

SUMMER 2024

# Moulding the Future

Edition **15**

The Latest News and Information



## SUPPORTING DEVELOPMENT & DIVERSITY

**To help celebrate PRIDE month in June, Jo Davis, Broanmain Managing Director and Chair of the Education & Skills at the British Plastics Federation takes the time to remind all audiences – from government influencers to inhouse machine operators - that this is a time to sharpen ED&I efforts and foster developmental inclusion.**

On Tuesday 14 May 2024, the Industry and Parliament Trust (IPT) hosted a breakfast meeting for parliamentarians and industry representatives on A Roadmap for Future Skills in Manufacturing. Jo used the platform to impart her industry insight and views on this topical area of policy.

Sharing representative perspectives and experiences, during her keynote address Jo specifically called on the government to give the UK plastics industry the recognition it deserves as an advanced manufacturing sector. Including how reframing the messaging could actually help to make the sector more attractive to school leavers.

"I was delighted to be invited to this event because it gave me the opportunity to inform and discuss with policymakers the huge contribution that manufacturing makes to the economy, along with some of the exciting work that is being done by the industry and the British Plastics Federation to support this growth.

"In order to give a balanced perspective, I discussed the introduction of the minimum earning thresholds for Skilled Workers and how this directly impacts recruitment in the plastics sector. Additionally, I touched upon the wider call for a review of the apprenticeship levy, as well as how firms, especially

SMEs, could benefit from being able to access government-produced guidance and training materials from one centralised location," comments Jo.

Throughout June, Broanmain has also been running ED&I workshops for team members to increase awareness and open up more inclusive conversations between colleagues. "In order to get to know people and their authentic selves, we are also rolling out a 'what makes you you' style interview series featuring team members. Look out for our posters when you next visit Broanmain."

## LET'S CELEBRATE OUR DIFFERENCES

An impromptu refreshment stop at Fairshot Café near Covent Garden also introduced Jo to some valuable insight about how to create a sense of belonging in a work space, what this looks and feels like and the importance of celebrating everyone's differences. "It was interesting just chatting to the team and better appreciating how cancel culture can undermine ED&I efforts. It's increasingly important to give people the space to be wrong. It made me have some self-reflection about unconscious bias and how we can all do a better job at managing this too." Fairshot is a pioneering social enterprise that offers a learning program and sustainable employment for adults with learning disabilities and/or autism. As well as serving coffee and cake, you can hire their boardroom for meetings and ED&I training. Well worth dropping by when visiting central London.

# MAKING ACCOUNTS PERSONAL



**It has been almost a year since Kate Price joined Broanmain to oversee the accounts function. Kate reflects on how her past (and very diverse) business experiences, including studying a Masters in sports nutrition, has helped her make a difference when balancing the books.**

**Cash is king:** For anyone that is running a business, even one that has lots of orders and is doing well, having a healthy, and predictable cashflow really does help. It not only provides an important cushion and a little bit of wiggle room, but also makes a big difference to forecasting and planning how much manufacturing capacity we have in the future.

**Communicating with suppliers:** On joining Broanmain I was instantly impressed by their budgeting abilities, but like many businesses they were still constantly adjusting forecasts and stock levels as a result of the pandemic. Rather than having a big end of month scrabble, being able to take a much longer viewpoint means there are fewer surprises. Allowing for better communication with suppliers.

**Capitalising on AI without compromising personal touch:** There has naturally been a big push for businesses to digitise many aspects of accounts. Although it helps with many repetitive tasks, including forecasting, there are equally a number of aspects, including negotiation and reasoning that no algorithm can replicate. Empathy is what really underpins valuable customer relationships.

**Diverse experiences help:** I have worked in fashion merchandising planning stock levels, for a FinTech start up running the operational and financial side. All of these previous experiences involved tightly managing forecasts,

cashflow and budgets. These have helped me to assist the Broanmain management and operational teams to tweak the processes slightly and better appreciate when a top line view is warranted and when it is important to dig into the detail.

**Going back to University:** In 2021 I decided to try something new and studied sports nutrition at St Mary's in Twickenham. Endurance sports has always been a personal passion. After the course I set up my own business advising and supporting private clients, including a triathlon company. The work can be quite seasonal and although the business is starting to take off, being at Broanmain three days each week means I have the capacity to balance both.

**Navigating fluctuating costs:** The cost of materials is one of the biggest factors where I seek operational support. Thomas keeps me updated when the prices of materials change as this impacts margins, which in turn impacts cashflow. Most customers appreciate that when I am chasing for payment I'm not being deliberately difficult. Like everyone else, it's a fine balancing act, with suppliers to pay. It all circles back to relationships and maintaining good lines of communication.

Kate works Monday, Tuesday and Thursday at Broanmain. You can message her at [accounts@broanmain.co.uk](mailto:accounts@broanmain.co.uk)

## TRIP TO CHINA

In late April, Chinaplas 2024 took place in Shanghai. Broanmain's power couple Jo and Wilf Davis were among the record breaking 321,879 visitors, attending as guests of the British Plastics Federation's coordinated 'Mission to China'. "It was an insightful networking event with many interesting meetings and some thoroughly enjoyable delegation dinners, including a special one hosted by the Department for Business & Trade," notes Jo.

Visiting the Haitian International factory in Ningbo was another highlight. Wilf is pictured alongside a couple of large platens to help put into context the sheer scale of the operation.



# GETTING SATISFACTION RIGHT

Thank you to every single customer that participated in our 2024 satisfaction survey. Your input always means so much to us. We were thrilled to see so many improvements, including a 100% score for meeting customer requirements and product quality satisfaction!

Customer delight is rooted in front line experiences. So it is really satisfying to see that our sustained efforts and investments in everything from equipment to DE&I initiatives and organisational culture is delivering more than lip service.

The Broanmain results were compared with 2023. Here's a snapshot:



Overall satisfaction was reported as 98%, up from 94% in 2023. Although there showed a slight decline in order processing satisfaction, the appointment of Sam Matthews, Office, Internal Project, Internal Sales Manager has addressed this with this score already showing improvements since Sam joined us.

Managing director Jo Davis comments: "These 2024 results exemplify our combined team efforts. Our ability to work together, get stuck in and collaborate on projects is probably the most authentic example of excellence."

As the ultimate sign of satisfaction, 96% would also recommend Broanmain to others. "Naturally we love to hear when people are happy but if we could further improve your overall Broanmain experience we would welcome the opportunity to try. All feedback is welcome, at any time," adds Jo.



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Broanmain achieved a 100 percent score in meeting customer requirements in the last 12 months.

# ACTIVITY ROUNDUP



Here's a quick snapshot of other stuff our people have been getting up to recently, and some upcoming events to watch for: Our new team leader trio - Ashley Grinhaff (left) - our night owl - early bird (centre) - Olivia Garrett - and Chelsea Crumpton (right), who covers assembly, despatch and some of the daytime production rollover.

Team treats to give everyone a nutritious serotonin boost on 17th April, aka National Banana Day!



Building up our processing knowledge in ... Guess where? As part of the BPF Moulding and Specialist Processors Group we got to tour the Lego production site in Billund, Denmark. What an informative treat.

To support PRIDE month 2024, we created a zhuzhy logo and ran a few special events chosen by our team.



A Broanmain team is training hard for the Run Reigate 10k, on 22nd Sept. Follow us on LinkedIn to track our progress and cheer us on.

## OUR PROFESSIONALS

In order to ensure your Broanmain enquires are answered efficiently, please update your contact records:



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