



Case Study

Bathroom 2000

Background

Bathroom 2000 was an ambitious project targeted at identifying the current position and requirements of the UK Bathroom Industry. It was particularly relevant with the industry facing increasing competition from overseas. For it to be successful, it required the support of the Department of Environment (DOE) and the industry trade association the British Bathroom Council (BBC), and the collaboration of competing manufacturers within the industry.

Project Summary

The project set out to identify current best practices within the sanitary ware industry and the relative competitiveness of the UK sector in meeting its own needs and the needs of customers. The scope to develop the roles and services of the trade associations was also considered.

The project was initiated by the trade association, BBC, and actively supported and funded by BBC members and the DOE over a period of 9 months. The main programme objectives were to:

- + determine the current status of the Bathroom manufacturing sector
- + develop a programme which would drive the sector as a whole forward towards 'best practice' standards
- + further develop the trade association service portfolio to provide the best possible service to its members
- + prove to the industry that collaboration does not necessarily involve losing competitive advantage

Testimonial

"During my year as President of the British Bathroom Council, it was one of my most significant duties to progress the Bathroom 2000 studies."

"The project was a most interesting and stimulating one for it not only looked at our industry and how our industry related together, but also at the performance of our own companies and how we could improve them to the benefit of both our own businesses and to the industry in general."

"The EFQM part of the project, looking at our own businesses, opened up new horizons for the managers within the company and this was a refreshing and stimulating opportunity to assess our performance, not in the industry but against other world beating companies."

"For the industry to work together to discuss the changing distribution channels and the changing nature of competition was also stimulating. The development of new technical standards and new ways to compete with the global marketplace, I believe, will offer long term opportunities for the ceramic sanitary ware industry."

"The ceramic sanitary ware industry in Britain is a dynamic industry with exports in excess of the imports - a claim that not many other industries in Britain can put forward. Being part of this industry is challenging and dynamic and I intend that Ideal-Standard will play a leading part in developing both its own market position and that of the UK industry for the years to come. Without doubt, the Bathroom 2000 project has helped that process."

Roger Cooper, Managing Director, Ideal Standard

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