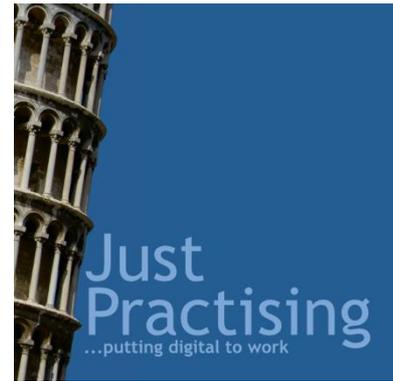


# Just Practising Limited Capability Statement and Services

Just Practising is the trading name of Su Butcher's consultancy which specialises in working with construction companies to enable them to use social and digital tools strategically for business benefits. Since establishing her consultancy in 2011, Su has become a trusted commentator on social technologies in construction and advises a range of contractors, product companies and consultants in the UK, Europe and the US.



## About Su Butcher

Su trained as an architect and worked in housing and academia. She then managed three successful architects' practices over the next 15 years, improving their profitability and developing skills in management accounting, marketing and business development.

Su's consultancy provides targeted support to construction organisations who want to improve how they communicate, with a major focus on digital communications and digitalisation of construction. Her enthusiasm for digital came from several places: from frustration sourcing product information, from being an early advocate of BIM through her online activities, and from recognising the huge commercial benefits digitisation provides to product manufacturers and to industry. Her mission is to demystify digital with plain language.

In 2018 Su chaired the Product Data Working Group which produced the UK BIM Alliance report '*A fresh way forward for Product Data: State of the Nation*' setting out the challenge of how information about construction products does not flow through the supply chain.

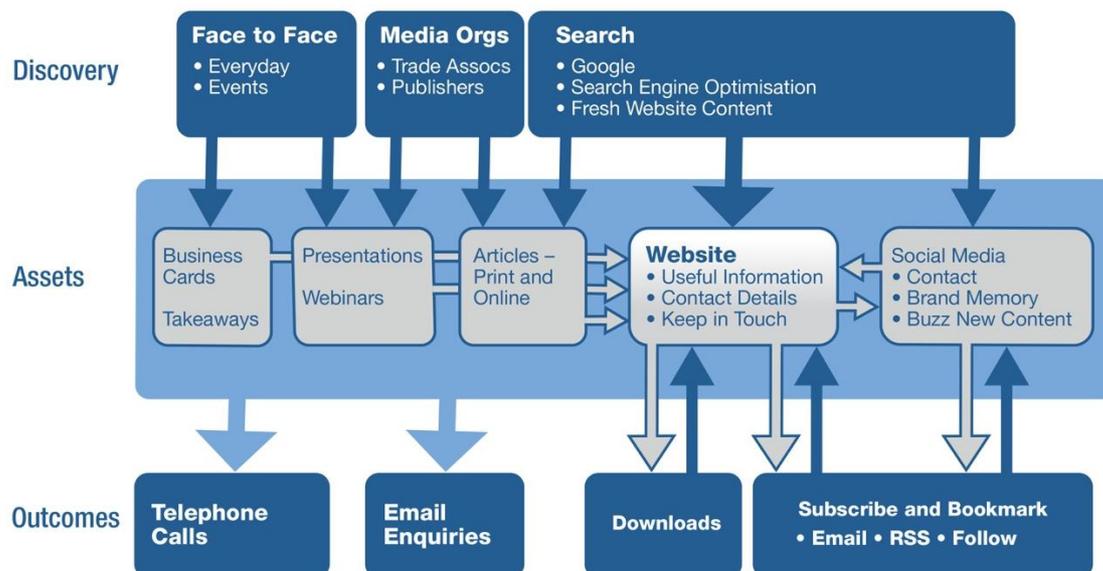
Following this, she was invited to lead the plain language guide editorial board of the IET's Built Environment Panel. *Digitisation for Construction Product Manufacturers: a plain language guide* was published in 2021 to wide acclaim. She is currently working with the IET on a research project talking to C-Suites in construction product manufacturing about their attitudes to digitisation.

Today, Su spends most of her time managing collaborative teams and writing technical content with them. In 2018, she joined the newly created *BIM for Housing Associations* and a team of over 40 housing associations to develop the BIM4HAs Toolkit. This toolkit demystifies BIM for housing teams, helping them to implement the National BIM Framework. A second iteration of the Toolkit was published by the National Housing Federation in 2022.

Since 2021 she has been part of the core team for *The Apollo Protocol*, an initiative to improve cross sector communication and enable more effective use of digital twins and information management between sectors. The initiative is backed by BEIS, the CLC, the IET, the High Value Manufacturing Catapult, techUK and The Alan Turing Institute amongst others. The latest stage, funded by Innovate UK, involved organising and hosting, eight events in four months across the country and online. She is currently writing the report about the methodology of this 'Apollo Forum' for publication later this year.



## Why Just Practising?



### A new approach to Digital

Just Practising is a different kind of Digital Consultancy. We see information management and digital media as integrated parts of your wider business strategy, so don't be surprised if we ask to talk about your business objectives, for example. With decades of experience running businesses for others, we're always focused on the business case for change.

### Working within your existing systems

At Just Practising we seek to understand how your organisation works and then propose strategies to add or enhance your digital activities in ways that work with your existing systems to help them work better and improve communication, internally and externally. We work with in-house marketing, sales and technical teams, and with your outsourced agencies.

### Working with your people

We recognise that digitisation is a confusing space for many business people, and seek to demystify the subject for everyone in the organisation. We can help the client-facing people in your organisation to understand, and use, digital strategies and tools to support their personal business objectives. This enables them to accept digital as a useful tool to help them do their job, rather than something imposed from outside.

### What you need how you need it

Integrating digital approaches into a business strategy is a marathon, not a sprint. Large and small organisations need to make changes gradually and build up an online footprint of their expertise over time. We work with our clients to determine the right pace, and the right series of interventions to get the results you need.

### Delivering Results

Results are the objective of all our activities. We work with you to identify measurable goals and deliver outcomes. We actively use 'on-social' and 'on-website' measurement, tied into quarterly reviews of strategy and implementation.

### Innovation and Added Value

We've always looked for innovative ways to use social tools, be it with the promotion of events or learning about specifiers. Tools are developing continually, and we aim to keep abreast of the changes whilst keeping a focus on results.

Su has a large network of construction contacts and a huge reach online resulting from over ten years of building trust relationships, particularly on LinkedIn and Twitter. This network is available to her clients as an additional resource. It has been successfully used to reach new audiences, increase engagement and deliver measurable outcomes.

### Su's Twitter Accounts

Su Butcher's main accounts have a combined following of over 180,000 users:

Account	Followers	Moz Social Authority	Engagement Rate
@SuButcher	23,200	57	84%
@UKconstruction	71,800	38	58%
@ArchitectLeague	96,700	35	47%
@UK_Housing	3,500	42	23%

*"Su Butcher is one of those rare individuals who carry their learning, expertise and experience lightly and, who generously shares them all. The generosity makes her a great networker and she uses social media to extend her network and influence in canny and thoughtful ways.*

*The 140 characters in Twitter never seem to limit her ability to communicate and her well-regarded live blogging skills helped spread the word about the Government Construction Summit and many other events.*

*Su is at the crest of the social-media-wave as the leading social strategist in construction. The construction industry is lucky to have her and I cannot recommend her highly enough."*

Bridget Bouch - Head of Sales and Marketing, Jablite and Styropack

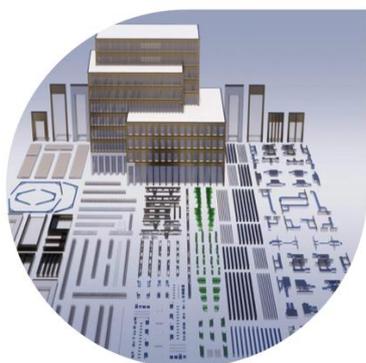
*"I have been working with Su for several years in relation to her work with the UK BIM Alliance and BIM4M2. I honestly don't know where we would be without her dedication and hard work to drive us all forward.*

*In particular, Su was instrumental in forming and leading the UK BIM Alliance Product Data Working Group to generate a document that has been absolutely vital in clarifying the way forward for product manufacturers and their data.*

*I could not speak higher of Su and very much appreciate all the effort she has spent to help our industry. Irreplaceable."*

Alex Small, Digital Platforms & Innovation Lead, Tata Steel UK

Testimonials: <https://www.justpractising.com/testimonials-su-butcher-just-practising/>



### Digital Transformation

Creating new business applications for your data  
Inventing new business models



### Digitalisation

Making digitised information work for your current business model



### Digitisation

Moving from analogue systems to [connected] digital ones

## Example Clients

### Product Companies and Distributors

Armstrong Ceiling Solutions Ltd  
 Aurora Group  
 ArcelorMittal  
 CMS Danskin Acoustics  
 Flowcrete  
 Gunnebo Entrance Control  
 Hanson UK  
 Hargreaves Foundry  
 Jablite  
 HS Jackson & Son (Fencing) Ltd  
 Jaga Heating Products (UK) Ltd  
 Kalzip UK Ltd  
 Marley Eternit  
 Optima Products Ltd  
 Promat UK Ltd  
 Saint Gobain Ecophon  
 SIG Design & Technology  
 SIG Roofing  
 Tata Steel  
 Tobermore Concrete Products Ltd

### Consultancies

Ash Sakula Architects  
 Baker Stuart  
 Barefoot & Gilles Ltd  
 Competitive Advantage  
 Daniel Connal Partnership  
 Gill Associates  
 GSS Architecture  
 Hill International  
 Hush Acoustics  
 Haydens Arboricultural Consultants  
 Playle & Partners  
 PRP Architects  
 tp bennett

### Software, Tech and Media

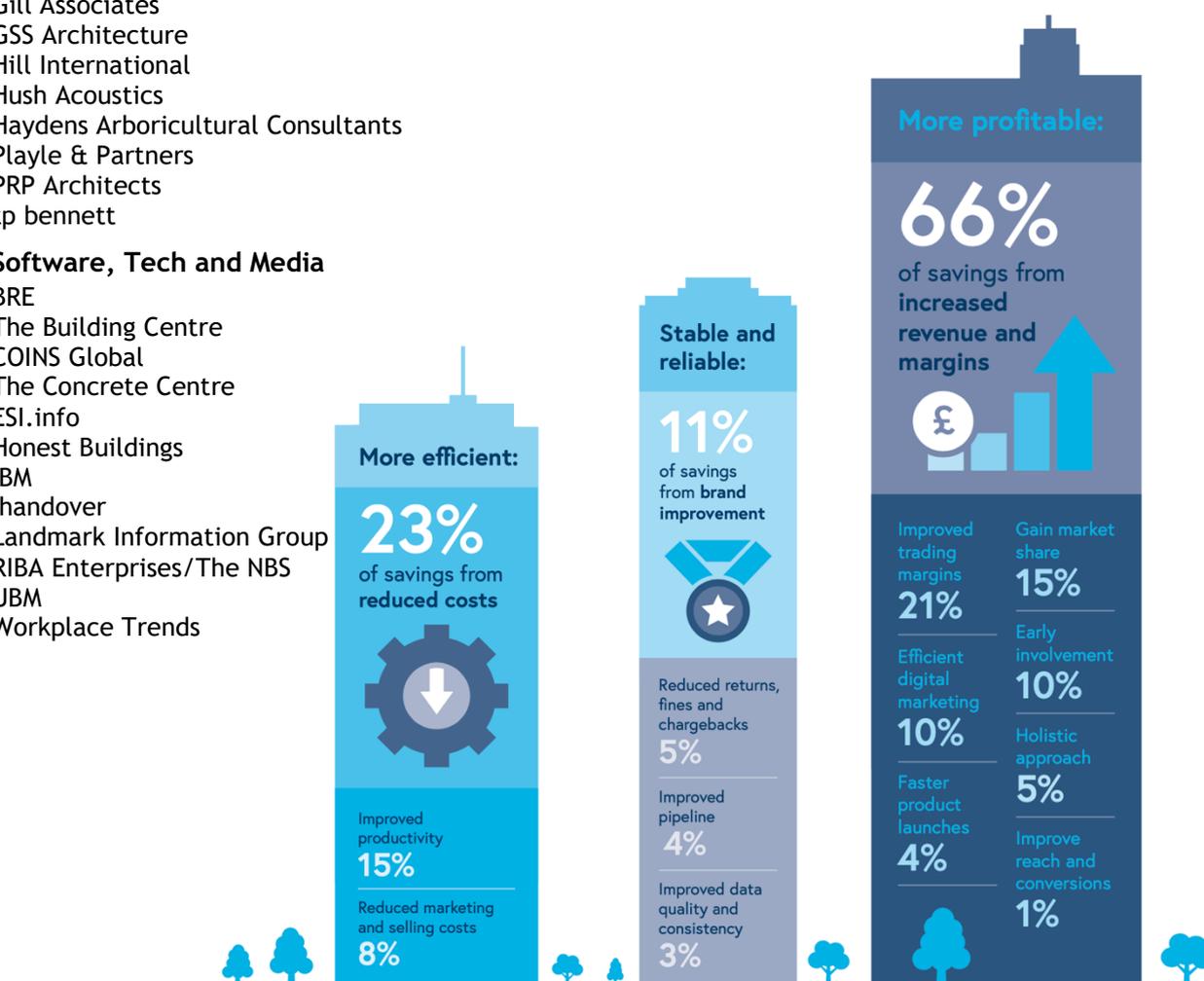
BRE  
 The Building Centre  
 COINS Global  
 The Concrete Centre  
 ESI.info  
 Honest Buildings  
 IBM  
 ihandover  
 Landmark Information Group  
 RIBA Enterprises/The NBS  
 UBM  
 Workplace Trends

### Trade and Professional Associations

BIM for Housing Associations  
 Chartered Institute of Building (CIOB)  
 Chartered Institute of Building Services Engineers (CIBSE)  
 COMIT  
 Council for Aluminium in Building Finishes and Interiors Sector (FIS)  
 Forum for the Built Environment  
 Guild of Architectural Ironmongers (GAI)  
 High Value Manufacturing Catapult  
 Innovate UK  
 Institute of Environmental Sciences (IES)  
 Institution of Engineering and Technology (IET)  
 Locality  
 Mineral Products Association  
 RIBA, RIAI and RSAW  
 RICS  
 Sustainable Homes  
 UK BIM Alliance (nima)  
 UK Green Building Council (UKGBC)

### Clients

British Land  
 National Housing Federation



## List of Services

### Strategic Consultancy

- Su is available on a **consultancy** basis to review your existing digital, marketing and/or social media strategies, advise on your plans and make recommendations, at any point in your deliberations.
- Su provides a professional, external **sounding board** with expertise in digitisation, digital and social media for construction and specifiers in particular.
- Invite us to **talk to your board** about the value of digitisation in construction.

### Audit and Review

- **Digital Audit** including industry best practice, discovery process, workshop facilitation, strategy development and recommendations. We work with experienced specialists in digitisation to provide you with best practice advice and support.
- **Website Audits** including structure, performance, SEO, Analytics and UI. We work with experienced specialists to provide an overall picture of what your website is doing, complete with recommendations, presented in a written report, presentation or both to your board or team.
- Employing an outside agency for your digital strategy or digital marketing? Not sure what you should expect? Ask us to **review your agency's performance** and make recommendations.

### Strategic Planning

- Got a business plan but **no marketing plan**? Ask us to help you put one together that makes the most of your offer.
- Preparing a next years' **marketing, digital marketing, or social media strategy**? We can assist you with evaluating the current status of your work, planning for future growth and integrating activities into your wider plans. Write your own strategy document with our advice, or commission us to prepare one for you.
- Not sure what you should be publishing? We can develop a **content strategy** which aligns with the objectives of your marketing plan and makes the most productive use of all your assets.

### Project and Programme Management

- Working with your team to **initiate or further a project**
- Extensive experience working with **distributed teams, remote teams, and cross-sector teams**
- Helping your teams produce **written and visual content** developed according to plain language principles.
- **Event organising** especially online events and interactive events (online and in person)

### Technical Copywriting

- **Website Copy** with an understanding of your users, to motivate conversions;
- **Blog Posts** that drive traffic, both topical and evergreen;
- **Case Studies** to demonstrate your credibility and educate specifiers;
- **Awards Applications** that convert into awards;
- **Reportage** on Technical Events, both live blogging and more formal, and
- **Technical Reports** that are succinct and readable.
- More about our [Technical Copywriting service](#).

### Policy

- Advice on social media policy principles.
- **Review** of existing social media policies
- Our '12-word social media policy' CPD session for your staff.

### Training

- **Day and Half-day workshops** for your team or members in Strategy Development, Content Marketing, Blogging, LinkedIn and Twitter, tailored to your requirements.
- 1-2-1 and small group **mentoring**, online or in person.

## Building

- We work with partners to **build websites** and interactive tools using a variety of content management systems that enable good SEO behaviour and social media integration.
- We also **set up Social Media accounts**, Company pages, Google My Business pages and other tools as required. We can also work alongside your in-house technical teams or external IT consultants. All accounts belong to you and logins are stored in a secure vault for your convenience.

## Speaker and Event Chair

- Su has been speaking to construction audiences about social media since 2009 and is routinely called upon to chair panels or sessions at construction conferences.
- More about [Su's Speaking experience](#).

## Live Blogging of Events

- Live blogging is a hugely important tool to enable your events to last beyond the day itself and reach a much wider audience for weeks and months afterwards. Su has been live blogging for ten years and is considered [one of the best in our industry](#).
- [Learn more about Live Blogging](#) or ask for our dedicated guide and prices.

We can provide other additional services not listed here - please get in touch with us.

## Fees

- Most engagements are **project based** and quoted on an itemised, lump sum basis.
- **Consultancy services** are priced by the day.
- **Technical copywriting** is charged per article depending on complexity.
- **Speaking, Event chairing, live blogging and training workshops** rates cover preparation and follow up times as well as the events themselves - ask us for details.

## Appointments

We provide detailed proposals for all work projects as written documents, setting out our arrangements, programme, fees and terms. For more simple appointments an email exchange may suffice.

Our terms and conditions are publicly available on our website here:

<https://www.justpractising.com/how-we-work-together/>

## For Further Information

Find out more at [www.justpractising.com](http://www.justpractising.com), email [su@justpractising.com](mailto:su@justpractising.com) or call Su on 07815 935736.

You can also contact my PA Suzie Warren on 07809476523 or [suzie@justpractising.com](mailto:suzie@justpractising.com) to arrange a meeting or a time to call.

