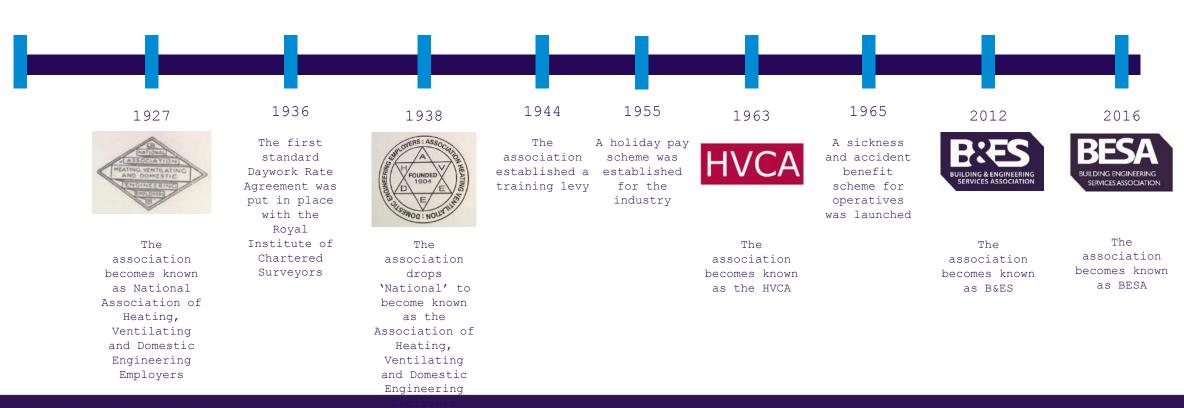


## Who are the BESA?



The BESA – the Building Engineering Services Association, is the UK's leading trade organisation for building engineering services contractors – representing the interests of firms active in the design, installation, commissioning, maintenance, control and management of engineering systems and services in buildings.

We have supported the sector for over a century and many changes have occurred over time.



# Homepages



### Old



### BUILDING & ENGINEERING SERVICES ASSOCIATION

Loading

### **B&ES MEMBER** UPDATES

#### TRAINING CONFERENCE Free half-day B&ES conference

on 4 November to focus on training for skill shortages Click here

MAN AT THE TOP Paul McLaughlin named B&ES chief executive click here

#### CIBSE CONFERENCE Autumn event will focus on building performance

click here



HEALTH AND SAFETY Member assessment has moved online Click here

### **BUILDING & ENGINEERING SERVICES** ASSOCIATION

The Building & Engineering Services Association (B&ES) is the premier trade organisation for building engineering services

The B&ES vision is to help its members to meet the needs and demands of their clients and, in so doing, build well-run, professional and successful businesses. more...

#### CONTACTUS

Lincoln House 137-143 Hammersmith Road London W14 0QL 020 7313 4900 contact@b-es.org

### President Jim Marner outlines the B&ES agenda



TRUST To find B&S members that specialise in MARK

For a competitive edge - check out the products and services available from the B&ES Group

BESCA - BEST - REFCOM - Welplan - B&ES Publications Building Services Engineering Employment Agency Alliance - Engineering Services SKILLcard

### **B&ES BLOGS**

#### Jim Marner's Blog A comment on current issues

from the president Sugar makes smart choice

#### Paul McLaughlin's Blog

A comment on current issues from the B&ES chief executive 2016 - the year of the specialist?

#### David Frise's Blog

A comment on current issues from the head of sustainability Rudd loses her balance

#### **B&ES NEWS**

### 16 November 2015

Welplan pensions gains independent accreditation

### 13 November 2015

'Smart' Skillcard presented to **B&Es** member employee

### 23 October 2015

**Heathrow Airport opens its** doors to B&ES members

### 21 October 2015

Sun comes out for B&ES North West annual golf day

More news

Stay informed Click here to subscribe to **B&ES** e-news



### New



Share: 🖬 💺 💹 🛅 🥁

Privacy policy | Site map | © 2016 B&ES All rights reserved.

# B&ES homepage – www.b-es.org.uk



- Text heavy
- Hard to navigate
- Not user friendly
- No clear call to actions
- No branding
- No interaction
- Stagnant content



Loading

Area

Join B&ES as a

Locate a B&ES

Subscription

### **B&ES MEMBER UPDATES**

#### TRAINING CONFERENCE

Free half-day B&ES conference on 4 November to focus on training for skill shortages Click here

### MAN AT THE TOP

Paul McLaughlin named B&ES chief executive click here

### CIBSE CONFERENCE

Autumn event will focus on building performance click here



### **HEALTH AND SAFETY**

Member assessment has moved online Click here

### **BUILDING & ENGINEERING SERVICES** ASSOCIATION

The Building & Engineering Services Association (B&ES) is the premier trade organisation for building engineering services contractors.

The B&ES vision is to help its members to meet the needs and demands of their clients and, in so doing, build well-run, professional and successful businesses. more...

### CONTACT US

Lincoln House 137-143 Hammersmith Road London W14 0QL 020 7313 4900 contact@b-es.org

### President Jim Marner outlines the B&ES agenda



To find B&S members that specialise in domestic plumbing and heating, click here

For a competitive edge - check out the products and services available from the B&ES Group BESCA - BEST - REFCOM - Welplan - B&ES Publications

**Building Services Engineering Employment Agency Alliance** - Engineering Services SKILLcard

### **B&FS BLOGS**

### Jim Marner's Blog

A comment on current issues from the president Sugar makes smart choice

#### Paul McLaughlin's Blog

A comment on current issues from the B&ES chief executive 2016 - the year of the specialist?

#### David Frise's Blog

A comment on current issues from the head of sustainability Rudd loses her balance

### **B&ES NEWS**

#### 16 November 2015 Welplan pensions gains independent accreditation

13 November 2015 'Smart' Skillcard presented to

#### **B&Es** member employee

23 October 2015 Heathrow Airport opens its doors to B&ES members

### 21 October 2015

Sun comes out for B&ES North West annual golf day

### More news

Stay informed Click here to subscribe to **B&ES** e-news

Privacy policy | Site map | © 2016 B&ES All rights reserved.

# BESA homepage – www.theBESA.com

BESA
BUILDING ENGINEERING
SERVICES ASSOCIATION

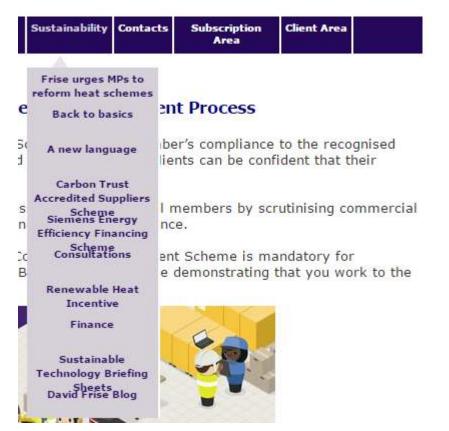
- Clear call to actions
- More visual
- Easier to navigate
- Clear branding
- Interactive
- Animated video
- Current content



# Navigation bars



### Old



VS

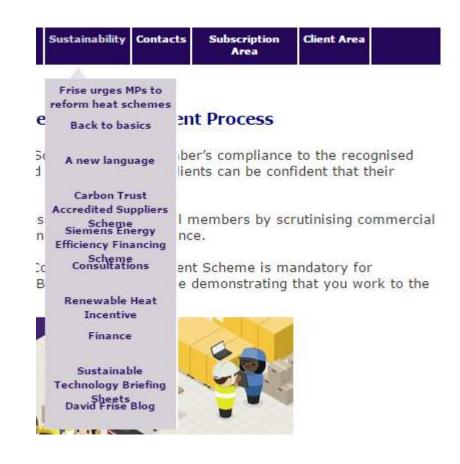
### New



# **B&ES** navigation bar



- Not user friendly
- Hard to read
- Too long
- Inconsistent text and spacing



# BESA navigation bar



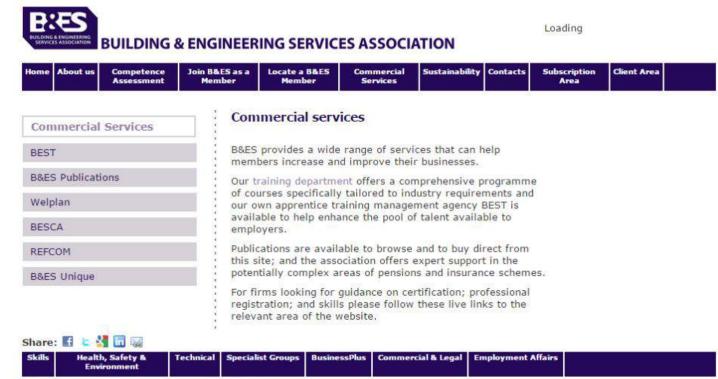
- More user friendly
- Easier to read
- Consistent text size and spacing
- Sub menus included



## B&ES Group companies page



- No imagery
- Text heavy
- Uninspiring



Privacy policy | Site map | © 2016 B&ES All rights reserved.

# BESA Group companies page



- Visual summary of each company
- Able to click through
- Clear call to actions



# Why you should join our Association





VS

### New



# B&ES Why join us?



- Text heavy
- Lack of imagery
- Benefits of membership not clear
- No clear call to action



# BESA Why you should join



- More clear and concise
- Benefits of membership more clear
- Obvious call to actions
- More visual



## Find a BESA member function



### Old





new brand; a new HVCA

Join B&ES as a

Welcome to the B&ES's FREE online search service designed to make it easy and quick to find B&ES member(s) that you require to deliver heating, ventilating, ductwork, facilities management, refrigeration, air conditioning, commissioning and maintenance services.



Please enter information for as many of the fields below as possible: the more information you provide, the more refined your results. You can click on CLEAR, then amend information and SEARCH s many times as you wish.

POSTCODE: please enter the postcode for the location where the project/work will take place.

RADIUS: you can decide how widely you want to search for a suitable B&ES Member - select from the drop down menu, from

PROJECT SIZE: enter the estimated value of the project, or you can use 'Not specified' if you are uncertain.

REGION: choose a specific region, or 'All regions', the member search includes Scotland, Wales and Northern Ireland.

COMPANY NAME: if you are seeking a B&ES Member already known or recommended to you, then enter the name here. SPECIALIST GROUPS: B&ES has four specialist groups which provide additional focus tailored to the individual requirements

of members engaged in a particular industry specialism. Separate additional qualifying criteria applies for membership of each of the following four groups:

- Ductwork Group (DWG)
   Heating and Plumbing Services Group (HAPS)
   Refrigeration, Air Conditioning Group and Heat Pumps (RACHP)
- · Service and Facilities Group (SFG) which includes a Ventilation Hygiene Branch (VHG)

If you wish to restrict your searches to members of a specialist group, simply select one of the Specialist Groups highlighted

EXCLUDE COMPANIES THAT CONTRACT OUT: this search option will exclude B&ES members that contract out some or all

INCLUDE COMPANIES THAT CONTRACT OUT: this search option will include B&ES members that contract out some or all



REMEMBER: B&ES members are subject to regular, independent third-party inspection and assessment that verifies their technical competence and commercial capability. Which is why, when clients use a B&ES member, they can be confident that their project or work is in safe hands. B&ES provides its members with the quality services and resources that help them to develop and maintain the high level skills and services that are needed by you, the clien

NEED FURTHER HELP? Please click here to contact us.

Please note: Safari users may have problems using this search facility please click here to view a Safari compatible search facility (this will open in a new tab).



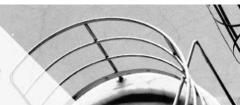
Delivery policy | Site man | @ 2016 DRCS All rights recoved



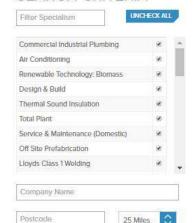
New

### FIND A BESA MEMBER

Use our interactive Find A BESA Member facility to take advantage of the high competence and health and safety standards to which our members adhere.



### SEARCH CRITERIA





#### SEARCH FOR A BESA MEMBER IN ONE OF THREE WAYS:

- 1. By specialism tick the relevant boxes in the list on the left to determine which specialisms you would like to see, then click search
- 2. By name enter the name in the box to the left and click search.
- 3. By postcode enter the postcode in the box, select the radius you would like to search within and then click search

You can reset the search at any time by clicking the 'reset search button'.

### WHY JOIN BESA?

RESET SEARCH

Find out more about how BESA can help your business and the benefits available to members.

READ MORE



SEARCH

### FIND A BESA MEMBER

Use our simple, fast member search function to find a BESA Member for your next project.

READ MORE



### WHY USE A BESA MEMBER?

Find out why you should use a BESA Member for your next project.

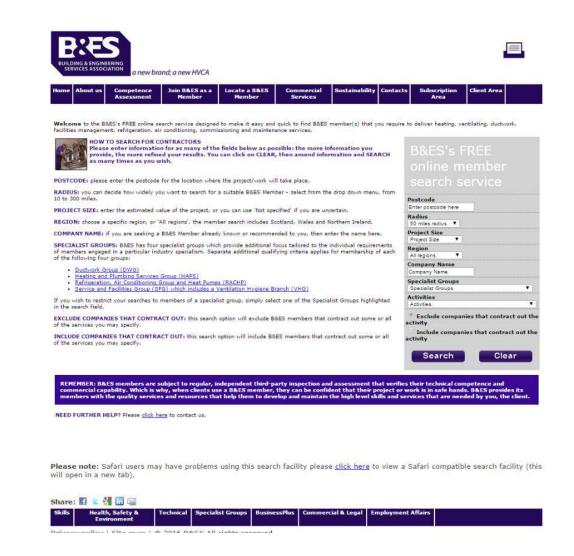
READ MORE



## **B&ES Find a member**



- Not user friendly
- Text heavy
- Instructions are not clear
- Overwhelming



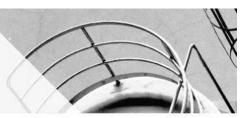
## **B&ES Find a member**



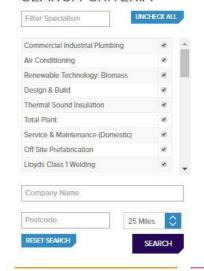
- More user friendly
- Clear and concise
- Instructions are straightforward

### FIND A BESA MEMBER

Use our interactive *Find A BESA Member* facility to take advantage of the high competence and health and safety standards to which our members adhere.



### SEARCH CRITERIA





### SEARCH FOR A BESA MEMBER IN ONE OF THREE WAYS:

- By specialism tick the relevant boxes in the list on the left to determine which specialisms you would like to see, then click search
- By name enter the name in the box to the left and click search
- By postcode enter the postcode in the box, select the radius you would like to search within and then click search.

You can reset the search at any time by clicking the 'reset search button'.

### WHY JOIN BESA?

Find out more about how BESA can help your business and the benefits available to members.

READ MORE



### FIND A BESA MEMBER

Use our simple, fast member search function to find a BESA Member for your next project.

READ MORE



## WHY USE A BESA MEMBER?

Find out why you should use a BESA Member for your next project.







New BESA Training website Help page has been tailored for specific users with an

extensive FAQs list, whereas previously the B&ES website had 4 FAQs

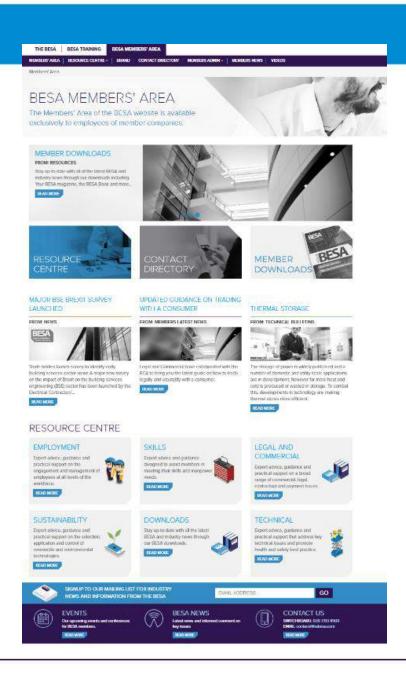




## BESA Members' Area

BESA
BUILDING ENGINEERING
SERVICES ASSOCIATION

- Exclusive content for BESA members and their employees
- Easy to use Resource Centre and accessible downloads
- Content refreshed daily
- Clear call to actions



# Imagery used of BESA members



- Imagery of our members is used throughout the BESA website
- We photographed small, medium and large member companies to represent all of our members











## CONTRACTORS MUST EMBRACE DIVERSITY TO GROW THEIR BUSINESS

### FROM: NEWS



With the spotlight firmly on the industry's growing skills shortage and repeated failings to address the gender imbalance, the Building Engineering Services Association urges the sector to focus its attentions on improving its current lack of diversity...

### READ MORE

