



BASA 2026 CONFERENCE

TUESDAY, MARCH 3RD

KENTS HILL CONFERENCE & TRAINING CENTRE, MILTON KEYNES

INSIGHT, STRATEGY AND FUTURE-FOCUSED DISCUSSION

The BASA 2026 Conference brings together business leaders, technical experts and partners from across the adhesives and sealants sector for a full day of insight, collaboration and forward-thinking discussion. With keynote speakers, market updates, strategic sessions and networking opportunities, the conference explores the trends, challenges and innovations shaping the future of the industry.

Conference Programme & Booklet

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Welcome

Welcome to the BASA 2026 Conference. We are delighted to bring together leaders, experts and partners from across the adhesives and sealants sector to explore the UK economy, market opportunities, AI in business, ISO best practice, sustainable packaging, workforce skills and global trade. We hope you enjoy a productive day of insight and networking.



Programme at a Glance

Time	Session
09:00	Registration and Tea/Coffee
09:45	Conference Opening – Lorna Williams, BASA CEO
09:50	Construction as a Crystal Ball: What the Data Tells Us About the UK Economy – Prof. Noble Francis
10:15	Navigating the UK Economy: Insights for Industry – Thomas Pugh
10:25	Building Growth: Insights for the UK Adhesives & Sealants Market – Robert Outram
10:45	Making AI Work for Your Business: Strategy, Safety and Scalable Impact – Graeme Laws
11:05	Networking/Refreshment Break
11:25	ISO Certification: Turning Cyber and Sustainability Challenges into Strengths – James Slade & Ben Powell
11:45	A Smarter Lifecycle Approach to Sustainable Product Packaging – Guy Longmore
12:10	Conference Keynote – Declan Curry
12:40	BASA 43rd AGM (members only) / LUNCH in the Restaurant
14:00	Conference Keynote – Justine Greening
14:30	Building the Future Workforce: Skills, Apprenticeships and Industry – Tony Hyland, MBE
14:50	Guarding your reputation when trading Globally – Graham Welland
15:10	Utilities, But Smarter: Managing Risk, Cost & Insight – ConsultivUtilities
15:30	Closing Comments and Conference Closes

Session Details & Speaker Biographies

09:45 – Conference Opening

Room: Nightingale 132/141

Lorna Williams, BASA CEO

09:50 – Construction as a Crystal Ball: What the Data Tells Us About the UK Economy

Professor Noble Francis, Economics Director at the Construction Products Association

Noble is the Economics Director at the Construction Products Association, where he oversees one of the most respected teams of economists in the industry, producing the quarterly Construction Industry Forecasts, Construction Trade Surveys, State of Trade Surveys and various bespoke research. With a master's degree in economics and a PhD in Applied Econometrics, Noble has over 15 years of experience producing economic forecasts. He and his team's work are regularly featured in the Financial Times and other dailies, numerous UK construction trade press, television and radio. In 2018 Noble was appointed Honorary Professor at the Bartlett School of Construction and Project Management at UCL. It is said that the state of the construction industry is often used as a barometer for the future success of the UK economy which impacts us all. And today Professor Noble Francis, Economics Director at the CPA will provide such insight, drawing from 15 years of experience producing economic forecasts.

10:15 – Navigating the UK Economy: Insights for Industry

Thomas Pugh, RSM UK and Ireland Chief Economist, RSM

RSM offer Audit, tax and consulting services and have been involved with BASA over a number of years, initially providing Brexit insights and later general economic updates. RSM UK and Ireland Chief Economist, Tom Pugh, provides economic insights for businesses operating within the real economy. He works closely with RSM partners across the UK, as well as with colleagues in the US, to monitor how changes across the pond could affect the local market. After graduating from the University of Manchester in 2009, he went to work for HM Treasury. This was in the middle of the financial crisis, so he was assigned to help redraft the banking regulations. He then spent eight years at Capital Economics, where he first covered commodities, then the UK economy in the wake of Brexit and the onset of the pandemic. Tom writes regular analysis and commentary on the UK economy and its impact on businesses operating in the real economy and he has provided his up-to-date economic insights for today's conference.

10:25 – Building Growth: Insights for the UK Adhesives & Sealants Market

Robert Outram, Consulting Project Director, Smithers

Smithers produces detailed market reports on the adhesives and sealants industry, particularly the European market, on behalf of the FEICA (Association of the European Adhesive & Sealant Industry). The building and construction industry offers significant market growth opportunities for adhesive and sealant companies. Adhesives and sealants are important elements of most building systems and structures, a trend which will likely accelerate as the industry adopts innovative construction techniques and designs. The UK specific information is being presented covering market trends, key drivers, and sector-specific opportunities.

10:45 – Making AI Work for Your Business: Strategy, Safety and Scalable Impact

Graeme Laws, Managing Director, Beyond Touch Ltd

Beyond Touch provides hands-on consultancy, business mentoring, and specialist workshops designed for measurable impact, helping leaders build better business models through AI innovation, strategic planning, and proven growth methodologies. Accelerating success for SMEs across the UK, their business consultants and growth mentors assist with high-level strategy development and roll up our sleeves to sort out operational or people challenges. They combine strategic coaching, business growth planning, and leadership training for results at every level. Today's presentation will provide a strategic overview for decision-makers covering topics such as AI safety, ethics and policy development, looking at some interesting use cases on scope 3 emissions, technical reports and sales automation.

11:05 – Networking/Refreshment Break

11:25 – ISO Certification: Turning Cyber and Sustainability Challenges into Strengths

James Slade and Ben Powell, IMSM

Trusted ISO Specialists since 1994. Since then, we've helped over 30,000 organisations around the world achieve and maintain ISO certification with clarity, confidence, and minimal disruption. Headquartered in Wiltshire, UK, and part of the Axiom GRC group of companies, we work with businesses of all sizes and sectors—delivering expert guidance across a broad range of ISO standards, from quality and environmental management to information security, health & safety, and specialist industry frameworks.

11:45 – A Smarter Lifecycle Approach to Sustainable Product Packaging

Guy Longmore, Auditel

BASA and Auditel are launching a new Product Packaging Lifecycle Task Force to help the adhesives and sealants sector take a more structured, data-driven approach to packaging sustainability. Made up of BASA member companies, the group will examine packaging across its full environmental and carbon lifecycle, with the aim of identifying practical ways to reduce impact and improve sustainability across the industry. Auditel will chair the Task Force, bringing independent technical expertise in carbon, environmental performance, manufacturing, waste and packaging. Using recognised international standards and tools such as Environmental Product Declarations, the group will establish common scopes, gather robust data and produce shared technical guidance that members can use to inform future packaging decisions and innovation. The presentation will explain that alongside the Task Force, Auditel will support BASA members more broadly through education, carbon and environmental measurement, net-zero planning, product footprinting and guidance on standards and regulation. Together, this programme is designed to help BASA members move beyond compliance towards practical, measurable and cost-effective sustainability improvements across products, packaging and operations.

12:10 – Conference Keynote: Declan Curry

A popular, award-winning and long-standing BBC business journalist, Declan Curry is noted for his easy-going manner and ability to put complex business and economic news into simpler language. After early jobs cleaning in hotels and working on building sites, Declan moved into journalism, firstly in print, then broadcasting for LBC. He then moved to the BBC where he spent over two decades, mainly covering events in the markets and business world. Declan became best-known for his reports from the London Stock Exchange every morning for BBC Breakfast. He also dispensed market analysis and gossip for the BBC News Channel and America's ABC News before going on to host BBC2's Working Lunch. He returned to the News Channel reporting and presenting Your Money, making him one of the very few presenters to have been on the channel since its inception. On radio, Declan covered business for Radio 5Live, appearing daily and presenting On The Money, the weekend business show as well as explaining the basics of money management on the personal finance show It's Your Money, and Wake Up To Money. Declan has written a weekly column for Investors Chronicle and contributed to a wide range of international publications. He has been explaining business and the economy for more than two decades, so, with his ability to combine serious insight and rigorous analysis with a lightness of touch and approachability, we look forward to hearing Declan's views on the current political and economic climate and potential impacts in the chemicals sector.

**12:40 – BASA 43rd AGM (members only) / LUNCH in the Restaurant****14:00 – Conference Keynote: Justine Greening**

Justine Greening served in Government at a pivotal time in domestic and global politics and she began her Ministerial career as Economic Secretary to the Treasury, playing a key role delivering the 2010 emergency budget. Quickly promoted by PM David Cameron to the Department for Transport, Justine delivered the successful transport strategy that underpinned the London 2012 Olympics. From there to the Department for International Development, Justine oversaw the UK's global development programmes, leading the UK humanitarian response to Ebola and the Syria refugee crisis. She was a leading architect of the Sustainable Development Goals and a member of the UK National Security Council, representing the UK on the Board of the World Bank and chairing the UN Security Council. She was appointed by then UN Secretary-General Ban Ki-moon to the High-Level Panel on Women's Economic Empowerment. Her passion was always education, describing it as her 'dream job', Justine became the first comprehensive-educated Secretary of State for Education in Theresa May's Government. Justine led the Department for Education's work on skills, social mobility and opportunity. She launched the department's first Social Mobility Action Plan, embedding the principle that where you start in life should not determine where you finish. Justine stepped out of Cabinet to launch the Social Mobility Pledge and since leaving Parliament, Justine has become a leading campaigner for social mobility and purpose-led business. She founded the Purpose Coalition which works with leading employers, universities and local authorities to improve opportunity outcomes on the ground and measure impact. Through this work, she brings together leaders from business, education and government to drive systemic change and embed purpose into company strategy and operations. Today, Justine is a leading commentator and keynote speaker on leadership, equality of opportunity and how purpose can reshape organisations and economies for the better. Drawing on her experience at the highest levels of politics, business and social reform, she shares insights on leadership and how collaboration between sectors can deliver a fairer future for everyone. She also speaks on the uncertain world of geopolitics and geoeconomics, the complex drivers of which she became intimately familiar with during her time at international development. Justine advocates for businesses to be a "force for good" in society, integrating environmental, social, and governance (ESG) strategies to boost opportunity and drive "levelling up".



14:30 – Building the Future Workforce: Skills, Apprenticeships and Industry

Tony Hyland, MBE, DWP's Partnership and Stakeholder Relationship Manager

The UK government has implemented significant reforms to apprenticeships, including moving policy responsibility to the Department for Work and Pensions (DWP) to better align skills with the labour market. These changes, which began rolling out in late 2025 and continue into 2026, aim to increase flexibility, simplify assessment, and boost opportunities for young people. In December 2025 the government announced a £725 million package of reforms to the apprenticeship system to help to tackle youth unemployment and drive economic growth, to deliver more apprenticeships for young people and help match skills training with local job opportunities. Young people will benefit from increased access to training with full cost of apprenticeships at SME's covered by Government. The latest funding includes a £140 million for a pilot where Mayors will be able to connect young people – especially those not in education, employment or training (NEET) – with thousands of apprenticeship opportunities at local employers. As part of the package, the government will also cover the full cost of apprenticeships for eligible young people under 25 at small and medium-sized businesses. Removing the 5% co-investment rate for SME's means that the training costs for all eligible under 25 apprentices are fully funded opening up thousands of opportunities for young people. This will make it easier for young people to find opportunities and remove the burden from businesses, making it easier for them to take on young talent. Businesses will also benefit from a major boost in flexibility as new short courses in cutting-edge areas including AI, engineering and digital skills will begin rolling out from April 2026. Tony Hyland, MBE, DWP's Partnership and Stakeholder Relationship Manager will be presenting the work that DWP do to support employers, where BASA members can access help to recruit locally and how BASA and BASA members can work with DWP to deal with the skills shortages we see in the sector and support and encourage young people to look at the adhesives and sealants sector as a great long term career choice.

14:50 – Guarding your reputation when trading Globally

Graham Welland, CEO, GWCI

This presentation draws on more than 30 years of hands-on experience working alongside regulators and auditors in highly regulated industries. Throughout his career, Graham has gained invaluable insight into how effective risk and compliance strategies can protect both reputation and costs. Recognising the challenges businesses face, from complex and poorly understood supply chains to regulatory gaps inspired him to turn insight into action. In 2017, he founded GWCI, a specialist risk and compliance consultancy dedicated to helping organisations operate with confidence and clarity. Since then, GWCI has delivered services in more than 140 countries worldwide. In this presentation, Graham will share how often simple practical lessons, taking the right advice and strong risk management from the very start of a project can unlock smoother delivery, reduce uncertainty, and set the foundation for long-term success.

15:10 – Utilities, But Smarter: Managing Risk, Cost & Insight

Mark Reaper, Giovanni Leone and Ben Sherbrooke, ConsultivUtilities

ConsultivUtilities delivers personalised, smart technology-driven solutions for the energy and utilities market. Leading the way through innovation, the business combines cutting-edge technology with a knowledgeable, approachable team to create a seamless customer experience. Customer satisfaction is at the heart of everything they do. Consultiv Utilities supports customers throughout every stage of their journey, while its intuitive online portal provides powerful, real-time insights 24/7. Established in 2017, ConsultivUtilities was founded to offer competitive energy contracts through a truly consultative approach to business challenges and requirements. Guided by a mission to be recognised for its people, partnerships, and performance, the company has invested heavily in its workplace culture since inception, maintaining a strong focus on exceptional customer service. Mark, Giovanni and Ben will introduce ConsultivUtilities to the audience talk about how they can help companies in a range of areas and why manufacturers should be managing their utilities to understand risks and protect their businesses.

15:30 – Closing Comments and Conference Closes



AGM & Lunch

12:40 – BASA 43rd AGM (members only)

12:40 – Lunch served in the Restaurant

Venue & Contacts

Kents Hill Conference & Training Centre, Milton Keynes

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