



## Benefits of Membership

Perhaps the biggest single thing which sets the Guild apart is its organisational culture of co-operation, inclusivity and openness. When we talk about “The Guild” we are talking about a large group of well organised and motivated individual members. Many individual members contribute directly to the benefit of the whole organisation. By helping others, they help themselves. It’s taken many years to build these key traits and culture but the investment has been well worth it.

The Guild runs an ongoing strategic programme to promote its members to consumers, official bodies and national organisations. We also organise our strategy to give the maximum political voice to the professional chimney sweeping industry. We have been instrumental in promoting the key issues of self governance, qualification, advocacy, and professionalisation in our industry. As these changes progress, we will continue to keep the interests of professional sweeps at the very centre of our work. To achieve all this we use a variety of media and methods to give our messages the broadest possible reach.

Every member is important. If you choose to join us you’ll be helping to build our industry for the benefit of all.

It is not easy to demonstrate all the benefits on offer so if you are serious about joining the Guild, we’d invite you do some research of your own. Please look over the information below and get a feel for some of our Membership Benefits.

### Websites:

We have two websites. One targets consumers and the other is industry focused. Have a good look over them. How would you like to have these sites as your association “shop window”?

- The powerful Findachimneysweep website gives you a valuable local profile. It’s also a great consumer information resource as well as a great resource for members seeking articles and information for their own use. Please look at the extensive list of [Latest updates](#) in Tips and Advice on our Findachimneysweep website and see some of the ways we engage your potential customers.
- Look over the last 12 months or so of posts in the [Latest News](#) on the “News for Sweeps” section on the Guild trade website to get a snapshot of the work we do on behalf of members.

## **Social media:**

Even if you don't use social media, many of your customers do so we work hard to engage them on your behalf.

- If you use Facebook then please look over the last 12 months of posts to our consumer page - [Find a Sweep UK](#) and our industry page – [The Guild of Master Chimney Sweeps](#). There are regular posts to engage the strong group of followers of the consumer page and for you to use in your own business. Good quality target articles send consumers to the findachimneysweep website and on to ..... you? The posts to our industry page help spread useful and important information about the Guild culture and ethos. This reflects well on our members.
- Similar posts are made to our Twitter channels.
- There is also a member's only Facebook page – an invaluable educational resource and social hub. Got a problem – not any more!

## **A strong voice**

As an industry we have a lot to say. Professional sweeps are the most important group when it comes to consumer safety and awareness on all aspects of domestic fires and fuels. Sweeps are the only group with regular, trusted access to the customer and their fire / fuel / chimney. The Guild has long recognised the need to promote this special role at every level. So we actively engage with many national and even international groups to highlight and promote the unique role of the professional sweep.

We actively engage with government, expert panels, local authorities, safety charities, health care groups, numerous industry bodies, technical groups, regulatory bodies, private companies, consumer campaigns and many more. We have been instrumental in ensuring the voice of sweeps is heard in government discussions on air quality issues. We have worked hard with other sweeping groups to help secure future governance for our industry, by our industry. The Guild represents the UK industry at international level via The European Federation of Chimney Sweeps. The list goes on.

## **Keeping in touch**

Members receive a copy of the acclaimed [Sweep Stuff](#) magazine every four months. This acclaimed magazine gives a great insight into Guild culture and our vibrant nationwide community. [View the archive.](#)

Regular email updates keep you informed about important industry developments, business opportunities, items of interest, meetings, etc. The websites are constantly updated with useful and interesting information, keeping you in touch and helping your business.

## **Meetings, shows, trips and events**

If you have attended a recent Guild Exhibition you will know how valuable it is. Dozens of suppliers and hundreds of sweeps under one roof for a unique weekend. The deals are great, the atmosphere is fantastic. Lots to learn and much fun to be had with your fellow sweeps. Great shows don't just happen. Dinner, entertainment, competitions and awards – it all requires care, attention and investment. We have invested much over the years to ensure everyone is welcome.

Regional meetings and informal get-togethers are another useful and enjoyable aspect to Guild membership. Occasional educational / social trips to industry works and factories are much appreciated by those who attend.

As our organisation progresses we will continue to expand and evolve the more social aspects of Guild work. As a member, you can simply join in.

## **Continuing professional development**

The Guild has developed several excellent one day courses and they are open to anyone. Many members take full advantage of the additional educational opportunities and enjoy the additional business they generate. [See courses here.](#)

We have an ambitious plan to co-operate with others in the industry develop further short courses to better serve sweeps and continue to professionalise our trade.

Perhaps the greatest resource for continued learning is each other. Members are very active in this respect. The Guild will continue to develop tools and programmes which facilitate co-operation with one another, allowing our organisational learning to flourish.

## **Accountability and responsibility**

The Guild is a “not for profit” company owned and run by its members. This is basically the same as a standard limited company but there are no shareholders. A board of directors are elected by members to act in the interests of the company and its members. The board is governed by the Guild company articles and by company law.

It is very important that the association be as democratic as possible. Election procedures are transparent and inclusive. When voting takes place at company meetings each member has a vote, whether or not they attend the meeting.

Find out more here:

[New Sweep Pack](#) or [Experienced Sweep Pack](#)

