 551 8170 E: rob.cooper@bssa.org.uk W: www.bssa.org.uk

Managing Director's Report: Dec 2021

Introduction

Good morning

It is my pleasure to welcome you to the BSSA's "virtual" BSSA Annual General Meeting. Thank you for taking the time out of what I am sure is a busy schedule for you all.

I will now present my report as Managing Director of the BSSA.

You will have a copy of this report already sent to you as part of the emailed meeting pack, but I will circulate with the formal minutes from the AMG. If there are any aspects you would like to talk about in more detail please do not hesitate to call or email me.

BSSA in 2021

Overview:

2021 again was a challenging year for everyone, both businesswise and for many of us personally as we continue to battle with the Covid situations, lockdowns, furlough and changes to Government guidelines. Our thoughts go out to anyone affected by the pandemic.

The BSSA has continued to change and evolve We expected income to reduce with a drop in membership, forecasting a difficult year due to the effects of the pandemic and Brexit impacting on the UK and global economies. However, we saw a quicker than expected economic bounce back, and with tight control of our costs and the support of our members through these difficult times we have had a better 2021 that we could ever have expected back in January.

We hosted our first event for almost 2 years in September in the fantastic venue of the Belfry. We held a conference during the afternoon was well attended with the feedback about the speakers very positive. The broad spectrum of business relevant topics were covered in detail. Some of those speeches are now available on our YouTube channel and on the website for your information. The evening dinner was excellent, with 114 members enjoying some great food and wine and the opportunity for a catch up with customers and friends and to make some new acquaintances. The dinner generated an above expectation return for the BSSA.

We have Lucy Gubbins back part time since October to boost our Social Media presence, and I am sure you will be seeing more posts on LinkedIn and Twitter and we will continue to increase our activity in this field with some focussed activities such as "why be a member" which was started in the last week.

The BSSA continues to support the stainless steel industry technically. The SSAS has responded to 550 enquiries so far this year and has answered over 48,000 enquiries since 2011. Although this number is slightly down on 2020, we have seen fewer enquiries from outside of the UK, but the level of complexity of the questions increases.

We have delivered 10 Beginners Guide to Stainless Courses with 66 attendees generating £5000 +VAT of income. There are plans to expand our training offer in 2022, and to increase the scope of our on-line courses and hopefully to resume some face to face training.

I wish to confirm the BSSA changed accountants on 1st August 2021 to Century 21 Chartered Accountants, based in Sheffield. The change, confirmed with the board's approval, will show the BSSA an improved service level and some savings.

As 2021 ends we are now looking forwards to 2022 with some excitement. We have recently confirmed our next event. We will be hosting a conference and dinner on Thursday 16th June at the Grand Hotel, Central Birmingham. We wanted to have the event in a central location with good public transport links to encourage the more sustainable approach that we as an industry are working towards.

We also are working with the UK Metals Council to support the UK's first ever Metals Expo to be held at the NEC in the West Midlands in September. Quite a number of members have signed up to exhibit and I would encourage you to do the same if you haven't already. It will be a fantastic showcase for the UK metals industry.

It is hoped that we will also be able to arrange an informal golf event the day before the UK Metals Expo, which we will open to Members and their guests. More on that in the coming weeks.

As you can see 2021 was busy and 2022 will be busier still.

Membership:

Membership is currently 147 companies. During 2021 we welcomed 7 new members but during the same period, lost 12. Most of these were at the start of the year, and the reasons were mainly financial constraints within their businesses. Year to date 2021 we have received £178,123 inc VAT income from fees which is comparable to 2020's full year total of just over £180,000 inc VAT.

As agreed by the Board of Directors, membership fees were increased by 2% for 2021 and fees will increase by 5% for 2022. We thank all our members for their continuing support and commitment to the work of the Association.

Membership has so far accounted for 76% of all income received during 2021. This is a substantial percentage reduction from 95% in 2020 and gives the BSSA accounts a more balanced look. The biggest contributors to the changes from 2020 have been the conference and dinner and the BSSA has undertaken more paid training during 2021.

Other Activities and Comments:

In my final comments I will take this opportunity to thank all Association members for their continuing support. I would also like to thank my colleagues in the Association for their efforts and commitment on behalf of our members.

I also thank the members of the Board, all of whom give their time and energy to support our activities in promoting stainless steel in the UK and Ireland.

I wish to say a few additional words. Firstly to David Cass, who has been our chairperson for the last 2 years. This has been an especially difficult time, firstly due to the lack of leadership within the BSSA following Paul Barkers retirement, and then the pandemic. It is tough enough having the “day job” to manage without the BSSA! However, David has been a voice of calm and reason, and I thank him for his support, and I look forward to continuing working with David still on the board as a representative of our ordinary members.

I look forward to working closely with our new Chair, Kirsty Davies-Chinnock and Darren Moulton as Deputy Chair for the next two years. They will bring a different dynamic to the BSSA as we continue to develop our offerings to our members.

My final words are to one of the industry greats, long standing board member and friend, Peter McDermott. We have known one another for the best part of 20 years, and Pete has always been a great professional, but also great fun. We have had a few games of golf and race days over the years together, and certainly will have had a drink or two. Pete has been a very long standing supporter of the BSSA and took his turn as our Chairman a few years ago. We will all miss having him around but I wish him a long happy and well deserved early retirement from Leviat and the BSSA.

As I mentioned earlier, please let me know if you wish to have more detail on the items mentioned today.

Rob Cooper

8th December 2021