

'REFRESHED' NFB GOES FOR GROWTH IN 2008

The National Federation of Builders (NFB) – the principal trade body for small and medium sized contractors in England and Wales – has announced its biggest ever recruitment drive as it looks to strengthen its support for the industry's SME sector in 2008.

The membership push is supported by a refreshed NFB brand identity, which will be rolled out across the organisation in January, and a new website (www.builders.org.uk), which will enable electronic consultation of members on key policy areas.

An expanded sales and marketing team has also been put in place to target small builders, medium sized contractors and housebuilders - the bedrock of the NFB's 2,000-strong membership.

The measures follow a review led by the federation's chief executive, Julia Evans. She said: "We've been providing value for money support to thousands of the industry's very best companies for decades. There are hundreds of success stories within our organisation and we need to translate those into hard marketing to demonstrate to non-members precisely how they can benefit.

"Whether it's professional advice through our free helplines, subsidised training to help equip their employees for new methods of working, client networking at our regional centres or influencing local and national policy which affects their business – the NFB can add value at both board level and site level.

"2008 marks the beginning of a new era for the NFB with enhanced products and services for members including an employment template package at no additional cost to members. We are rising to the challenge of providing real solutions for the construction industry today. Building on our wealth of experience and history the NFB has the tools and authority to represent and protect all construction businesses.

“Next year is about investing in our marketing so we can communicate that message to a far greater audience than ever before and in a far more targeted way – identifying aspects of membership that are most relevant to specific companies,” she added.

The federation operates a regional network of seven offices and employs around 50 people and is the largest constituent member of the Construction Confederation. Its roots date back to the late 19th century when it was founded as one of the first employer’s organisations for construction.

Its logo, which has been refreshed to reflect a more modern, professional organisation, has retained core elements such as the federation’s individual crest and motto ‘Aedificamus’ – ‘We are building’ highlighting its wealth of experience and history.

Julia Evans added: “2008 will be an exciting year as we strive to ensure the federation is one that builders and contractors want to be a part of. Our vision - ‘Building People, Building Companies, Building Futures’ ensures we put our members at the heart of everything do.”

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