

# 2020 VISION

PROMOTE, SUPPORT AND DEVELOP



# INTRODUCTION

There are not many trade bodies that can attest to having been around for 100 years.

At the NAS we're proud to have done so. From simple, humble beginnings the association has established itself as a trusted professional representative body with a membership spanning the length and breadth of Great Britain and Northern Ireland.

Our Centenary Year has acted as a catalyst for the association to look internally and externally to determine how we can be fit-for-purpose for future decades. Consequently, we've embarked on what we believe is a period of true transformation aimed at ensuring the Association is more relevant and valuable to our sector than ever before.

And we'd like to share some of our thinking within the context of what we're calling our 2020 Vision.



James Filus - NAS Director



Sophie Lewis – Marketing and PR Manager



Lorraine Shepherd – Training Manager



Joanne Hill – Office & Account Manager

# THE CONTEXT OF OUR TRANSFORMATION

We started this year with a change in personnel: a new President, Director, and team at NAS House – all focused on transforming the NAS into a modern, best-in-class Trade Association.

Our first challenge was marking our Centenary through a series of signature events:

- The President's Weekend – which included an exclusive bowling evening at the Ham Yard Hotel and a wine tasting dinner at London's Berry Brothers and Rudd.

01



Marc Allen, President

02



Alan Stewart,  
Vice President

03



James Filus, Director

04



Bowling Event

05



Wine Tasting Event



# THE CONTEXT OF OUR TRANSFORMATION

- A year-long, award-winning, NAS100 Charity Challenge – which is on track to raise over £100,000 for a range of charities including CRASH, Macmillan, the Stroke Association, and the Alzheimer's Society.

- Our Centenary Apprentice competition, where we showcased the future talent of the sector;
- The Centenary Celebration charity fundraising dinner.

In the meantime, we've been working on laying the foundations to transform the NAS.



# THE FRAMEWORK OF OUR TRANSFORMATION

## 3 CORE VALUES



Our ambitious programme will fall under three core association values:

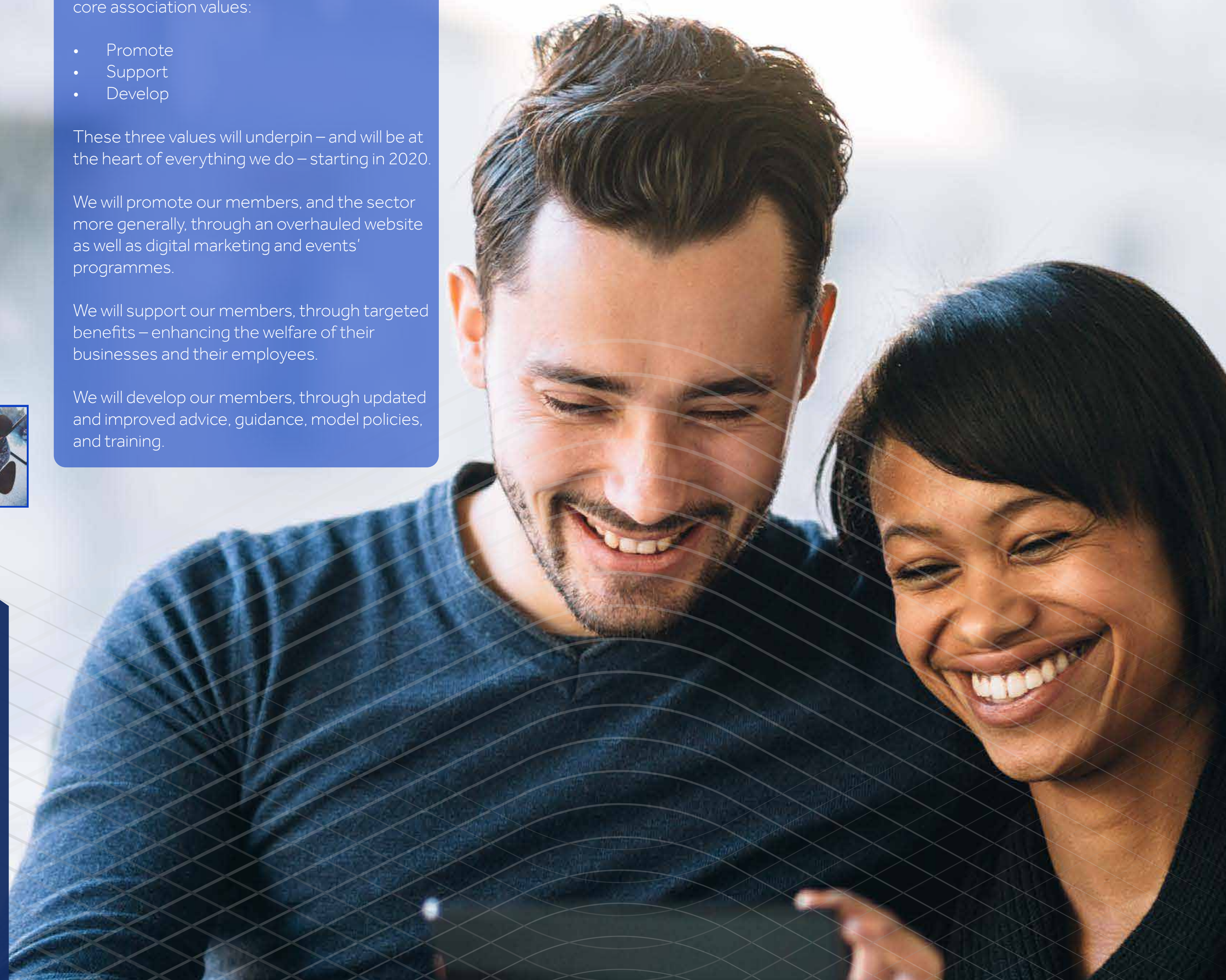
- Promote
- Support
- Develop

These three values will underpin – and will be at the heart of everything we do – starting in 2020.

We will promote our members, and the sector more generally, through an overhauled website as well as digital marketing and events' programmes.

We will support our members, through targeted benefits – enhancing the welfare of their businesses and their employees.

We will develop our members, through updated and improved advice, guidance, model policies, and training.



# THE FUTURE OF OUR TRANSFORMATION. OUR 2020 MANIFESTO.

Throughout 2020 we'll have several important initiatives as part of our transformation agenda, such as...

- Regional, half-day, meetings across the UK featuring guest speakers, an opportunity for networking, learning, sharing key challenges and exploring how the NAS can help.

- An enhanced training offer – working with reputable partners to deliver cost-effective training UK-wide – and support from our dedicated Training Manager.

- A new, modern website, which enhances our growing online presence and best showcases our members and their work.

- A review of all NAS guidance documents, so that they remain relevant, alongside a new set of model policies to drive best business practice.

- Benchmarking research covering the shopfitting and interior contracting sector.

- The option to pay membership fees over 12 months at 0%.



PROMOTE



SUPPORT



DEVELOP



# TRULY DELIVERING FOR OUR MEMBERSHIP

It's no secret the construction sector has taken some time to get on its feet after the challenges of the economic downturn. Those companies who have survived are different from before: leaner, more efficient and more discerning with how they invest their hard-earned cash. Therefore, it's more important than ever that trade associations truly deliver value for money.

That's why we are committing to our members that, in 2020, the benefit of NAS membership will outweigh the cost. We welcome members to challenge us on this commitment – we will listen, and act.



### Core Value

### Membership Benefits

#### Promote

Use of the NAS logo as a mark of quality  
Be heard and have influence - the NAS is the voice of the sector  
Directory listings (online/publications)  
Free ticket to the NAS AGM  
Discounted events [25% off non-member ticket price]

#### Support

Helplines to support your business (contracts, legal, employment, and safety)  
High-street discounts and wellbeing support for your employees  
Discounted logistics support (reductions on AA membership, fuel cards, and parking)  
Discounted industry publications (BSI/CIP)  
Exclusive discounts on products and services from NAS Members

#### Develop

Discounted/subsidised training through our Approved Training Providers  
Advice and support with your training needs from our Training Manager  
Access to information, advice, and guidance

Annual membership starts from £79 per month for Full Members and £54 per month for Associate Members (plus VAT)



# NEW ENERGY, NEW DIRECTION, TANGIBLE DELIVERABLES.

**2020's going to be another transformational year for the NAS.**

We hope you are ready to join us on our new direction with new energy and tangible deliverables.

**NAS House  
411 Limpsfield Road  
Warlingham  
CR6 9HA**

**T: 01883 624961  
W: [www.shopfitters.org](http://www.shopfitters.org)  
E: [info@shopfitters.org](mailto:info@shopfitters.org)**