

BTAA CHAIRMAN'S REPORT 2015

1. Membership

There was a net increase of 10 new members in 2015. Total membership now stands at 115. There are over 500 companies supplying fashion accessories to the UK market. The Association is looking at new opportunities for membership by expanding its offering to include designers, online companies, retailers and overseas members via partnerships with similar associations abroad.

2. Fashion Accessory of the Year Awards.

The BTAA received over 300 entries in 2015, an increase of 100% on previous year. We introduced a new award category - Made In Britain. This proved to be very popular and well subscribed with entries. For the first time, in the history of the Fashion Accessory of the Year Awards, we worked hard to maximise sponsorship opportunities for the event. This in turn raised the profile of the organisation significantly. The high calibre of judges from the industry also added to the success of the Awards.

3. Providing value for our members.

It is vital the BTAA provides value for money. We have improved our service benefits by the introduction of a number of new supplier partnerships, such as HR and Employment Law, Debt Collection, Product Testing and Debt management. Also introduced an e-product and Supplier of the Month newsletters where members' brands are promoted to all current UK buyers of travel goods and accessories. We have focused on PR and promotion of member companies and their brands via the Trade Press, social media, the BTAA website and e-mail. It is anticipated that the association will also host seminars and meet the buyer events throughout 2016.

4. Advertising

Revenue fell again and the Association has embarked on an strategy to increase revenue through advertising on the BTAA website, the trade press and newsletters.

5. The market place.

The Future of the economy remained uncertain again during 2015 with a particular downturn in trade for our members in the last quarter of the year. A number of our member's businesses failed during 2015 and resignations continued due to cash flow issues and non participation at trade shows even with discount incentives for stands.

6. Promotion of the BTAA brand

The visibility of the Association has been significantly raised at trade shows and via the trade press to communicate the importance of the BTAA within the industry. Partnerships have been formed with all relevant exhibition organisers and the BTAA has exhibited at all major events.