



Chairman's Report 2016

2016 saw the threat of the REACH Regulation and uncertainty regarding Brexit impacting on confidence and investment in the sector and made our advocacy efforts even more important. We had another strong year financially and our reserves continue to grow thus ensuring that we are well placed to provide our members with the services they require in a somewhat uncertain future.

Advocacy

Our advocacy efforts were again very time consuming but also very rewarding and we are beginning to see the results filtering through into changes to both UK & EU policy, particularly in respect of the REACH Regulation. Prior to the Brexit referendum we took a group of members to meet with the European Commission to give members a better insight into how the EU operated and to give them the opportunity to question officials in different policy areas that were having an impact on their businesses. This high level exposure can only be of benefit in future advocacy efforts and raise the profile of the sector. The House of Lords briefing luncheons continue to be successful and a number of questions were asked in both Houses. Meetings were also held with the Bavarian and Hessen Representations to the EU in an effort to raise the awareness of the potential impact of REACH on the EU manufacturing supply chain.



SEA Members at the European Commission



SEA CEO speaking at European Parliament during SME week

Marketing

In order to keep pace with the ever increasing use of social media, we engaged with a third party marketing agency to assist with the development of our website, blog writing, Facebook and Twitter accounts and to manage our search engine optimisation process, in particular, to recruit new members and provide additional support and networking opportunities to our existing members. We developed 2 mobile Apps – one for our Buyers Guide, so members can advertise their services to a wider audience and one for providing an information portal for both members and potential members. We have developed a newsletter aimed specifically at the users of surface engineering coatings, in an attempt to give them a better understanding of the issues that the sector is facing and how we are addressing these.

Awards Evening

2016 saw a first – a joint surface engineering and heat treatment awards evening, following on from the successful joint conference held in 2015. Almost 200 people attended the event which was held at the Midland Hotel in Manchester. The High Sheriff of Manchester was in attendance along with Lord Smith of Leigh and the event was hosted by Lord Hoyle, a long time champion of our sector.



Guests awaiting the results of the 2016 Awards



Delegates enjoying the ever-popular evening entertainment

Advanced Engineering Show

The SEA took a stand at the Advanced Engineering Show held at the NEC. The show attracts over 700 exhibitors engaged in advanced engineering technology and processes and the conference areas see over 200 presentations over the two days. We will be exhibiting again in 2017 on 1st & 2nd November.



SEA Stand at Advanced Engineering Show



Stephen Parkes handing over to Lee Grant

Biennial General Meeting

At our biennial general meeting, Lee Grant, Stainless Plating became the new SEA Chairman, taking over the reins from Stephen Parkes. Godfrey Evans, Swinton Electroplating, was elected as Vice Chairman. Full details of all National Committee members can be found at <http://www.sea.org.uk/about-sea/whos-who/sea-national-committee/>

Vote of thanks

I would like to take this opportunity to thank all members for their continued support in these difficult times and especially those members who work hard and collaborate in our committees and advocacy efforts. I would certainly encourage all members to take a more active role in the running of, what is after all, your trade association. Particular thanks go to our hard working office staff who enable us to run the Association smoothly and efficiently.

Lee Grant

SEA Chairman