

Wood Knowledge Wales and Wood Windows

BACHs Journey to Accepting Wooden Windows

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Me...

- Full-time Development Manager
- Not a 'construction or housing bod'
- Part-time carpenter



Bron Afon Community Housing

- Housing Association (LSVT)
- 8000 properties
- SE Wales (Torfaen)
- Asset focused
- Debt funded
- Poor stock



Our Development Programme

- 0-940 unit pipeline in 3 years
- c. 100 starts per year
- Renovation through to strategic sites
- Generally a bit staid(!)
- Reputation growing...
- Challenging



What We Generally Propose



The Problem (Two Locks)



What I Proposed



What Everyone Said

NO

Why Say No?

- Ignored wider benefits
- Focused on practical challenges
- Resistant to change (for a reason)
- But don't always have the right answer...
 - ...Stereotypes
 - ...Render systems and bleach!



The Solution (WKW-Led)

- Get the experts in the room (WKW)
- Not necessary the sales person (WKW)
- Identify client's objections/issues/needs first
- Then sell them the concept (not the product)



The Extension

- So then we thought...
- Why stop at timber balconies?
 - Timber cladding
 - Timber Windows!!!
- Linked to the benefits of (Welsh) timber

What Everyone Said

NO

Windows: More Resistance

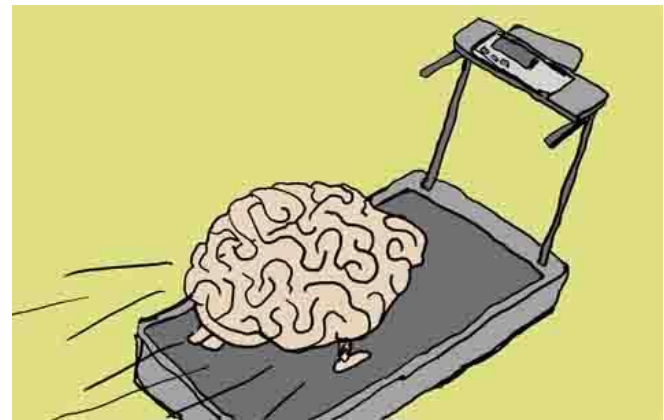
- More resistant to change (more putty than wood)
- Conflicted with our Business Model
 - Capital Costs Okay (grant)
 - Revenue Costs Kill
- Procurement Kills More

And History Repeats Itself...

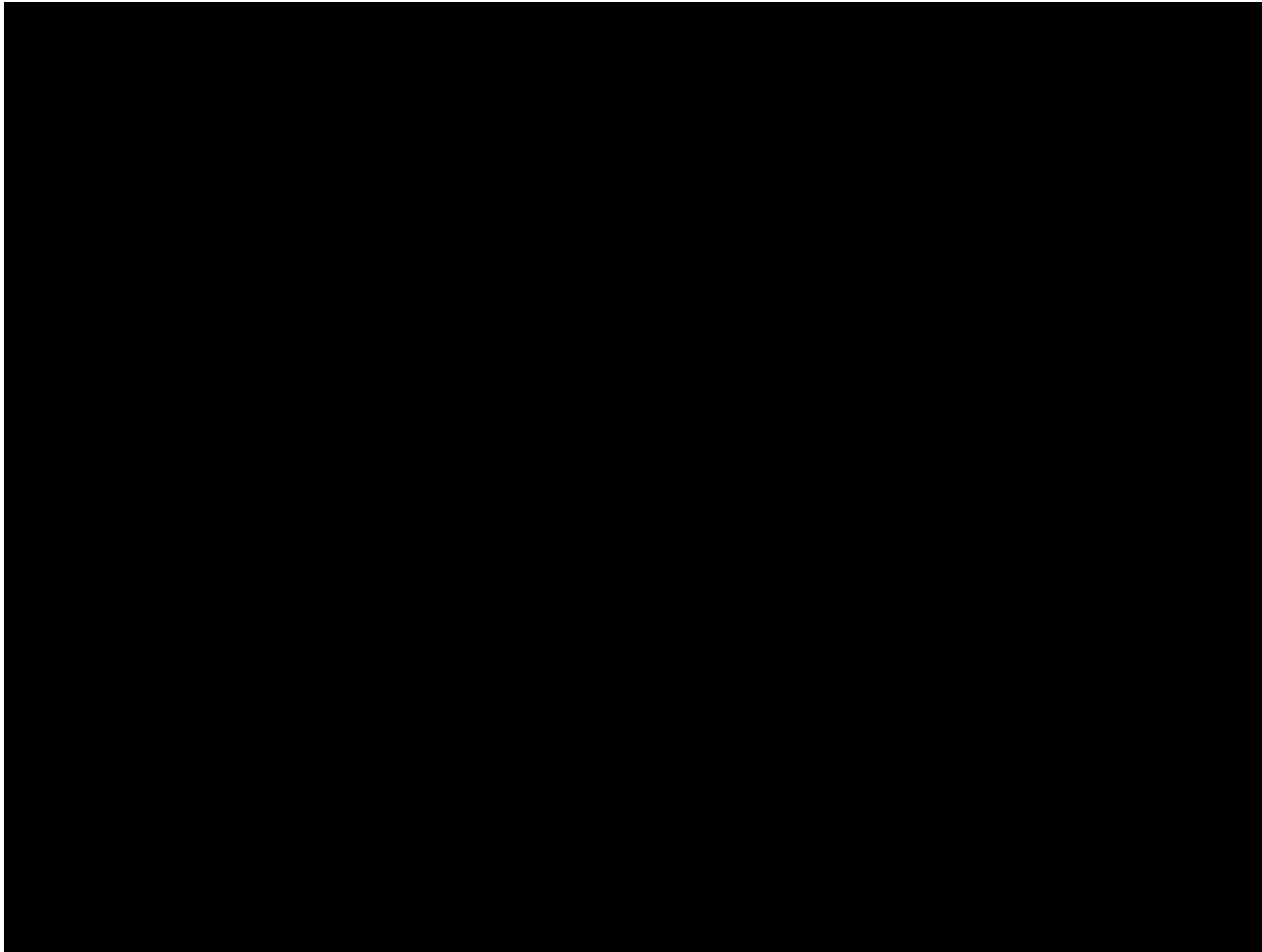
- Change...
 - Experts in a room

Plus... some innovative thinking!!!

- Business Model...
 - Turn revenue into capital
- Procurement...
 - Accidently novate



The Design



So.... Lessons for Pitching Timber Windows

- Find a (keen) Rob
- Find a small 'in'/baby steps
- Make sure things are being done (or appear to be being done) for the right reasons
- Drop the sales pitch use an industry body
- Engage with ALL the decision makers
- Understand commercial problems (and provide solutions)

