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Executive Summary



Ian Moore,
Chief Executive Officer of the FIA

This year has been one of the most unprecedented in our lifetimes with BREXIT and the potential of a “no-deal” situation followed up by a pandemic that has put thousands of lives at risk. The outcome of these two alone is unsure, but one thing is for sure – nothing will be the same again.

We still fight for the future of our industry with the Government to ensure we are fit for the fight to come post BREXIT, one example being the proposed marking that all products must have to be compliant with new regulations. None of this will increase the quality or performance of the products, it is simply a waste of time and money.

As for COVID-19, apart from the risk of infection, this has affected us in a number of ways. The financial hit is clear, the social impact is clear, however the unsurety of when it will end prevents us from planning (apart from “worse case scenarios”). Video conferencing, working from home and cancelling or postponing events is now the new normal and the nervousness about committing to anything (even into next year) is common place.

With adversity comes innovation and we at the FIA are no different in the way we have had to adapt. I applaud the Government’s furlough scheme, which has most certainly saved a number of jobs. I had to put half of our staff on furlough for 6 months in expectation of the reduced income; this resulted in anxiety for those on furlough and an immense workload for those that were not. However, through restructure, we managed to retain our technical support team and have further improved our close relationships with members, Government and key stakeholders.

We had great success in defining “Key Worker” status for our industry with a clear message in a letter directly from the Secretary of State in the early days of the lockdown. Added to this was a daily update on our website on the COVID-19 situation and how it affected the fire safety industry. This proved to be so popular that our website traffic tripled from before the pandemic, which clearly shows it has been the go-to place for the latest relevant information.

On training and examination there have also been some major changes, some enforced and some pre-planned. To adapt to the lockdown, we transitioned to online training. We accomplished this by using the Zoom platform, including a number of beta tests, within two weeks and this proved to be very successful, especially for those not classified as key workers or were self-isolating. Huge thanks must go to the technical guys that set it up and trained the trainers on this different form of delivery. With Hampton (and a number of regional venues) having been set up for social distancing and all other precautions, we can now provide a hybrid of training with online, in classroom and a combination of both.

This year we have also introduced our 5th and 6th level 3 Qualifications – Fundamentals of Fire Detection and Alarm Systems in Non-Domestic Premises (BS5839-1) and Domestic Premises (BS5839-6). Both have been well received and bookings are strong. All other courses such as portable extinguishers, emergency lighting etc continue to grow in strength as we continue to raise the bar of professionalism in our industry.


The biggest news is surely the sale of the FIA Awarding Organisation (FIA AO) to BAFE announced on 20th August. The FIA allocated considerable resource to bring the first OFQUAL-approved FD&A qualifications to the industry and we are delighted to be passing this on to BAFE in its independent competency role. Let's not forget that it was the FIA that originally formed BAFE as the registration body for third party certified fire engineering specialist companies across the UK. As it developed, the FIA supported BAFE to become a fully independent registration body for our industry. We now feel that the FIA AO has reached that same level of development and for the same reasons of true independence (from the FIA Training Centre), decided to undertake the transfer of the FIA AO to BAFE. It is a sale and our members' investment will be realised over the next four years. FIA Training will continue at the highest standard as before and the whole process will be seamless for past, current and future learners.

Along with all other cancellations this year due to the concerns over COVID-19, such as FIREX, we have decided not to hold our famous Annual Lunch. We will continue with an online AGM and I hope that you can find the time to "attend" online. We have also pushed our FIM Expo mini exhibition and conference back from November to March next year in Belfast for the same reasons.

This year's Annual Report provides an insight into how we have adapted to the challenges that we have faced as an industry and the FIA as an organisation over the last year. This report touches on our new membership benefits; our rapid transition to providing industry-leading online training; the launch of two industry-requested Level 3 qualifications; as well as reinforcing our position as the pre-eminent provider of vital news for the industry and of course the great work of our industry-recognised councils.

Finally, a few words of thanks for the FIA staff and Board: our technical and training teams continue to be outstanding in a number of areas, our marketing team consistently delivers strong messages; our unheralded back-room staff (such as finance, compliance, AO, logistical support) and our Board of Directors (who I sincerely thank for giving up their time for no financial reward) are more committed than ever by stepping up their involvement in a number of areas to the challenges the FIA is facing. This gives a stronger base of expertise for me as the CEO to draw on.

A handwritten signature in dark ink, reading "Ian Hone." The signature is fluid and cursive, with a large loop at the start of the first name.



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Membership

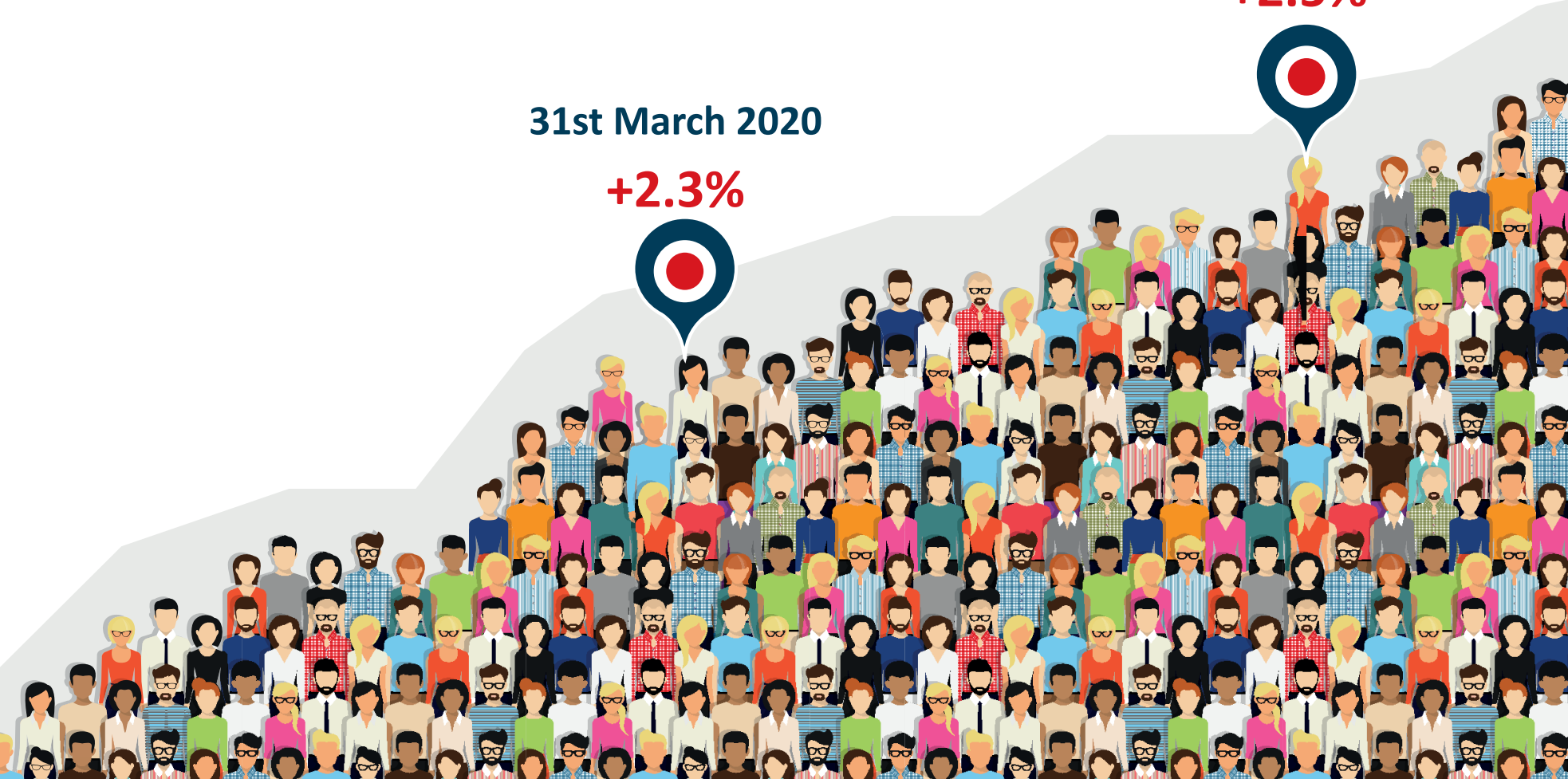
The last 12 months has simultaneously been the most challenging and rewarding year for membership in the FIA's history. With a raft of overarching challenges such as Brexit and COVID-19 lockdown restrictions, we have certainly seen a slowdown in membership growth. Nonetheless, we are still proud to be able to post on overall growth of +2.3% based on figures as of 31st March 2020. Furthermore, based on the current data we are forecasting an EOY total growth of +2.5% (31st March 2021).

31st March 2020

+2.3%

31st March 2021

+2.5%

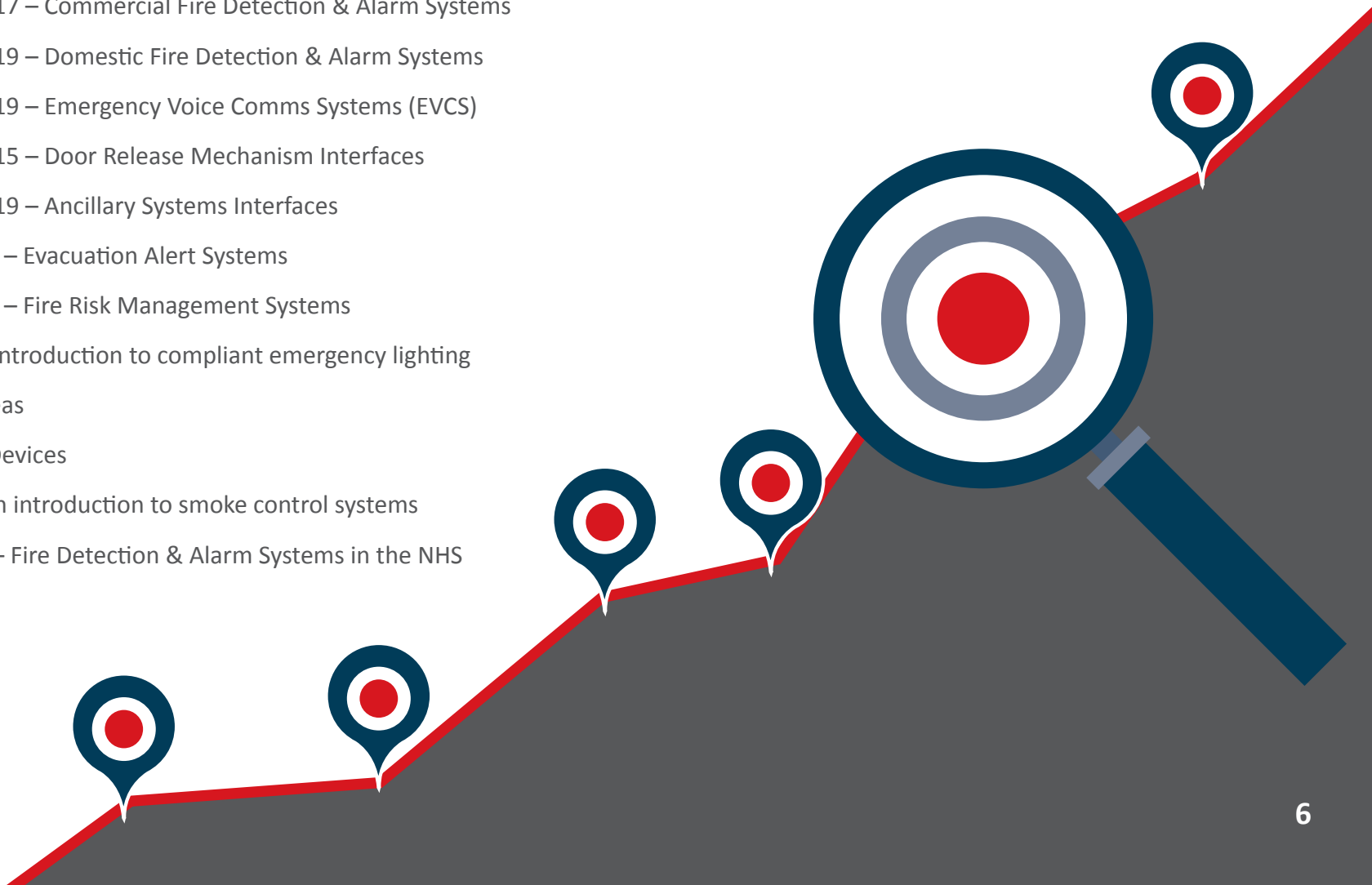


FIA's Continuing Professional Development (CPD)

To further increase the benefits available to FIA members, we took strong action at the beginning and throughout the lockdown period of COVID-19. Recognising that almost everyone was working from home, and that companies were looking for ways to use the time effectively, we released a portfolio of 1-2-hour CPD sessions online to promote the relevant standards, raise awareness of correct working procedures and provide members a valuable, easy and accessible way to upskill their employees.

The current portfolio includes:

- BS 5839-1: 2017 – Commercial Fire Detection & Alarm Systems
- BS 5839-6: 2019 – Domestic Fire Detection & Alarm Systems
- BS 5839-9: 2019 – Emergency Voice Comms Systems (EVCS)
- BS 7273-4: 2015 – Door Release Mechanism Interfaces
- BS 7273-6: 2019 – Ancillary Systems Interfaces
- BS 8629: 2019 – Evacuation Alert Systems
- BS 9997: 2019 – Fire Risk Management Systems
- BS 5266 – An introduction to compliant emergency lighting
- Hazardous Areas
- Visual Alarm Devices
- BS 7346-8 – An introduction to smoke control systems
- HTM 05-03 B – Fire Detection & Alarm Systems in the NHS



FIA CPD Certification Service

The FIA launched an exclusive new member benefit service with the offer to have your CPD assessed and certified by the FIA included in the cost of your membership, so there is no additional cost.

As part of the service, the FIA can host, market and manage all bookings for any of your sessions which have been certified by the FIA CPD Certification Centre. The FIA can then issue CPD certificates on your behalf to the delegates (only if the CPD session is hosted by the FIA).

This service has allowed many of our members to save thousands of pounds whilst gaining the industry-recognised FIA stamp of approval, and who better as an organisation to certify on a fire related subject to ensure it is fit for purpose.



Third Party Benefits Schemes

This year there has been a focus on improving the portfolio of third party benefits available to FIA members to help your business grow. As a member you have access to discounted rates for the services that our partner providers offer. There are more in the pipeline as we look to further improve this offer and help our members in a range of ways such as: HR, recruitment services and logistics providers.



AON Insurance Brokers

Are a leading insurance broker who have specialised divisions in delivering world-class insurance services to the fire & security sector.



Leyton

Are a specialist innovation funding consultancy who work in partnership with businesses to identify the Government funding schemes that are most relevant to them. Businesses in the fire and security industry are currently underutilising the tax entitlements available, Leyton's experts can efficiently assess if you are eligible for tax relief based on your R&D expenditure and provide an end-to-end consultancy service to help submit your R&D Tax Credits claim.



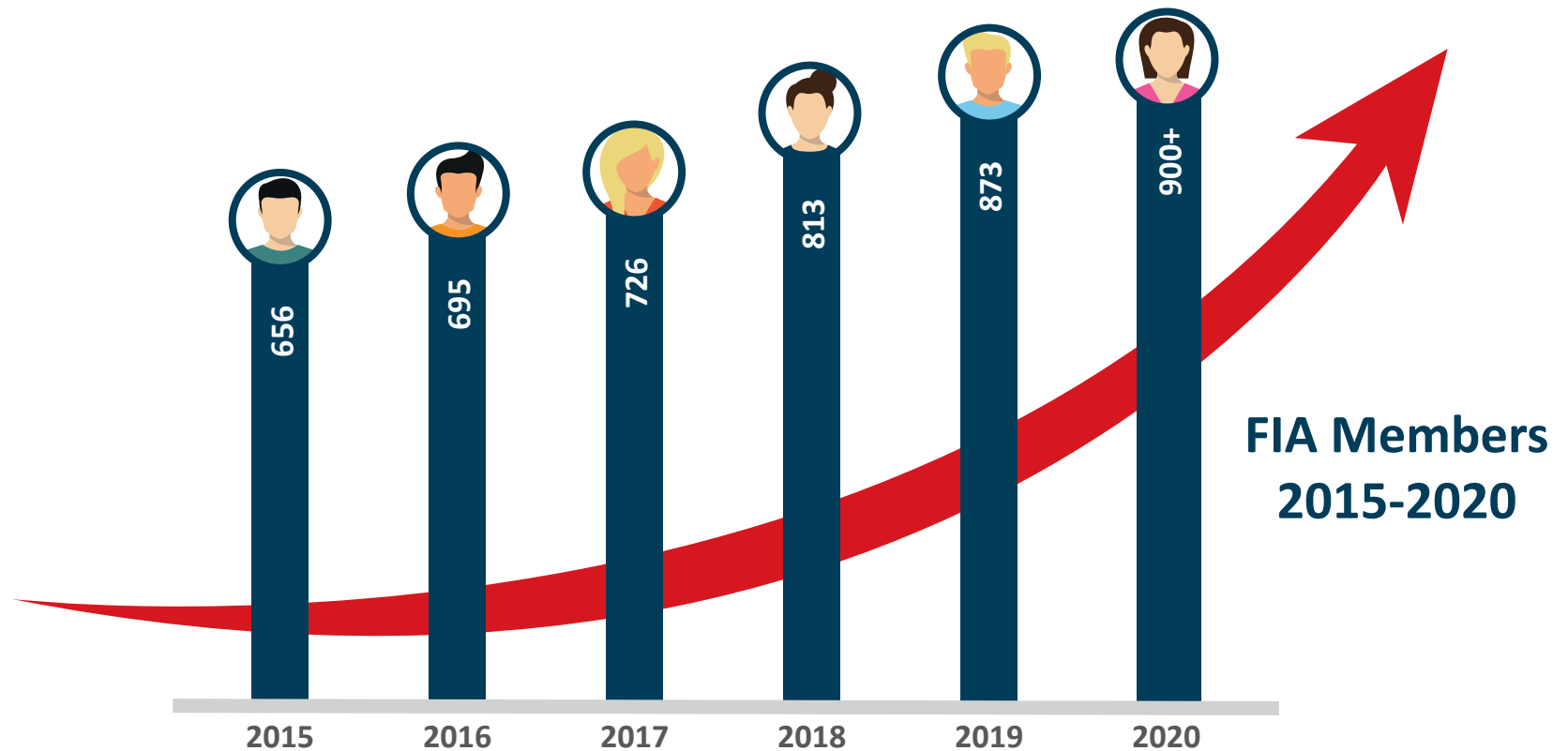
Western Business Media

Publish leading business-to-business titles across a wide variety of UK sectors. FIA members will be offered the opportunity to receive a copy of Fire Safety Matters as an additional membership benefit. The magazine is the market leader in the fire sector and published four times per annum. It's also the only publication in the sector that can offer CPD points to readers. In addition, they will also publish an essential annual guide to the UK's fire safety sector in partnership with the FIA this will be sent to all FIA members.



Complete Leasing Solutions

Founded over 10 years ago on traditional service values Complete Leasing Solutions still has one simple philosophy: To provide creative and complete leasing and finance solutions. With over 10,000 transactions behind us our dedicated team of Account Managers have a wealth of experience and will deal with your facility from start to finish.



Beyond member benefits we are pleased to be able to say that it looks as though the hard work over the last year has paid off with June 2020 being the best June on record for the number of new companies joining us in a calendar month. Needless to say, this is not just about the FIA growing in size.

The more members that join the association, the more credibility is given to all of the members individually. As a collective, it gives all FIA members an even larger voice in setting standards and lobbying for positive change for the entire industry. June's intake of new members might indicate one or more things:

- 1. Members are seeing the value that trade associations can have in giving a voice to its members at the highest levels**
- 2. Members view trade associations as a hub of valuable, varied and important resources that help prepare their members for the future**
- 3. Members appreciate the crucial, industry-specific information that trade associations provide and disseminate to their members**

Compliance

Compliance was no different than other departments in the FIA, in the sense that, the last year has provided unprecedented obstacles. Consequently, we have had to be flexible and adapt to our customers changing needs and the world around us in order to turn these obstacles into opportunities. We have worked hard to ensure our Route to Certification scheme has the same high level of quality; as a result, we have used the latest technology and adapted the scheme alongside new social-distancing rules.

Here are a few facts over the last year:

Currently there are **33 companies** on the RTC package who aim to **achieve certification** over the next 6 to 12 months.

At present there are **60 probationary members** as part of overall membership as at 21 Aug 20.

29 companies have achieved **3rd party certification** since the last report, of which **13 were under Route to Certification**.



Training

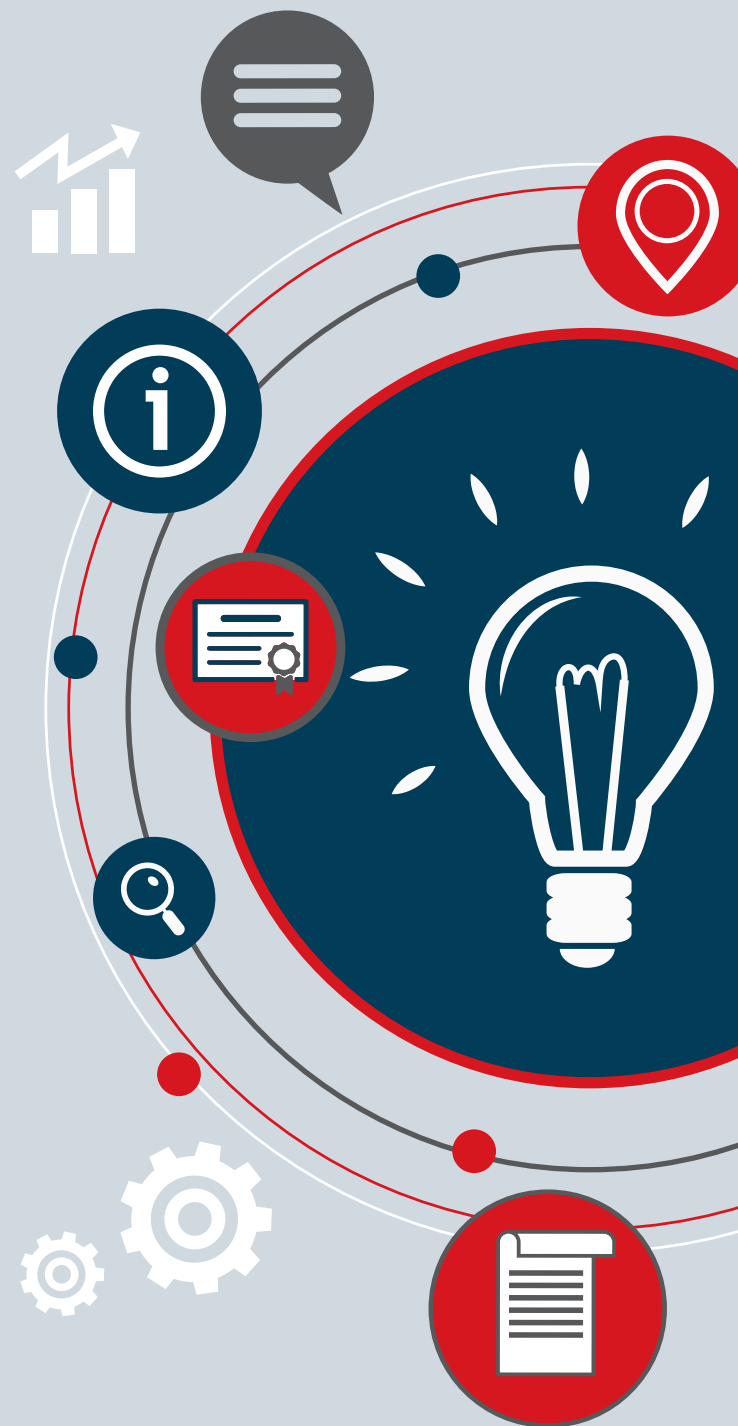
The FIA have been offering industry-leading training for the last few decades in one form or another but in 2020 like many we have had to find change the way we work to adapt to the ever-changing needs of the industry and the world around it. As such we have been able to thrive in what many are calling the 'new normal'.

We currently have 25 different courses available to take across many sectors of the Fire Industry, our technical team and trainers that deliver the training have been instrumental in trying to find the best ways to present the training in these difficult times. Since lockdown we rapidly transitioned from having no online courses to our first online training course in one week.

8 months later we have run 103 online courses with almost 1000 delegates taking part in them. We are pleased to have returned to providing our industry-recognised classroom training. As such we are proud to once again give our members and customers a choice that suits their learning preferences.

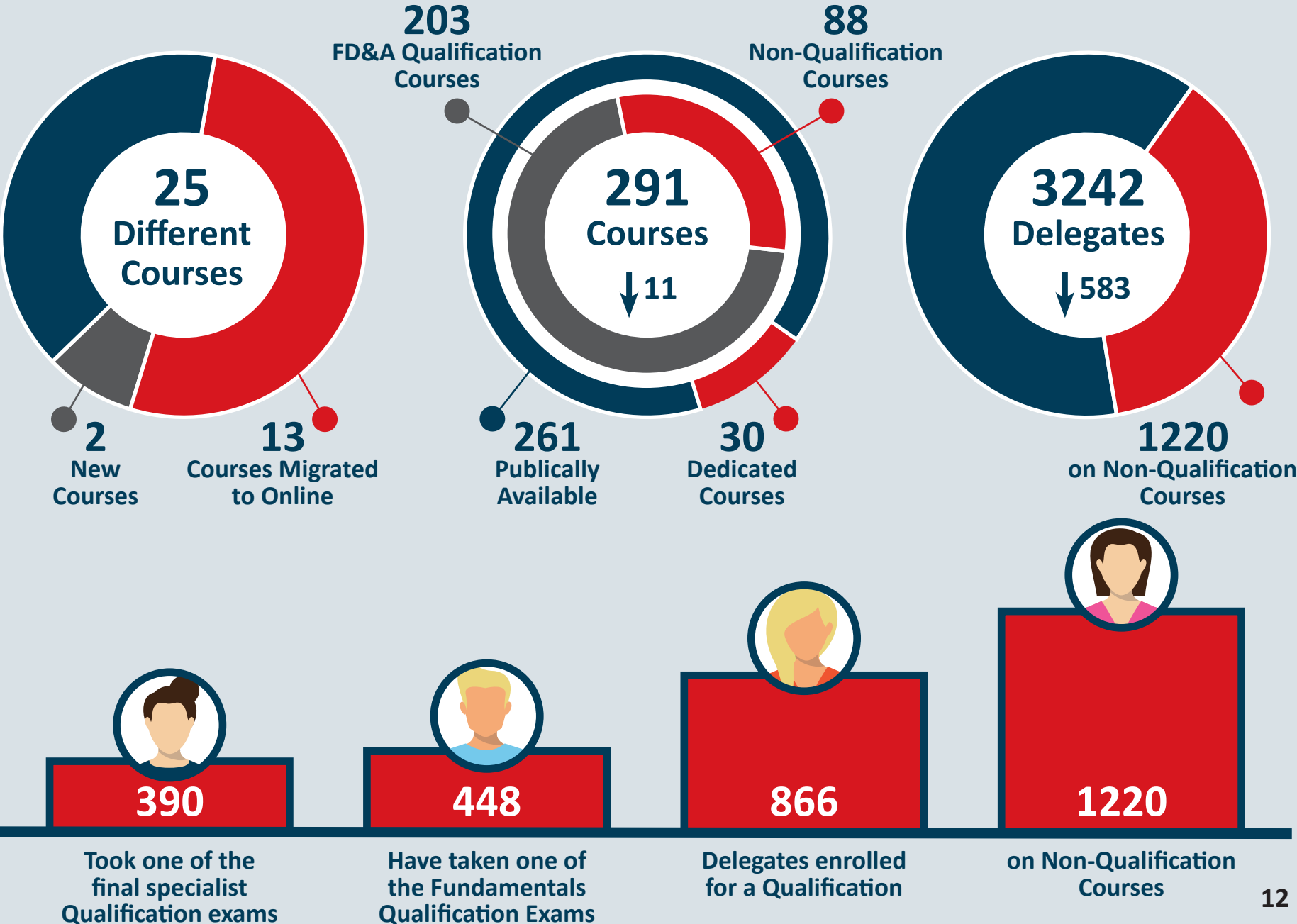
With more courses being written, improved and more being made available online it's been a busy time for the FIA training department and over the next few months we expect more changes to follow that will continue to improve the service we offer. We want to maintain our position as the go-to place for the Fire Industry to take its training; as such, it is crucial that we reflect and learn from the steep learning curve we have experienced since the start of 2018 when we released the first level 3 Qualifications for Fire Detection and Alarms. The lessons learned, and still being learnt, are helping us to shape not only the Qualification training but also other training courses as well.

The title of the department is Training, and that is what we aim do. There is much emphasis on exams and results, but the important thing to us is that we train fire professionals to the highest possible standard to be able to do their job correctly so they can continue protecting people and property.



Here are a few key statistics from the last 12 months

September 1st 2019 – August 31st 2020



FIA Awarding Organisation (AO)

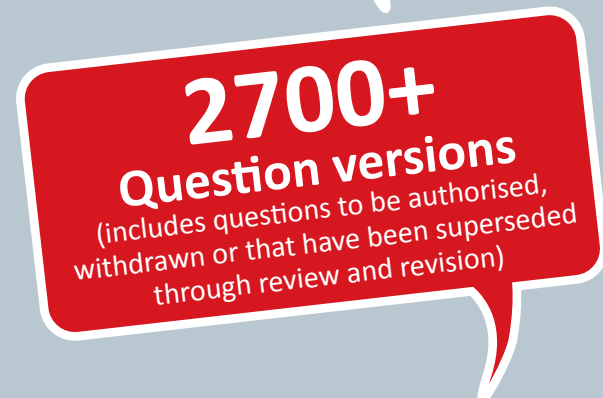
Another very busy year for the FIA AO, with two new Level 3 exams released: **The Fundamentals of The Recommendations for FD&A Systems in both Domestic and Non-Domestic Buildings**. We have implemented online training and exams, allowing candidates to take exams wherever is convenient for them.

In addition to these, we have continued our work to ensure relevance and currency of our qualification specifications, by carrying out industry consultations and specification (syllabus) reviews.

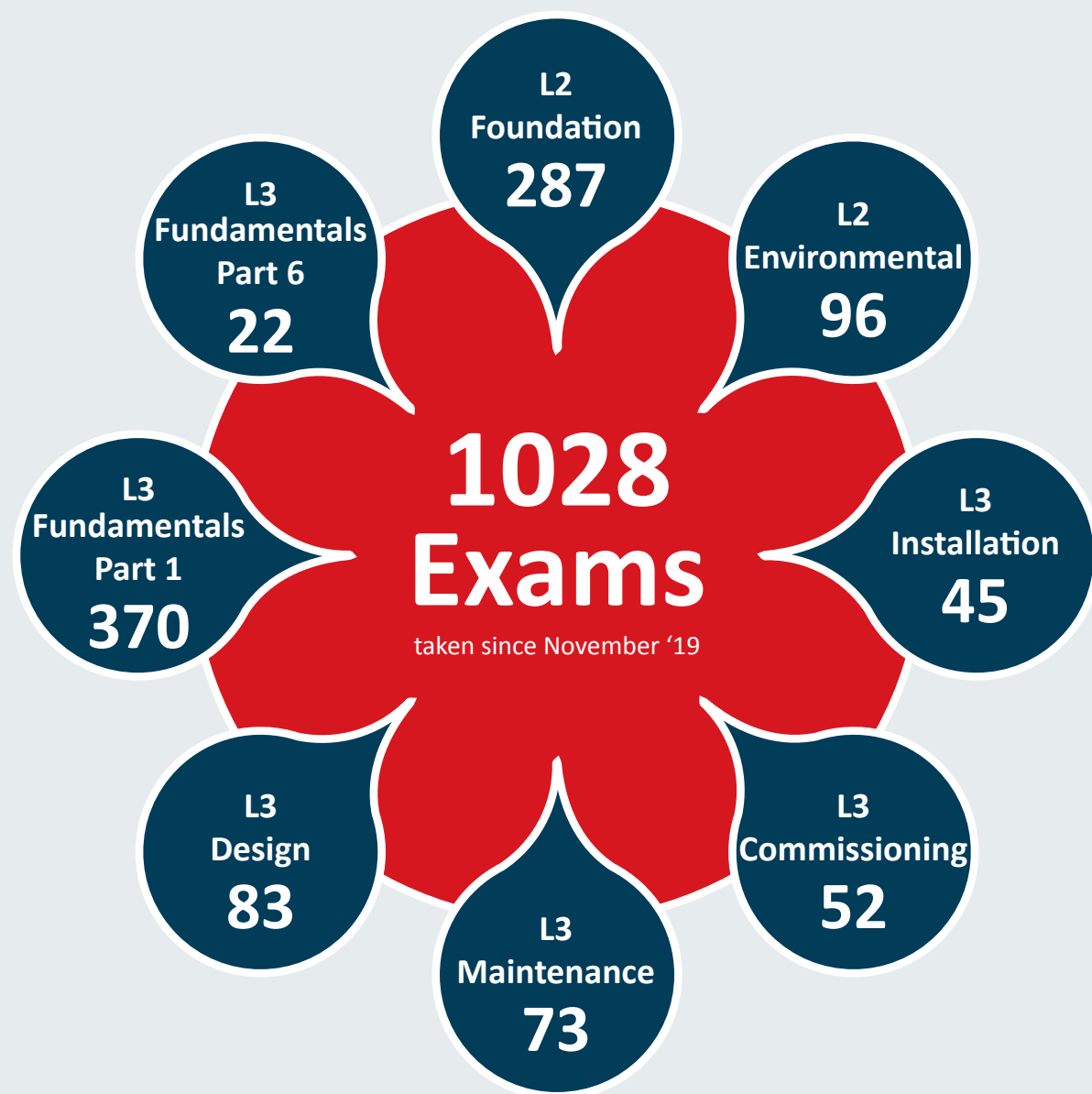
On the back of these, reviews of some of our question banks have taken place and we are proud to have engaged with the wider industry to ensure our questions are suitable for those working in the field. Questions have been considered based on their individual performance and relevance to the changed specification, leading to the release of a new set of exam papers, where relevant.

This is a continuing and ongoing process ensuring that through our qualifications, we continue to ensure learners are fully prepared for their positions in the workplace.

As a result, we have:



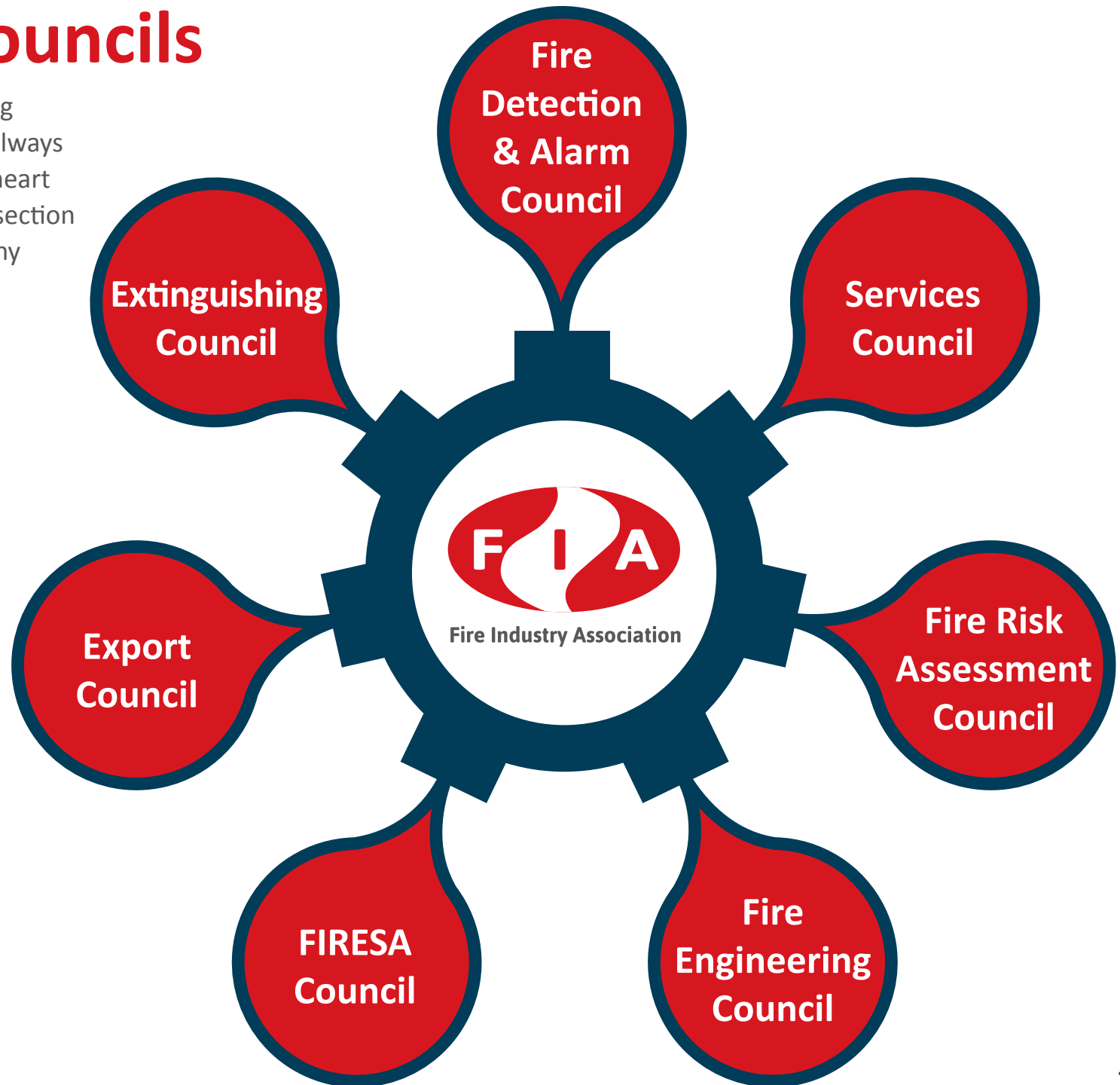
The following results are all based on exams taken since November '19



The future of the FIA AO lies with BAFE after they acquired the AO with the transfer set for completion by year end. BAFE will be establishing FireQual Ltd as an OFQUAL-approved Awarding Body to run the existing Fire Detection and Alarm qualification examinations and to develop new qualifications across the fire sector that will support the call for greater competence and availability of verification of skills for those engaged in fire safety across the UK. It is key for the industry to understand that this sale will not impact our delegates past, present or for future qualifications.

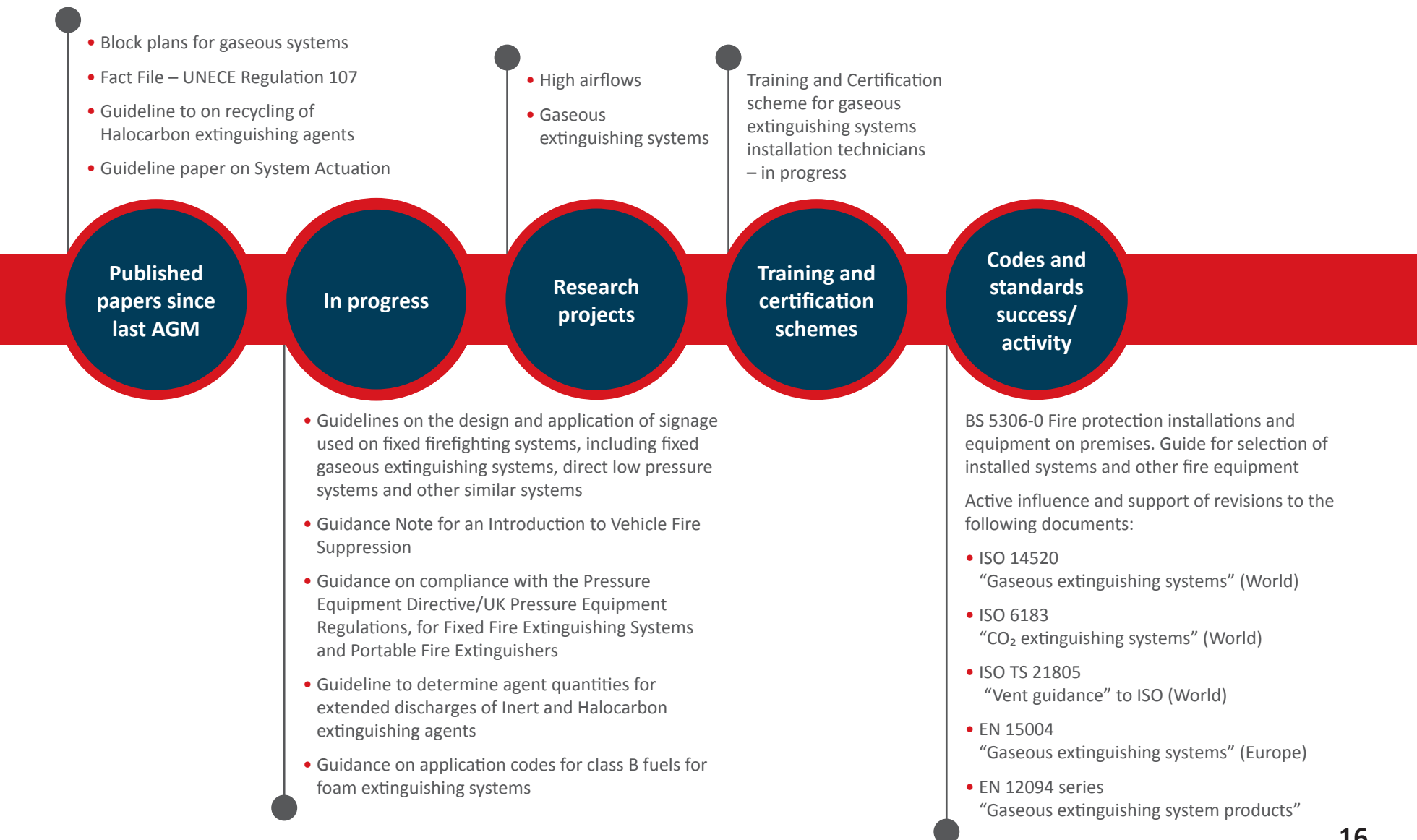
FIA's Councils

Our industry-leading councils have and always will be at the very heart of the FIA and this section is clear evidence why that is the case.



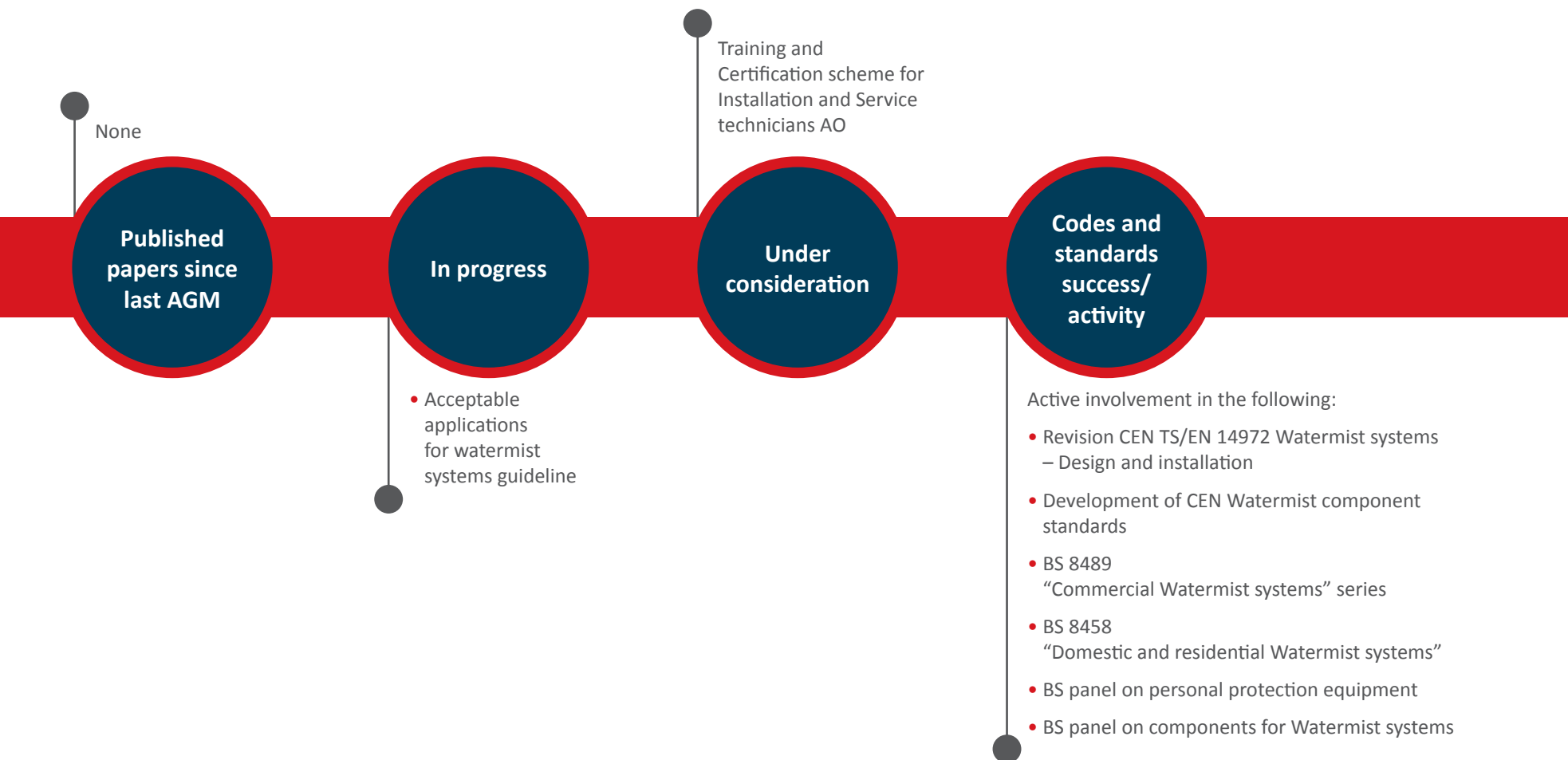
Extinguishing Council

Working Group Gases



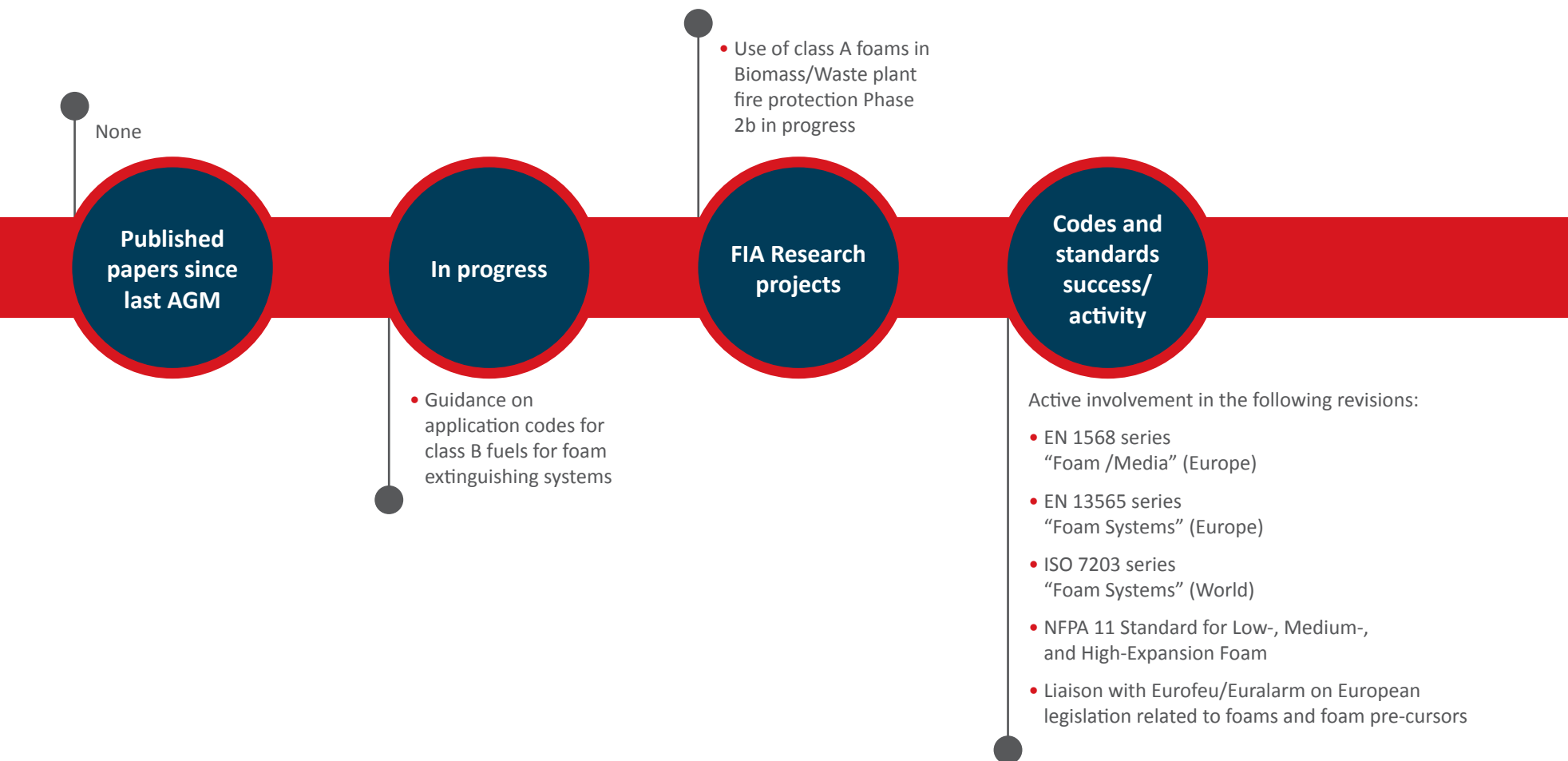
Extinguishing Council

Watermist



Extinguishing Council

Working Group Foam



Extinguishing Council

EMTC (Extinguisher Manufacturers Technical Committee)

In progress
codes and
standards
success/
activity

Input into the following:

- EN 3
“Portable Fire Extinguishers” revisions
- BS 6165
“Small Disposable Extinguishers”
- BS 5306-10
“Colour Coding for Fire Extinguishers” revision
- SIG on Li-ion Battery fires – drafting guidance
on fire protection of batteries and devices containing them

Fire Detection & Alarm Council

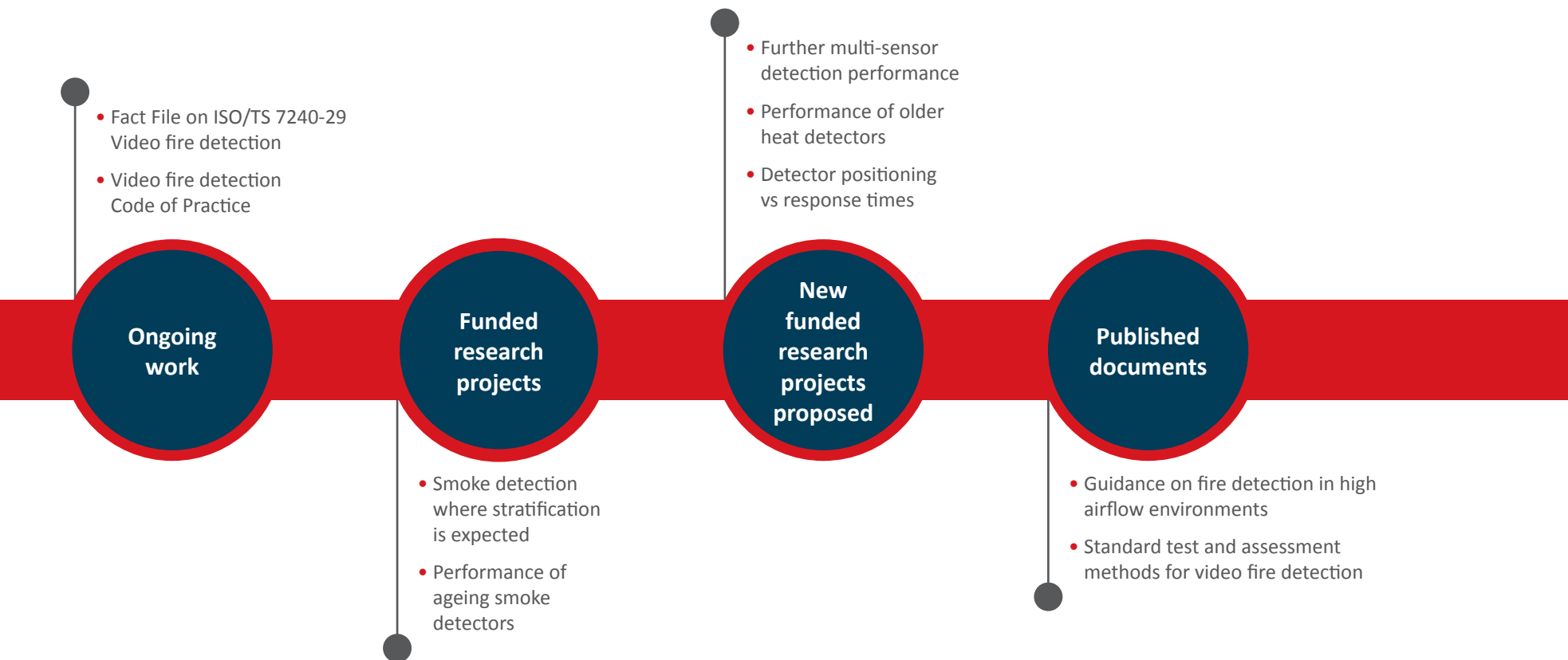
FDWG02 – Fire Alarm Communications

Ongoing work

- Guidance document being prepared on IP connectivity & remote services
- Document under review on connections to an ARC including multipath signalling and EN 54-21
- Draft guidance document in progress on issues for next generation networks and PSTN phase out
- Guidance document on PD 6669:2017 being drafted

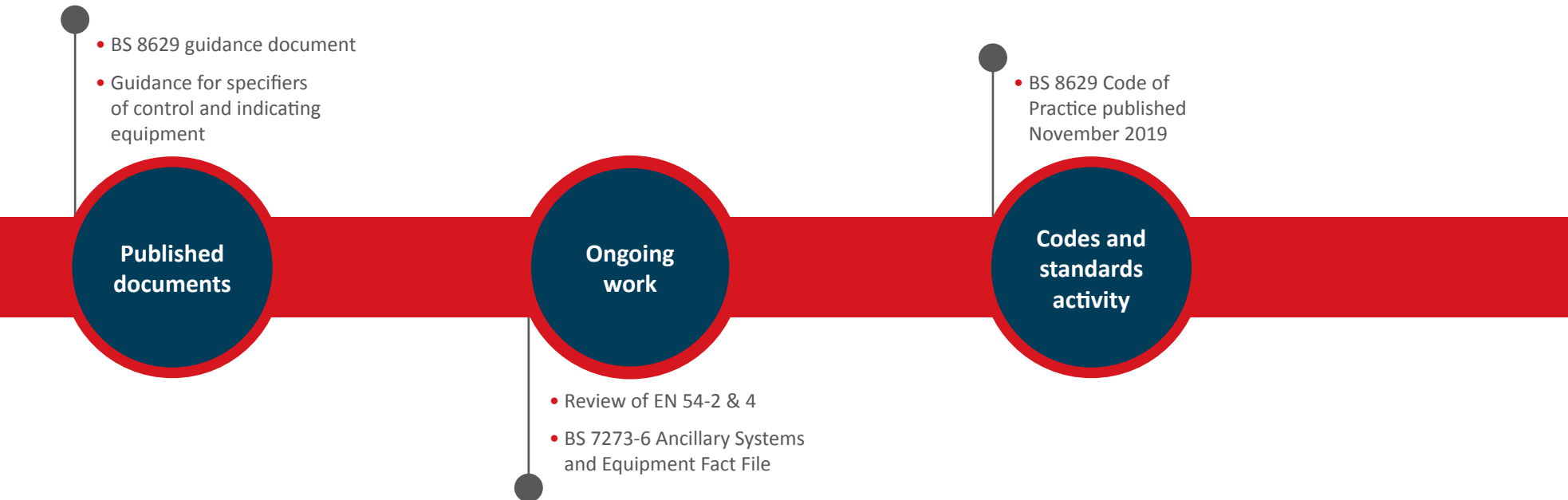
Fire Detection & Alarm Council

FDWG03 – Fire Detectors



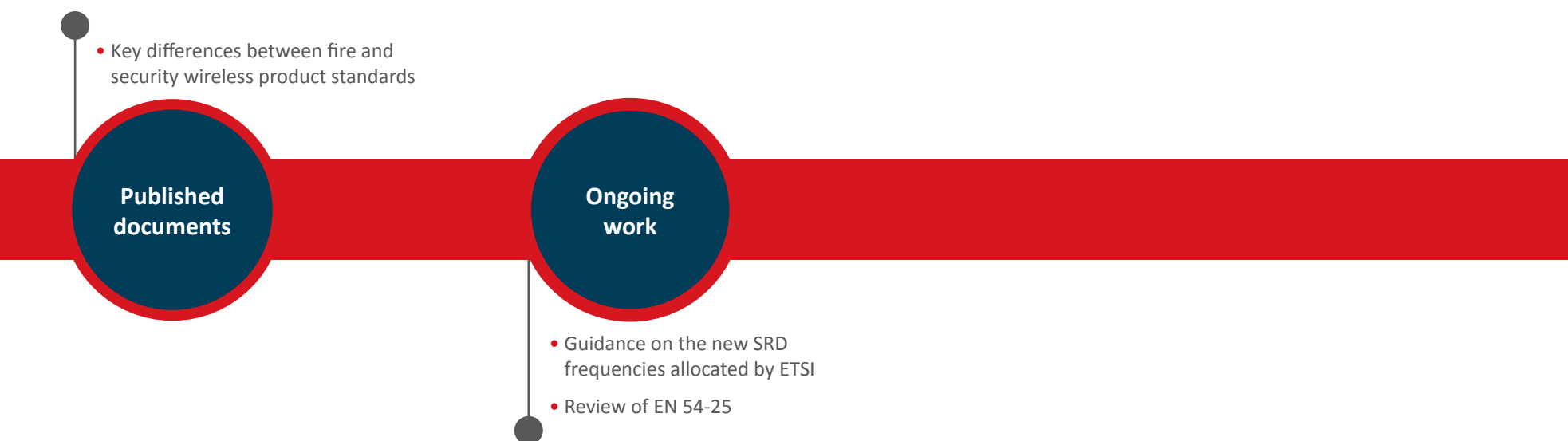
Fire Detection & Alarm Council

FDWG05 – Control and indicating equipment



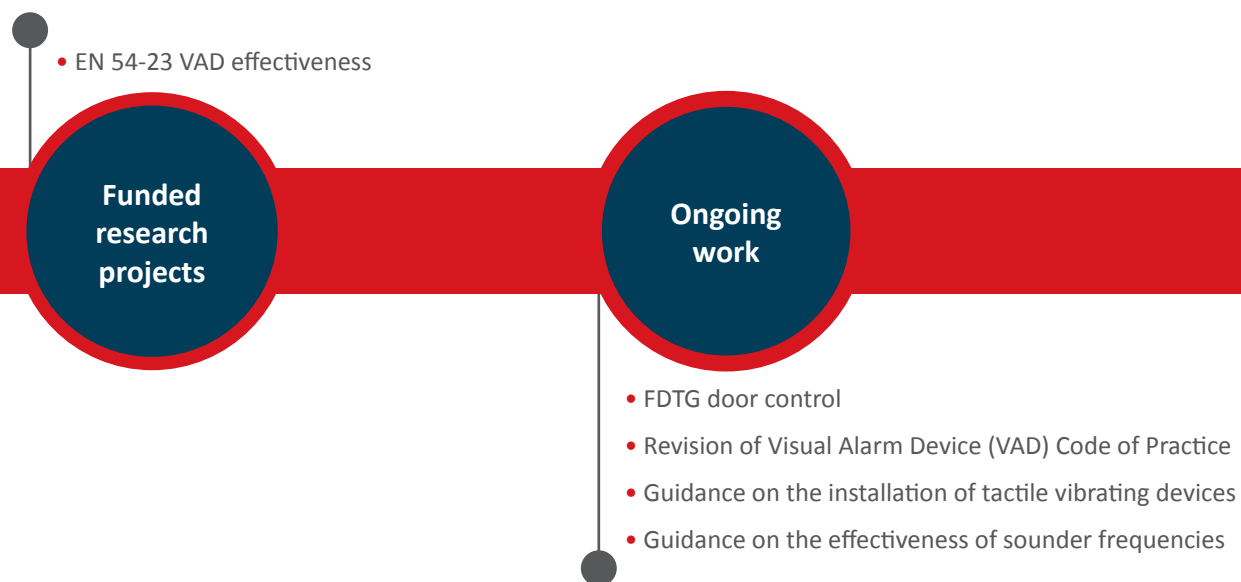
Fire Detection & Alarm Council

FDWG24 – Wireless systems



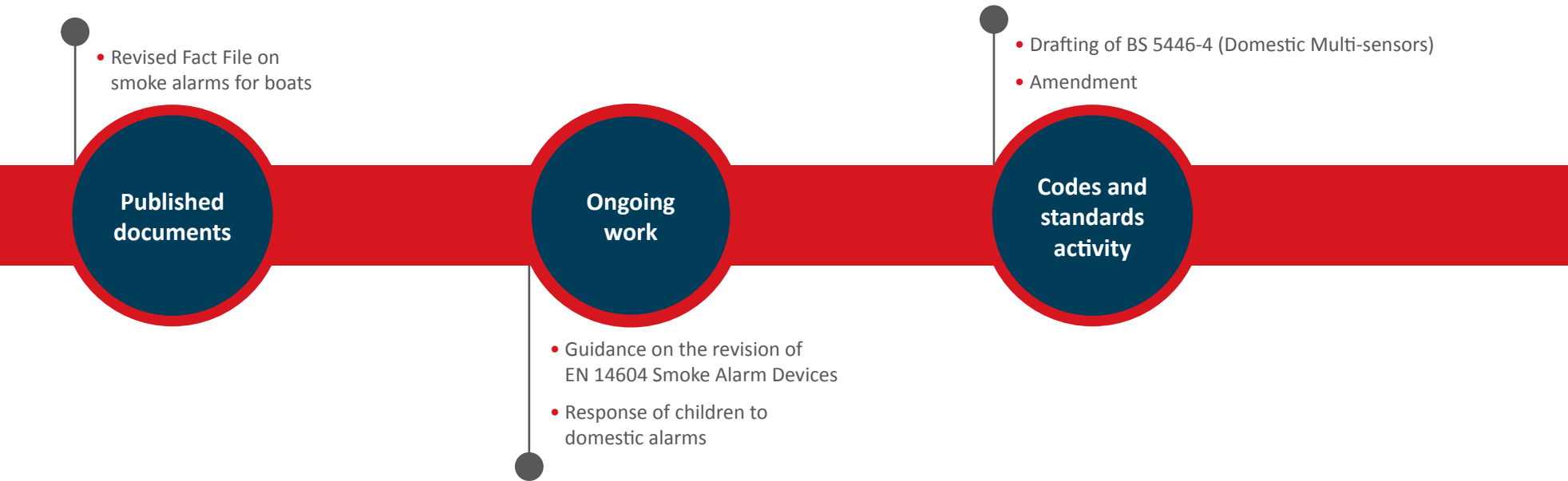
Fire Detection & Alarm Council

FDWG27 – Alarm Devices



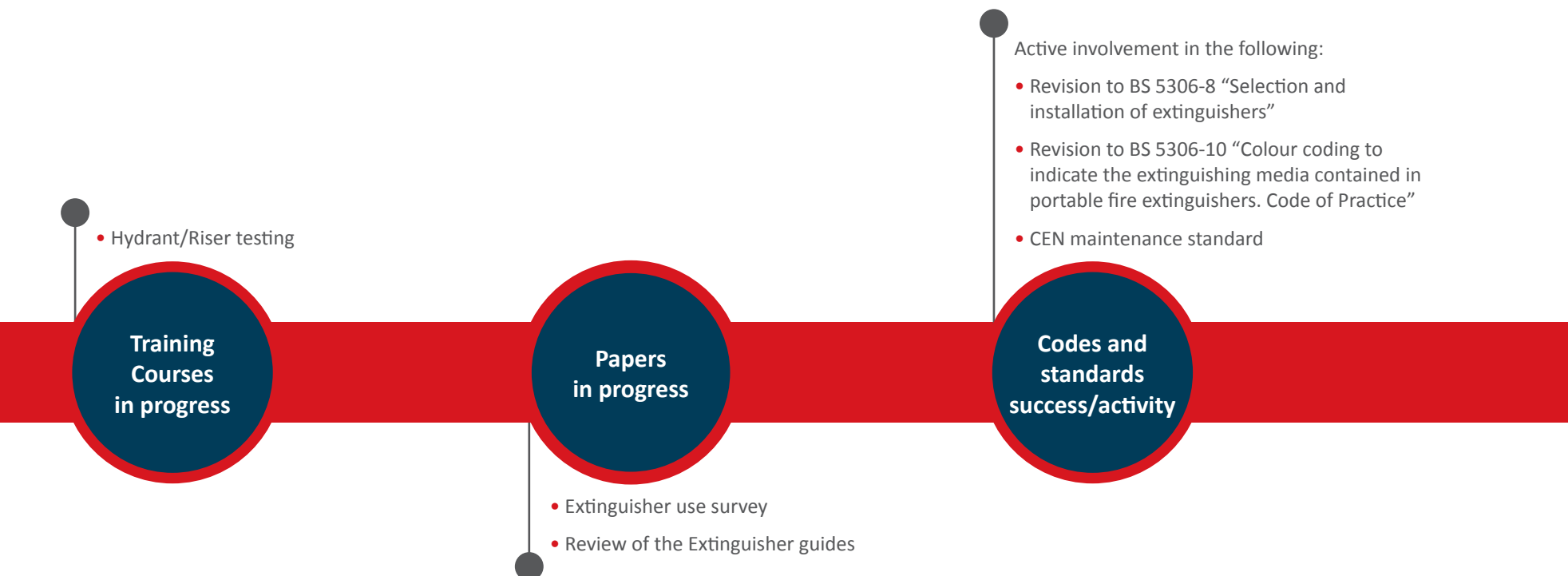
Fire Detection & Alarm Council

FDWG SAD (Smoke Alarm Devices)



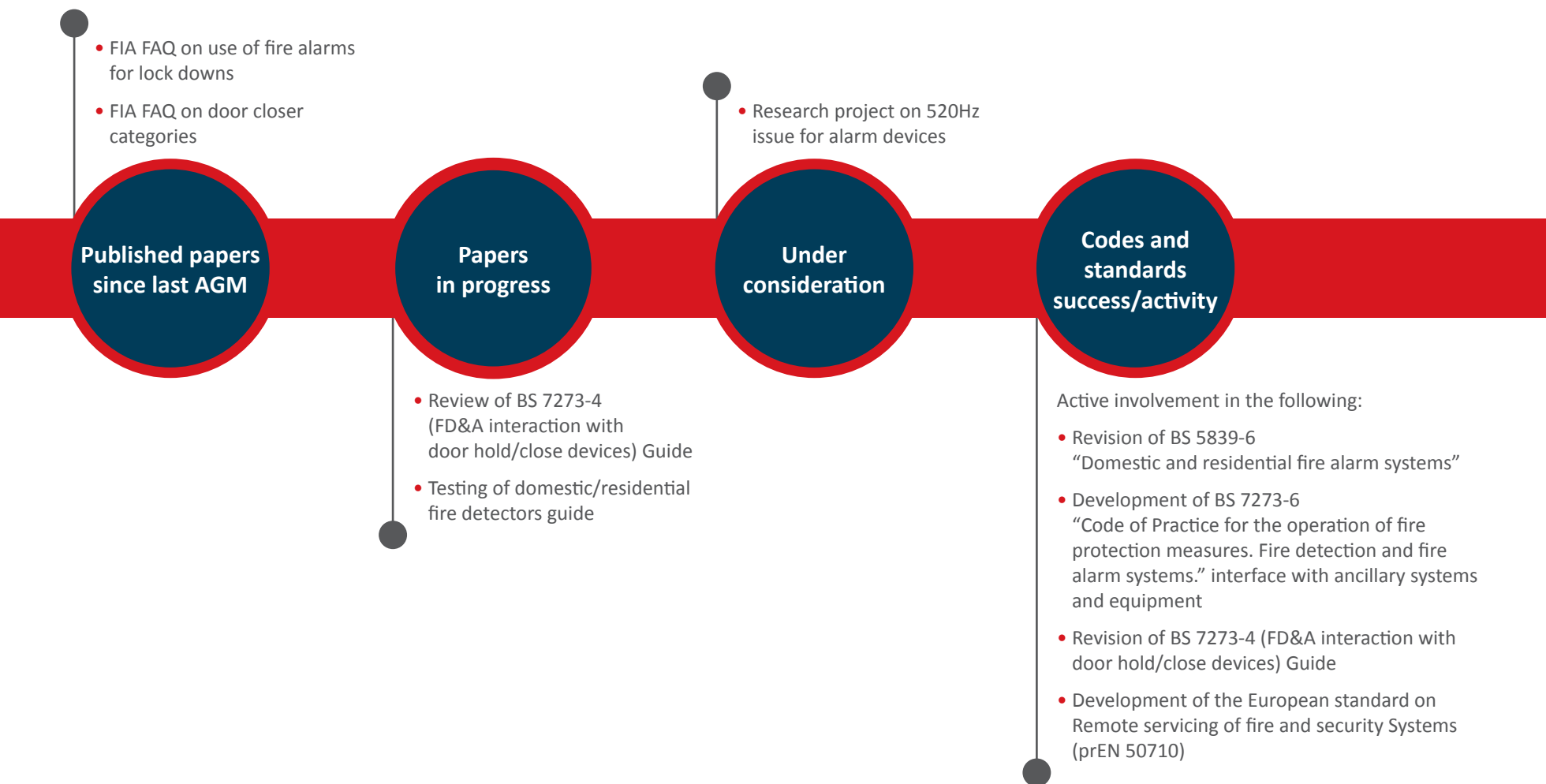
Services Council

PSC (Portable Servicing Committee)



Services Council

I&MS (Installers & Maintainers Section)



Fire Risk Assessment Council



The Fire Risk Assessment council has been busy this year, Zooming around due to COVID. Responding to the Grenfell Tower Inquiry: Phase 1 Report and helping Government implement its recommendations. The council has worked with the British Standards Institute on several standards including: BS 8629 Code of practice for the design, installation, commissioning and maintenance of evacuation alert systems for use by fire and rescue services in buildings containing flats as well as the new revision and splitting into two parts of PAS 79. We are proud to have worked with the Industry Response Group Working Group 4 on a new code of practice for risk assessments on HRRBs. It has published new Guidance on the Issue of Cladding and External Wall Construction in Fire Risk Assessments for Multi-Occupied Residential Premises.

Fire Engineering Council



The Fire Engineering Council has been busy this year with responding to the Grenfell Tower Inquiry: Phase 1 Report and helping Government implement its recommendations. It has been working with RICS on the development of the EWS1 form and its implementation. With Government supporting the Grenfell Tower Inquiry: Phase 1 Report recommendations and the changes to Approved Document B and more changes expected, it looks like a busy year ahead for the council.

FIRESA Council

With much of this year spent in an entirely different business and social environment, FIRESA Council's recent work not only builds on existing successes but seeks to expand its influence and contributions across the Fire and Rescue and wider Fire Safety sectors on behalf of our Fire and Rescue suppliers.

- Liaising with key Government Departments including the Home Office, Cabinet Office and UK Defence & Security Exports (previously DIT DSO)
- Seeking new partnership opportunities including with non-public sector Fire and Rescue
- Active programme of contacts with individual Fire and Rescue Services, FIA members, potential new members and FRS Trading Arms
- Point of contact for industry supply of critical protective equipment during COVID-19 crisis
- Strong relations with NFCC in pursuit of collaborative Procurement and R&D mechanisms
- Commitment to defining and responding to product innovation requirements within the sector
- Genuine partnership with Government through DIT DSO, including the secondment of an FIA member person as sector specialist for First Responders



Export Council



With COVID-19, exit from the European Union and the likelihood of a recession, working together to grow UK exports in the fire sector has never been more important. The FIA Export Council continues to act on behalf of its 'FIA Exporters' to improve global placement of UK products and services.

- Now over 60 'FIA Exporters' with 80% being SMEs
- Exports of UK fire products and services estimated at over £500 m pa
- Genuine partnership with Government through DIT DSE, including the secondment of an FIA member person as sector specialist for infrastructure
- Emphasis on Market Intelligence to identify key territories and market drivers
- India has emerged as a key market with MoU signed with FSAI
- Weekly feed of industry news and advice including Brexit

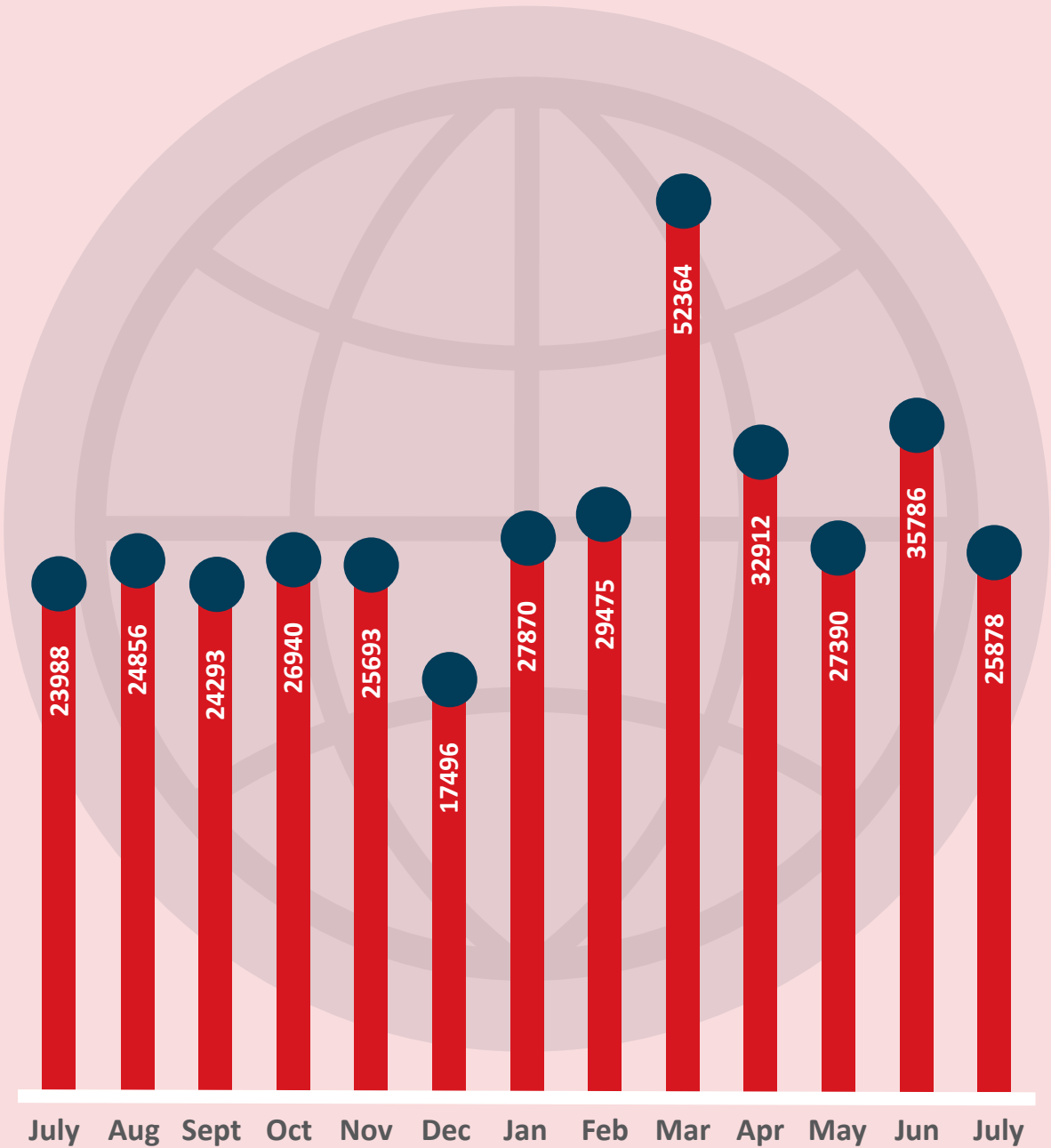
A circular collage of digital marketing and technology icons. The central elements include a smartphone, a laptop displaying a website, a globe, a bar chart, a pie chart, a mail icon, and a hand holding a megaphone. The collage is surrounded by various other icons such as gears, a pencil, a speech bubble, a cloud, a magnifying glass, and a person silhouette. The entire composition is set against a light pink background and is framed by two large, curved arrows, one red and one grey, suggesting a continuous cycle or process.

Our marketing campaigns have been refined, this year more than ever, through close consultation with the fire industry to ensure we are effectively communicating to all. We have implemented an internal programme of efficiency improvements. We have strategically analysed all outgoing costs and methods of delivery to ensure we are maximising our output under budget constraints – while still providing the same level of marketing service and promotional visibility for our members and the public.

FIA Website

Our main page of the website has significantly changed. We have added **‘Live Updates’** on the three most important topics in 2020: COVID-19, Grenfell Tower/Hackitt legislation and Brexit alongside our new **‘Frequently Asked Technical Questions’**. In addition, we have expanded the **‘Resource’** section to include research, resources and information about tenders. Beyond that, we have made widescale changes to many areas of our website to improve usability, clarity and user experience.

The recognition of FIA website as a source of news for fire industry has dramatically soared during the lockdown. We experienced record levels of website traffic who came in search of the information about the current Government legislation. This was in part due to the FIA taking the lead in securing Key Worker status for our industry. Since then the FIA website continues to be recognised as the top information news source on the subject of fire safety.



E-Communication

Our fortnightly **Focus newsletter** provides the same great news as our website to those who prefer email communication. With monthly **Training and CPD e-mail** providing information about the FIA's training, qualification courses and CPD that are taking place in your local area or can be accessed online. What's more, we have continued to send tailored emails to the industry to highlight news and training information that is particularly relevant, valuable and important to them.

In addition, we have also launched our **Monthly Membership Update** email that informs our members with dedicated members' content and a growing list of member benefits. We are also proud to have launched our highly popular **Fireside Chat** where we speak to a variety of different people in the fire industry – from CEOs to Chief Inspectors to apprentices. We wanted to do this to highlight the variety of roles and people within the industry to others currently in the industry. Reinstating our paid advertising during 2020 has allowed various organisation to be visible in a variety of highly engaged, respected and valuable media channels.

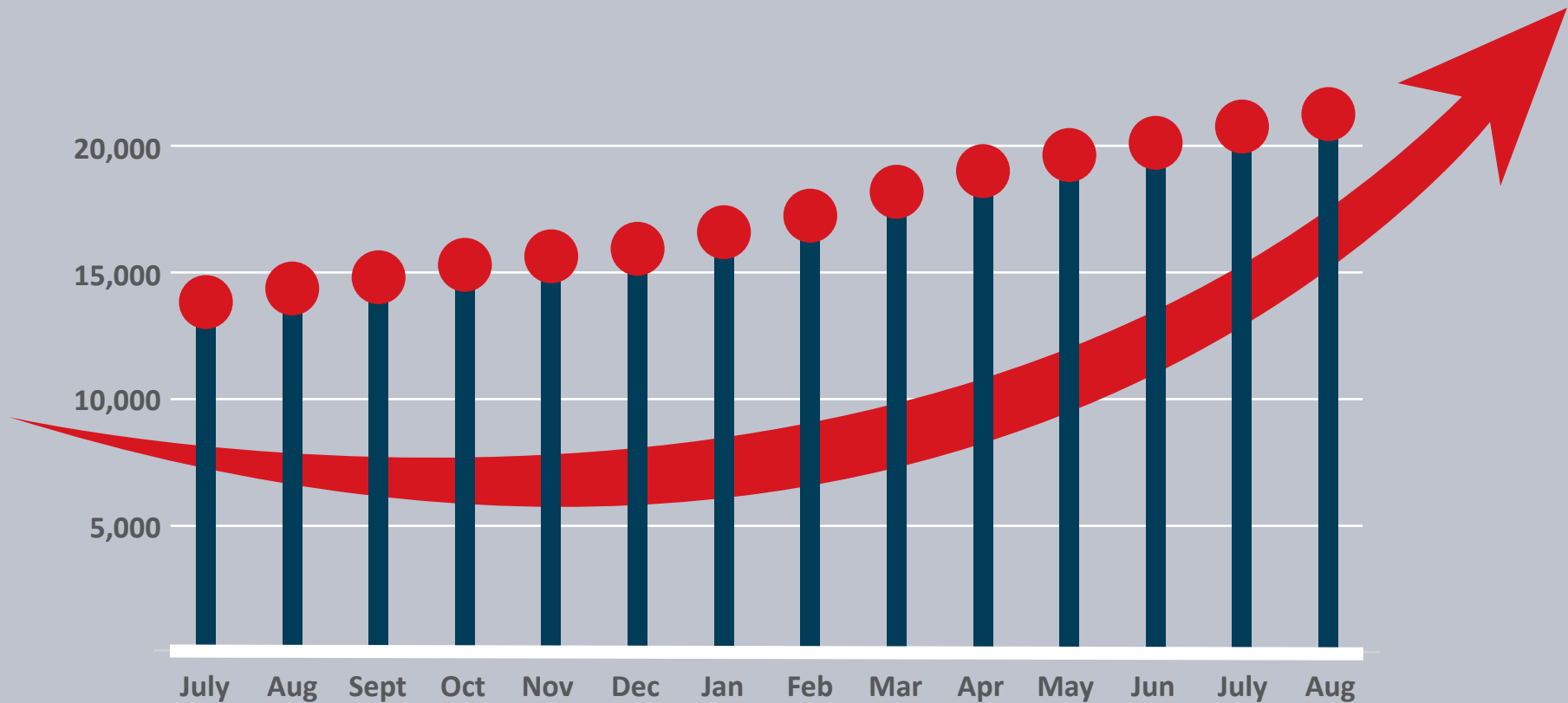


Social Media

Also, in 2020 we have observed a continuous growth of the overall number of followers on FIA social media throughout the year. On LinkedIn, arguably the most important channel outside of our website and e-communication, we are by far the market leader in the European market (and rank second globally) with 22,296 followers and in the last year we have gained over 7,000 new followers which is a 31% growth – shown in the below table.



**LinkedIn Company
Page Followers
2019-2020**



Events

The pandemic and the unprecedented circumstances have led us to twice postpone our successful biannual FIM Expo to 2021. Also, FIREX event was sadly postponed by Informa to May 2021. With heavy hearts, we announced the cancellation of our iconic 2020 AGM Lunch. However, our AGM 2020 members event is still taking place digitally and we will be using the latest technology to provide a seamless, valuable and memorable experience.



Market Research

In May, we held a unique survey which looked at the Impact of COVID-19 on the Fire Industry. This was survey addressed to fire industry professionals so that we can effectively gather the latest and most important information from you about how COVID-19 is currently affecting your organisation. Throughout the summer, we have been conducting a survey and interviews to better understand the Internet of Things which has the potential to transform our industry in the years to come.

As with every October, we are eager to hear your responses to our annual Fire Industry Market Condition Reports that keeps members informed of the latest industry trends.



Public Relations

Our CEO has had a very busy year ensuring the FIA membership is well represented to as many relevant areas as possible. This liaison work has been undertaken with Home Office, MHCLG, All Party Parliamentary Groups, Competency Steering Groups, BAFE, Fire Sector Federation, NFCC and many more. The work is mostly associated with the need for change following the Grenfell Tower reports. BREXIT is still critical to a number of our members therefore it was crucial to continue working with BSI, DIT and Euralarm. COVID-19 has created a raft of issues and one important area has been to define Key Worker status during the lockdown which we know was much appreciated by our members and the wider industry. We continue to work with a number of strategic partners to make the fire industry better, safer and more competent.





34,955
FIA articles read
March 2020

Social Media May-July 2020

21,749

19,960

in

6,571

6,479



6,072

5,406

Group Members

f

908

841
Followers

Newsletter May-August 2020

4,936

4,859



6,538

6,677

Training
Subscribers



The FIA Team



Ian Moore
CEO

TECHNICAL EXCELLENCE



Neil Budd
Technical
Manager



Robert Thilthorpe
Technical
Manager



Will Lloyd
Technical
Manager



Michael Gregg
Training
Manager



Chris Tilley
Membership
Manager



Kevin Stearns
Compliance
Manager



Dr Dave Smith
Export
Manager



Renata Kopka
Marketing
Manager

TRAINING

MEMBERSHIP & COMPLIANCE

EXPORT

MARKETING



Mark Stubbs
Trainer



Steve Simper
Trainer



Adam Richardson
Business
Liaison

ADMIN



Surriya Capon
General Admin
Assistant



Melena Blake
Training
Coordinator



Sarah Capon
Qualifications
Coordinator



Fire Industry Association

www.fia.uk.com