

# GROUP INTERNAL COMMUNICATIONS



## Introduction from Rob Barclay



Rob Barclay, CEO

I would like to start with a quick reflection on last year. We had a strong performance in 2021 despite the challenging trading conditions - I'm sure everyone remembers the high levels of home improvement demand in the summer, the stock restrictions and the price volatility, not to mention the continuing challenges of COVID. One of the key reasons we were able to move forward, despite these challenges, was the excellent customer service and extra effort that all our teams demonstrated. In difficult circumstances these are the things that customers remember and keep them coming back. Thank you.

The first couple of months of this year are looking more stable, with improvements in supply of product and more consistent pricing from suppliers. With

the investments we made in 2021 and a continuing programme this year, we have the foundations in place to again outperform.

We will continue our focus on building an even stronger Health & Safety culture with the Zero Harm Safer Together programme and I would encourage you to please keep this front of mind every day - there is nothing more important than your own and your colleagues safety.

Finally, as movement restrictions start to ease, I hope to get out and about to see as many of you as possible in the coming months and take the opportunity to update you on our continuing progress on our plan on page. Thank you once again for your efforts last year.

## Major projects in 2022



In the first few months of 2022 we have been very busy implementing business improvement projects.

In January we moved Hymor Timber, which joined the group in 2021, onto Laver's BisTrack system finally making it an integral part of the Lavers group, operating with the same standard processes.

In February the Finance department started using a robot to send remittances to suppliers to free up time for our non-robot colleagues to do more valuable work!

We will be finishing the roll out of the Rate Us customer surveys to England Trade and

the England NBOs in the next few weeks, which will give them continuous and instant feedback from their customers.

The National Timber Systems Brompton branch will join Newcastle, Mosborough and Bristol on their new IT platform. This means all National Timber Systems depots will be using the same streamlined processes, making it easier to manage the business and service the customer.

The Intelligent Doors Solutions Grangemouth branch will move off BisTrack and onto their new IT system called RTIS, specifically designed for door and doorset manufacturing, again making it easier to manage the business and service the customer.

We will ramp up the roll out of the Delivery App in Scotland and start building a new app for Picking to save time and paperwork!

Rob Hall Projects Director

## Customer Loyalty 2021 Love2shop Results

Our Autumn 2021 Love2shop campaign achieved great results and engagement from over 4,000 customers with total sales increasing by **97%**. The branches that used Love2shop as a tactical sales tool, achieved the largest growth, with each branch on average gaining an extra **£54k** from this campaign during the 10-week period.



40% of customers achieved their spend targets and rewards and so we have issued **£161k** to 1,612 very happy customers on our new rewards portal [myl2srewards.co.uk](http://myl2srewards.co.uk).

A big shout out to our telemarketing partner, Blueberry, who were pivotal in the customer sign-up process and helped reactivate ~900 inactive & declining customers on our behalf.

Our 8-week Jan/Feb campaign is in full swing, with a demonstrable uplift in sales already.

## NYTROOF becomes NTSROOF



National Timber Systems is to rebrand their rapid fit panelised roof system which has been in production since 2015.

NYTROOF, the original gable to gable supply only system developed by NYTimber, will become NTSROOF with a new logo and delivery wrapping. NTS is also designing new products to create a NTSROOF range, and will launch a supply and fit service later this year.

"The original NYTROOF was developed on the back of many years' experience working closely with housebuilder customers," said Philip Carney, Commercial And Technical Manager at National Timber Systems.

"We're continuing that tradition providing custom-designed off site manufactured systems that save time and money on site.

"With the rebrand we're showing clearly that the products are available nationally from NTS. We expect to supply another 1500 NTSROOFs in 2022."

## NYTimber Chain of Custody

NYTimber has gained FSC® and PEFC certification for its Northallerton and Sunderland branches. This will improve its environmental credentials and allow the company to expand its target customer profile to include housebuilders. Plans are in place to expand the certification to include North Shields, Darlington, Middlesbrough, and Richmond.

Well done to the NYTimber team and NTC's Chain of Custody & Product Compliance Manager, Darren Mayes.



Alco Timber's new wagon hit the road recently and it looks great! Here it is reloading after a busy day delivering to merchants and DIY outlets.





# ABOVE AND BEYOND AWARDS



**Jamie Paget (Edinburgh)**

A very attentive member of the team, Jamie showed her quick thinking last week to help a customer who

appeared to be taking a turn for the worse. She immediately took charge of the situation, getting the customer a seat and mobilising the branch team to help and call for an ambulance. At times like these, that swift decisive action can make all the difference - thank you, Jamie, for putting the customer's safety and health above all else.

**Richard Corbin (Reading)**

Fantastic customer service received by a customer who emailed the branch full of praise for Richie's help and consideration.



**Christopher Garthwaite (Hebburn)**

Chris' attitude and commitment over the last 18 months whilst setting up the floor cassettes

division and NYT roof project goes above and beyond what we would ordinarily expect. He has never wavered from the task and is a great example of what we need to continue to develop NTS Hebburn.

**Matthew Robinson (Sheffield)**

Stepped up to provide cover and has done a super job helping to lead the team. He also did the IOSH managing health and safety course in his own time and now helps to lead on this.



## Launch of Trade Deals

In February, we launched the first of a regular group-wide promotion called Trade Deals. Using price-checked promotions on high volume products with seasonal relevance, the initiative aims to improve sales from existing customers and recruit/reactivate smaller trade customers.

As well as branch POS and website updates, we have been promoting the deals using regular emails and paid social media that targets customers within 10 miles of each branch.

If you have any thoughts or feedback about how we could improve future editions of the promotion, please email [marketing@nationaltimbergroup.co.uk](mailto:marketing@nationaltimbergroup.co.uk)



## LONG SERVICE

Congratulations to Dave Edwards who is celebrating 35 years with Arnold Laver Hull!

We also have two colleagues, Gena Buckle and David Wilson, who started on the same day back in 1992, who are marking their 30th anniversaries with Thornbridge Sawmills. Clinton Layton is celebrating 25 years with Arnold Laver Oldbury and David Golding 20 at Reading

Congratulations are also in order for James Ward, Stanley Barrow, Laura Hambley, Andrew Wharrier, Jevgenijs Kozlovskis, and Matthew Appleyard, for 15 years. Giovanni Albanese, Alison Pyper, and Victoria Smith all mark 10 years.



## User Generated Content

Help your customers win a £100 Love2Shop voucher! We've been encouraging customers to tag us in photos when they've used our materials.

User generated content is a great help as it allows us to use interesting product images and build trust with potential customers by showing how pleased our existing customers are.

All they have to do is use the relevant brand hashtag - **#LaverBuild**, **#NYTimberBuild**, **#RembrandBuild**, or **#ThornbridgeBuild**. Every month we'll draw a winner from those using one of the hashtags.



## Reward Gateway Turns One

Reward Gateway has now been live for one year and colleagues have saved more than £21,000 in this time! We have also awarded 122 Above and Beyond Awards through the platform and continue to run our 3-2-1 giveaways on the last Friday of the month.

With supermarkets including Asda, Tesco, Morrisons, and Sainsburys offering savings of 4-5% for users, it's also a great way to help reduce your shopping bill and combat rising prices. Please share these discounts with your friends and family so they can all take advantage of the benefits that the Gateway has to offer.

## Health & Safety - Golden Principles

As you know, the Zero Harm/Safer Together programme is designed to further develop our Health & Safety culture to ensure every colleague arrives safely, works safely and returns home safely.

The most recent initiative, as part of our Golden Principles roll-out, is the subject of HEALTH. Where the objective is to make sure that everyone "reports to work in a fit condition". However, HEALTH is much more than this. HEALTH is a state of complete physical, mental, and social well-being and not merely the absence of



disease and infirmity. Spring is a good time to talk about and promote the subject of HEALTH as the weather slowly changes and more people begin outdoor activities.

We want our colleagues to be in the best physical and mental condition they can be, and we must support and encourage each other to achieve this.



It seems like a lifetime ago, but we spotted this fantastic video around Christmas time from Rembrand Dundee. A little late, but definitely worth a look!

## Care Award

Thank you to all those who have contributed to the Golden Principles Care Campaign. Especially those who have nominated a colleague and especially to those who have been nominated. We are now working our way through the entries and will be publishing the winners in the March edition of 'Safety Matters'.

Look out for it, it could be you!



Take a look at this fantastic photo from National Timber Systems' MD, Nick Kershaw. Think you could do better? Send your photos to [marketing@nationaltimbergroup.co.uk](mailto:marketing@nationaltimbergroup.co.uk)



Got some feedback on the newsletter? Please email: [marketing@nationaltimbergroup.com](mailto:marketing@nationaltimbergroup.com)