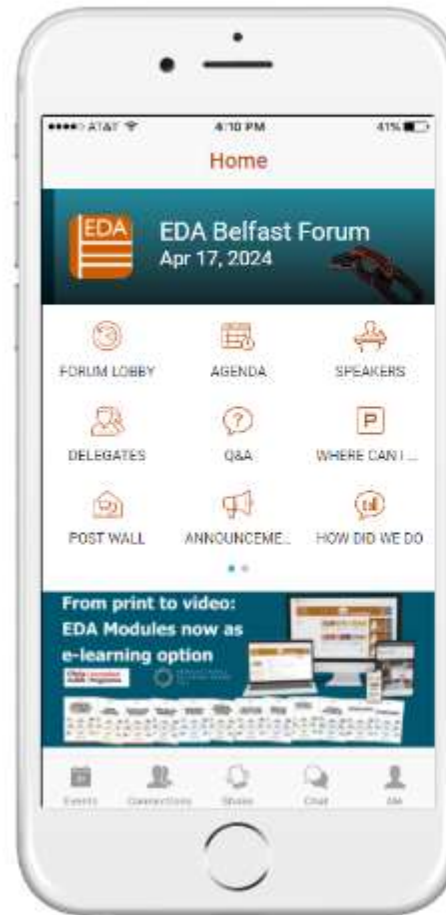


Scan the QR Code
to Download the
EDA Events App



Scan the QR code to download the app



EDA Events App



EDA Belfast Forum

Download our official app:



 Scan QR Code

Welcome to the EDA Regional Business Forum Belfast

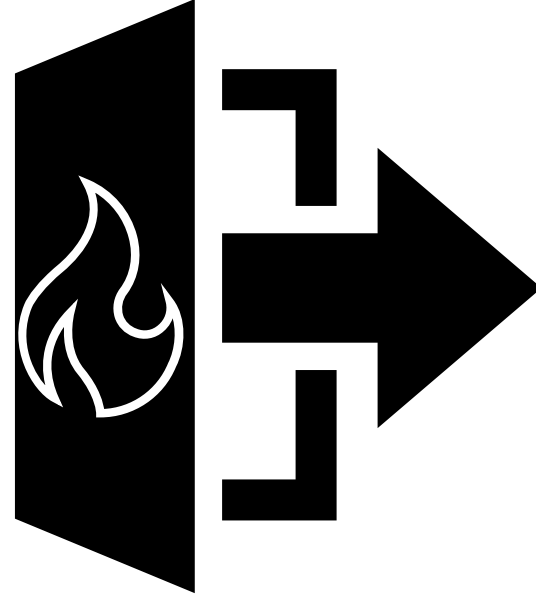
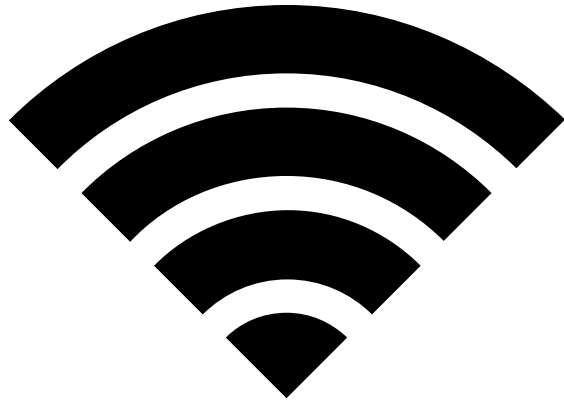
Wednesday 17 April 2024



Welcome & Introductions

Tom Barton
Director of Supplier Relations
Edmundson Electrical Ltd
EDA Board of Management





WIFI - Titanic Hotel Belfast
Password: Titanic1912

Helping you network

Copper Lanyards =

Wholesalers

Turquoise Lanyards =

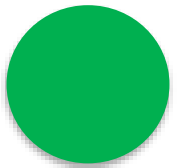
Affiliated Manufacturers, Solution Providers, Service Providers

Grey Lanyards =

EDA, Trade Associations, Press

Yellow Lanyards =

Guest speakers



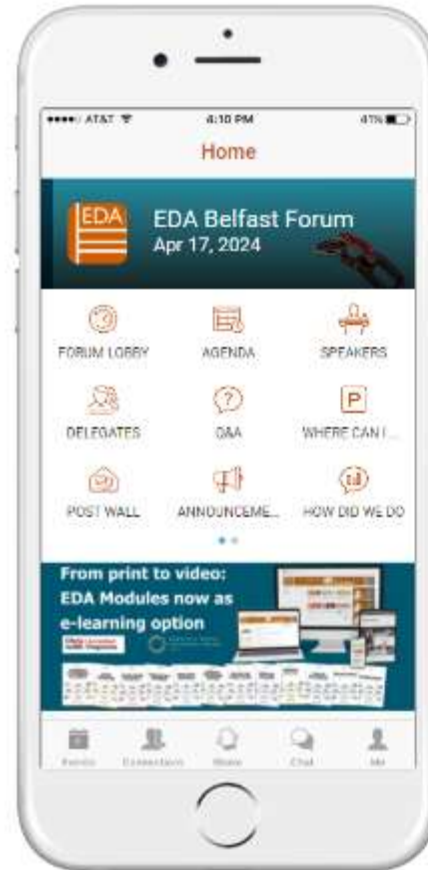
Green dot =

First Timers

Scan the QR Code to Download the **EDA Events App**



Scan the QR code to download the app



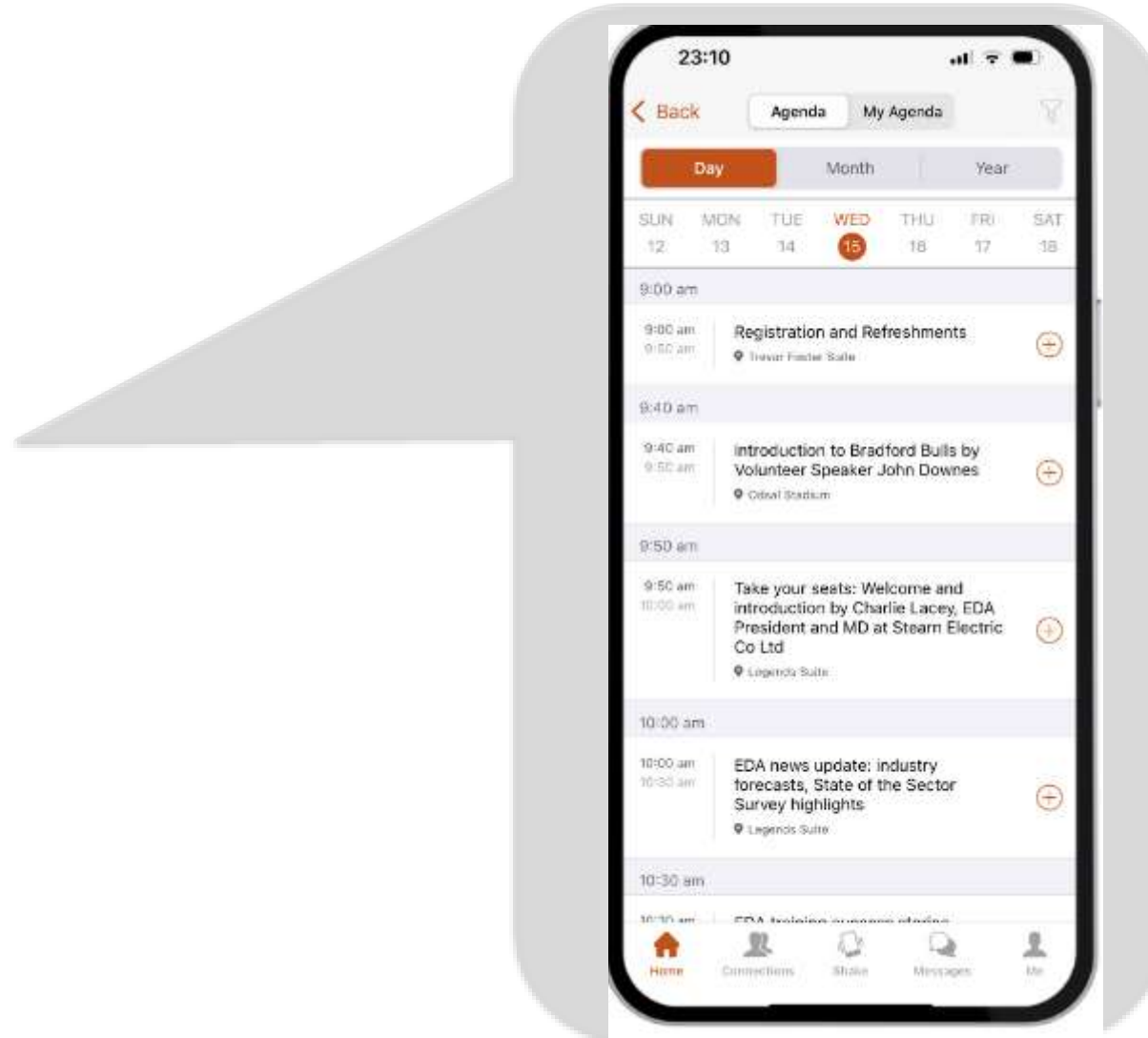
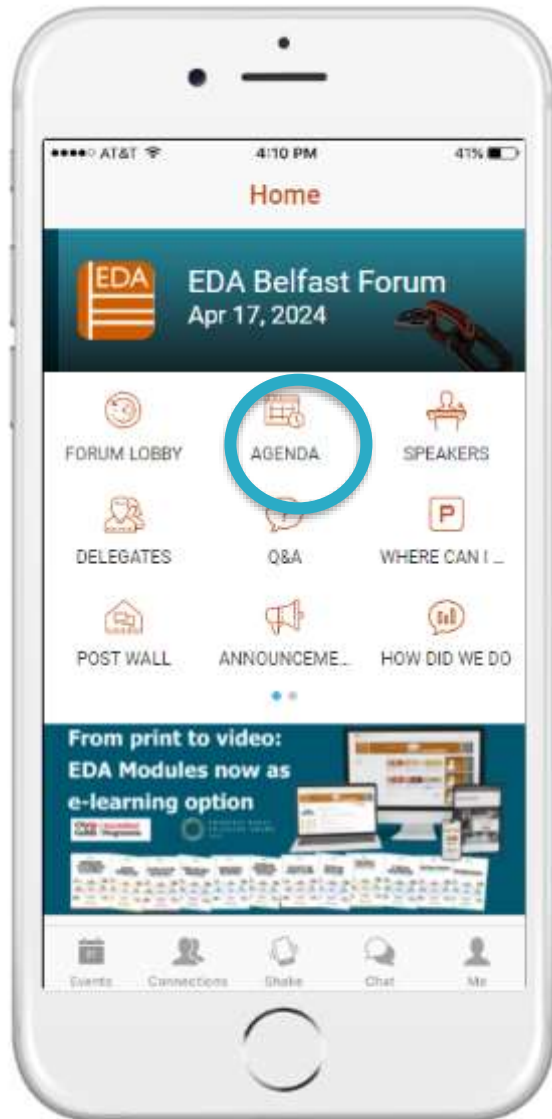
EDA Belfast Forum

Download our official app:

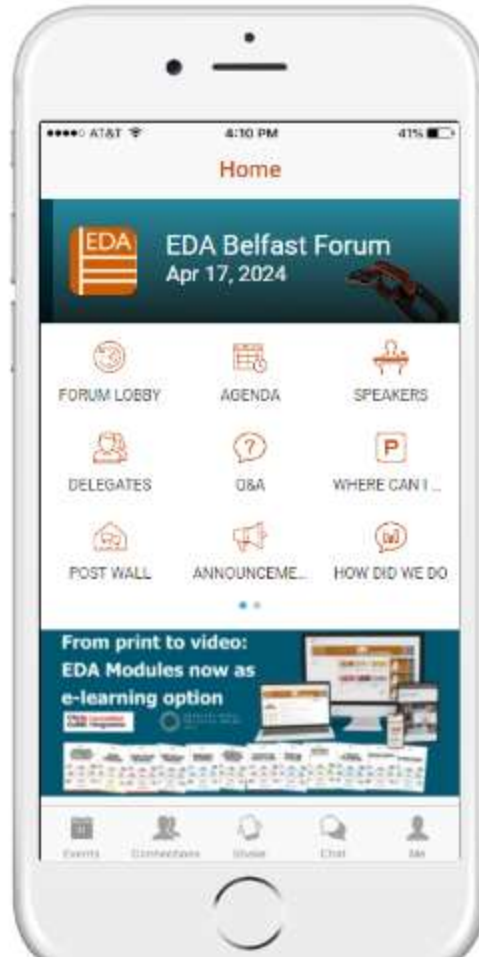


 Scan QR Code

Agenda is on the App



Ask a question



Live questions very welcome

Or use the Q&A function on our EDA Event App

Today's Presentations

- 1. What's the outlook for wholesalers?** Margaret Fitzsimons, CEO, EDA & Anne Vessey, Head of Marketing & Comms
- 2. Overview of the NI economy, and the role of the Windsor Framework:** Stuart Anderson, NI Chamber of Commerce
- 3. Practical customs guidance for businesses in NI:** Matthew Boutros, Derry Bros Customs Clearance

Refreshment break

- 4. Green technology and opportunities for wholesalers: the contractors' view**
Gary Parker, Head of Technical Standards, Electrical Contractors' Association
- 5. EDATA Data Pool: free access to high quality product data that saves you time and money**
Richard Appleton, Head of Digitalisation, EDA;
Ian Hunter, Head of Sales & Marketing, Electrium Sales
Robbie McEnteggart, Technical Strategist, Intact Software

Lunch break

- 6. How to attract and retain staff**
Tracy Hewett, Head of Education and Training, EDA and Tom Jones, Channel Partner Director, Kempston Controls
- 7. The keys to leading motivation in challenging times:** Jo Creed, Director and Trainer, J & S Development Services Ltd

Tea and continued networking

Introducing the EDA & its work

Margaret Fitzsimons, CEO



Great to be back in Belfast!

May 2018

- 70 Delegates
- 12 Wholesaler businesses
- 20 Affiliated businesses
- Industry Guests from AEW, EMDA, BEAMA,

Other guests: EDA Apprenticeship plus, Springvale Learning

April 2024

- 123 Delegates
- 15 Wholesaler businesses
- 38 Affiliated businesses
- Industry Guests from AEW, EMDA, ECA

Other guests: Beyond NLP Training, Customs NI, Derry Bros Customs Clearance, NI Chamber of Commerce

EDA Headline Facts - Membership



261 Member
Companies

CEF
Edmundson Electrical
Rexel UK
Stearn Businesses

ANew
AWEBB
FEGIME UK
The IBA

Independents:

SND Electrical Wholesale Ltd
Switch Electrical (Chesterfield)
County Electrical Supplies Ltd

c. 1,922
wholesaler
branches



25,000
employees

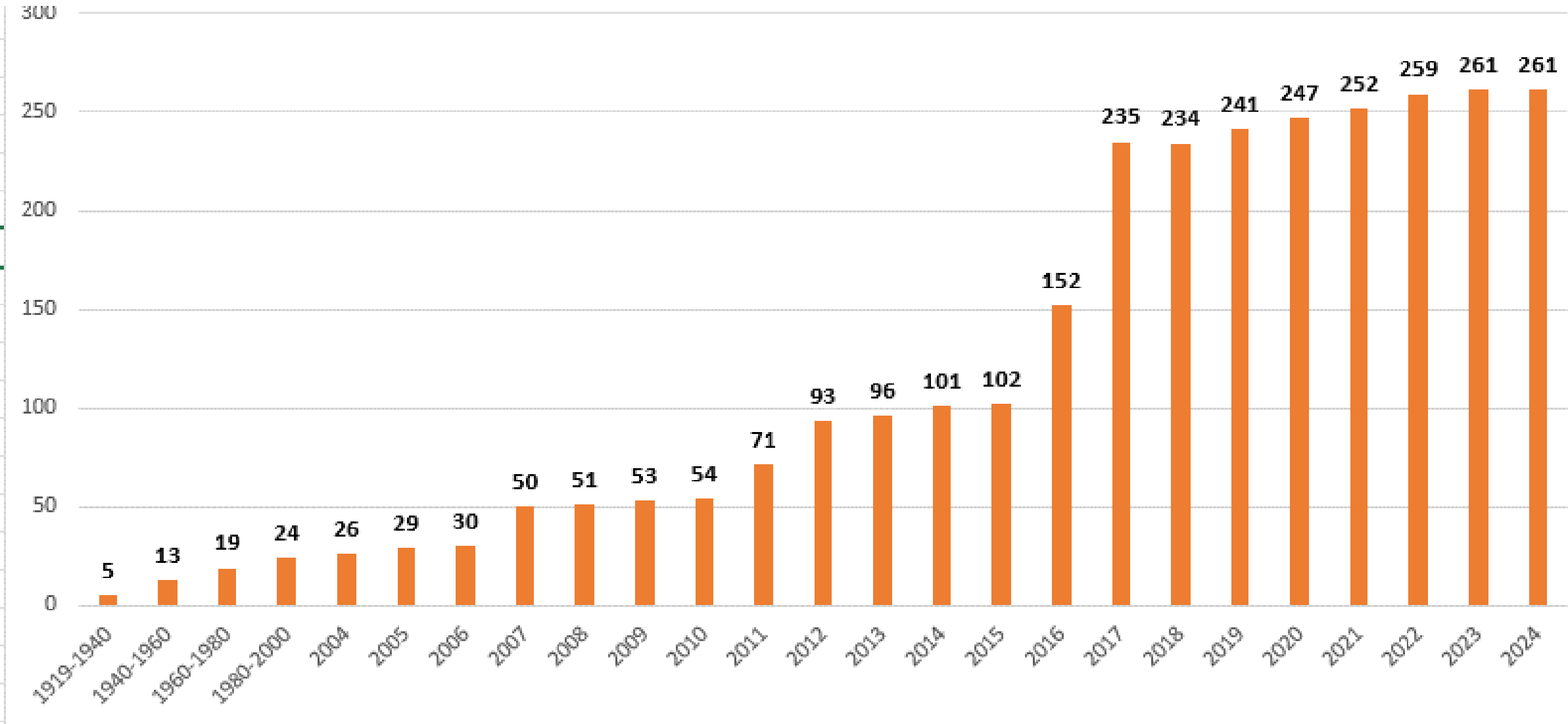


>£4.6 Billion
turnover



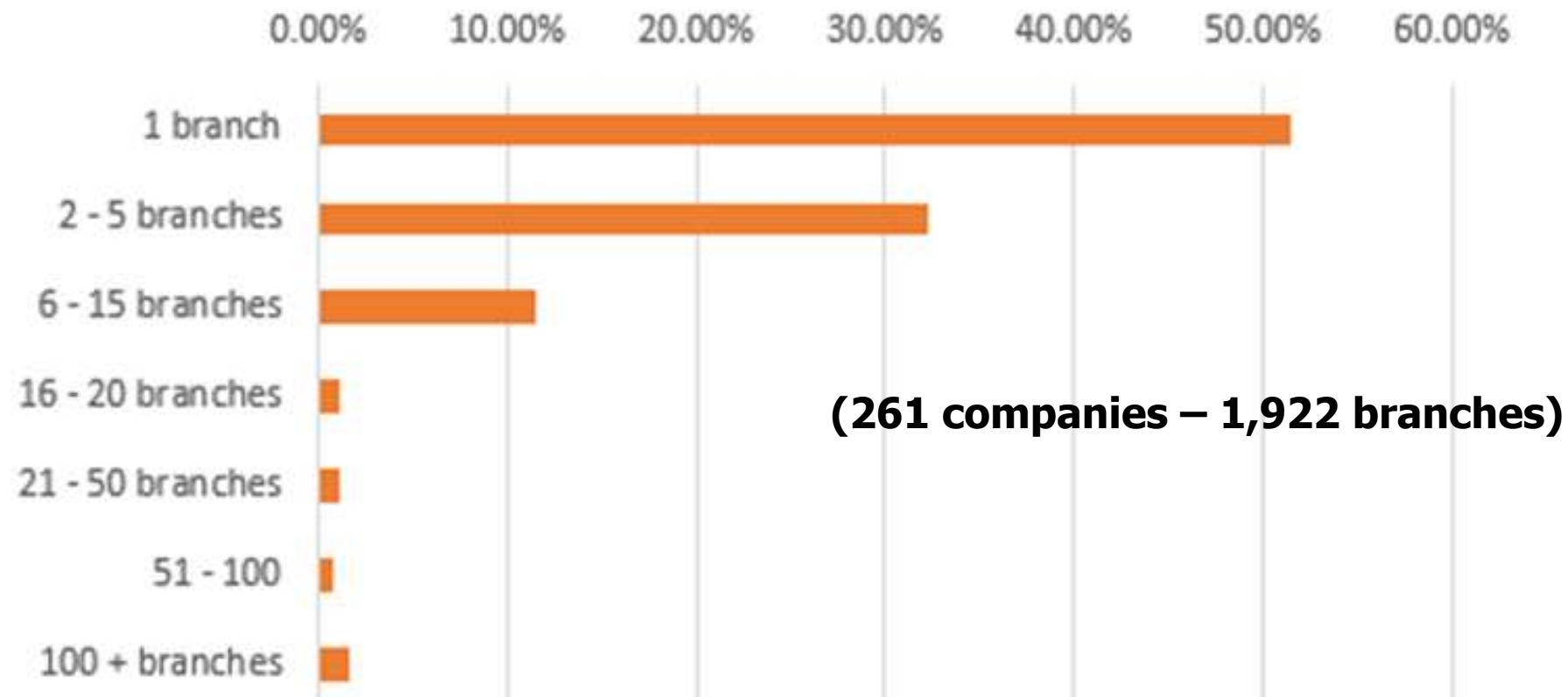
Representing
75% of
the market

Wholesaler Membership Growth



Highly fragmented sector

Profile of EDA business and their branch network



EDA Board of Management – representative of membership



Chris Ashworth
EDA President (to March 2025)
CEF



David Moore (ANew)
EDA Vice President
Medlock Electrical Distributors Ltd



Glynn Prestwood
Stearn Electric Co Ltd



Edgar Aponte
Rexel UK Ltd



Mark Ashworth (The IBA)
ABM Electrical Wholesale Ltd



Margaret Fitzsimons
EDA, CEO



Keith Avenell (AWebb)
3 Line Electrical



Dan Poole (FEGIME UK)
Phase Electrical Distributors

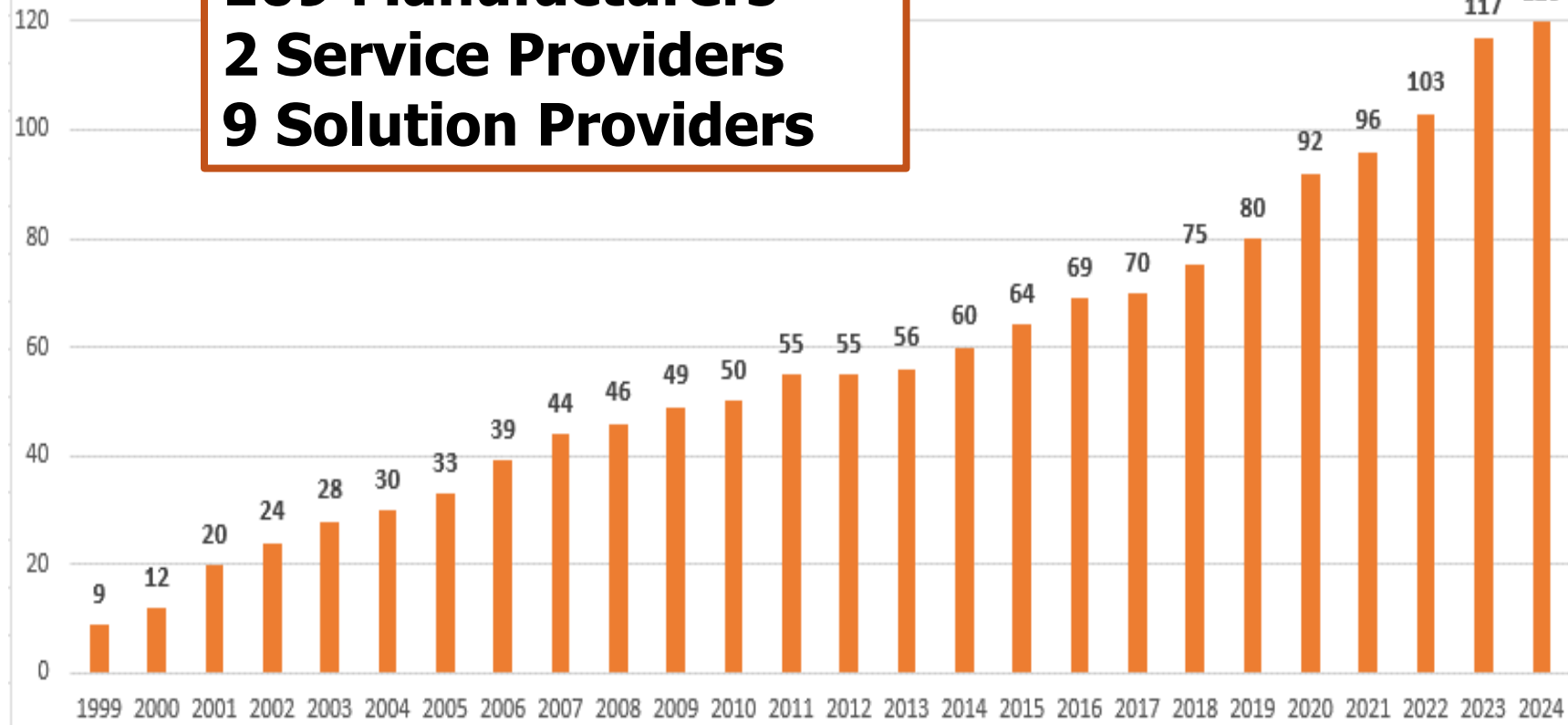


Tom Barton
Edmundson Electrical Ltd



Strong support from Affiliated Members: newest members

109 Manufacturers
2 Service Providers
9 Solution Providers



FIRST TRACE
HEATING DIRECT



SNUG
UNDERFLOOR HEATING

UNICRIMP
ScolmoreGROUP

CONSORT
CLAUDGEN

DUNASFERN



NightSearcher

olympic
fixings

astro



Armorduct

GS YUASA
Creating the Future of Energy

Switchtec

THORN
LIGHTING

SUPER ROD

Roointe
Your Electric Heating Experts

Detection
Supplies

infor

The trade body for electrotechnical wholesalers



Representing the interests of electrical wholesalers since 1914



The essential link in the supply chain between manufacturers of electrotechnical products and the electricians who install them

Four Pillars of EDA work



Building Business Community

Growing Membership

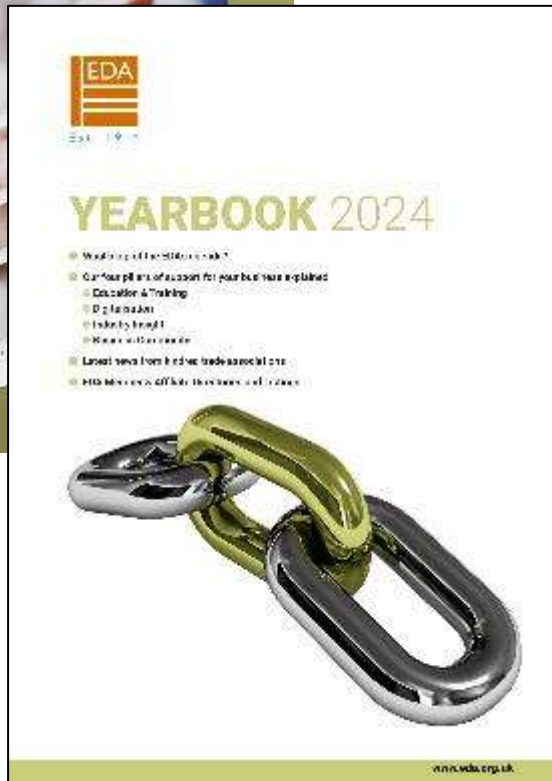
- applications
- due diligence,
- induction
- encouraging on-going engagement

Bringing members together at Business Networking Events

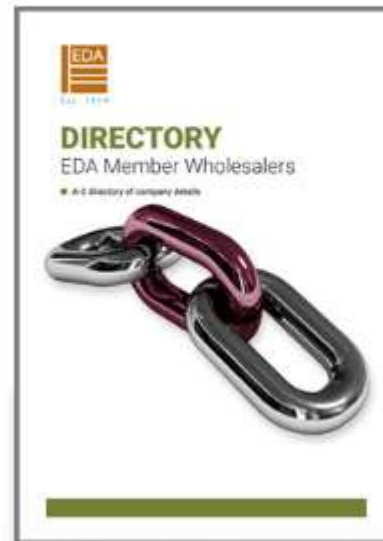
- **Regional Business Forums**
 - Wed 17 April, Belfast
 - Thurs 13 June, Reading
 - Thurs 12 September, Coventry
- **Power It Up: EDA Industry Insight Conference 2024, Crewe Cheshire, Wednesday 13 November 2024**
- **Digitalisation Forum & Data Quality Awards 2024, Thursday 5 December 2024, London**



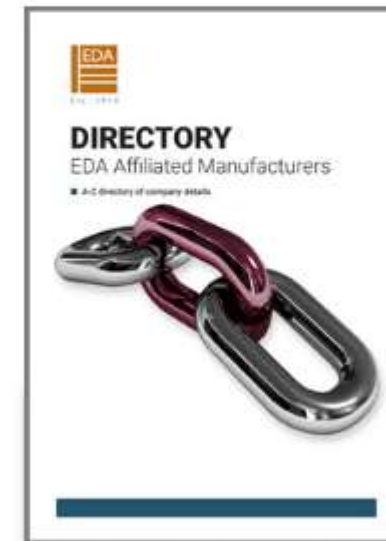
Business Community – Visibility & Recognition



EDA Member Wholesalers
Click for latest version: Issue no. 13, January 2024



EDA Affiliated Manufacturers
Click for latest version: Issue no. 13, February 2024



EDA Affiliated Solution Providers & Service Providers
Click for latest version: issue no.9, January 2024



<https://www.eda.org.uk/members-and-affiliates/>

Use of EDA logo,
Display of membership plaques, Certificates

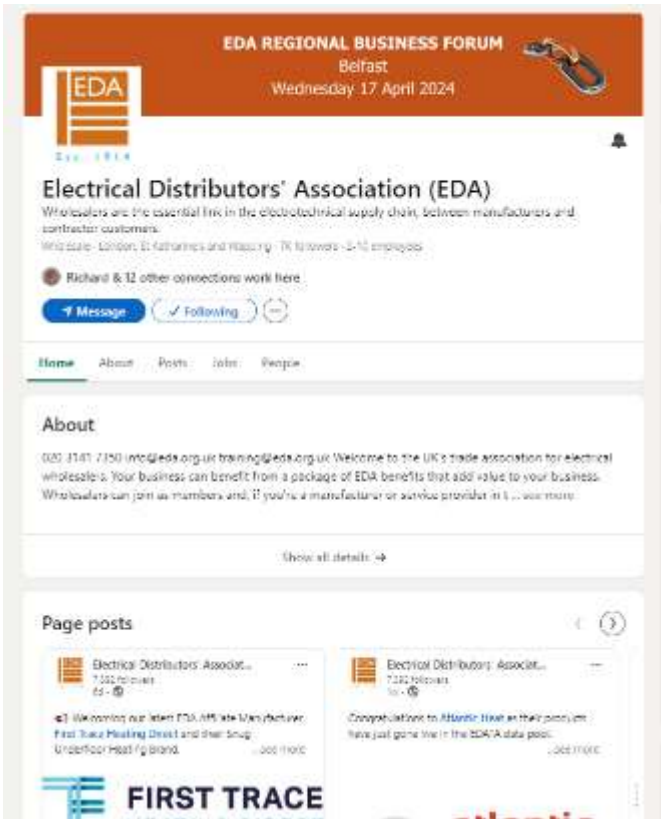
Business Community: Building relationships through working together for the good of the sector



Business Community -



Quarterly Newsletter
4,000 circulation



LinkedIn Channel
8,000 followers

EDATA Database
10,000 members
receive email
Communications





**The EDA's 2nd Industry Insight
Conference
Wednesday 13 November 2024
Crewe Hall Hotel & Spa, Crewe,
Cheshire**



Confirmed Sponsors



Industry Insight

Mission:

To curate and communicate information from a variety of sources (*the EDA, the supply chain and wider construction industry*) that offers valuable insight, identifies threats and opportunities and enables better decision making

Anne Vessey
Head of Marketing and
Communications



EDA State of the Sector Survey Highlights Q1 2024

**Quarterly survey results presented
at the January 2024
Talking Shop Dialogue**



Wholesalers in Q1 2024: Your 3 most pressing **operational** challenges

1

Downturn in demand

2

Customers paying more slowly

3

Increased exposure to bad debt



Wholesalers: Comments on Operational Challenges

"More and more of our suppliers who used to sell via wholesalers only now sell through retail, ie. Screwfix, Toolstation, B&Q etc.

"Showing a sensible margin on most products."

"Price pressure affecting profit margin."

"Along with the massive online presence they have and other wholesalers who sell cheap online, it is very hard to compete and make money."

"Competitors selling at cost price for turnover. Carrying stock and then prices of goods coming down due to slow sales."



Manufacturers in Q1 2024: Your 3 most pressing **operational** challenges

1

Adapting to delays caused by piracy in Red Sea + Attracting and retaining staff

2

A downturn in demand

3

Complexities around different sustainability/carbon assessment schemes + Balancing staffing levels alongside rising wage bills



Wholesalers: Have you experienced a change in turnover in Q4 2023 compared to Q3 2023 for the following sectors?

Ranked by growth (grey band)

Industrial (warehouse and factories)
(2nd in Oct 2023)



Commercial (1st in Oct 2023)
(offices of all types, new and renovation)



Infrastructure, govt projects, and local
authority projects

New private housing



RMI private housing

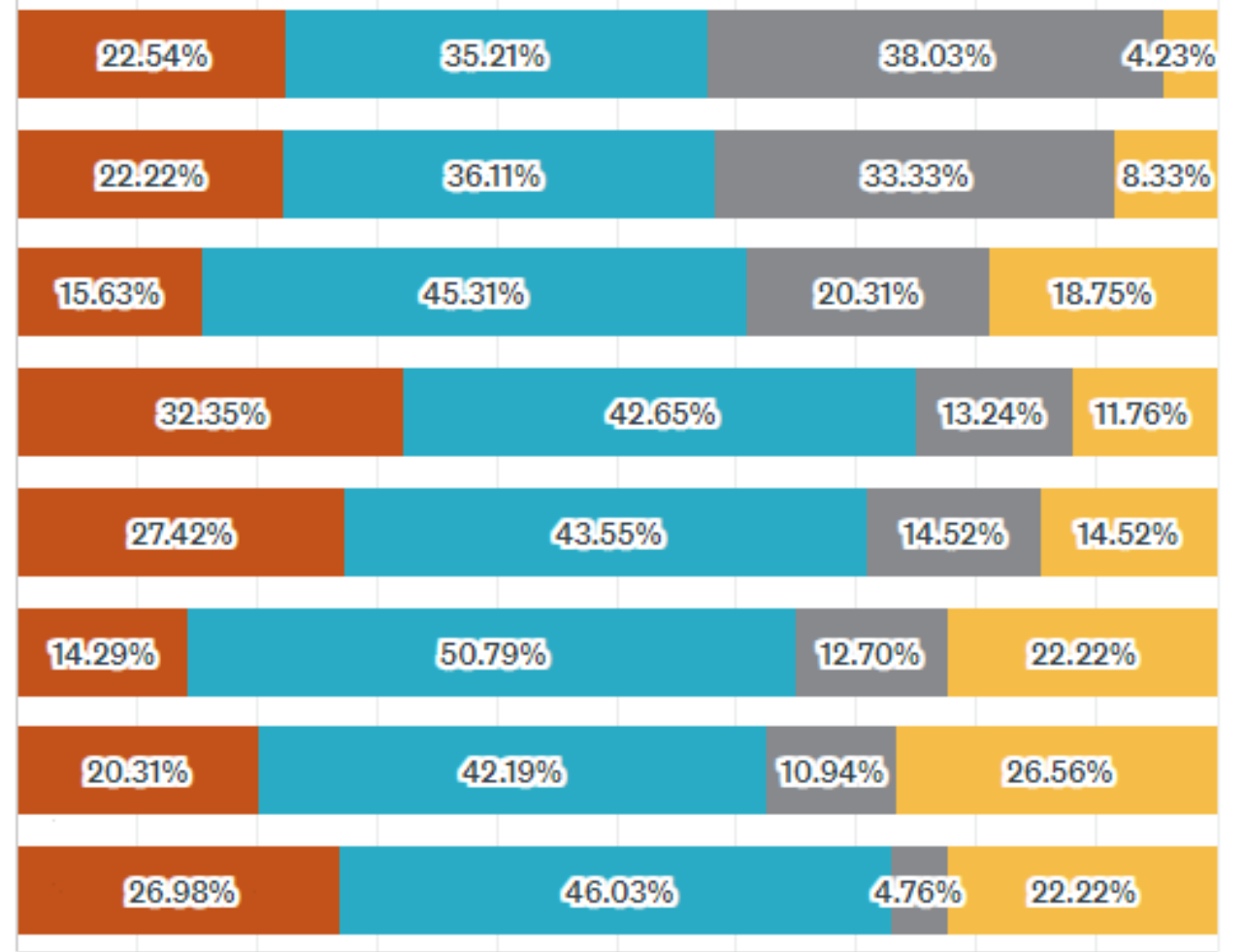


RMI public housing



New public housing

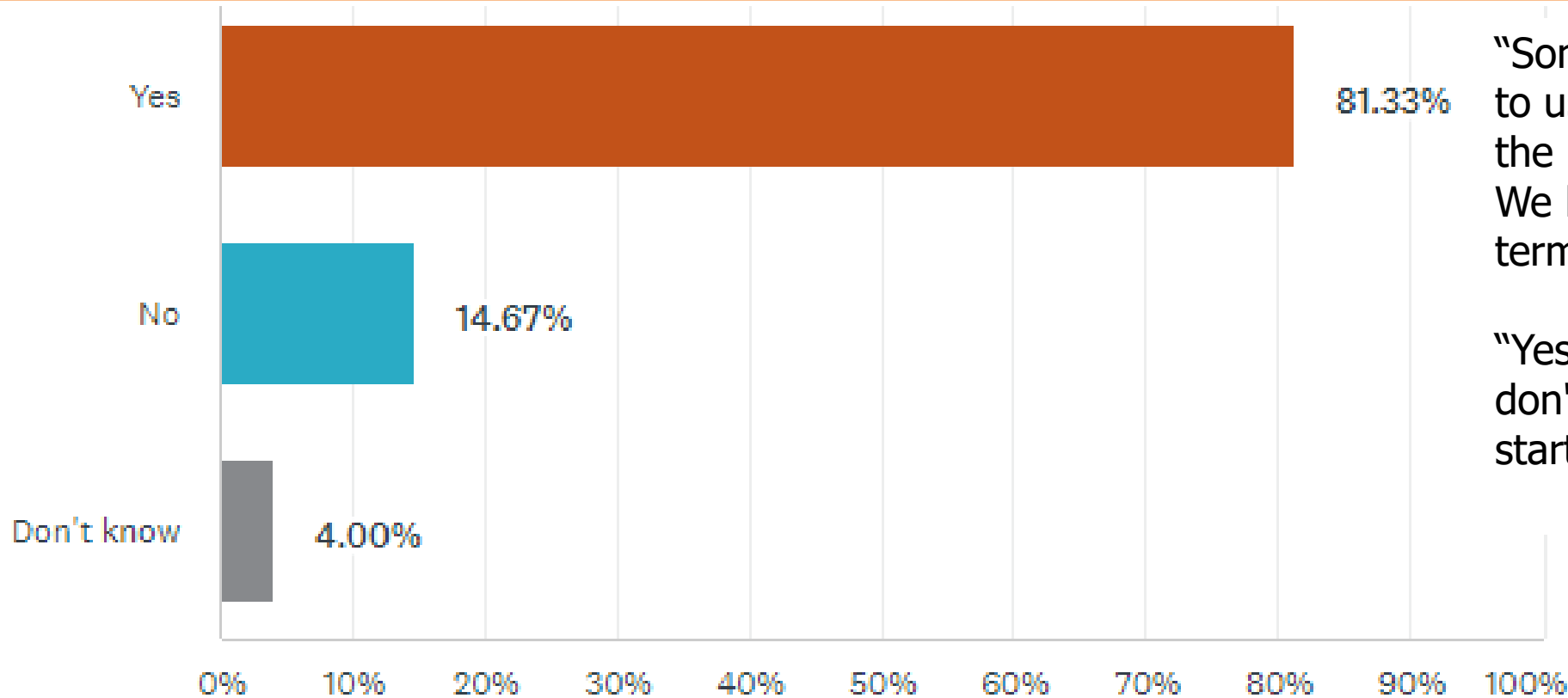
NEW! Hospitality Sector



Decline No change Growth N/A

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Wholesalers: In our last survey wholesalers reported customers paying later than expected. Is this continuing in Q4 2023?



"Some customers are wanting to use American Express to get the rewards that comes with it. We have just had new terminals fitted to reflect this."

"Yes some customers who don't normally pay late have started paying late."

"It's getting worse."

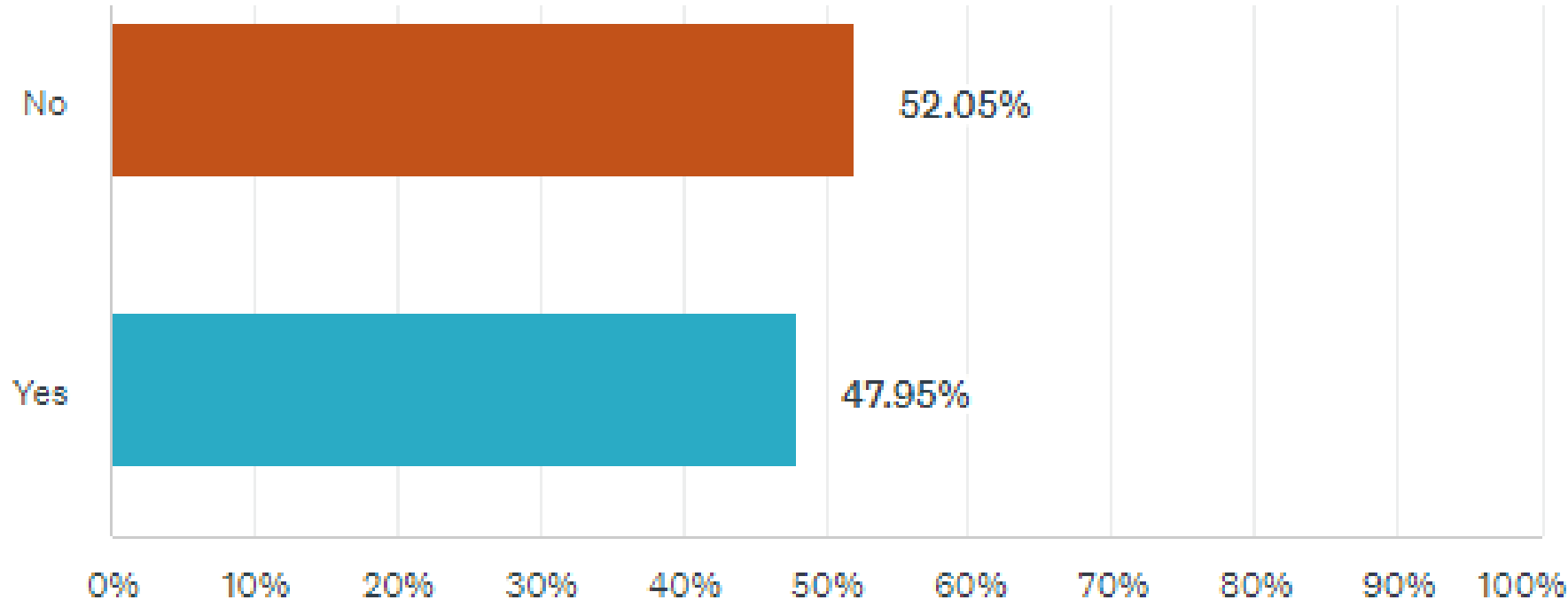
"Customer credit is closely monitored and there have been no significant changes to previous quarters."



"Always a bad time of year for cash collection."

Wholesalers: Trading through WhatsApp - have you seen a rise in orders placed with your business via WhatsApp?

Talking Shop Zoom Dialogues

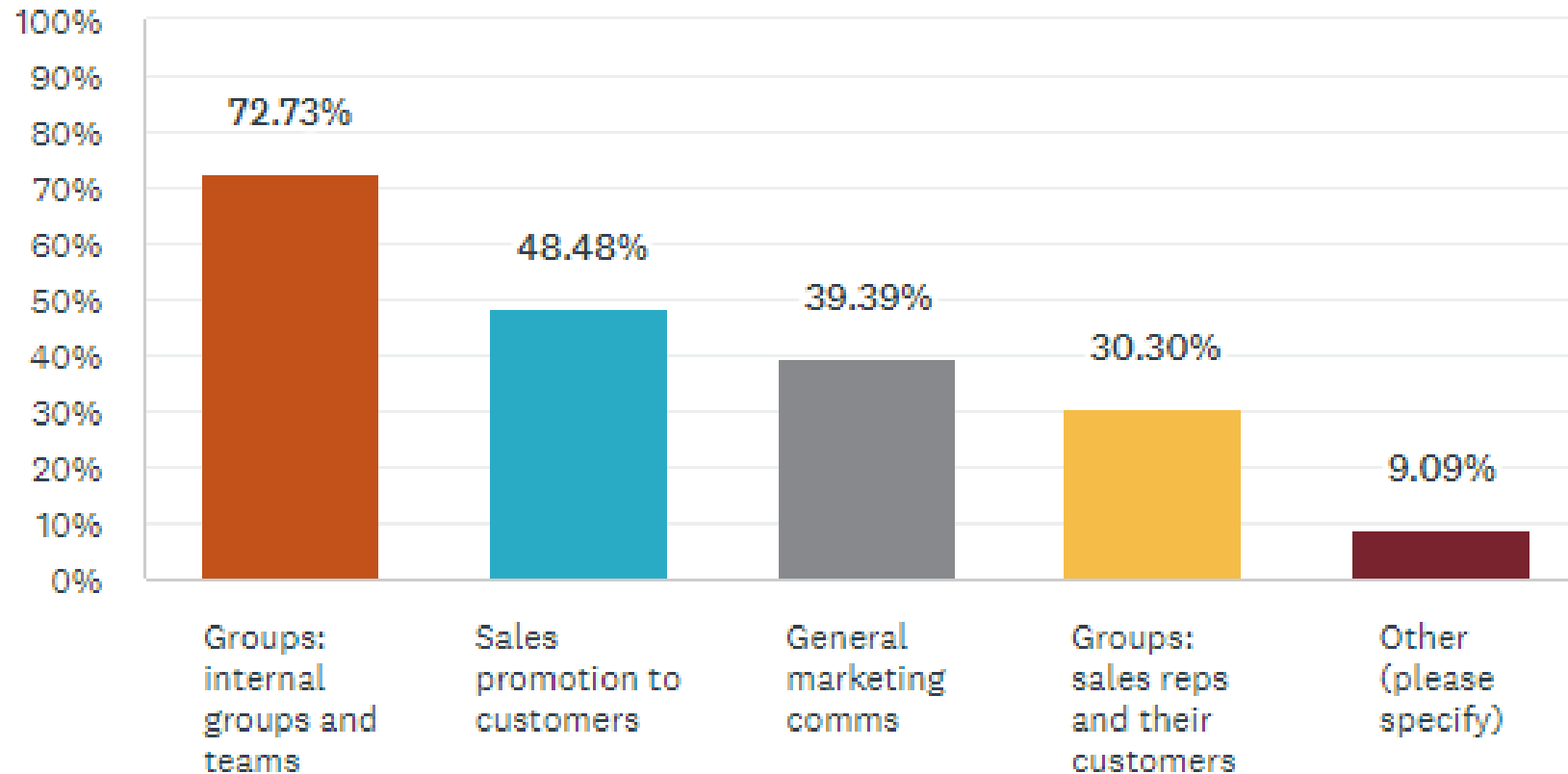


To those who said Yes, we asked follow up questions



Wholesalers: Apart from taking orders, how else do you use WhatsApp for your business. Tick all that apply.

Talking Shop Zoom Dialogues



Other:

Customer enquiries and support

Keeping in regular contact instead of calling



On a scale of 1 – 10 (where 1 is not at all optimistic and 10 is extremely optimistic) how optimistic to you feel about this sector's performance potential for **2024**?



Wholesalers' Views on 2024

Talking Shop Zoom Dialogues

"Hoping to be higher is some areas, like new products brought in, but levelled out by decline in government work in Northern Ireland and a general slow down in industry. Having to look outside the box to retain the same turnover."

"Growth plan again."

"New branch hoping for bigger turnover - as increased area and customer base."

"The biggest issue I see is finding sensible margins."

"Can a business survive if does not have a user friendly online e commerce website?"

Latest Construction Industry Forecasts 2024 - 2025



Winter 2023/4
Forecast from the
Construction Products
Association (CPA)

Normally £210

To get your free copy, email
Margaret.fitzsimons@eda.org.uk



Join us virtually every quarter in 2024



11am- 12.30pm on Teams

April 2024

July 2024

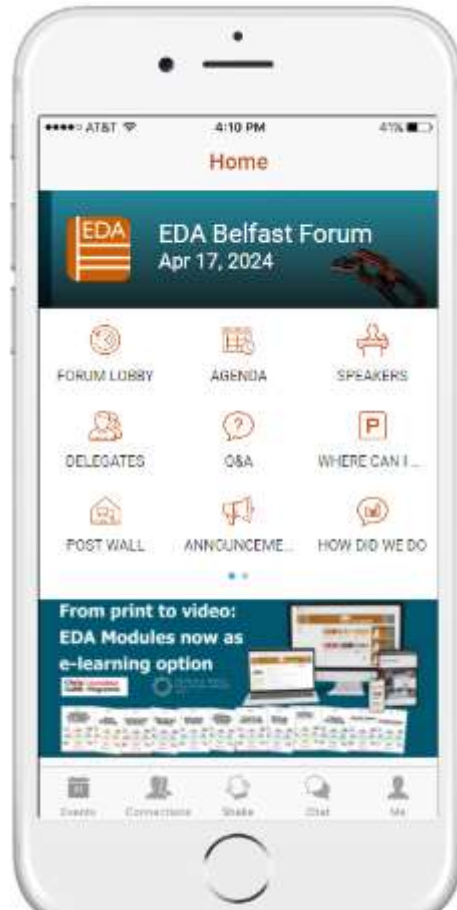
October 2024

**Register @
www.eda.org.uk**



**Talking Shop
TEAMS DIALOGUE**

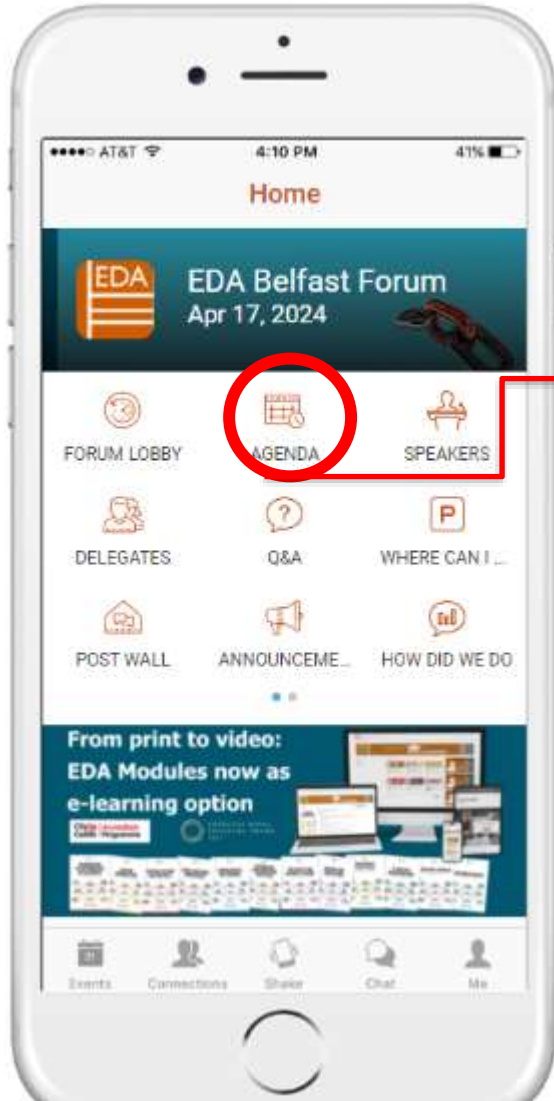
Ask a question



Live questions very welcome

Or use the Q&A function on our EDA Event App

Rate the presentation



Got to Agenda

Open the session

Rate Now

Add a comment

Back Submit

Tap to Rate

★★★★★

Write a Review (optional)

Rate anonymously ☐

An overview of the NI economy, including the role of the Windsor Framework

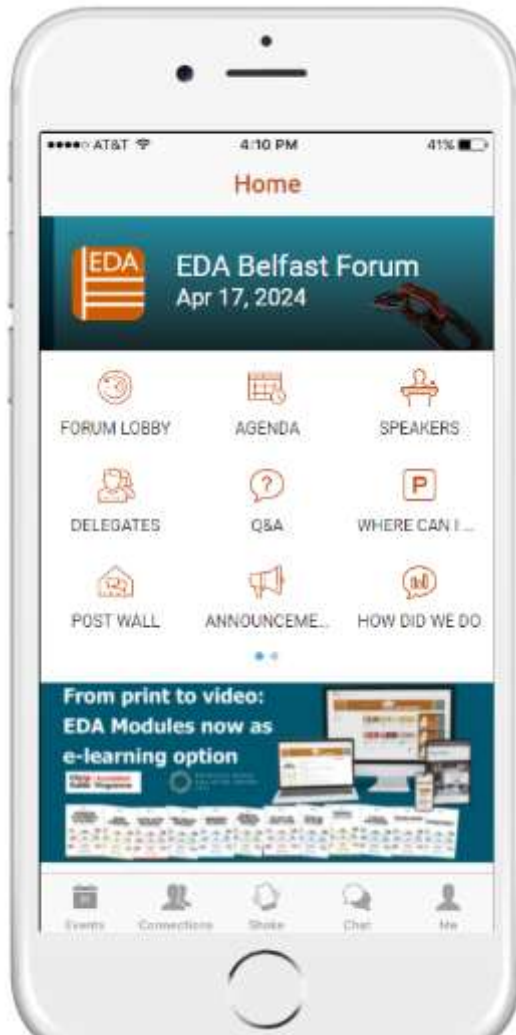
Stuart Wilkinson
Head of Public Affairs



Northern Ireland
Chamber of Commerce
and Industry



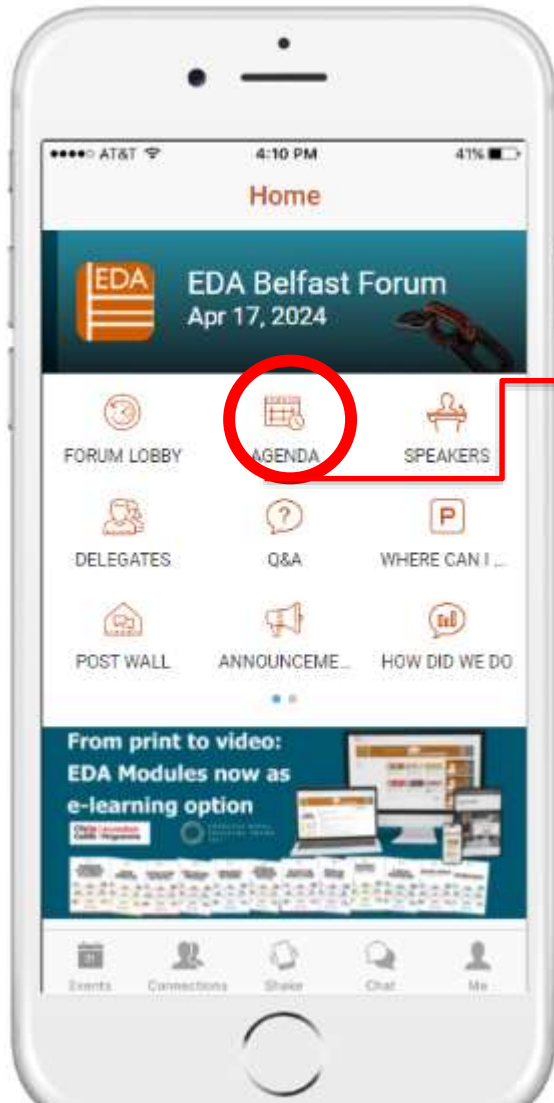
Ask a question



Live questions very welcome

Or use the Q&A function on our EDA Event App

Rate the presentation



Got to Agenda

Open the session

Rate Now

Add a comment

Back Submit

Tap to Rate

★★★★★

Write a Review (optional)

Rate anonymously ☐

Practical guidance for businesses in Northern Ireland

Matthew Boutros
Customs Manager



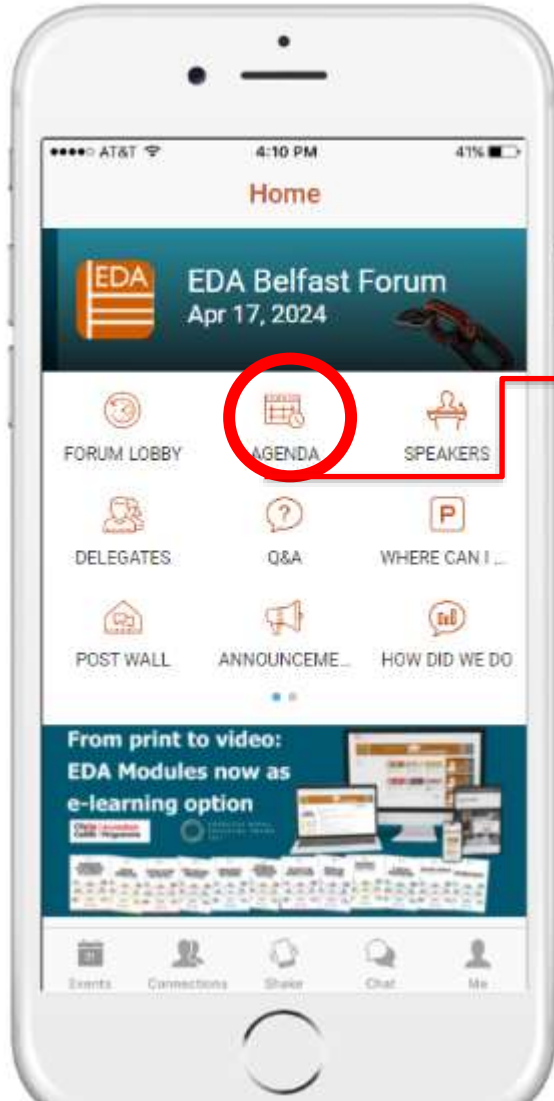
Ask a question



Live questions very welcome

Or use the Q&A function on our EDA Event App

Rate the presentation



Got to Agenda

Open the session

Rate Now

Add a comment

Back Submit

Tap to Rate

★★★★★

Write a Review (optional)

Rate anonymously ☐



Shake or Tap to Connect

Refreshment Break



* Shake or tap together to connect.



Green technology and opportunities for wholesalers: the contractors' view

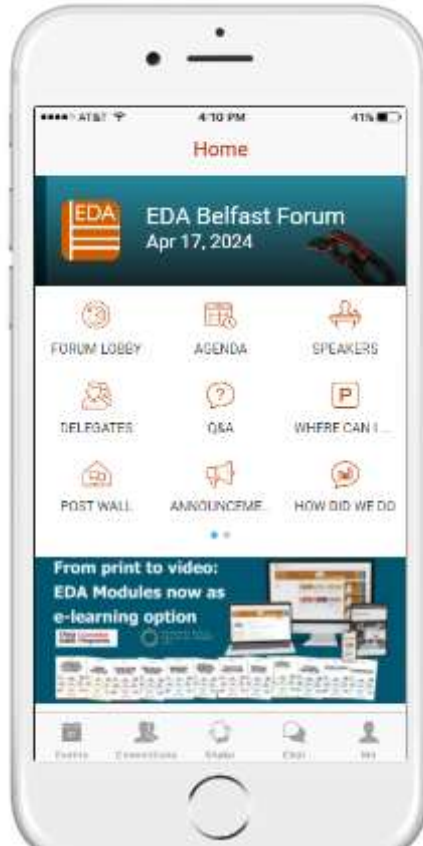
Gary Parker

Head of Technical Standards

Electrical Contractors' Association



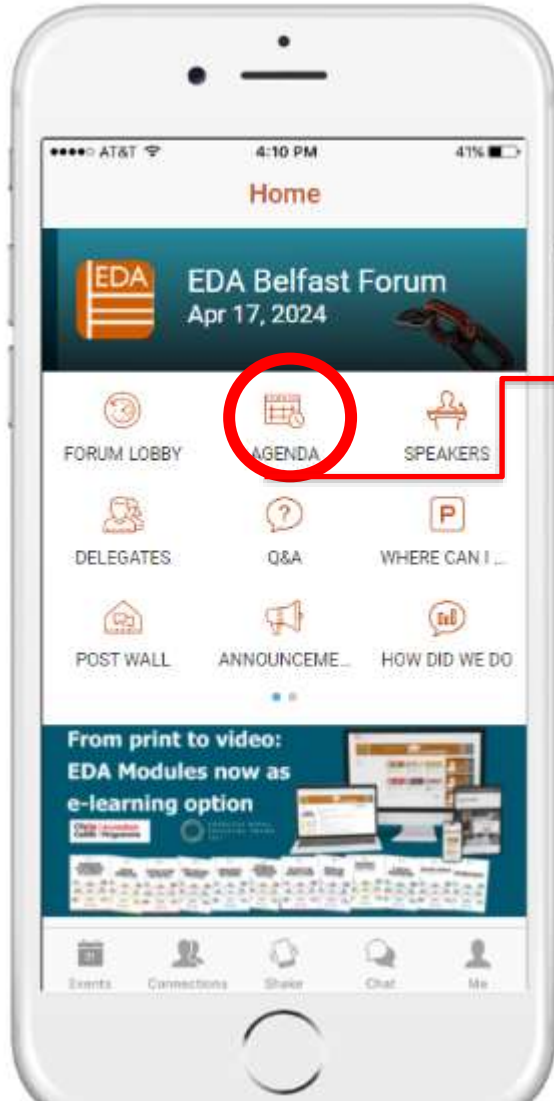
Ask a question



Live questions very welcome

Or use the Q&A function on our EDA Event App

Rate the presentation



Got to Agenda

Open the session

Rate Now

Add a comment

Back Submit

Tap to Rate

★★★★★

Write a Review (optional)

Rate anonymously ☐

Welcome to the EDATA data pool: free access to high quality product data that saves you time and money

Richard Appleton
Head of Digitalisation



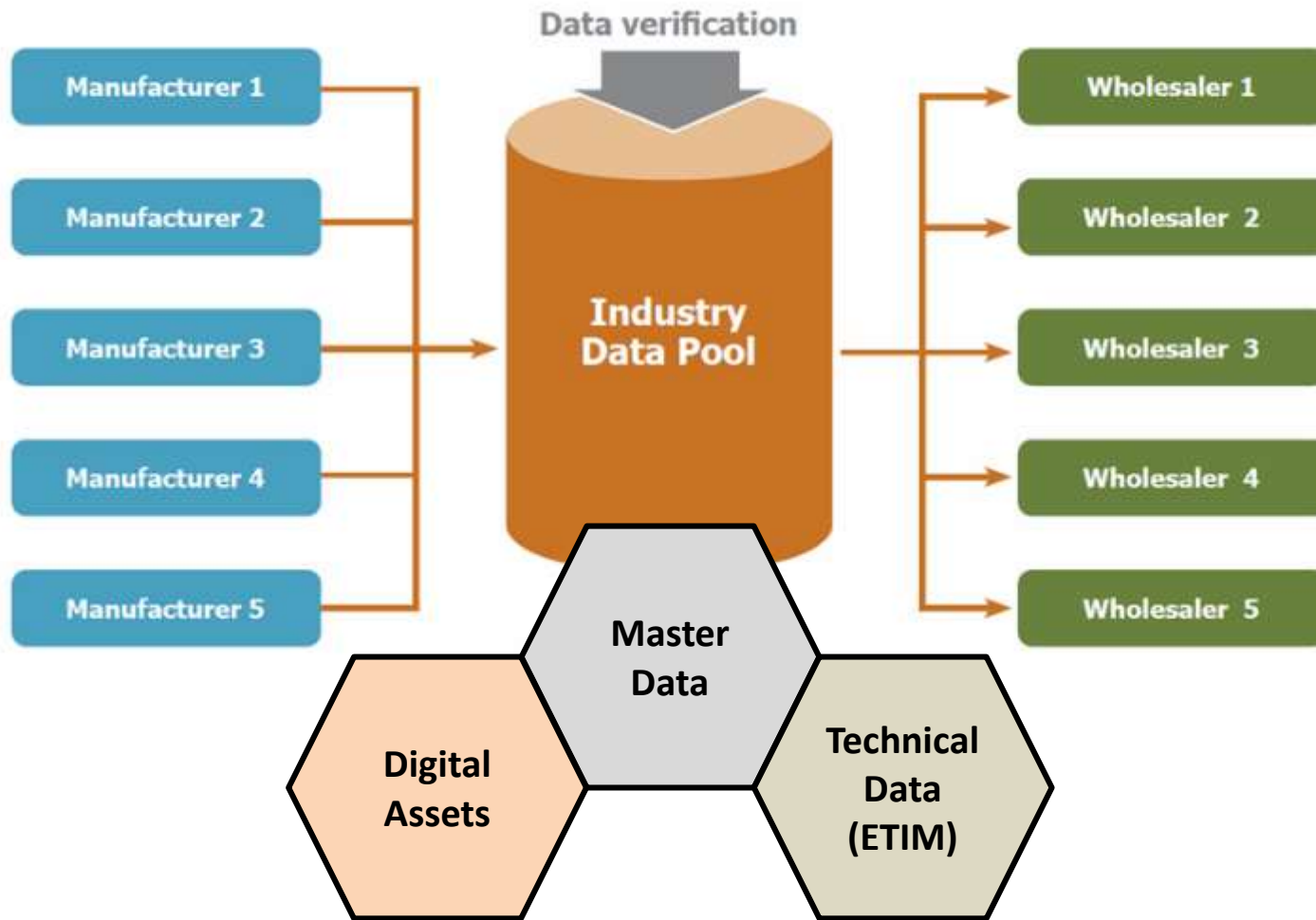
Digitalisation

Mission

To support and accelerate digital transformation in the electrotechnical supply chain



EDATA – The Electrotechnical Sector Data Pool



In the digital world product data is your **“silent sales team”**.

EDATA hosts manufacturers’ product data, owned and managed by the manufacturers.

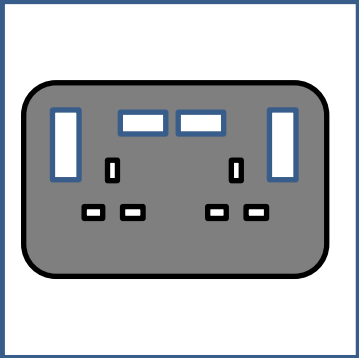
EDA member wholesalers may access and download the data free of charge.



EDATA: all the data required to create a typical web product page or product data sheet



Cobra Essential-M 2 Gang 13A Switched Socket with Twin USB Outlets



<Manufacture Logo>

<Manufacturer's Part Number>

- Slim profile
- Clip on face plate; no visible screws
- Type A USB
- ASTA approved
- Building Regulations Part M compliant
- Outboard rockers
- 5 year manufacturer's warranty

The Cobra essential-M range of wiring accessories includes a wide range of standard accessories all with rockers and inserts in contrasting colours compliant with Part M of the Building Regulations. The 2 gang 13A switched socket is ideal for charging mobile phones, tablets, cameras and all mobile devices.

Technical SpecificationDownloadsBIM

PRODUCT DATA SHEET

Bell Lighting 11370

Firestay Duo 4/6W - 4 CCT 2 Wattage Switchable LED Downlight (No Bezel)

Manufacturer: Bell Lighting
GTIN: 501358513700
Family: Downlights

Range: Firestay Duo



DESCRIPTION

The Firestay Duo LED CCT is a high Output Downlight ideal for high ceilings or any project requiring intense light, 4 way colour and 2 wattages switchable straight out of the box. With a 7 year or the front facing switch enables the user to seamlessly change the colour temperature (2700/3000/4000/6000K) to suit the mood of any space while the rear facing wattage switch instantly double the light level of any commercial or residential premises.

- Firestay Certification: 30, 60 and 90 minute solid joint ceilings, 30 minute i-joint & Metal Wall systems
- 8 in 1 Features: 4 colour temperatures, 2 wattages
- Front CCT switch
- White, Satin, Chrome, Brass, Antique Brass & Matt Black bezels available
- Tool-free termination

PRODUCT DATA SHEET

Bell Lighting 11370



TECHNICAL SPECIFICATION

ETIM Class: Downlight / spot luminaire / floodlight (EC001744)

Primary Features

Colour of light	White	Lamp included	Yes
Colour temperature (K)	2700 - 6000	Maximum system power (W)	8
Degree of protection (IP rating)	IP40	Nominal voltage (V)	220 - 240
Housing colour	White	Number of lamps	1

Additional Features

Adjustability	Not adjustable	Suitable for ceiling mounting	Yes
Beam angle	Wide beam 40-60°	Suitable for clamp mounting	No
Beam angle adjustable	No	Suitable for light track mounting	No
Colour rendering index (CRI/Ra)	80-88	Suitable for pedestal/floor mounting	No
Colour temperature switchable	Discrete positions	Suitable for recessed mounting	Yes
Control gear included	Yes	Suitable for surface mounting	No
Height/depth (mm)	53	Suitable for suspended mounting	No
Housing material	Aluminium	Suitable for track mounting	No
Luminous flux (lm)	415 - 510	Suitable for wall mounting	No
Luminous intensity (cd)	565	With light sensor	No
Outer diameter (mm)	95	With movement sensor	No

FURTHER DETAILS

Product Status (if downloaded): Active
Trade Tariff Community Code: 940910990
Bell Lighting, Unit A Foxbridge Way Newnham Industrial Estate, NORMANTON, MK6 1TN
T: 01924 893380 | sales@belllighting.co.uk | http://www.belllighting.co.uk/

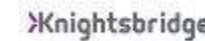
Date Updated: 09-08-2023
Country of Origin: CH

Disclaimer

- This Data Sheet was downloaded from IESNA - <https://www.iesna.org/> - the IESNA documents include data you may want to use for your own project or for the benefit of your client.
- All technical properties shown on the Product Data Sheet are the property of the Manufacturer and are not the property of the Manufacturer.
- Product Data Sheet and the Data Sheet is the property of the Manufacturer. Any subsequent modification of the product may affect specifications and performance.
- The information shown on the Data Sheet is for the purpose of providing a general overview of the product and is not intended to be used as a specification or as a basis for design.
- The Product Data Sheet on this Data Sheet is not continuously updated. The Manufacturer reserves the right to amend the Product Data Sheet without prior notice.



Growth: 85 leading brands choosing EDATA



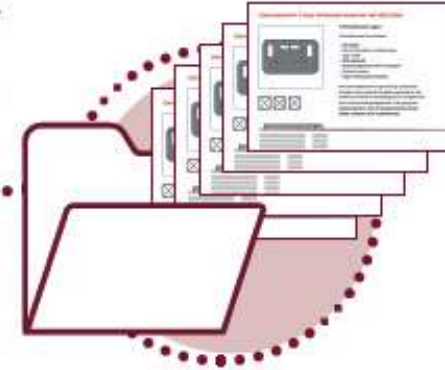
How wholesalers use EDATA



EDATA is available
free of charge to all EDA
member wholesalers



TRADE COUNTER CUSTOMER SERVICE:
Search & find answers to technical
questions and download PDF Product Data
Sheets in a standard format to accompany
quotations, submittals or to create
Operation & Maintenance manuals.



QUALITY & QUANTITY:
Bulk data downloads and API
links to populate and update
wholesalers' web sites directly
or via a Product Information
Management (PIM) system.



SEAMLESS INTEGRATION:
EDATA can be fully
integrated with wholesalers' ERP
systems using our
comprehensive suite of API
calls providing one-click
access to accurate, current
and comprehensive product
information.



FAST AND EFFICIENT:
Generate EDATA Product Data
Sheets from within your own
systems using customised
URLs.

EDA wholesalers register for FREE access here: www.eda.org.uk/etim-edata/register-for-edata/

EDATA: a call to arms

Ian Hunter

Head of Sales and Marketing



Intact Software: EDATA Integration

Robbie McEnteggart
Technical Strategist



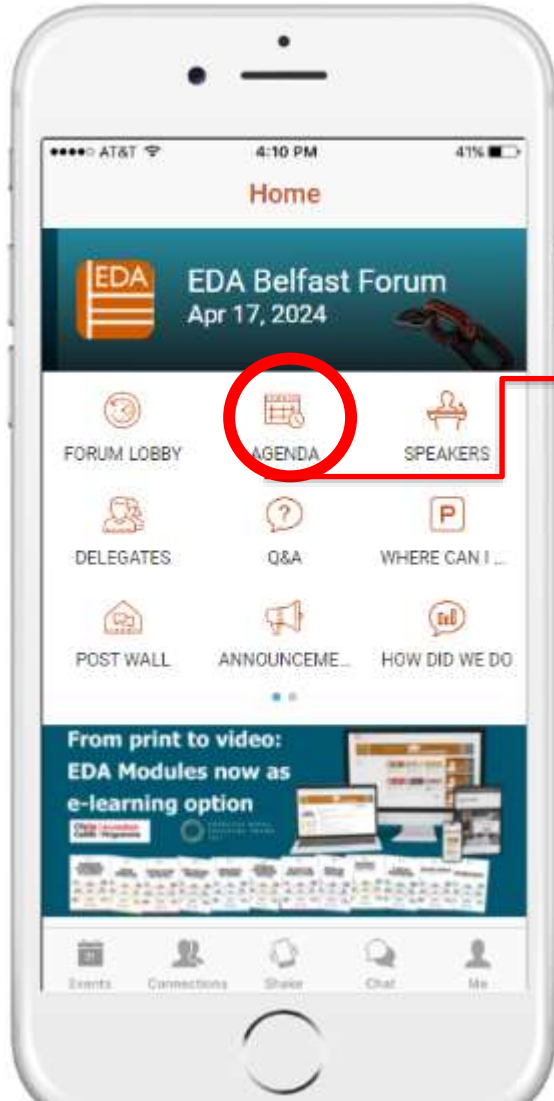
Ask a question



Live questions very welcome

Or use the Q&A function on our EDA Event App

Rate the presentation



Got to Agenda

Open the session

Rate Now

Add a comment

Back Submit

Tap to Rate

★★★★★

Write a Review (optional)

Rate anonymously ☐



Shake or Tap to Connect

* Shake or tap together to connect.



Lunch



Education and Training

Mission

To encourage recruitment into the sector and provide opportunities for members to upskill and develop professionally from the moment they join until they retire (and beyond)



Tracy Hewett
Head of Education & Training



Did you know?



?



What makes the cost so high?

- Finding a replacement: advertising the vacancy and holding interviews
- Onboarding and training: induction and then training them into their role
- Loss of productivity: loss of well-trained member of staff and time of other staff to support new member



So, what should you do to avoid this?

Keep them



Grow your own talent



How can we help at the EDA?

Keep them



EDA Product Knowledge Modules - Now available electronically



**£99 + VAT
per module**



Module Outcomes Since Launch (June 2018)

City & Guilds | Accredited Programme



8,610
modules
ordered

5,742
modules
completed

3,113
learners

205
organisations

1,036
branches



PRINCESS ROYAL
TRAINING AWARD
2022



Classroom Course - Trade Counter Merchandising



Learn to use tried and tested merchandising techniques to increase margin at your trade counters.

"Advertising moves people towards goods, merchandising moves goods towards people."



6-hour face to face training

Thursday 25 April 2024, London



"Definitely worth attending; good ideas on product placement on the trade counter to maximise sales and engagement with your customers."

Classroom Course – Credit Control Bootcamp



Don't let the burden of bad debt get the better of your business

Implement regular robust credit control procedures now to avoid the pain of late payers and the risk of writing off bad debts later

4-hour face to face training



Partnering with the credit control professionals



Wednesday 15 May 2024, Midlands

Remember: A sale is only a sale when it's paid for!

Other courses coming soon



**Introduction to Artificial Intelligence:
2-hour virtual webinar**

**Interviewing for the “best candidate”
4-hour classroom course**



**EDA Decarbonisation Champions:
4-hour classroom course + virtual follow-up**

30-Minute Masterclass Sessions



Bringing our learning programmes – apprenticeships and EDA Product Knowledge Modules – to life.

The sessions are all free. Attend as many or as few as you want.

“Gaining information from Industry Giants in bitesize chunks that will help me to perform my job in a more efficient way.”

**6th April:
More than hot air**

**41% knowledge
improvement of attendees**

**8th May:
PV Systems
Sign-up now**

Now also
available as a
course on the
EDA Academy

30-Minute Masterclass Sessions



Data is Power Training Initiative (utilising apprenticeships for existing staff)



Project drivers



multiverse

Save time and money by enhancing business efficiency

Develop digital skills to reduce errors, mainstream processes, and increase business efficiency

"The apprentice has **delivered business impact by saving time** - utilised power query to **streamline / automate previously manual and time consuming data extraction/collation** and reporting tasks."

AICO Apprentice Manager
ADF 4

Make better informed decisions based on hard facts

Empower individuals to make better decisions by using facts, turning data into actionable insights & ultimately driving financial performance

"**By mining data, he has enabled better decisions.** The inventory analysis of stock facilitated decisions on product margins, leading to the release of capital formerly tied up in stock, **improving product profitability by 2%**"

Trafford Electrical Apprentice Manager
DF4

Develop and retain digital skills within the industry

Equip employees who are already well-versed in the industry with digital skills to increase efficiency, standardise data processes, and reduce mistakes

"He has applied his new learning to the **evaluation of our current external carriers**. A second carrier for one and two parcel deliveries has been introduced in Accrington **rendering significant annualised savings**"

Olympic Fixing Products Apprentice Manager
DL3

How can we help at the EDA?

Grow your own talent



Recruitment and Induction

Power It Up: A career in the electrotechnical supply chain

Created by a working party across the whole supply chain in 2022 and recently updated

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



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

JobStart NI: Employers in Northern Ireland can receive 100% government funding to create 6-month job opportunities for 16-24-year-olds who are not in employment.

([JobStart Scheme Employer Application - Northern Ireland Employer - NI Direct - Citizen Space](#))



Employer criteria to participate in JobStart

- Employers of all sizes can participate
- Employers in all sectors can participate
- Employers can offer one job or multiple jobs
- JobStart opportunities must not replace existing or planned vacancies or cause existing employees, apprentices or contractors to lose or reduce their employment.
- Jobs must provide a 6-month opportunity
- Jobs must offer at least 25 hours of employment per week
- Jobs must pay at least the National Minimum Wage (for the participant's age group) through PAYE

Scheme closes 30th April, 2024

For each job opportunity funding will cover:

- 100% of the relevant National Minimum Wage for 25 hours of work per week (*extra hours will need to be funded by employer*)
- The associated employer National Insurance contributions
- Employer minimum automatic enrolment contributions

NB: A support grant of £1000 is available to support the training plan offered – this could include any EDA training you make use of. The grant is paid in two instalments once conditions have been met.

EDA Apprenticeships in partnership with **EDA Apprenticeships Plus**



Apprenticeship Frameworks in NI

- Business Administration
- Customer Service
- Sales and Telesales
- Supply Chain
- Warehousing and Storage

Remember: Apprentices

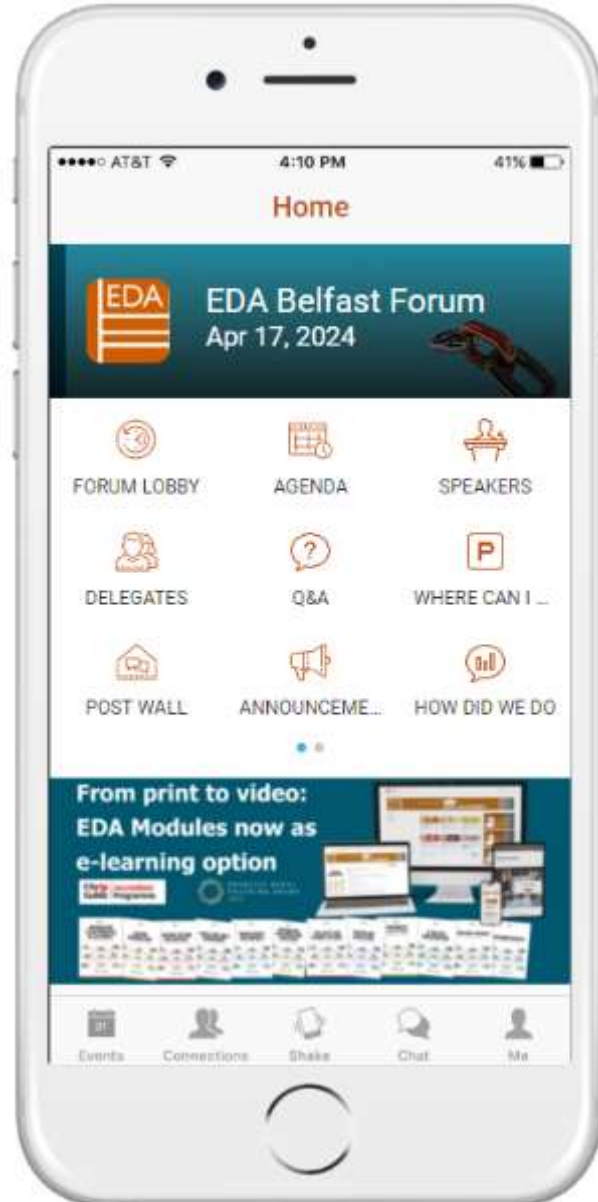
- Are **NOT** cheap labour
- Are **NOT** trained by training providers
- Aill **NOT** be part of your team unless you include them
- Will **NOT** succeed without your support and mentoring
- Will **NOT** stay if the job is boring
- Will **NOT** stay if it is not a nice place to work

An Apprenticeship Programme the Kempston Controls Way

Tom Jones
Channel Partner Director
Kempston Controls



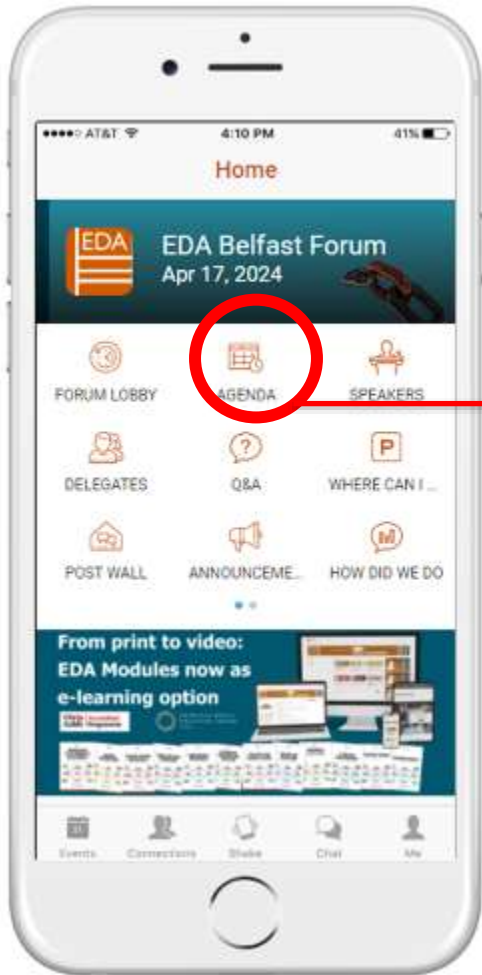
Ask a question



Live questions very welcome

Or use the Q&A function on our EDA Event App

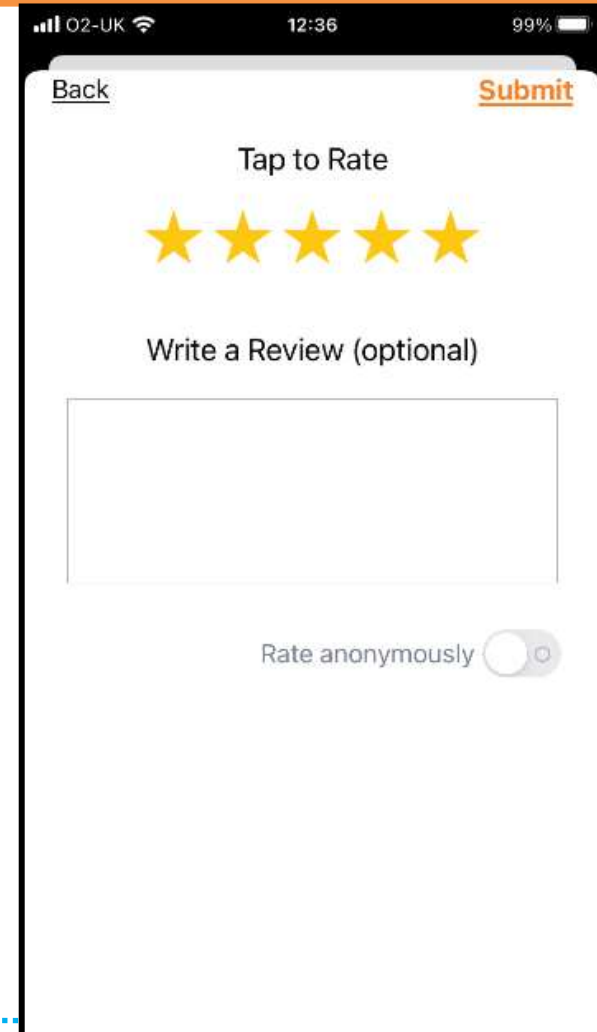
Rate the presentation



Open the
session

Rate Now

Add a
comment



Back Submit

Tap to Rate

★★★★★

Write a Review (optional)

Rate anonymously ☐

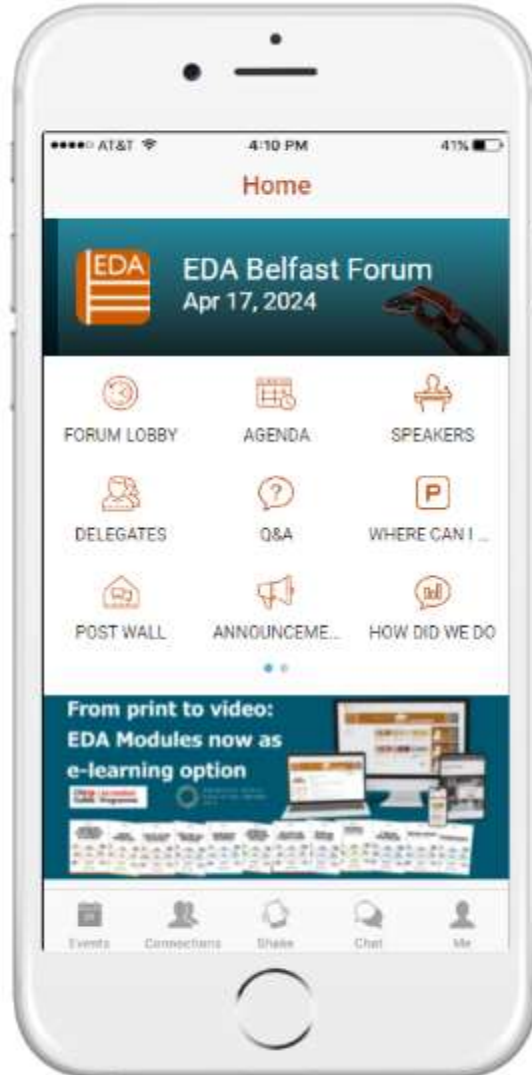


The keys to leading motivation in challenging times

Jo Creed
Director, Facilitator and Trainer
J & S Development Services Ltd



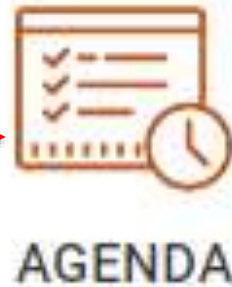
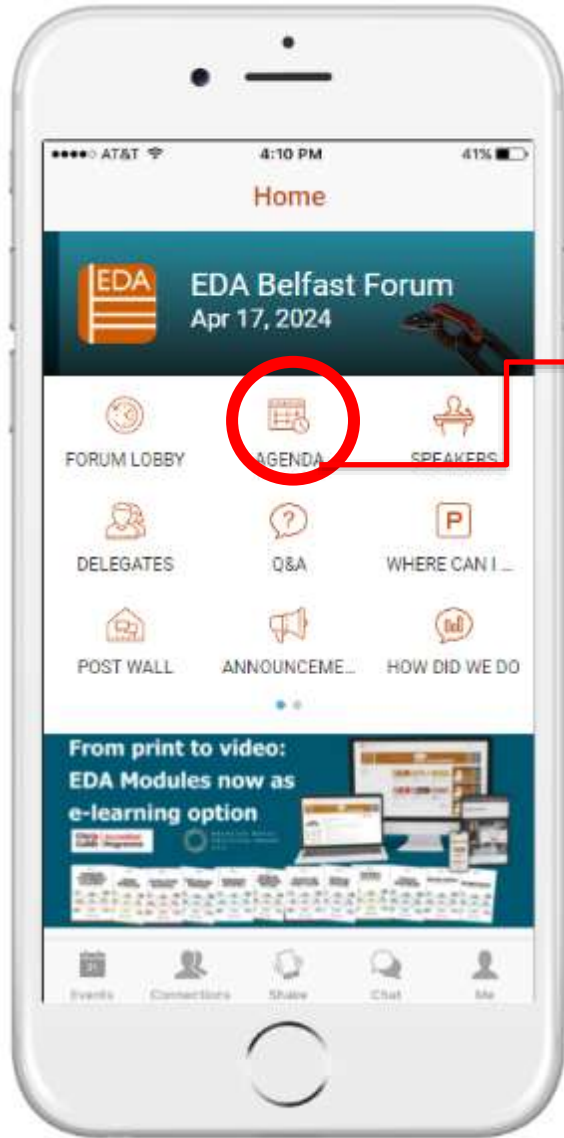
Ask a question



Live questions very welcome

Or use the Q&A function on our EDA Event App

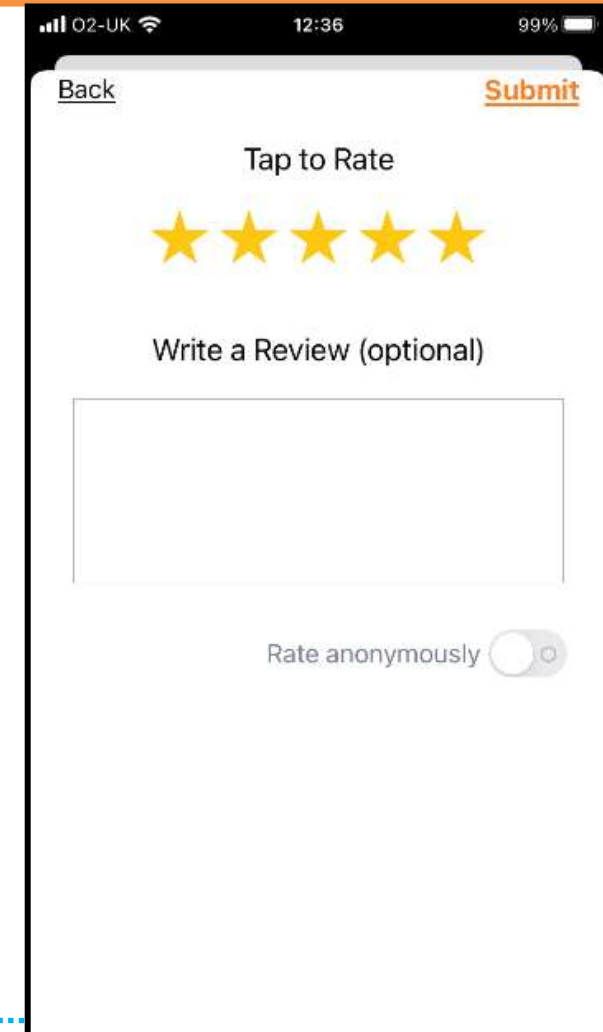
Rate the presentation



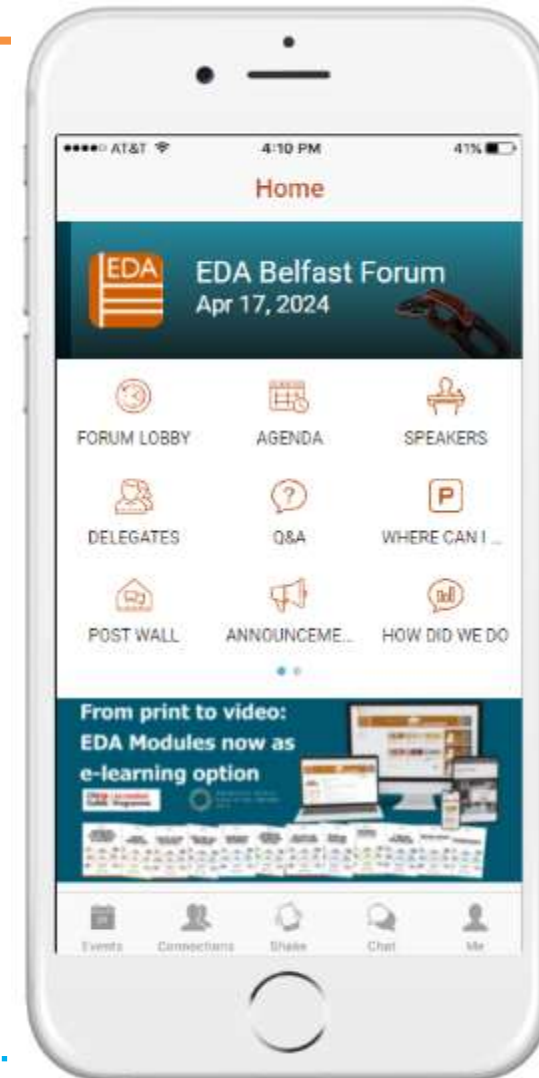
Open the
session

Rate Now

Add a
comment



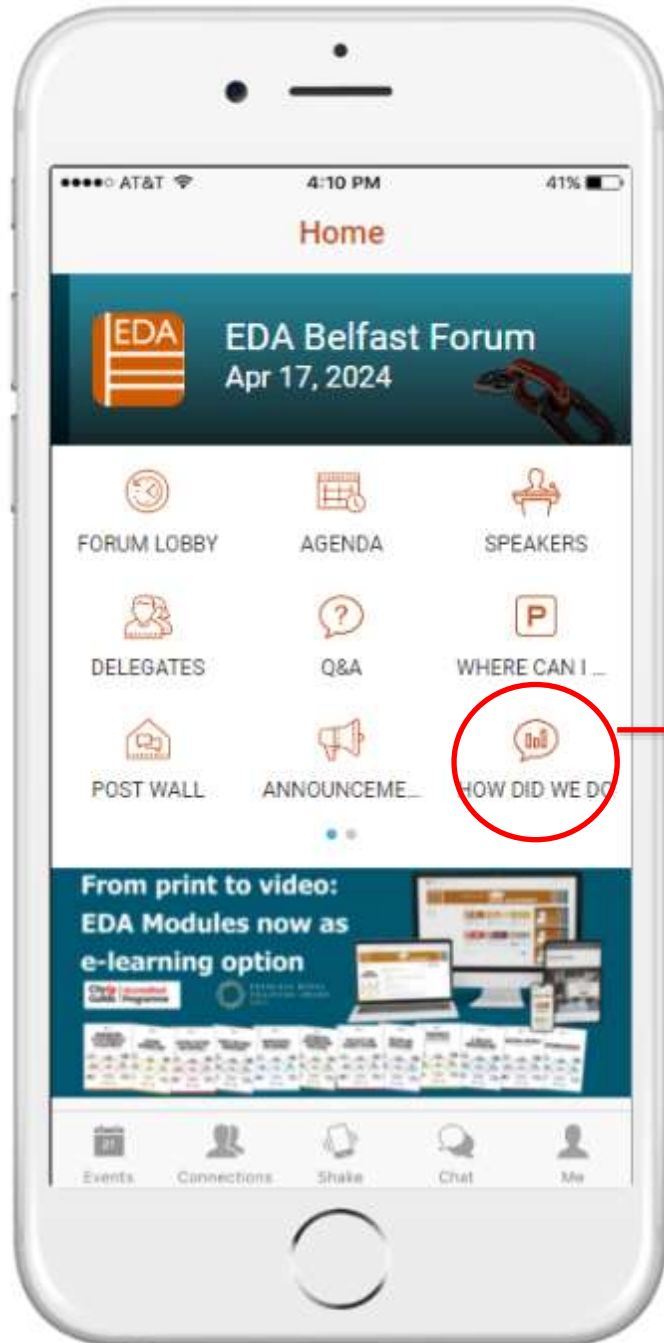
... add your photos and
comments to the
Post Wall



Round up and final questions

Tom Barton
Director of Supplier Relations
Edmundson Electrical Ltd
EDA Board of Management





2 minute feedback form:
How did we do?

Tell your colleagues about
our next Forums & sign up
on our website

2024

Thurs 13 June, Reading
Thurs 12 Sept, Coventry

Welcome to the EDA Regional Business Forum Belfast

Wednesday 17 April 2024

