

# Welcome to the EDA Regional Business Forum

Wednesday 8 June 2022



**Wholesalers: the  
essential link in the  
supply chain**

# Welcome & Introductions

**Richard McCartney**  
**EDA Board**

**Director of Supplier Relations**  
**Edmundson Electrical Ltd**



# Today's Presentations



1. Latest EDA news: forecasting and survey results; maximising your team's performance and effectiveness, and why turning the spotlight on product data means more sales



2. How the Internet Of Things is the future of building safety and the opportunities for the wholesaler



## *Morning Coffee*

3. Digital transformation post Covid and the impact on the electrical wholesaler



4. High performance habits for wholesalers: how high performance + habits + a business plan = your best year ever.



## *Networking Lunch*

5. Important legislative changes for wholesalers: stay on the right side of the law



6. Latest contractor insights from the Electrical Contractors' Association (ECA)



## *Afternoon Tea*

# EDA Update and Key Projects

## Introduction

**Margaret Fitzsimons**  
**CEO**



# The Electrical Distributors' Association

Representing the interests of wholesale distributors since 1914

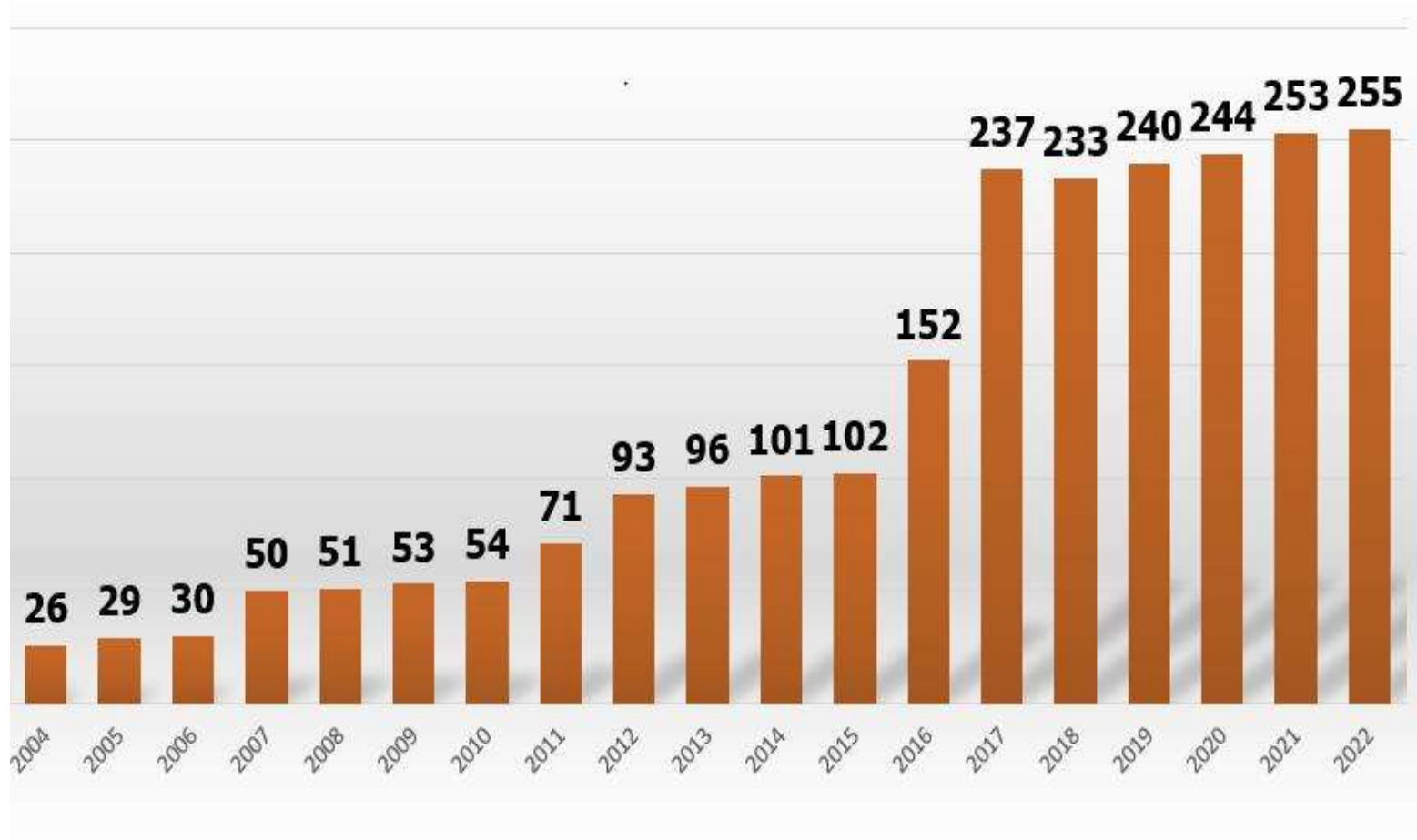


## **Mission**

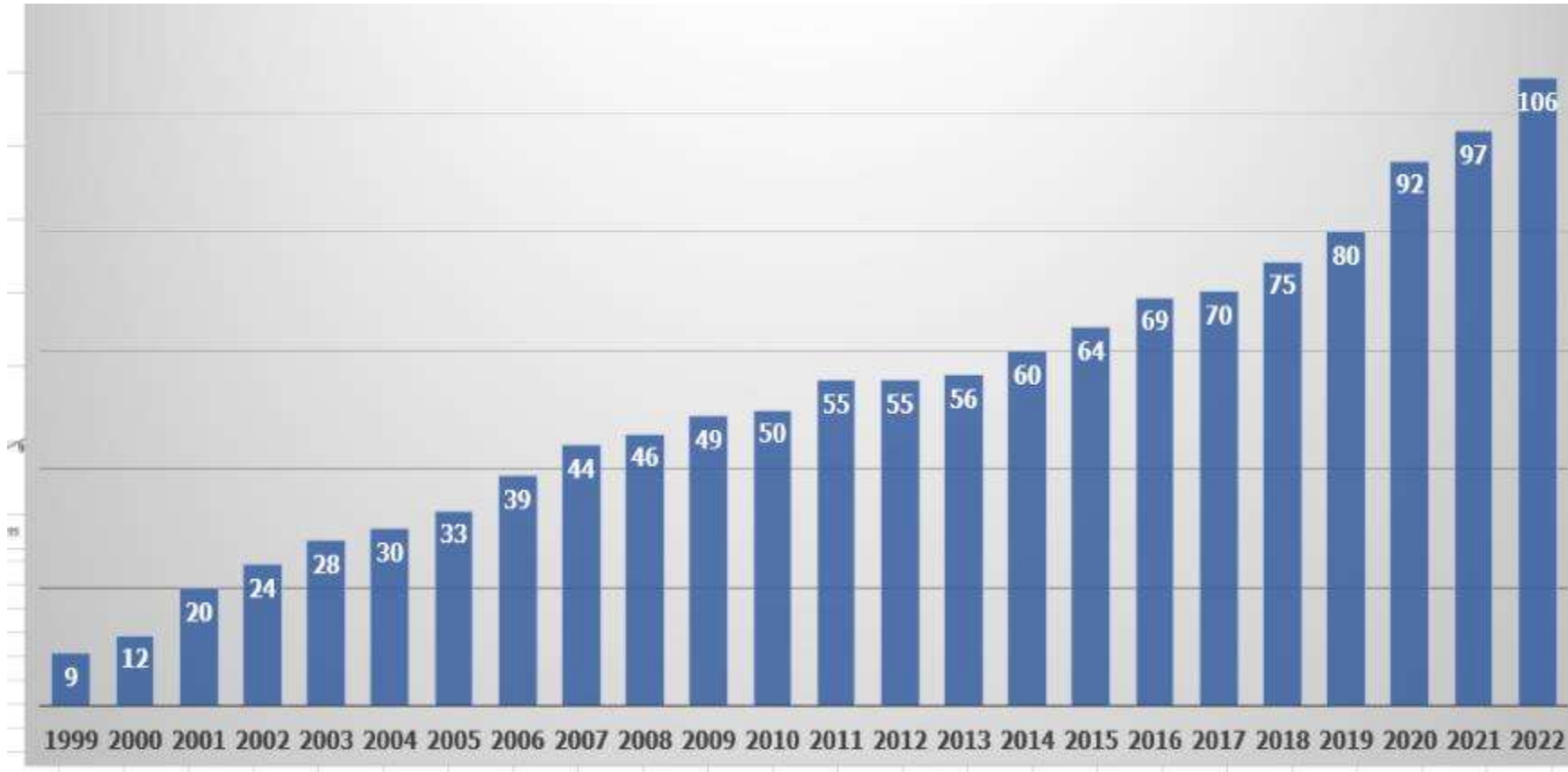
To support and promote the wholesaler's position as the **essential link** in the electrotechnical supply chain

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# Strong Wholesaler Membership & new in 2022



# Strong support from affiliated manufacturers and solution/service providers & new in 2022



Business to Enterprise Solutions



# EDA Headline Facts



255 wholesalers  
4 national chains  
4 buying groups



c. 1,900  
wholesaler  
branches



25,000  
employees



75% of  
the market



>£4.2 Billion  
turnover



92 Manufacturer  
Affiliates



14 Solution &  
Service Provider  
Affiliates



# EDA Board of Management – Keeping close to our members



**Chris Ashworth**  
EDA President  
CEF



**Charlie Lacey**  
EDA Vice President  
Stearn Electric Co. Ltd



**Edgar Aponte**  
Rexel UK Ltd



**Simon Booth**  
ETC Electrical Supplies



**David Moore**  
Medlock Electrical  
Distributors Ltd



**Margaret Fitzsimons**  
EDA, CEO



**Andrew Johnson**  
LEW Electrical Distributors



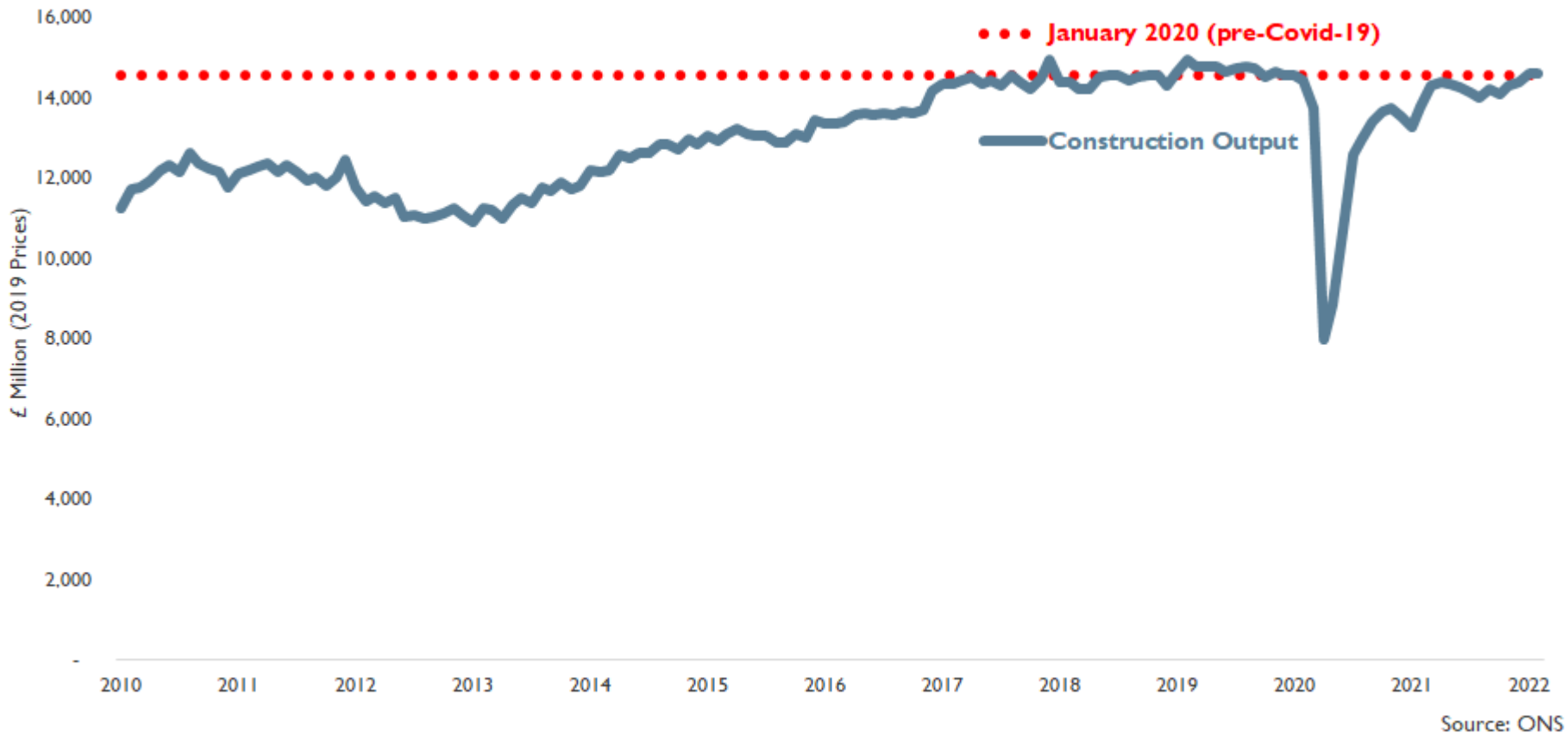
**Dan Poole**  
Phase Electrical Distributors



**Richard McCartney**  
Edmundson Electrical Ltd



# Covid Impact



**EDA is part of a much larger construction industry - £177bn**

**The fragmented Construction industry ‘fell off a cliff’ but has grown back strongly by working together**

# Construction Leadership Council (CLC)

[www.constructionleadershipcouncil.co.uk](http://www.constructionleadershipcouncil.co.uk)



MP for North East Derbyshire

Council Co-Chair

## Lee Rowley

Parliamentary Under Secretary of State (Minister for Business and Industry)



Council Co-Chair

## Andy Mitchell CBE

CEO, Thames Tideway

- EDA represented on following Committees and Working Groups  
**Domestic RMI working Group** looking a National Retrofit Strategy;  
**Trade Credit Insurance Group;**  
**Product Availability/Brexit Group;**  
**CLC Digital Network.**

**Registered on CLC's Talent Retention Scheme**



# Tackling New Challenges together

- Inflation
- Product and material shortages
- Labour shortages
- Increased costs
  - fuel and energy
  - Shipping and container
  - Materials (+29% on Jan 2020)
- Rising interest rates
- Consumer and investor uncertainty
- Contractor insolvencies (+15%)
- ‘Silly’ new legislation
- Predicting product price increases
- Covid Lockdowns in China
- Rail strikes
- Trade Credit Insurance
- Changing customer behaviour
- Changing staff expectation



# Four Pillars of Activity to support Members & Affiliates



# EDA Update and Key Projects

## Industry Insight

**Anne Vessey**  
**Head of Marketing and Communications**



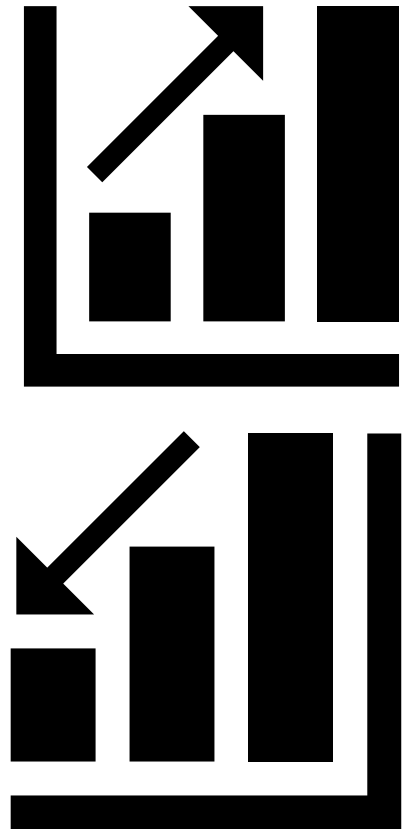


Industry Insight  
&  
Representation

## Industry Insight

### EDA Quarterly State of the Sector Surveys

Wholesaler & Manufacturer insights,  
views, challenges and predictions





**Wholesalers: are you alone in the business challenges you face?**

**What's on the horizon for this sector and the wider construction sector?**





**Manufacturers...**

**How can  
you better  
understand  
your  
wholesaler  
customers?**



**What issues  
and  
challenges  
are  
wholesalers  
facing?**



Industry Insight  
&  
Representation

# Quarterly State of the Sector Survey Results

**July 2022**  
11am Tues 26 & Thurs 28

**October 2022**  
11am Tues 25 & Thurs 27



[www.eda.org.uk](http://www.eda.org.uk)



# Wholesalers: Your 3 most pressing operational challenges



	Sept 2021	November 2021	Jan 2022	April 2022
1	Product availability	Product availability	Product availability	Increased running costs (equal first with) Dealing with the rising cost of products
2	Manufacturer price increases	Attracting and retaining staff	Attracting and retaining staff	Attracting and retaining staff
3	Attracting the right people to the business	Customers expecting products to be available from stock and at short lead times	Customers expecting products to be available from stock and at short lead times	Product availability (dropped from its top slot since July 2020)
4	Customers expecting products to be available from stock and at short lead times	Managing increasing costs across all areas of the business	Increasing transport costs	

## UK inflation rate at a 30-year high

April 7.8%

March 7.0%

February 6.1%

January 5.4%

# Wholesalers: Your 3 most pressing **strategic** challenges

	November 2021	January 2022	April 2022
1	Adapting my business for a more digitalised world	Adapting my business for a more digitalised world	Adapting my business for a more digitalised world (equal first with) Improving my business systems and processes
2	Identifying growth areas for my business	Identifying growth areas for my business	Identifying growth areas for my business
3	Putting better planning structures in place to deal with uncertainty	Succession planning for my business	Planning and implementing a programme of staff development and training

# Manufacturers: Your 3 most pressing **operational** challenges

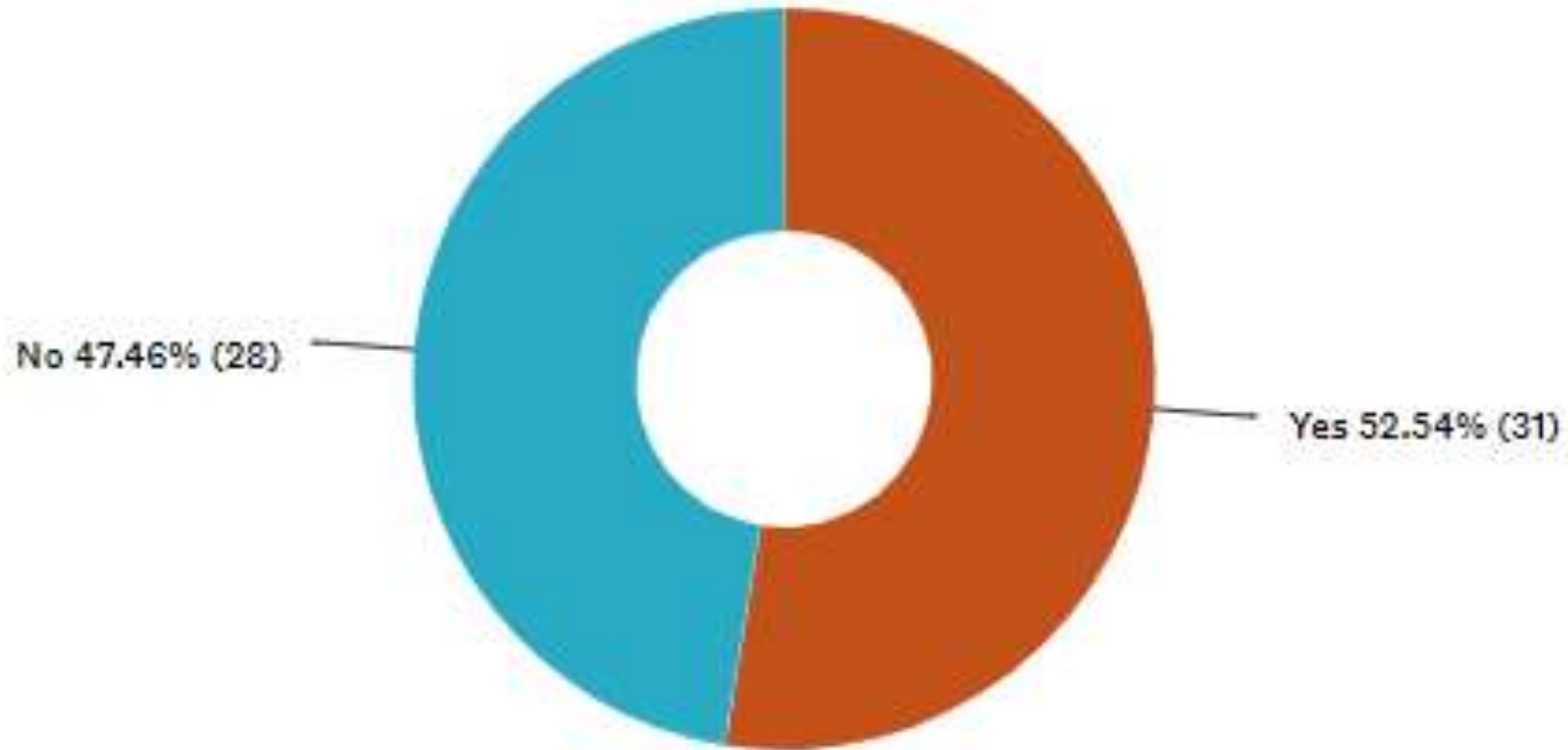


	Sept 2021	November 2021	January 2022	April 2022
1	<b>Increased cost of shipping</b>	<b>Increased cost of raw materials</b>	<b>How to manage increasing costs across all areas of the business</b>	<b>Raw material price increases</b>
2	<b>Increased cost of raw materials</b>	<b>Increased cost of shipping</b>	<b>Forecasting manufacturing output, stock levels and managing allocation</b>	<b>Attracting and retaining staff</b>
3	<b>Increasing shortage of raw materials</b>	<b>How to manage increasing costs across all areas of the business</b>	<b>Attracting and retaining staff</b>	<b>Increased running costs + Raw material or component availability</b>

# Manufacturers: Your 3 most pressing **strategic** challenges

	April 2022
1	<b>Improving my business systems and processes</b>
2	<b>Identifying growth areas for my business</b>
3	<b>Adapting my business for a green future</b>

**Wholesalers:** In the light of supply chain disruptions (including Covid) and product shortages, have you made changes to your preferred supplier list?



# Wholesalers: More on changing preferred suppliers

## You said:

“On occasions we have had to change from one preferred supplier to another. We are working extremely hard to keep all purchases in our preferred supplier database.”

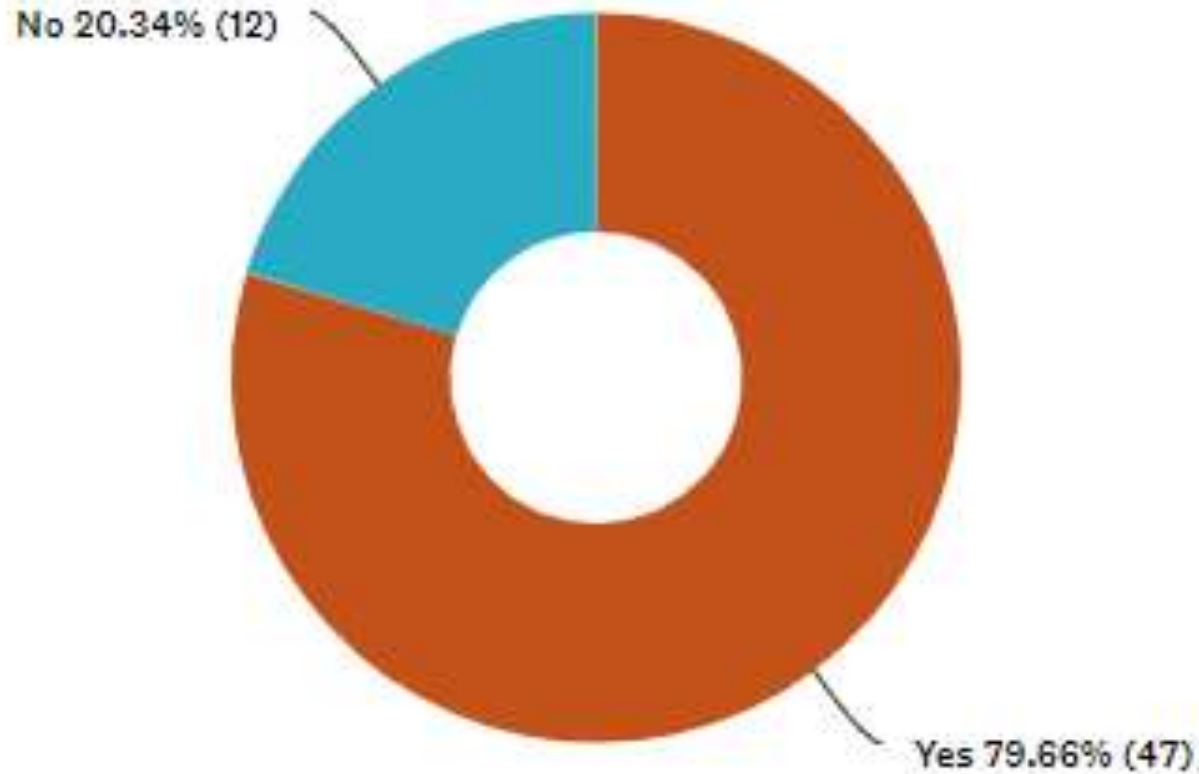
“Extended lead times (up to 40 weeks) necessitate alternative supply solutions.”

“Constantly swopping brands due to importers being out of stock. Luckily, the customers do come back to them when available.”





# Wholesalers: Are you likely to look more favourably on a company which manufactures in the UK?



# Wholesalers: Are you likely to look more favourably on a company which manufactures in the UK?

“Would always look more favourably on UK based manufacturer”

“We always try to support both UK & local suppliers”

**“No - as its too expensive.”**

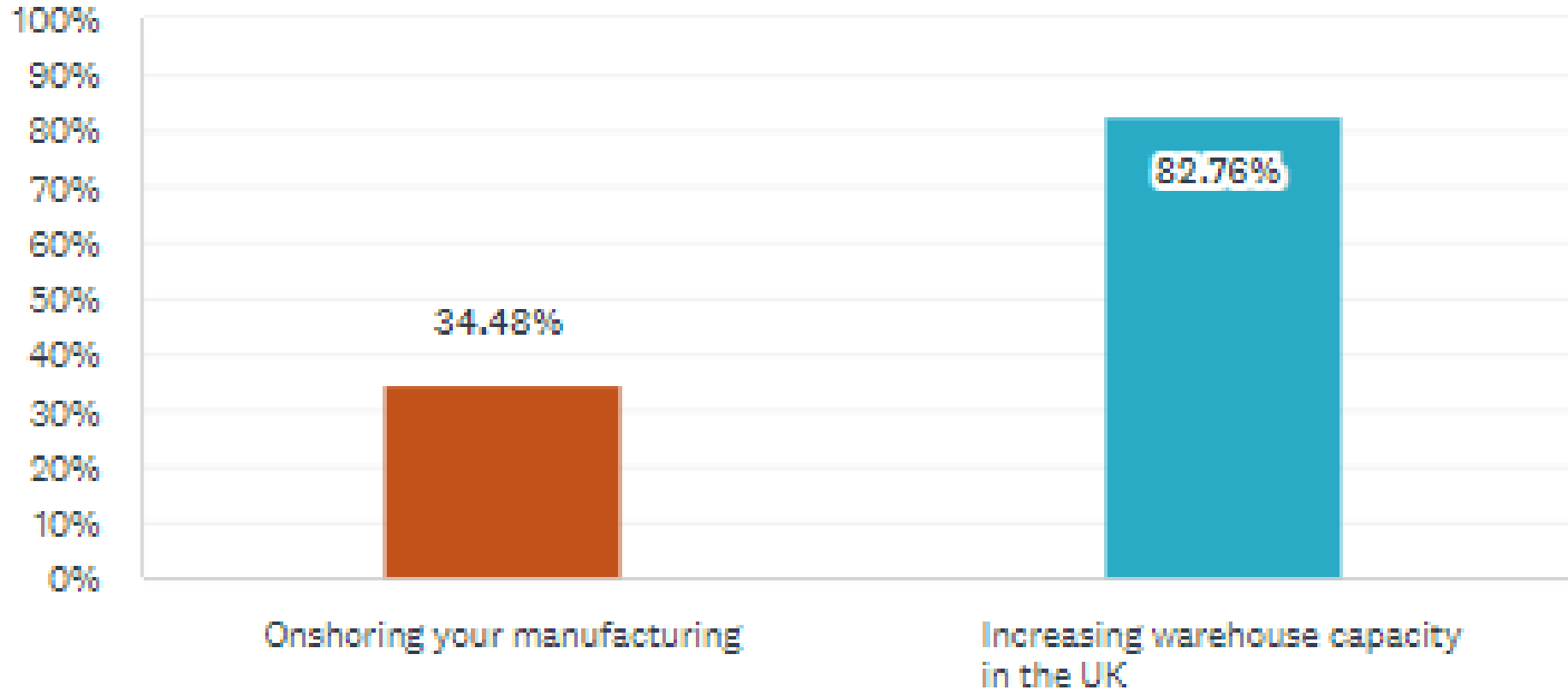
“UK manufactured prices are significantly higher, up to 50%, therefore a difficult differential to close.”

“The price tag is not viable for the majority of the customer base and 'new' business is not attracted by British Manufactured. **Quality and value are the key indicators regardless of source.**”

“It makes no difference at all once the stock is available. We just bulk our imported stock up to cope.”



# Manufacturers: If you currently manufacture overseas, has the disruption in the supply chain made you consider...



# Manufacturer comments...



“We had the foresight to increase warehouse space last year.”

“Sourcing less raw materials from China”

“Especially for components knowing that the final assembly is already made in UK.”

“We are currently transitioning our manufacturing from China to India to mitigate the over reliance on China”

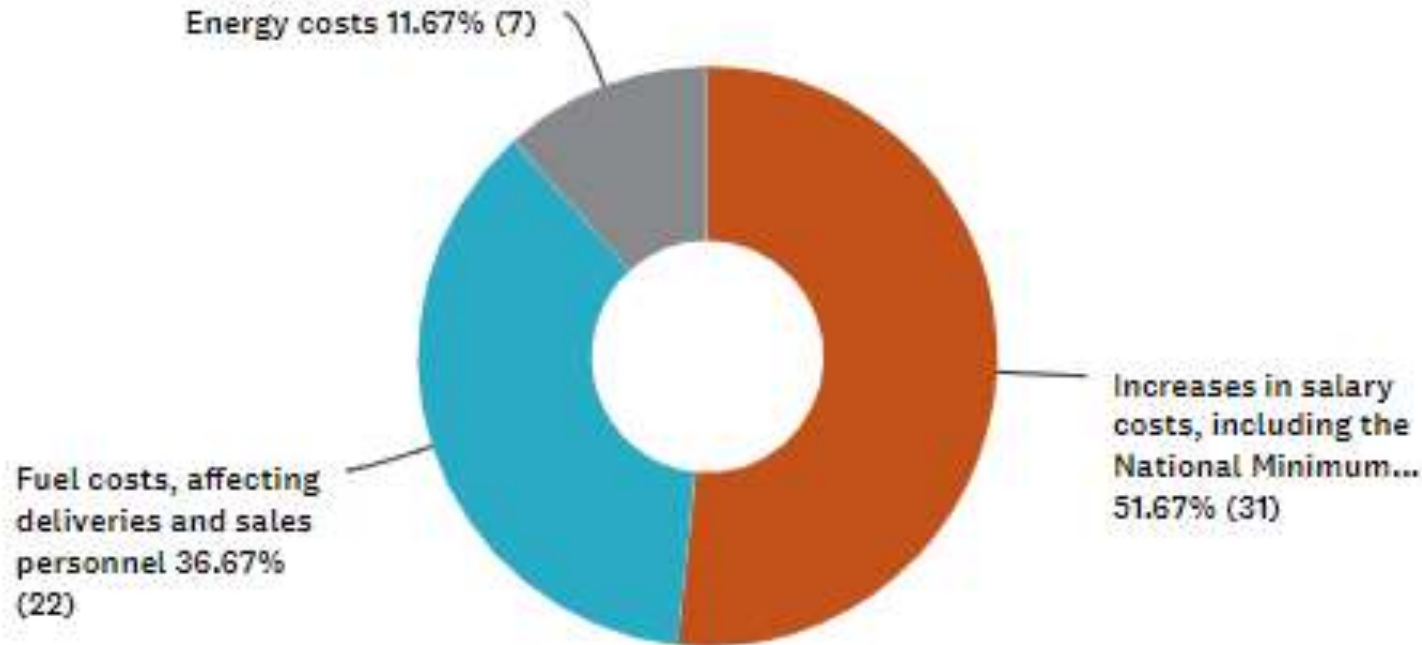
“We have increased UK space by 30%. We also now have a warehouse in Ningbo which added about 50% more space, this gives us flexibility to be more reactive to stock shortages.”

“Significantly increased warehouse capacity and stock holding over the past 12 months”

“Increased warehouse capacity in Europe due to BREXIT as well as the current component challenges”

“We manufacture in the UK”

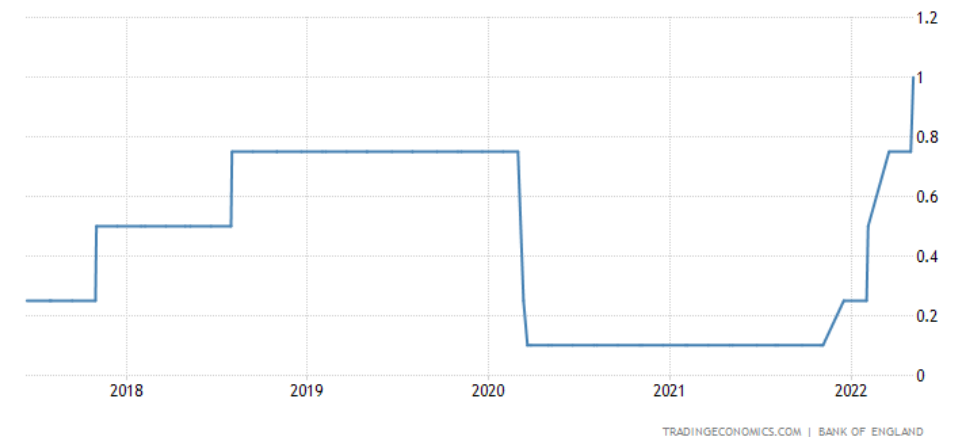
# Wholesalers: Which costs increases have the biggest negative impact on your business?



## Q about Interest Rates: 0% response

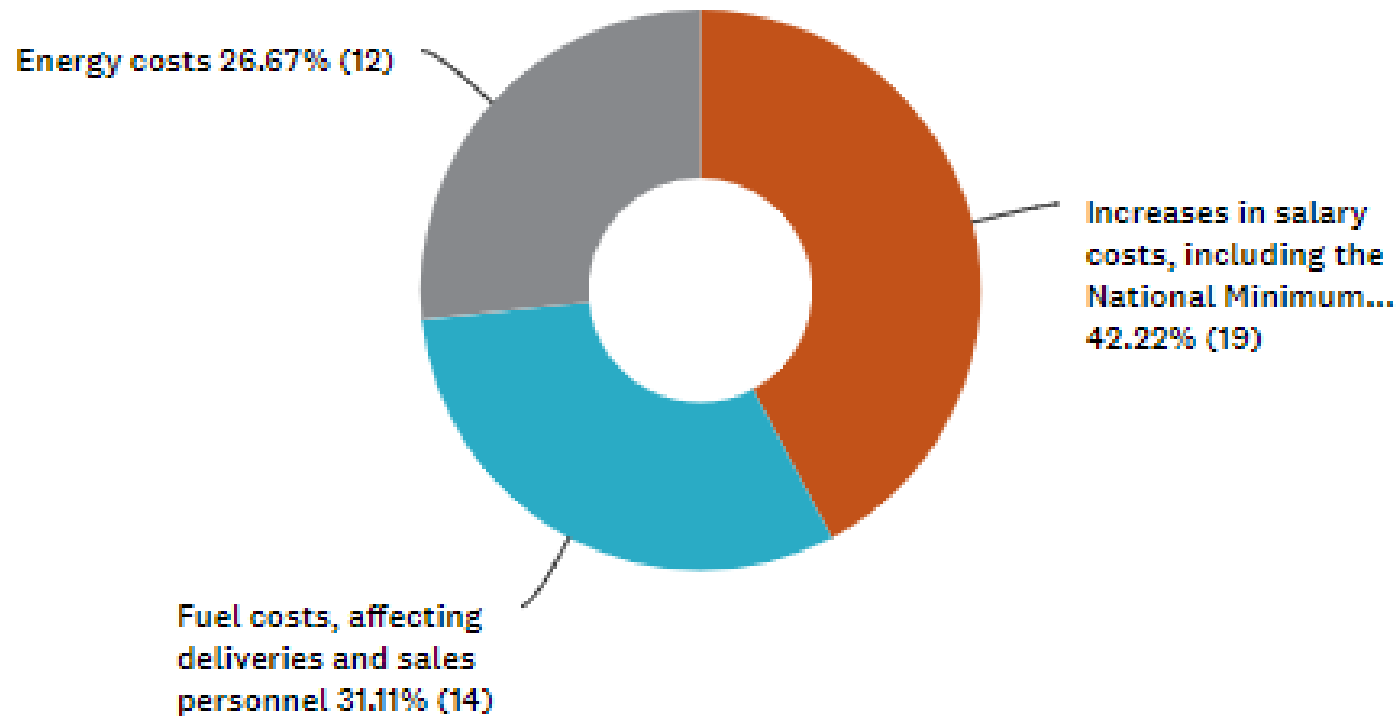
3 Interest Rate rises in 2022

1% in May



**Choice of 4 cost areas:** any others we should include?

# Manufacturers: Which costs increases have the biggest negative impact on your business?



## Q about Interest Rates: 0% response

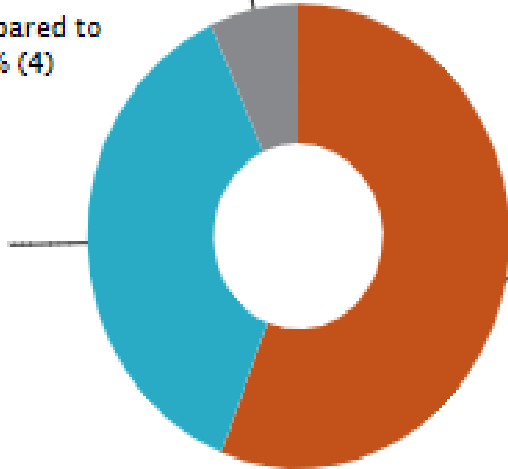
3 Interest Rate rises in 2022

1% in May

# Business growth and the volume of products sold:

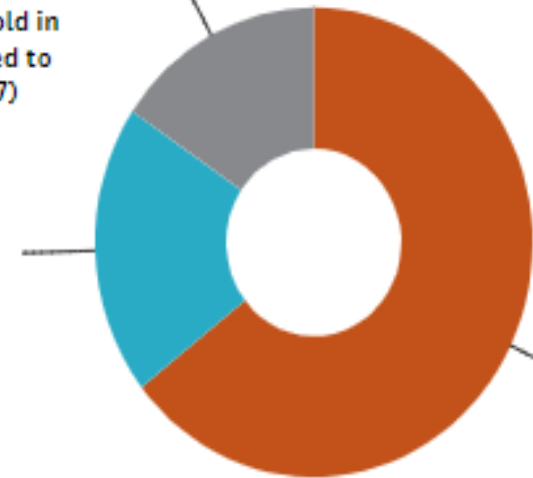
## How will like-for-like sales in 2022 compare with 2021?

Predicting a lower volume of products sold in 2022 compared to 2021 6.78% (4)



Predicting a higher volume of products sold in 2022 compared to... 55.93% (33)

Predicting a lower volume of products sold in 2022 compared to 2021 15.56% (7)



Broadly the same volume of products sold in 2022 compared to 2021 20.00% (9)

Predicting a higher volume of products sold in 2022 compared to... 64.44% (29)

### Wholesalers

### Manufacturers



Industry Insight  
&  
Representation

# Next Quarterly State of the Sector Survey Results

**July 2022**  
**11am Tues 26 & Thurs 28**

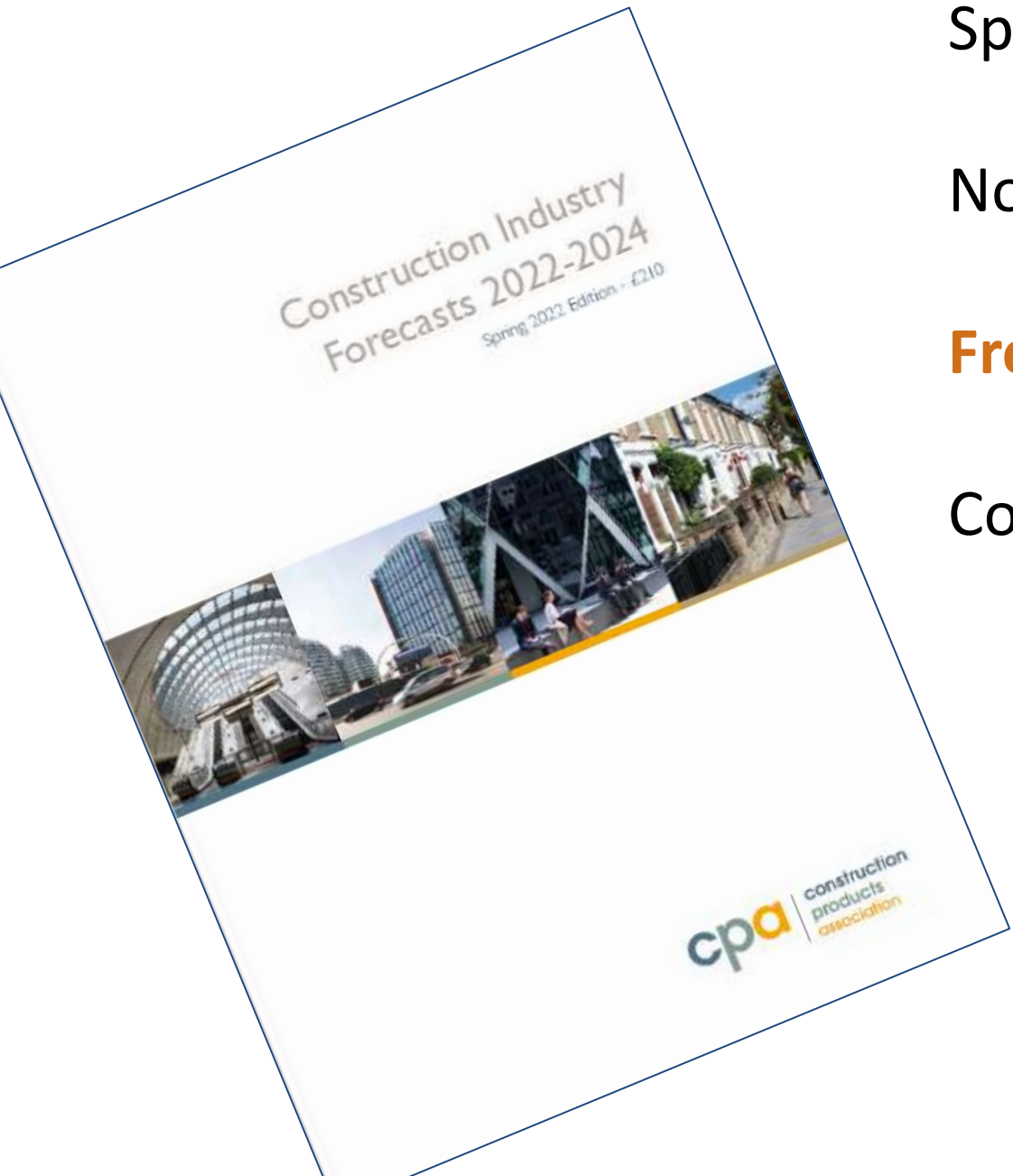
**October 2022**  
**Tues 25 & Thurs 27**



[www.eda.org.uk](http://www.eda.org.uk)







Spring forecast (April) from CPA available.

Normally £210 /

**Free to EDA members**

Copies available from Margaret Fitzsimons foc.

# 2022 Dates for your Diary

## Regional Business Forums

- [Wed 4 May 2022, Newcastle/Gateshead + QUIZ!](#)
- [Wed 8 June 2022, Radisson Blu Manchester Airport Hotel](#)

## Wholesaler & Manufacturer Summer Event

- Thursday 7 July 2022

## Regional Business Forum

- [Wed 24 August 2022, Denham Grove Hotel, Uxbridge](#)

## Scottish Function:

- [Tuesday 4 October – Friday 7 October, Loch Lomond](#)

## New! Inaugural EDA Annual Conference

- Wed 16 November 2022, Edgbaston

## Annual Digitalisation Forum

- [Thursday 1 December 2022, London](#)

2022 Quarterly  
Talking Shop Zoom Dialogues  
Register at [www.eda.org.uk](http://www.eda.org.uk)

April 26 & 28  
July 26 & 28  
October 25 & 27



# EDA Update and Key Projects

## Digitalisation

**Richard Appleton**  
**Head of Digitalisation**



## Two EDA Initiatives

EDA has been leading the charge to digitalise the UK's electrotechnical sector since 2017 – two key initiatives to deliver high quality product data.



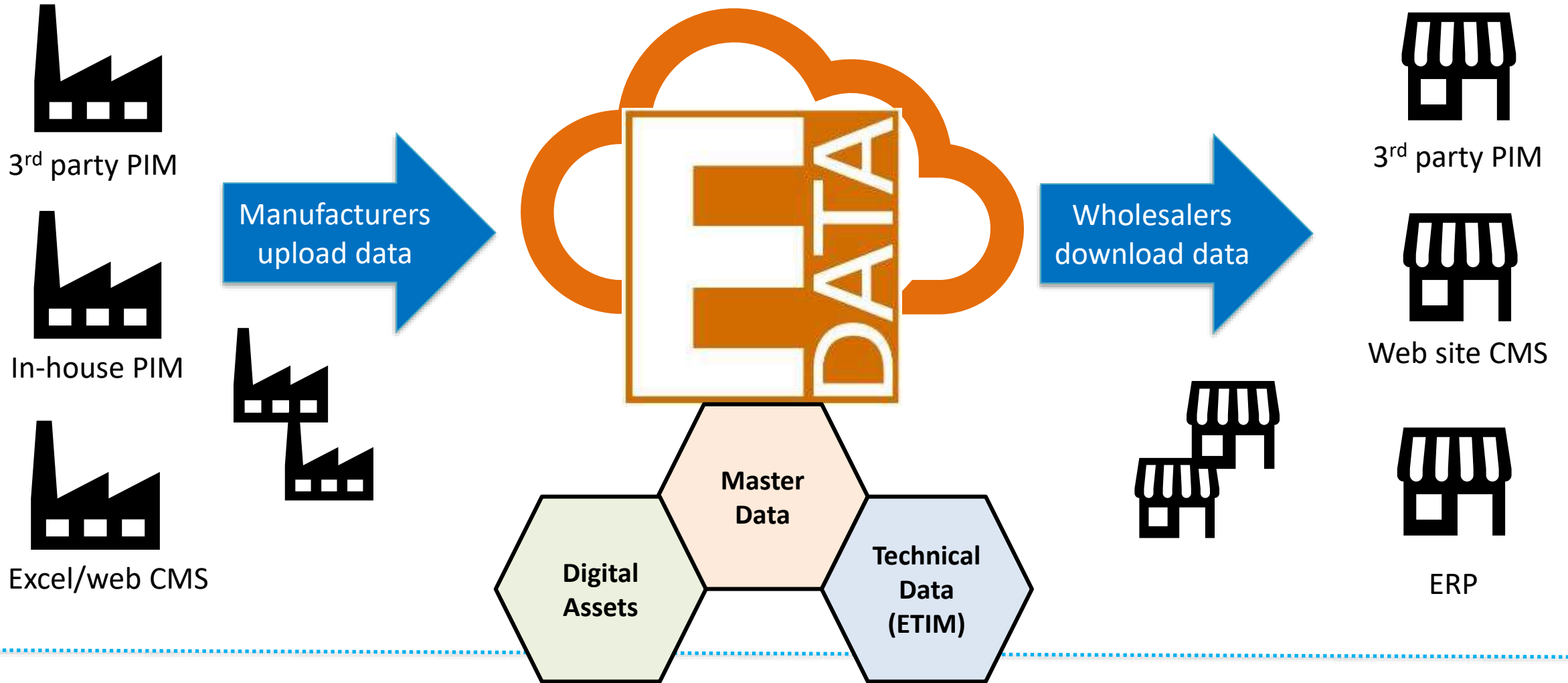
**ETIM**  
UK

**ETIM.** An international data model enabling manufacturers to structure technical data for their products in a consistent manner



**EDATA.** A central, industry-owned, data pool of consistent, high quality manufacturers' product data for access and export by wholesalers

# How EDATA works



# EDATA principles

High quality  
product data

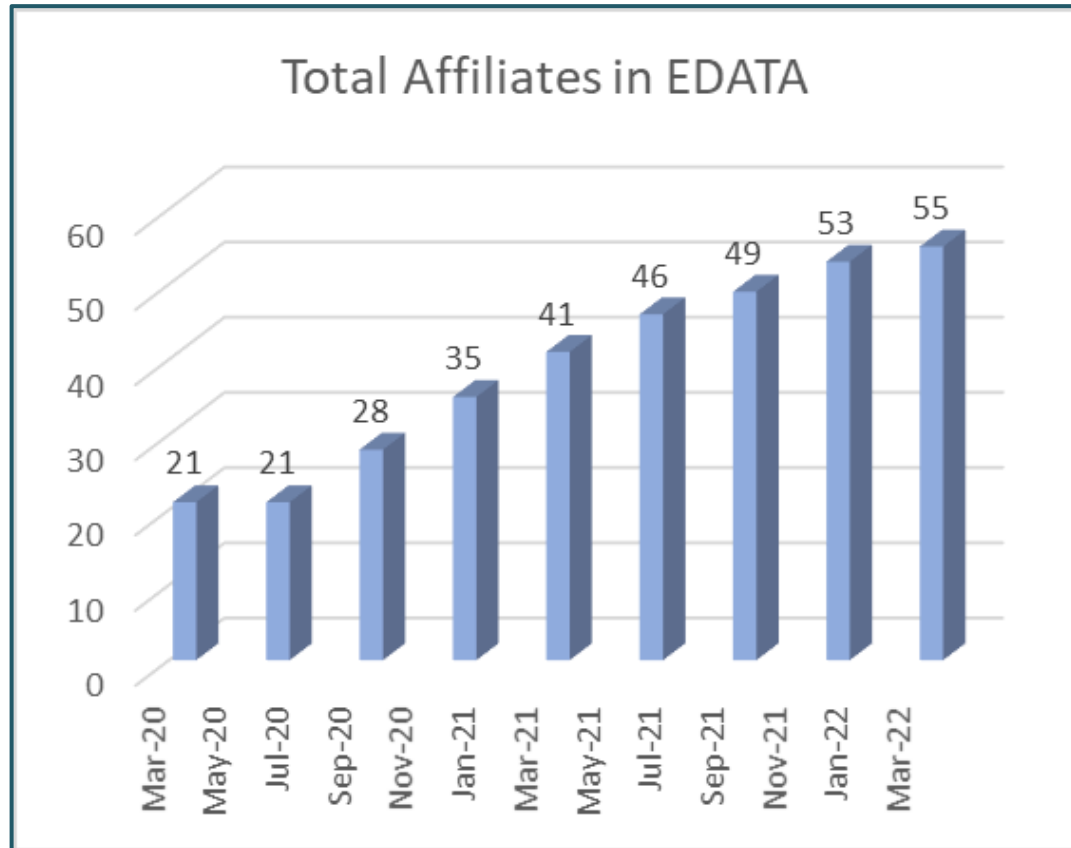
Data owned and  
managed the  
manufacturer



Industry owned  
and developed

Not for profit

# EDATA - Manufacturer Recruitment



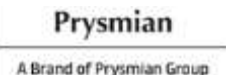
- 55 EDA affiliates have joined
- Onboarding their data
- In discussion with c. 15 more EDA affiliated manufacturers
- C. 120K products onboarded



# EDATA – Congrats to our Gold Circle Members



- A key objective is to improve the quality of available product data
- Data Quality working group to develop best practice
- Data in EDATA is measured against agreed Gold, Silver & Bronze quality standards
- Manufacturers with Gold standard data join the Gold Circle





# White papers



Now CPD Accredited!



The EDA's series of white papers are designed to be accessible and relevant to electrical wholesalers and manufacturers.

Download from: <https://www.eda.org.uk/support-and-resources/white-papers/>



# Data Quality – Going for Gold Workshops

- Data quality workshops for manufacturers
  - 3<sup>rd</sup> August - EDA Offices, London
  - 22<sup>nd</sup> September – Rexel, Birmingham
- Register here: <https://www.eda.org.uk/event/>



"Very informative session... I expected nothing less from the EDATA team"





# Digitalisation & the Wider Industry

- Liaison with kindred organisations and industry bodies; promoting ETIM to the wider construction sector (inc. architects, consultants, contractors, building owners & technology companies)
- ETIM UK at Digital Construction Week (18-19<sup>th</sup> May) – “The Golden Thread: the Role of Merchants, Distributors & Wholesalers”
- Supporting GS1 UK in promoting adoption of the GTIN code in UK electrotechnical and construction sectors



# EDA Update and Key Projects

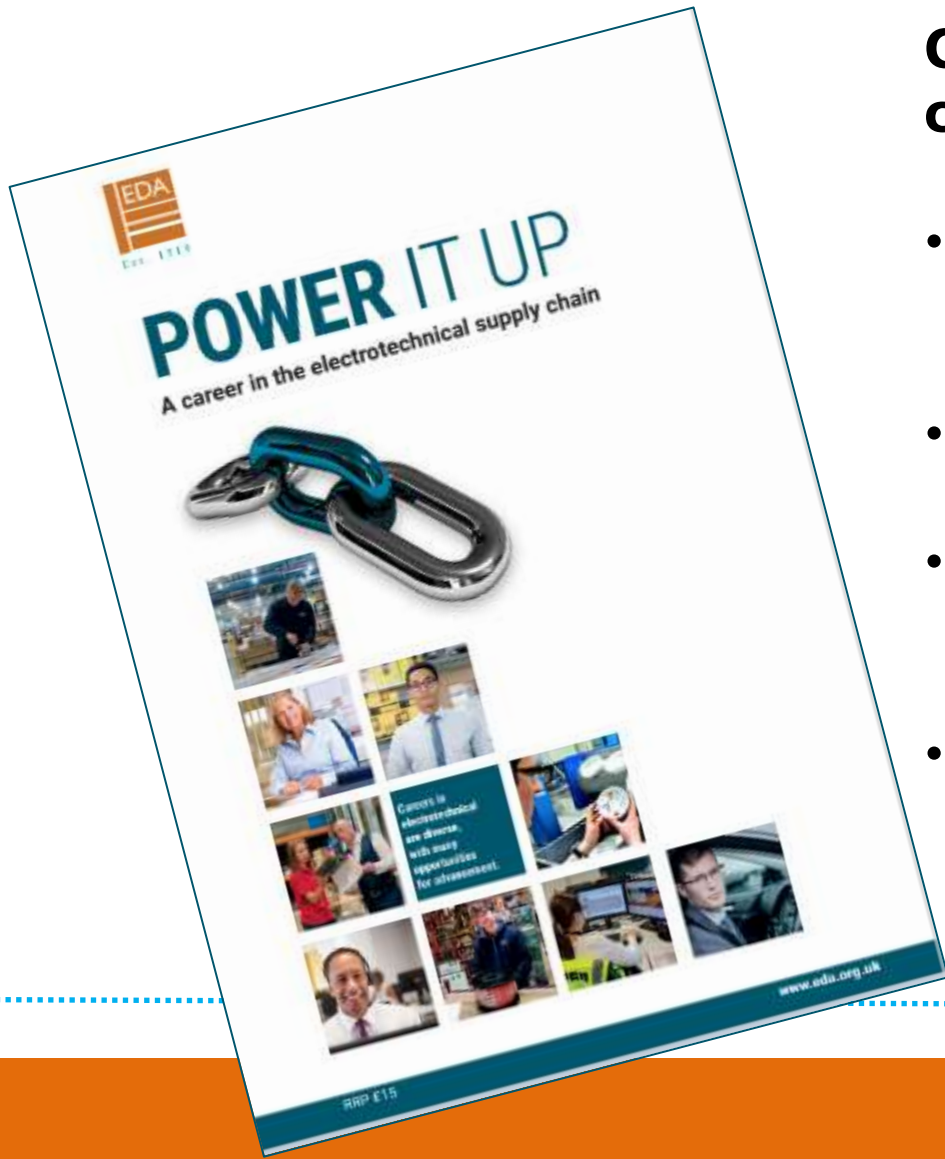
## Education & Training

**Tracy Hewett**  
**Head of Education and Training**



# Power It Up

## A career in the electrotechnical supply chain



### Created by a working party across the whole supply chain

- Supporting apprentices, new starters and recruitment into the sector
- One copy sent out to each member – principal contact
- Available to order for £15 per copy (postage and packing cost only)
- Download for free at [www.eda.org.uk](http://www.eda.org.uk)



# Merchandising Best Practice

## Turn your trade counter into a sales machine

Retailers have used tried and tested merchandising techniques to boost sales for decades.

[Now you can learn from their hard won experience](#)

*Merchandising makes it easier for your customers to find and select the product they are looking for.*



**Course created by experts for EDA businesses**

**6-hour face to face training**

***Now booking***

**28 September 2022, Nottinghamshire**





# Merchandising Best Practice

“The best part of the course for me was the understanding the course has given me into the way that people think/ behave with their shopping habits; this helps me to understand what and where we should be displaying our merchandise.”

“I found the course very interesting and gained a lot of new ideas to take back to the business. I also found it interesting that there are some things mentioned that we are doing already so that was pleasing too”

“I would definitely recommend this merchandising course as it gives you a broad range of knowledge into how people shop and Nick puts across to you in a way that you can adapt to your own industry sector.”



535

2021 was a bumper year for apprenticeships, with 535 apprenticeship expressions of interest.

232

Our current expressions of Interest meaning we are on-track to match/exceed last year



# What's Being Said About Apprenticeships

Based on research conducted by CEBR for the St Martin's Group, in partnership with NCFE and City & Guilds. To access the full report: <https://stmartinsgroup.org/>



Even during training, apprentices deliver a return of at least £2,500



98% of businesses that currently employ apprentices state they bring additional benefits including improving diversity and filling skills shortages



60% of businesses not currently employing apprentices are considering hiring an apprentice in the future



62% of businesses agree or strongly agree that apprentices were beneficial to their business during the pandemic

# What's Being Said About Apprenticeships

More than **80%** of businesses reported barriers to hiring apprentices

**38%**



Time to manage an apprentice

**22.5%**



Identifying programmes

**22%**

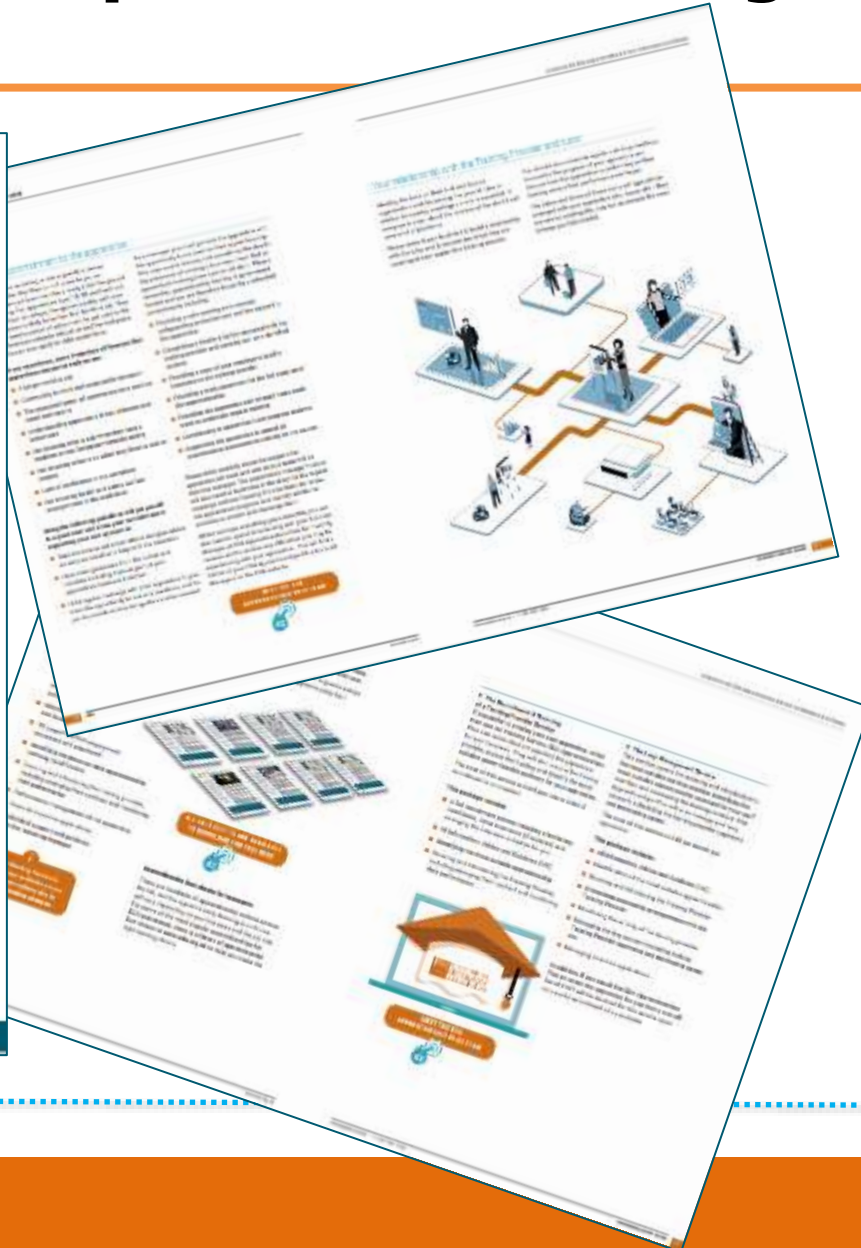


Administration

## REMEMBER: The EDA Apprenticeship Service

- Recruits, hires and manages your apprentice
- Finds, engages and manages the training provider and assessment organisation
- Manages the funding

# EDA Apprenticeship Guide for Managers



- 17-page guide providing insight and information about the EDA Service
- Tips and hints on how to get the best from your apprentice
- Free PDF download

# Module Outcomes Since Launch (June 2018)



4,368  
modules  
ordered

2,974  
modules  
completed

1,700  
learners

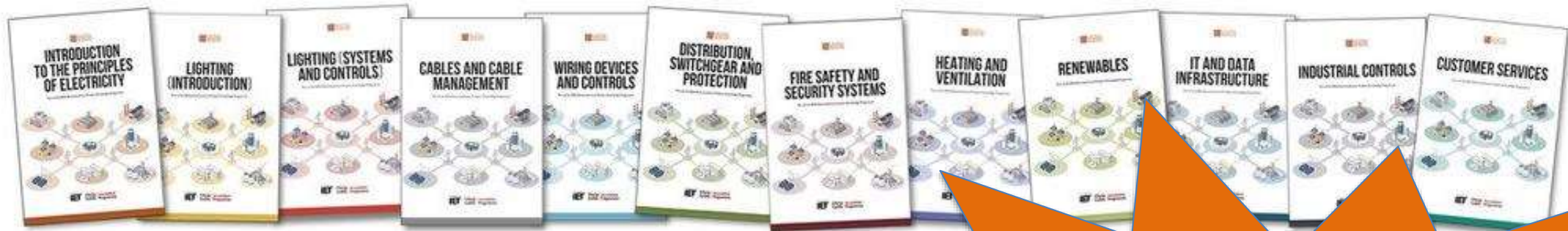
75  
organisations

136  
branches





Since 1<sup>st</sup> May, 2022 .....



- EDA have taken over the sale and administration for any new orders (from 1<sup>st</sup> May)
- Sabina Shaid has joined the team to help administer
- Undertaking a full review of the question papers following learner feedback



Price Reduction  
**£130 per**  
**module** to the  
end of 2022

# Shortlisted for an Award



- Shortlisted for this award
- In-depth assessment carried out last week
- Won't know if we are successful until 15<sup>th</sup> August
- Fingers crossed



# The Power of Product Knowledge Modules

**Mark Ashworth**

**ABM Electrical Wholesale Ltd (IBA)**

EDA Manager Investor in Training

Award Winner 2020





**tell us what you thought!**



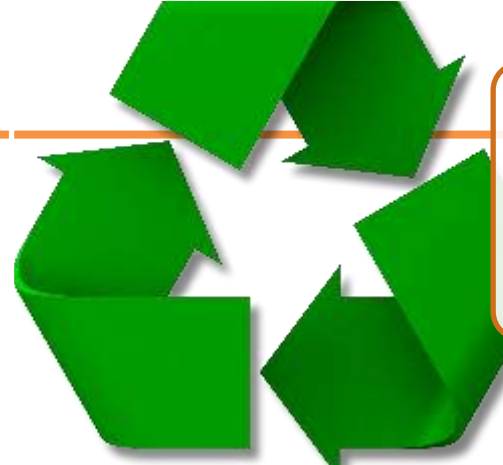


## Tell us how we did



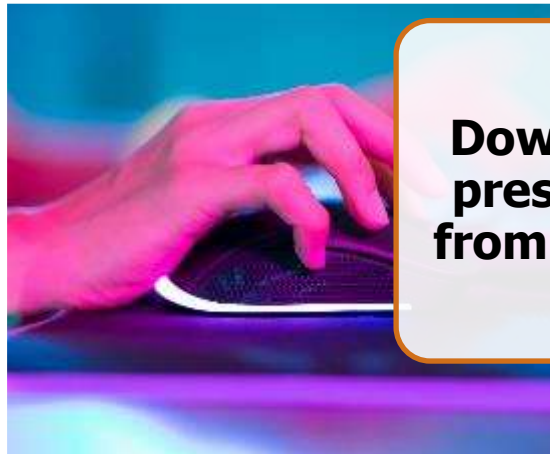
**Complete  
a feedback  
survey**

## Help us recycle



**Hand  
back  
your  
badge**

## Download from [www.eda.org.uk](http://www.eda.org.uk)



**Download the  
presentations  
from tomorrow**

## Join us next time



**Next EDA Forum  
Wed 24 August 2022  
Uxbridge, West  
London**

# Round up and final questions

**Richard McCartney**  
**EDA Board**

**Director of Supplier Relations**  
**Edmundson Electrical Ltd**

