



THE VOICE

of the Tiling Industry

Autumn
& Winter
2021
Newsletter

TTA SETS OUT A BOLD VISION FOR THE COMING DECADES

TTA is launching a major rebranding and modernisation programme, following an extensive member survey, which it has carried out during the past two months.

With an aim to double membership by 2025, TTA will radically overhaul the services offered to its members, while further developing and revamping its core objectives and purposes in the market.



"It's an exciting time ahead and I believe that all members will benefit from the reinvigorated TTA which the board plan to build."

TTA will move forward on a new modernised platform which has the core purpose of building excellence in tiling and the tiled environment and is supported by three strategic pillars which are designed to:

1. Raise tile and tiling standards and enhance installation expertise and craftsmanship;
2. Improve the value of membership and attract, engage and retain more members;
3. Promote the benefits of tiles and provide a unified voice for the industry at government level.

The roadmap includes a number of Big Ideas, which are set to create real interest and excitement within the industry. One of the most exciting is the creation of a new Master Tile Fixer Certification, which will enable tilers to show their customers that they are skilled, knowledgeable and professional, setting them apart from other fixers and providing a really strong benefit for TTA membership.

TTA AWARDS

24TH JUNE 2022

Entries open in December

www.ttaawards.com

Next year's Gold Sponsors*

*at the time of going to press



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N&C



THE NAME
REFLECTS QUALITY



Also in this issue!

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Latest info for TTA members on product marking

Because of the UK leaving the EU, the CE mark will cease to be recognised in England, Scotland and Wales and will be replaced by the UKCA (Conformity Assessment mark).

www.gov.uk/guidance/construction-products-regulation-in-great-britain



Northern Ireland currently continues to recognise CE marking. The Northern Ireland Protocol came into effect at 11pm on 31 December 2020. For as long as it is in force, Northern Ireland will align with all relevant EU rules relating to the placement of manufactured goods on the market.

The Government originally intended the changes affecting England, Scotland and Wales to come into effect from 1 January 2022 (although the relevant legislation has not been passed yet). This has now been pushed back to 1 January 2023, due to sufficient assessment facilities not being available yet. [<https://www.gov.uk/government/news/businesses-given-more-time-to-apply-new-product-safety-marking>]

There is some suggestion it may get pushed back a further year and the Construction Products Association has confirmed that it is lobbying for this, in the belief that there will be insurmountable bottlenecks at the existing 'approved bodies' which can carry out conformity assessments. These have to be carried out by a UK-appointed 'approved body'.

Construction products are in a slightly different position to most other products in that they do not have to have a marking on each individual product. This has been the case for CE marking and continues to be the case for UKCA marking. The label can be fixed to accompanying packaging or documentation (Article 9 Clause 1 of the UK legislation).

Obtaining the UKCA mark is the responsibility of the manufacturer who is placing the product on the GB market.

Under the current timeline, CE marking will continue to be recognised on all products until the end of 2022. Furthermore any products which have been lawfully marked with the CE mark and placed on the market before the end of the transition period (the end of 2022) can continue to circulate until they reach their end user, whether they are in the UK or the EU.

The new regulations for product marking are widely acknowledged to be highly complex and confusing. TTA is committed to helping its members as they try to keep on the right side of the regulations, and held a special seminar on this topic at TTA HQ in Stone on Tuesday 23 November. The main speaker was Lorna Williams, Executive Officer and General Secretary of the British Adhesives and Sealants Association. Lorna is also a member of the TTA Technical Committee and a recognised authority on this topic. Those interested in receiving a recording of this seminar are requested to email [TTA: technical@tile.org.uk](mailto:technical@tile.org.uk)

TTA WARNS OF IMPACTS FROM ENERGY PRICE INCREASES

Through its representation on Build UK and the Construction Leadership Council's Product Availability working group, TTA is monitoring current industry trends on prices and availability.

The latest Construction Product Availability Statement from the CLC welcomes the fact that product availability has improved in a number of areas.

However it also flags up the fact that there remain challenges in connection with logistics, labour shortages and rising product and input costs.

The shortage of HGV drivers is still a critical issue and, having consulted with representatives of the road haulage industry, the CLC does not expect any significant improvement until Q1 2022 at the earliest.

There are now also warnings that high gas and electricity costs, along with associated carbon costs, are impacting both UK and overseas heavyside manufacturers, leading to significant price increases for ceramic products, glass, steel and bricks.

Meanwhile the Italian publication Ceramic World Web has recently reported on how energy prices are adversely affecting the recovery of the main tile producing areas in Italy and Spain.



Energy costs have risen particularly rapidly in these areas since September, wiping out the effects of the post-pandemic economic recovery for Italian and Spanish tile manufacturers at a time when production levels should be increasing to meet double-digit growth in orders. Prices are not expected to fall significantly over the coming months.

In a recent presentation, Professor Noble Francis of the Construction Products Association has stated that although general growth of the economy is still expected in 2022, this is now being forecast at 5.5%, rather than 6.3%, as was the case previously. This is due to 'economic risks', of which the rising cost of energy is one. The CPA now expects inflation to hit 5% during 2022.

Members tell us in a survey that TTA offers great services and value for money

95% of tile fixer members of TTA agree that their membership offers good value for money.

How do we know that? We know because we recently asked you in a wide-ranging survey of fixer and retailer members. If you supported us by taking part, we would very much like to thank you for doing so.

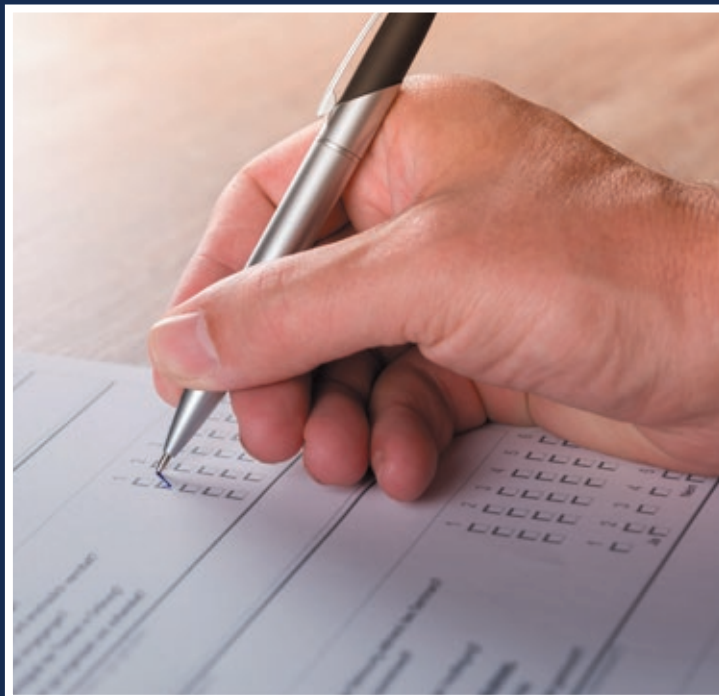
As well as telling us that their TTA membership offers good value for money, 85% of tile fixer members also say that TTA represents the tiling industry well. Additionally, many members say they have obtained work through their membership.

With regard to retailer members, 83% of you say that your membership is good value for money, while retailers are unanimously of the opinion that TTA represents the tiling industry well.

The member benefit that came out top in the survey was simply having the right to use the TTA logo – in such ways as general marketing, on vehicles and on letterhead. The logo conveys authority and respect in the industry, as TTA members have discovered, which is why it is the most valued benefit. Tile fixers can demonstrate this with their Registered Tile Fixer Card.

Other top benefits which emerged from the survey are technical advice and support, including a technical helpline available free of charge to members, along with the full range of TTA Technical Publications available for download free of charge to members and access to the TTA Technical Inspection Service at a discounted rate.

The enhanced free listing in the business directory section of the TTA website is also a much-valued benefit, which enables members to benefit from many thousands of visits to the site each month, as the website comes up in first position on Google on a large number of search terms.



TTA voted on to the Build UK board

TTA is pleased to announce the election of its Chief Executive Officer Kay Porter to the Board of Build UK. This gives TTA a seat at the 'top table' with the opportunity to lobby key Government departments on behalf of our members.



For TTA to have achieved such a position, holding one of the eight board positions, reflects the hard work that the Association has been carrying out on behalf of its members over many years, but in particular during the challenges of the past two years.

"We recognise the support that TTA continues to provide to us in our work representing the construction industry," says Suzannah Nichol MBE, Build UK's Chief Executive, "so I am very pleased to welcome Kay and TTA to our Board."

As a member you get:

- ✓ Free business advice
- ✓ Free legal guidance
- ✓ Free technical support helpline
- ✓ Free legal helplines
- ✓ Insurance deals
- ✓ TTA technical publications
- ✓ Free credit check
- ✓ Access to Primary Authority

... and much more!

TTA Awards – it's 'great to be back'!



JACKOBOARD®



The 2021 TTA Awards gave the tiling industry the opportunity to celebrate its first real get-together for two years. Attendees enjoyed being able to meet and enjoy a long-anticipated catch-up and chat with friends and colleagues old and new. TTA would like to thank those who attended and who helped to make the evening safe and enjoyable for all.

TTA also wishes to express its most sincere thanks to our Gold sponsors, whose commitment and support makes the TTA Awards possible. The 2021 sponsors were: Banks & Lloyd, JACKOBOARD, Mapei, Norcros Adhesives, Palace Chemicals, PCS, Shackerley (Holdings) Group Ltd., Tilemaster, UltraTileFix and Verona.

It was also a successful night for the TTA's nominated charity Children Today. The fundraising raised a very impressive total of £1,600.

A number of attendees at the Awards night started the day with a round of golf at the celebrated Forest of Arden Golf Course – and a successful time was had by all! The day's winners were Martin Tee (Nearest the Pin), Mark Finbow (Longest Drive) and Andy Bass (TTA Trophy).

TTA Awards 2022 Timeline

Contact TTA if you want to be a sponsor – now!

Entries open – soon!

TTA Awards 2022 - 24 June at the Hilton Birmingham Metropole. Save the Date!

The Tiling Show 2022 - 24 June at the Hilton Birmingham Metropole. Save the Date!

More information on the dedicated website: www.ttaawards.com.

**Paul Dawtrey wins
Lifetime Achievement
award**



**Martin Pouncey of
Instarmac wins
Employee of the Year**



**Andy Carroll wins Tile
Fixer of the Year**



**Digital Ceramics Custom Tiles
wins Best Commercial Project
(Small) for the Atoll Project**



**Shackerley (Holdings) Group Ltd
wins Best Commercial Project
(Large) for One Vesta Street,
Manchester**



**Armatile wins Best
Heritage Project for St
Patrick's Church**



**Craven Dunnill & Co Ltd wins
Best Domestic Project for
Carpenter Road, Edgbaston**



**RAK Ceramics wins
Beat Innovation
for Luce**



**Royal Mosa wins
Best Environmental
Initiative**



**Total Tiles wins Best
E-commerce
Website / App**



**Tile Choice wins
Excellence in
Marketing**



**BAL receives a Highly
Commended Award in the
Excellence in Marketing
Category**



**Roccia wins
Excellence in Retail
(Independent)**



**Topps Tiles wins
Excellence in Retail
(National)**



**Armatile wins
Excellence in Supply
& Services**



**Parkside wins Wall Tile
of the Year
for Spectre**



**Verona wins Floor
Tile of the Year
for Sunburst**



**Pro Tilers UK win
Excellence in Tile
Contracting**



Code for Construction Product Information published

The Construction Products Association (CPA) has published the Code for Construction Product Information (CCPI) which has been developed to ensure that reliable and consistent product information is provided by manufacturers. Designed as a response to the recommendations made in Dame Judith Hackitt's Building a Safer Future report, the code sets the industry benchmark for how product information is presented and marketed so that it is clear, accurate, up-to-date, accessible and unambiguous.

It contains 11 clauses, including transparency of information on performance and proof of stated claims, and manufacturers can now register their interest in being verified against the code later this year. Guidance has been published to assist with the verification process

Construction Product Information Ltd – a not-for-profit organisation with independent governance and management has been setup to administer the CCPI. Organisations can register their interest now to receive updates ahead of the launch of registration for verification towards the end of the year. Full information about CCPI can be found on the dedicated website www.cpicode.org.uk.



SkillBuild 2021 National Finals

Delivered by CITB, SkillBuild is the largest multi-trade skills competition in the UK for construction trainees and apprentices.

It comprises a series of competitions, which sees the very best in a range of disciplines compete against each other to be crowned a winner in their chosen trade. As each level of the competition progresses, competitors are tested on their technical abilities, and also on their time management, character and commitment. In that way the competitions can help build confidence, self-esteem and vital life skills.

The SkillBuild 2021 National Finals were at the National Construction College (East) site in Bircham Newton, Norfolk, with the competition taking place over the course of three days, from Tuesday 16th November to Thursday 18th November.

There was a final for each individual skill area, and there were seven finalists in the Wall & Floor Tiling Category. They were:



Christopher Parry, City of Glasgow College

Tony Kane, Southern Regional College

Aaron Gillespie, Southern Regional College

Morgan Nutt, North West Regional College

Laura Jones, Cardiff & Vale College

Aaron Brady, Leeds College of Building

Conor Nugent, Southern Regional College

David Rowley, Chairman of the TTA's Training Committee, was in attendance as a judge, and TTA sponsored a trophy for the 'stretch' test, which was held on the first day. TTA was also a category sponsor and presented a cheque for 1st, 2nd and 3rd places.

N&C, Schlüter-Systems and BAL were also supporting the event with a generous donation of materials.

How you can help to retain skills in our sector

Over the last 12 months a number of platforms have been developed to provide support for the construction industry, to recruit and retain skills which are essential for the future by linking jobseekers, employers and trainees.

Go Construct is the place to start if you're wondering if the construction industry is for you, providing information about a wide range of career options in construction.

Talentview Construction is the newest initiative, billed as the place where talented people go to find their first jobs, apprenticeships or work experience in construction and the built environment. It is backed jointly by the Government and the CITB. Contractors can post their vacancies for free on the programme website, which is also entirely free to use.



Talentview Construction is integrated within the Construction Talent Retention Scheme which helps match individuals already in the industry to the most suitable jobs, helping the industry retain its existing talent. The Construction Talent Retention Scheme (CTRS) is a not-for-profit programme, funded by Government, and backed by business organisations, professional institutions and construction unions. It features an online portal which allows skilled individuals to showcase their experience and expertise and helps businesses across the industry find the skills they need.

Funding still available through TTA for OSAT and EWPARG assessments



TTA is encouraging fixers to sign up for OSAT or EWPARG assessments, for which there is still CITB funding available. However this funding is expected to be used up soon, so any interested fixers should not delay in applying!

This is an opportunity which should not be missed, as an NVQ Level 2 is now required in order to get a CSCS card.

The CITB funding received means that TTA is able to offer these assessments at a much reduced rate, and furthermore TTA members are eligible for a further substantial discount on the cost.

Training by either route leads to an NVQ Level 2, which is required by all fixers in order to get a CSCS card. Although this is not required by law, most principal contractors and housebuilders require construction workers on their sites to have a valid card. Contractors are also becoming more rigorous in checking that workers on their sites hold the correct card.

Previous routes to getting a CSCS card, not based on a formal qualification - such as Industry Accreditation - are no longer allowed by CSCS. New applicants and those renewing their cards now have to have an NVQ Level 2 in order to obtain a CSCS card.

EWPARG (Experienced Worker Practical Assessment Route) is a one-day assessment aimed at experienced tilers, who for whatever reason do not have an NVQ Level 2. These assessments are carried out at an approved training centre.

An OSAT (On-Site Assessment & Training) is more suitable for those fixers who are new to the industry, have less experience and who require an element of training, as well as assessment. These are carried out on site at the trainee's place of work and generally last two to three days.

The EWPARG assessment costs £500+VAT for TTA members - £600+VAT for non-members plus a £71 registration fee. TTA members pay £650+VAT for the OSAT, while non-members pay £750+VAT, in addition to the registration fee. OSAT assessments will also incur travel expenses, which should be paid direct to the assessor.

"This funding is time limited, so it is important that those interested contact us as soon as possible," says David Rowley, Chairman of TTA Training Committee. "It is also another great reason why tile fixers should be members of TTA, since they benefit from a £100 discount on the cost of the assessments and the registration fee is waived."

Independent fixers and companies who wish to put their fixers through the assessments are encouraged to contact TTA for more information on 0300 365 8453 or by emailing training@tile.org.uk



Keep up to date with TTA's social media channels

Our social media platforms are the best place to get all the latest information from TTA. All our channels have been growing strongly over the last year and the content is constantly refreshed and updated.

Please follow and like all our social media channels to keep up with the latest news.



TTA's Facebook now has nearly 2,400 followers



TTA's Twitter now has over 5,000 followers



There are 1,750 followers on LinkedIn



There are also about 1,800 followers on Instagram

Welcome to new members

New members are the lifeblood of TTA and with this issue we are delighted to welcome the following businesses into membership of TTA:



A & L Tiling Ltd



Andrew Hindes Interiors Ltd



ESP Bathrooms Ltd



Hoffman Tiling & Bathrooms Ltd



NPTC Group



Rite Tile UK Ltd



Techni-Tile Ltd

TTA goes large in Spain

TTA representatives spent four days in early November in Castellón, Spain, hosted by ASCER (The Spanish Ceramic Tile Manufacturers' Association) and the Castellón Chamber of Commerce.

The UK group was organised by TTA, but the visit, including flights, accommodation and most meals, was fully funded by the Spanish hosts, for which TTA is very grateful.

The UK is the world's third largest export market for the Spanish tile producers. The TTA group was invited to the country's most important tile producing region to learn about the new generation of large format tiles, and they heard presentations from a number of leading manufacturers during the trip, and had the opportunity for some hands-on experience as well. Large format tiles and panels, although accounting for a small segment of the UK market currently, are now growing very rapidly in terms of market penetration.

As Adrian O'Clements from A&L Tiling Contractors, who was on the trip, said: "Understanding how the tiles are made, and knowing the structure of them, will help greatly when installing them."

The TTA group comprised mainly tile installers, retailers and distributors and the Spanish hosts put on a highly informative programme of activities for their benefit. The visitors enjoyed a number of visits to factories and showrooms belonging to some of the major players in the large format tile sector in the Castellón area, such as Grespania and Idylium.

The programme also included a day of training, which was delivered by Proalso, the Spanish Tile Installers Association. The TTA guests found this particularly useful, as it helped answer many of the queries that they had regarding the applicability and installation of large format tiles.

As well as a great learning opportunity for the TTA group, the visit further strengthened the relationship that TTA now has with ASCER. These relations are already highly productive, following the marketing collaboration started last year between the two associations.



On the third day of the Castellón trip, the TTA delegation, which included Paul Luff, Chairman, and Kay Porter, Chief Executive, made a full presentation to the hosts on the work of the TTA and the UK market, including the important issue of product marking and the new UKCA mark, which is a key concern for all foreign manufacturers hoping to place products on the UK market post-Brexit.

The TTA visit did not go unnoticed by the local media and was featured on the local Castellón television news. The clip can be viewed on TTA's Facebook page.

"We were delighted by the great welcome we enjoyed from everyone we met during this visit," said Paul Luff. "The hospitality was great, the information we received was first class and I know it was very useful for the fixers in the group. I would like to thank ASCER and the Castellón Chamber of Commerce for inviting us – we hope to reciprocate very soon and we look forward to developing our relationship with ASCER and the wider Spanish industry going forward."

