

The BESA logo consists of the letters 'BESA' in a bold, white, sans-serif font, set against a dark purple rectangular background with a slight drop shadow.

BUILDING ENGINEERING
SERVICES ASSOCIATION

BESA E-newsletter



Friday, 1 July 2016

Welpian website gives ready access to pensions' guidance

The BESA subsidiary and pensions and welfare benefits provider has launched a new website that provides more information and makes it easier for employers, employees and financial advisers to locate the guidance they require. Key to the revised site is an improved and extended *Frequently asked questions* facility ...[Read more](#)

BESA's Ashford to speak at civil engineering conference

BESA regional manager Neil Ashford will be among the speakers at **CivEX 2016**, the civil engineering exhibition and conference that will take place at the Liverpool Exhibition Centre on Tuesday, 15 and Wednesday, 16 November. He will take as his theme, *setting the standards that shape building engineering services* ...[Read more](#)

Committee backs major changes in UK energy distribution

The House of Commons Energy and Climate Change Committee has published a report recommending a major change in the way the UK energy system is operated - transferring system operation from the National Grid to an *independent system operator* at national level and distribution system operators at regional level ...[Read more](#)

Industry bodies to confront mental health challenge...

BESA joins with ECA, the CIBSE Patrons and the Samaritans to host a seminar on mental health and workplace stress in the building engineering services sector. The event, attendance at which is **free to members**, will take place at St Matthew's Conference Centre, London SW1, on Thursday, 21 July ...[Read more](#)

Kate Bellingham will chair Building Services Summit 2016

Former BBC presenter Kate Bellingham is to host a series of panel discussions at this year's **Summit**, taking place at the British Library, London NW1 on Wednesday, 23 November. The event is being staged by the BESA, in partnership with the Building Controls Industry Association and other sister organisations. [Read more](#)





Example mobile, tablet and desktop views

Top email clients

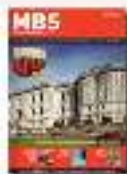
Export As CSV

Desktop	60.4%	Mobile	39.6%
Outlook 2013	16.3%	iPhone	32.0%
Outlook 2016	14.7%	Chrome Mobile	3.4%
Outlook 2010	12.5%	Android webview	3.2%
Outlook 2007	5.8%	Android	0.5%
Gmail	4.3%	Windows Phone	0.3%

ABOLISH PART L AND DESIGN BUILDINGS THAT WORK

DESA INFORMED THINKING

In the edition of Modern Housing featured, Jim Stark, BESA Technical Director explains how Part L of the Building Regulations stifles innovation and embeds poor long-term performance into buildings.



[READ MORE](#)

Are you due to reach your auto enrolment staging date in 2017?

Find out how Welplan can help you.

welplan pensions

From £100 per month

RESEARCHING THE SUCCESS OF FEMALE ENGINEERS IN THE UK - PARTICIPANTS NEEDED

BESA are teaming up with the Women's Engineering Society (WES) to help a student from the University of Strirling measure the success of female engineers in the UK.



[READ MORE](#)

WIN MORE WORK - WORKSHOPS TO IMPROVE YOUR BID PRODUCTIVITY

15 LOCATIONS BETWEEN JULY AND NOVEMBER

Improve your financial productivity by attending our in-person or online workshops. The work winning workshops are free to attend, provide an overview of your current approach to winning work and discuss what options are available and what you can do.



[READ MORE](#)

TAKE PART IN OUR BUILDING SERVICES SURVEY

SPONSORED BY WOOD GROUP

In collaboration with BSA and BESA, help us to measure the current state of trade within the sector by completing our survey and so a thank you all services will be sent with a voucher of £1000 to all participants.



[READ MORE](#)

PROMPT PAYMENT CODE

We have been campaigning for changes surrounding how businesses are paid and how long it actually takes to be paid. We are able to see positive changes in the sector with a [government consultation](#) stating that 50 of the biggest suppliers to the government have voluntarily committed to pay 95% of invoices within 10 days - and it was towards 2009/10 it was 65 days on the form.



NOMINATE NOW - THE 2017 BESA YORKSHIRE AWARDS

Don't miss your chance to nominate your company or apprentices for the Yorkshire Region BESA Awards. Tickets are on sale for the awards ceremony and gala dinner - [click here](#) to find out more.



[NOMINATE NOW](#)

CONGRATULATIONS to all our 2017 winners! BESA NORTH WEST AWARDS 2017



STEPPING UP THE FOCUS ON SPECIFIERS

The association has appointed Kevin Kingaby to the new position of Key Accounts Manager – Specifiers to spearhead a programme aimed at creating stronger links between specifiers and BESA members ensuring projects meet clients' expectations and commercial objectives.



[READ MORE](#)

BESA BUILDING ENGINEERING SERVICES ASSOCIATION

E-NEWSLETTER

LATEST NEWS FROM BESA

APPRENTICESHIP LEVY PAYING EMPLOYERS - #USEITORLOSEIT

There is no escaping it. If your pay bill is more than £1m the Levy is now in force, so #USEITORLOSEIT to benefit you, your business and your industry. BESA Training can help you navigate the new digital Apprenticeship Service system and ensure you get the correct level of funding that you are entitled to.



How a Registered Apprenticeship Training Provider (RATP) and Registered Apprenticeship Assessment Organisation (RAAO), BESA Training has welcomed back many BESA members and employers, and we want to ensure everyone benefits from their Levy payment.

For further information and advice regarding how we can help, email training@besa.co.uk or visit our website www.theBESA.com/training.

Watch our short video below for a quick explanation of the new apprenticeship service.



Videos, imagery and seasonal Christmas themed snowing GIF file.

NOMINATIONS NOW OPEN FOR THE BESA NATIONAL AWARDS 2017

It's time to enter the 2017 BESA National Awards. The awards celebrate excellence in the industry and are a great way to showcase your achievements. The awards are open to all BESA members.



BESA Season's greetings from all at BESA

UPDATES TO THE BESA STAFF SALARY AND COST OF AGREEMENTS

The BESA staff salary and cost of agreements have been updated for 2017. The new rates are as follows:



STRICTLY THE SAFETY WARNING FOR OLDER DEBRIT MARRS? NONPRESS ADAPTER JAWS

Warning: The safety warning for older debris marring nonpress adapter jaws has been updated. Please refer to the new safety warning for the latest information.







There is a dedicated sign up field on the BESA website footer and also an email banner on all internal email accounts.

Kirsty Cogan | Director of Marketing & Communications

Building Engineering Services Association
Old Mansion House, Eamont Bridge, Penrith, CA10 2BX
Telephone: 01768 860412
Switchboard: 01768 860400

Kirsty.Cogan@theBESA.com
www.theBESA.com

Find us on  



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SIGN UP FOR OUR E-NEWSLETTER
ALL THE LATEST BESA AND INDUSTRY INFORMATION,
EVENTS AND SPECIALIST CONTENT IN YOUR INBOX
sign up at www.theBESA.com/newsletter

BESA
BUILDING ENGINEERING SERVICES ASSOCIATION

Tweets	Following	Followers	Likes
1,300	1,843	2,267	1,368

Following

BESA
The Building Engineering Services Association is the UK's leading trade organisation for building engineering services professionals.
@thebesa_group
thebesa.com
Joined October 2013

Tweets | Tweets & replies | Media

BESA @BESAGroup · Nov 17
We'd done everything!

Vent-Tech @VentTechLtd
We're delighted to start 2018 with news of our award from @thebesa_group for the Staff Drive Improvement Initiative of the Year. It's a great way to wrap up a successful year.

Who to follow

- BCIA** @BCIA_uk · Follow
- Grand Services UK** @GServiceUK · Follow
- Armstrong Ltd** @ArmstrongUK · Follow

Tweets	Following	Followers	Likes
1,300	1,843	2,267	1,368

BESA @BESAGroup · Oct 27
This week's main out now features BESA's first launch of our Ventilation Hygiene Elite scheme, member meetings & more
[View all 10 photos](#)

makingupthebesaneeds...

BESA BUILDING ENGINEERING SERVICES ASSOCIATION

E-NEWSLETTER
LATEST NEWS FROM BESA

COLLECTION: PROGRESS AND PRODUCTIVITY IN FOCUS AT BESA CONFERENCE
The first BESA National Conference will feature a series of events including a keynote by Sir Paul and Lesley Jones, a day of up-to-date technical news & more.
[View more](#)

View all 10 photos

We regularly promote both editions of e-news and the opportunity to sign up on social media.

Design options when being created – different graphic elements



ENEWS IS AVAILABLE FREE TO ALL BESA MEMBERS

Members are reminded that the BESA eNews is published and distributed electronically on a weekly basis to all who have provided the Association with an e-mail address, or have explicitly requested the newsletter. There is no limit to the number of individuals within members' firm, who may subscribe, by contacting newsletter@theBESA.com

READ MORE



BETTER BUSINESS THE BESA E-NEWSLETTER

21ST JULY

INDUSTRY BODIES TO CONFRONT
MENTAL HEALTH CHALLENGE



BETTER BUSINESS THE BESA E-NEWSLETTER

21ST JULY



LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. FUSCE FRINGILLA BLANDIT EX, VITAE LUCTUS VELIT ELEIFEND SED.

HIGHLIGHT
BANNER / BLOCK
OPTIONAL BANNER IMAGE FOR
HIGHLIGHTED EVENTS



ENTRIES SOUGHT FOR
BESA-SPONSORED HVR
INDUSTRY AWARDS
SUB HEADER OR DESCRIPTION IF
REQUIRED

Places are still available on a BESA Supervisor Safety Training course to be held in Milton Keynes on Weds, 22 and Thurs, 23 June.

READ MORE

TURKISH TRADE
ASSOCIATION ADMITTED
TO AREA MEMBERSHIP
SUB HEADER OR DESCRIPTION IF
REQUIRED

The Air Conditioning and Refrigeration European Association (AREA) has increased its membership

READ MORE

BESA
BETTER BUSINESS
THE BESA E-NEWSLETTER

INDUSTRY BODIES TO CONFRONT
MENTAL HEALTH CHALLENGE

ENEWS IS AVAILABLE FREE TO ALL BESA MEMBERS

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. FUSCE FRINGILLA BLANDIT EX, VITAE LUCTUS VELIT ELEIFEND SED.

HIGHLIGHT BANNER / BLOCK

ENTRIES SOUGHT FOR BESA-SPONSORED HVR INDUSTRY AWARDS

TURKISH TRADE ASSOCIATION ADMITTED TO AREA MEMBERSHIP

ENEWS IS AVAILABLE FREE TO ALL BESA MEMBERS

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. FUSCE FRINGILLA BLANDIT EX, VITAE LUCTUS VELIT ELEIFEND SED.

HIGHLIGHT BANNER / BLOCK

ENTRIES SOUGHT FOR BESA-SPONSORED HVR INDUSTRY AWARDS

TURKISH TRADE ASSOCIATION ADMITTED TO AREA MEMBERSHIP

ENEWS IS AVAILABLE FREE TO ALL BESA MEMBERS

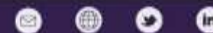
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. FUSCE FRINGILLA BLANDIT EX, VITAE LUCTUS VELIT ELEIFEND SED.

HIGHLIGHT BANNER / BLOCK

ENTRIES SOUGHT FOR BESA-SPONSORED HVR INDUSTRY AWARDS

TURKISH TRADE ASSOCIATION ADMITTED TO AREA MEMBERSHIP

ENEWS IS AVAILABLE FREE TO ALL BESA MEMBERS



Open rate	20.5%	Click rate	5.4%
List average	19.4%	List average	3.6%
Industry average (Construction)	15.7%	Industry average (Construction)	1.2%

468 Opened	124 Clicked	827 Bounced	7 Unsubscribed
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Successful deliveries	2,288 73.5%	Clicks per unique opens	26.5%
Total opens	1,302	Total clicks	191
Last opened	10/10/17 2:57PM	Last clicked	10/3/16 4:55PM
Forwarded	0	Abuse reports	2

Overview Settings Billing Extras Integrations Transactional

Account issue

[← back to Overview](#)

Warning

We noticed a 17.4% hard bounce rate on your campaign "E-newsletter 1 (copy 0)". This is above industry standards, so we strongly recommend you review your collection process, list management, and sending frequency.

Internet service providers set strict limits on unsubscribe rates, undeliverable mail, and abuse complaints. MailChimp is required to observe these limits; if your emails continue to generate high rates of unsubscribes, bounces, or abuse complaints, we may need to review or restrict your account. Please take the opportunity to address this now.

I understand that if I don't address this, my account could face suspension

MailChimp

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Reduced bounce rate stats



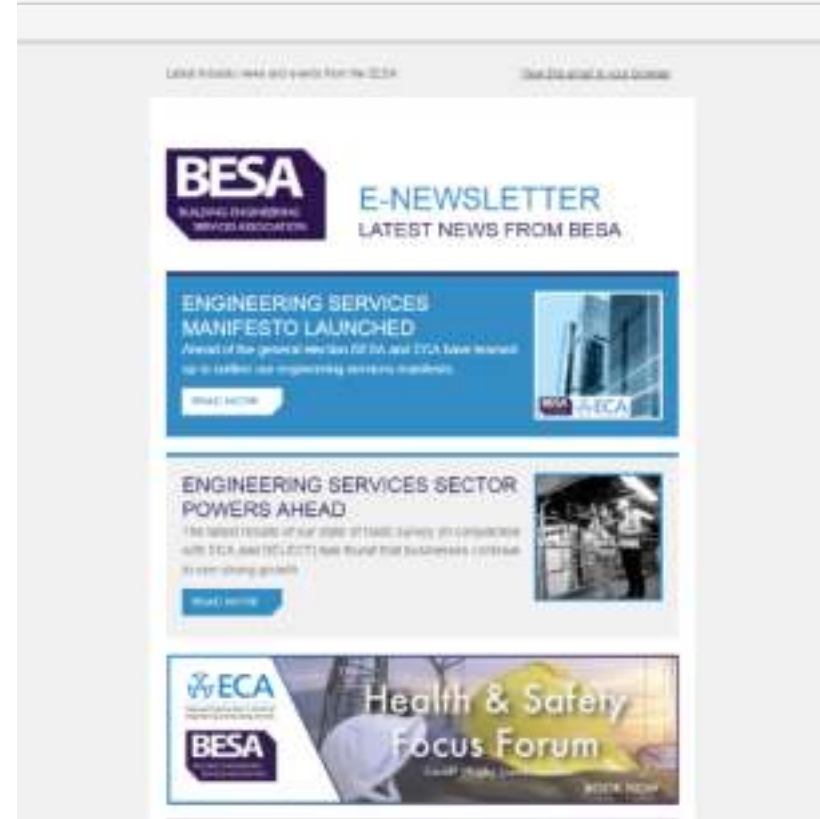
Edition	Bounces	Bounce %
E-newsletter 1	827	26.55
E-newsletter 2	288	11.19
E-newsletter 3	288	11.23
E-newsletter 4	289	11.32
E-newsletter 5	288	11.19
E-newsletter 6	295	11.35
E-newsletter 7	34	1.50
E-newsletter 8	27	1.16
E-newsletter 9	23	0.99
E-newsletter 10	40	1.72
E-newsletter 11	19	0.82
E-newsletter 12	24	1.04
E-newsletter 13	12	0.52
E-newsletter 14	24	1.04
E-newsletter 15	33	1.36
E-newsletter 16	34	1.41
E-newsletter 17	31	1.29
E-newsletter 18	40	1.68
E-newsletter 19	28	1.19
E-newsletter 20	23	0.98
E-newsletter 21	16	0.68
E-newsletter 22	18	0.76
E-newsletter 23	57	2.42
E-newsletter 24	23	0.95
E-newsletter 25	13	0.54
E-newsletter 26	25	1.04
E-newsletter 27	18	0.75
E-newsletter 28	17	0.71
E-newsletter 29	16	0.66
E-newsletter 30	20	0.91
E-newsletter 31	20	0.83
E-newsletter 32	20	0.83
E-newsletter 33	19	0.78

Increase clicks statistics: referrals to thebesa.com



<input type="checkbox"/>	Source / Medium ?	Acquisition			Behavior		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		100,604 % of Total: 100.00% (100,604)	62.96% Avg for View: 62.95% (0.03%)	63,345 % of Total: 100.03% (63,326)	50.96% Avg for View: 50.96% (0.00%)	3.03 Avg for View: 3.03 (0.00%)	00:02:47 Avg for View: 00:02:47 (0.00%)
<input type="checkbox"/>	1. google / organic	42,924 (42.67%)	63.61%	27,305 (43.11%)	46.59%	2.96	00:02:28
<input type="checkbox"/>	2. (direct) / (none)	22,629 (22.49%)	73.53%	16,639 (26.27%)	63.21%	3.20	00:03:46
<input type="checkbox"/>	3. google / cpc	7,625 (7.58%)	48.84%	3,724 (5.88%)	38.27%	3.56	00:02:38
<input type="checkbox"/>	4. apprenticeships.scot / referral	6,613 (6.57%)	66.37%	4,389 (6.93%)	60.91%	2.23	00:01:57
<input type="checkbox"/>	5. bing / organic	5,054 (5.02%)	51.68%	2,612 (4.12%)	30.75%	3.83	00:03:12
<input type="checkbox"/>	6. BESA Website Newsletter Signup Form / email	2,625 (2.61%)	31.62%	830 (1.31%)	56.61%	2.86	00:02:32
<input type="checkbox"/>	7. linkedin.com / referral	966 (0.96%)	64.39%	622 (0.98%)	70.50%	1.95	00:02:06
<input type="checkbox"/>	8. carbontrust.com / referral	894 (0.89%)	83.33%	745 (1.18%)	45.53%	2.18	00:01:49
<input type="checkbox"/>	9. t.co / referral	651 (0.65%)	38.40%	250 (0.39%)	57.60%	4.18	00:05:07
<input type="checkbox"/>	10. yahoo / organic	582 (0.58%)	55.67%	324 (0.51%)	42.96%	3.82	00:03:40

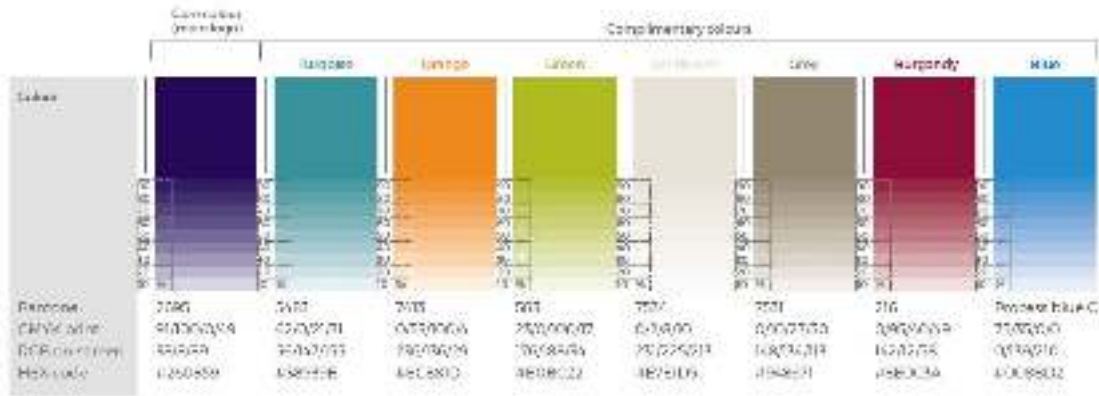
Continuous improvement: A/B Testing example: long vs short descriptions



BESA colours

This is our colour palette. We have included our main BESA red along with the complementary colours that work alongside it to form the BESA brand.

Different shades of the colours can be used by varying the % opacity of the colour.



The BESA brand guidelines colours and examples of graphic imagery used in the e-newsletter.



A mixture of photographic and graphic imagery is used to support articles in the e-newsletter.



NOMINATE NOW



THE BESA NATIONAL CONFERENCE 2017
19 October
Park Plaza London Riverbank

[CLICK HERE TO FIND OUT MORE](#)



MBS
MODERN BUILDING SERVICES

BESA MEMBER MEETINGS

Book now for your local BESA regional meeting for all the latest BESA and industry news.

[Book your place now...](#)

