

## CRUK Steering Committee Meeting Minutes - Tuesday 12 November 2024

Meeting held in person and virtually in The Hampton Suite, [Solihull College & University Centre](#)

<p><b>Present:</b></p> <p>Betap - Andrew Bramall (AB)          Betap – Jonathan Middelkoop (JM)          Brintons - Greg Harrison (GH)          Carpet Recycling UK – Cathie Clarke (CC)          Carpet Recycling UK -Adnan Zeb-khan (AZK)          Carpet Recycling UK - Julie Callaghan (JC)          Carpet Recycling UK - Andy Hall (AH)          Carpet Recycling UK - Robert Barker (RB)          Carpet Recycling UK - Mike Dobson (MB)          Cormar - Edward Polito (EP)          Cormar - Philip Scott (PS)          Furlong Flooring – Sam Robinson (SR)          Furlong Flooring – Fiona O’Neill (FO)          Gradus - Ian Sykes* (IS)          Headlam – John Grant* (JG)          Likewise Floors - Adrian Laffey (AL)          Milliken – Steve Wood (SW)          Tarkett - James Bagdadi (JB)          Victoria - Abingdon Flooring - Paul Baker (PB)          Victoria – G-Tuft - Steve Askham (SA)</p> <p><b>Guest speakers:</b></p> <p>David Beamer – Brevia Consulting Ltd (DB)</p>	<p><b>*Virtual</b></p>	<p><b>Apologies:</b></p> <p>Balsan SAS - Cedric Charton          Balsan SAS - Matthew Hall          Cormar – Paul Barratt          Condor Group - Kim Köning          Condor Group - Mike de Lange          Ege - Richard Strong          Ege – Chris Richardson-King          Headlam - Jason Crump          Headlam - Clare Turton          IVC Group – Mark Wilson          Milliken - Kate Burnett          Shaw - Andrew Jackson          Tarkett - Ross Dight          Victoria - Westex Flooring – Michael Turner          Victoria – Steve Byrne          Victoria – Karen Randall          Victoria - Interfloor – Tracey Cowley          Victoria - GTuft - Charlotte Surr</p>
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## Meeting Minutes

Please refer to the presentation slides provided with the notes.

### 1.0 INTRODUCTION & COMPETITION LAW

The meeting commenced at 10.00am and was also conducted online for those members who weren’t able to attend in person. AH, CRUK Board Chair opened proceedings and began by thanking the CRUK Core Members for their continued support. He stressed how crucial it is that Core Members continue to engage, participate and offer their input to CRUK activity to ensure the carpet and textile flooring sector is properly represented.

AH highlighted the addition of a Competition Law Compliance notice which will be present for reference at all future CRUK meetings.

### 2.0 MINUTES AND MATTERS ARISING

The Steering Committee members approved the minutes from the previous meeting and all matters arising were covered in the agenda.

### 3.0 OVERVIEW OF PROGRESS

CC, CRUK CEO presented an overview of activity since the CRUK conference in July.

She started by thanking the Board, members and particularly Adnan for his help and guidance since she joined CRUK.

- Key priorities following the annual conference were: to listen to the membership through a campaign of phone calls, emails and site visits; monthly CEO updates to the entire membership; publishing monthly e-news content and ensuring the new Members Area of the website was accessible and updated with member-only materials.
- The Working Groups have been active with 3 EPR meetings – one being jointly run with Take-Back WG and an introductory meeting for the Sustainability Pledge WG, with further meetings planned for December. New Working Group Terms of Reference have been created.
- Recent projects:
  - CRUK launched the new online [www.recyclemycarpet.co.uk](http://www.recyclemycarpet.co.uk) database at The Flooring Show in Harrogate, in September. This is a searchable database that identifies the closest Household Waste Recycling Centres for homeowners to take their carpet and textile flooring waste for disposal. Analysis of recent activity identified that there have been 447 users in the UK since the database went live.
  - University of Birmingham cement formwork using carpet waste - The Board felt that this project does not fit closely enough with the CRUK remit on circularity and was expensive, so it was agreed not to pursue the project further at this time.
- CRUK are being proactive in raising the association profile with presentations from AZK at the ECRA-GUT conference, ESTC Technical Meeting, the CLAIRE Wales conference and the SAPCA (Sports and Play Construction Association) Technical Meeting. AZK will be also presenting at the CSI (Cruise Ship Interiors) Design Expo in December (TBC).
- CC also highlighted ongoing relationship building with partners & stakeholders including CARE, ECRA, ERFMI, BFC and CFA. Our contra relationship with CFA has also led to access to Construction Products Association and Build UK information, advice and guidance, saving considerable fees.
- Promotional activity has been high with press releases being published in large numbers of publications. CRUK will continue using all relevant media publications to spread our message.
- CRUK aims to restructure and re-brand so the organisation is better placed to work with industry to meet forthcoming legislative changes and industry developments.

#### 4.0 REBRAND PROPOSAL

- At launch, CRUK's mission was to divert carpet waste from landfill. Although still a priority, CRUK needs to be flexible and adaptive and have the ability to work with and represent other flooring types.
- A new name has been proposed by James Bagdadi of Tarkett: UK Sustainable Flooring Association (UKSFA). The new company name was approved by all members present so thanks and appreciation go to James for his suggestion. CRUK have purchased and secured the domain names for [www.uksustainableflooring.com](http://www.uksustainableflooring.com), [www.uksustainableflooring.co.uk](http://www.uksustainableflooring.co.uk) & [www.uksustainableflooring.org](http://www.uksustainableflooring.org)
- **Action:** Work will begin straight away to appoint a branding agency and accountants will be instructed to make necessary changes with Companies House and HMRC.

#### 5.0 EPR AND TAKEBACK WORKING GROUP

Alongside the original members: John Grant, James Bagdadi and Philip Scott, several additional new members have joined the EPR and TakeBack Working Groups. Groups are open to all members and new WG members are always welcome.

- EPR and Takeback Working Groups met together at the last meeting and will do so at the next meeting, but they will be separated again as these topics develop.

- The Working Group discussed the Eunomia report 'Options for a Furniture Product Policy Framework' and will put together a letter for DEFRA following review of responses from a further survey on Take Back schemes sent to all members.

**Action:** Collate and review member responses on existing industry TakeBack schemes. Formulate and send a response to Defra on the Eunomia report 'Options for a Furniture Product Policy Framework'

- AZK stressed the importance of being closely involved in EPR discussions, conversations, developments and analysis from an early stage so CRUK can intervene as required with legislators.
- CC mentioned that she would be attending a Packaging EPR conference led by Defra later in the week to gain some understanding of the issues surrounding this EPR scheme that is now in force.

## 6.0 POM SURVEY AND DATA WORKING GROUP

This Group is led by Mike Dobson. Mike thanked Andrew Bramall for all his support with the WG and that he would be missed when he leaves Betap at the end of 2024.

- It was agreed that POM Survey forms are to be returned by end of March 2025. It was stressed that it is important that submitted data is as accurate as possible. Capturing accurate data is important so we can supply credible figures if approached by Govt Departments like the Department of Business and Trade. MD confirmed that CRUK only received a 40% return rate in the last survey. The 2025 survey will emphasise that the strict NDA's in place ensure members' data is treated in the strictest confidence and they can submit data safely and anonymously.
- It was confirmed that Oakdene Hollins will no longer be overseeing the research.
- The question was raised regarding using other potential sources such as ERFMI or Tolvik going forward. More discussion required.
- MD stated that CRUK also needs to identify potential sources of information on the rug industry to get a greater understanding of this important sector.

**Action:** MD to add other flooring types (cushioned vinyl, luxury vinyl tile, wood, both solid and engineered, commercial sheet, commercial tile and safety flooring) to the data request forms and to forward to SC members for consideration. The final version will be sent to members in January 2025, for completion by end March 2025.

## 7.0 CRUK GOVERNANCE AND SUSTAINABILITY PLEDGE

AH has been CRUK Chair since 2009. To provide continuity during the forthcoming rebrand AH, RB and MD will stay in place.

- AH welcomed SR to the meeting and confirmed that he has joined the CRUK board as a replacement for Stephen Large (Furlong) who passed away suddenly in July.
- A request for additional Board Members was made during the meeting.
- AH confirmed he will be reducing his time at Anglo in 2025 and will focus more time on CRUK activities.
- RB informed the meeting that the current Articles of Association are from 2007 and are outdated. He has undertaken a review and has produced a first draft. However, updating the Articles and also developing the ByLaws for the membership is a big task and the Board has decided that this should be the work of a new Governance Working Group drawn from membership.
- Once written, legal confirmation will be sought. This work needs to be completed by the end of February so that Articles and ByLaws are ready for the AGM which is planned for the 12<sup>th</sup> of March. SC members approved the date of the AGM and also agreed to hold the next SC meeting on the same day.

**Action:** CRUK to complete Articles and By Laws for presentation and approval at AGM on 12<sup>th</sup> March 2025

**Action:** CRUK to complete Sustainability Pledge for presentation and approval at AGM on 12<sup>th</sup> March 2025

**Action:** CRUK to source venue for AGM and Steering Committee meeting on 12<sup>th</sup> March 2025 and send invites

On finances, RB reported that CRUK had a surplus to reserves of £55k during 2024. There is £375K cash banked and some of this has been transferred to a CRUK Savings account to gather interest. CRUK is currently banking with Lloyds.

- 2025 Budget (year-end, 31 August): £36k has been allocated for branding and new website and £36k retained for research projects. This important investment means that there is a projected £50k deficit in 2024-25.
- CC underlined the need for good governance and that the new Governance Working Group will work closely with the recently established Sustainable Pledge Working Group. New By Laws, and Sustainability Pledge must be aspirational, but also achievable as every company has a different ethos and are at different places on their sustainability journey. CC reminded the Committee that papers for all Working Groups and Steering Committee are stored on the Members Area of the website.
- CC also presented a 'starter for ten' on the Mission, Vision and membership/working group/member advisory groups. Restructuring is overdue and necessary to ensure that all members feel valued and there is a simple process to ensure every member voice is heard. CC suggests that each member category, eg Manufacturer, Distributor, Reuse, Recycle, Contractor etc, has its own Advisory Group which meets before Steering Committee meetings and has the opportunity to discuss their challenges and industry news.

**Action:** SC members to suggest individuals for consideration of invitation to the Board.

**Action:** CC to invite members to join the Governance Working Group and set up Terms of Reference and first meeting date.

## 8.0 BUSINESS PLAN, FUTURE STRATEGY & CONFERENCE 2025

See meeting slides. CC presented a summary of actions for 0-6 and 6-12 months which will lead to a strengthened and resilient organisation, ready to work with government and all stakeholders. CRUK will prepare a Position Paper on EPR which will be presented at the annual conference.

**Action:** EPR Working Group to complete CRUK (UKSFA) Position Paper for submission to govt

It was agreed that the re-brand will also be officially launched at the annual conference and CC presented four possible hotel options that had been sourced by event company, Potting Shed events. SC members chose Cranage Hall for its location, facilities and cost – subject to a site visit by CC & Potting Shed Events.

**Action:** CC to undertake a site visit of Cranage Hall to assess venue and confirm if appropriate

CC also suggested that there was the opportunity to change the format for the conference and possibly not have Awards in 2025. The SC members thought that there should be some sort of Award, but they were open to changing the format.

**Action:** CC to put forward final options for agenda and content once venue has been confirmed.

## 9.0 CHANGES TO LOW RISK WASTE POSITIONS (LRWP)

AZK reported that CRUK has a good rapport with the EA (Environmental Agency) and want to continue this strong relationship dealing with current issues. Following consultation with CRUK and the membership LRWP 8,9 & 10 have been withdrawn.

## 10.0 POLICY, LEGISLATION, LOBBYING

CRUK are members of the British Furniture Confederation (BFC) to grow influence and build relations within the BFC to ensure the sector's needs are met by their lobbying of Government.

- CC highlighted a debate last week in Government on Furniture Poverty. CC illustrated that flooring is a key issue in the social housing sector and used in the measurement of perceived furniture poverty. MPs

are vocal about lack of carpets and flooring in their local social housing. Going forward CRUK should attempt to engage with this issue.

- David Beamer was invited along as a guest speaker. He is Managing Director of Brevia Consultancy which is the lobbying agent on behalf of the BFC. His presentation explained the formation, role and importance of the All Party Parliamentary Furniture Industry Group (APFFIG) and how CRUK can engage more closely with it when it is completed, which should be before the end of 2024. DB also covered the possibility of Brevia speaking on behalf of CRUK within parliamentary circles due to their expertise in this area.
- CC also mentioned recent meetings with AZK and the Department of Business and Trade (DBT) and said that CRUK now receives weekly bulletins from the DBT and any relevant information will be forward to members.

**Action:** CRUK to increase involvement with the BFC, Defra and DBT, particularly on EPR

### 11.0 AOB

There was no other business

The meeting closed at 2:30pm

Next Meeting 12<sup>th</sup> March 2025 (venue TBC)

### Summary of Actions

#	Action	Assigned to	Target date	Date completed
1	Work will begin straight away to appoint a branding agency and accountants will be instructed to make necessary changes with Companies House and HMRC	CC	22/11/24	
2	Collate and review member responses on existing industry TakeBack schemes. Formulate and send a response to Defra on the Eunomia report 'Options for a Furniture Product Policy Framework'	AZK	6/12/2024	
3	MD to add other flooring types (cushioned vinyl, luxury vinyl tile, wood, both solid and engineered, commercial sheet, commercial tile and safety flooring) to the data request forms and to forward to SC members for consideration. (The final version will be sent to members in January 2025, for completion by end March 2025.)	MD	22/11/24	19/11/24
4	SC members to suggest individuals for consideration of invitation to the Board	SC Members	ongoing	

5	CRUK to complete Articles and By Laws for presentation and approval at AGM on 12 <sup>th</sup> March 2025	CRUK (CC)	1/3/25	
6	CRUK to complete Sustainability Pledge for presentation and approval at AGM on 12 <sup>th</sup> March 2025	CRUK (CC)	1/3/25	
7	CRUK to source venue for AGM and Steering Committee meeting on 12 <sup>th</sup> March 2025 and send invites	CRUK		
8	CC to invite members to join the Governance Working Group and set up Terms of Reference and first meeting date.	CC	22/11/24	
9	EPR Working Group to complete CRUK (UKSFA) Position Paper for submission to govt	EPR WG (AZK)		
10	CC to undertake a site visit of Cranage Hall to assess venue and confirm if appropriate	CC	22/11/24	18/11/24
11	CC to put forward final options for agenda and content once venue has been confirmed.	CC	10/12/24	
12	CRUK to increase involvement with the BFC, Defra and DBT, particularly on EPR	CRUK	ongoing	

**Signed by**

**Date:**

**NAME:**

**POSITION:**