

# Comment

**A very happy Christmas and holiday season to all our readers and here's wishing us all a fabulous and prosperous 2025.**

Our lead news story in this issue points out that more and more people are turning to the National and Euro Lottery and more sinister forms of gambling in a desperate bid to outrun the cost-of-living crisis or to win enough for that dream home improvement. Let's hope that in 2025, people feel less desperate.

2024 has been a bit of a rotten year. The only high point was seeing the back of the worst government in living memory – and that is saying something as we've had some dreadful Conservative regimes and even worse Labour hues.

Kier Starmer has started taxing and says more could be on the way – contrary to election pledges. However, I think we all knew the country's coffers needed re-charging, so tax was going to rise...people still feel angry at the lies even if they are in self-denial. For this sector, the building of homes is crucial. I have to say that Starmer standing by the 1.5 million new homes or bust by the next election is brave and shows real commitment. Let's hope so. We need to get Britain Building.

## Marketing

Marketing in all its forms it going to be important once that boom comes along (and most observers think a boom is coming). Data, intelligence, targeting, positive campaigns etc will all need to be sharp if you want your share. Read our Marketing Column on Page 31. I think you will find Alex Tremlett's insights worth consuming.

## Skills in need

With boom comes the need to enhance existing training and launch new recruits on a career in this industry. The GGF has a new training system that utilises the best online has to offer, including GRACE, a nice young AI lady who will interact and guide users through the programme.

## Sustainability will continue to be big

Sustainability will be big in 2025, especially on those government inspired developments. Another player has joined the fight. Eurocell has trialled and will now expand its recycling solution so that post-consumer frames can be returned to the company. Biffa, the massive waste contractor, is Eurocell's partner, so it should be one to watch.

## Perfect Audit

One of our favourite firms, Quickslide, has received a perfect score during its latest audits for both PVC-U and aluminium products. The company has been around for 20 years. I know the people – they really do push to make the very best windows, especially the Legacy vertical slider which is detailed in our Heritage feature on Page 19.

## Be healthy

To sign off 2024. We must all be worried about the rise in gambling and indeed smoking as reported in our last edition. At this time of year when we feel closer to families and friends and colleagues, please try to look after yourself...and keep an eye out for anyone that might be struggling.

**Merry Christmas and a Happy New Year**

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