

nima quarterly forum, Q1 2025

27 February 2025, 2pm – 3pm GMT

Welcome / housekeeping

- One hour briefing with Q&A after each major item
- Forum is being recorded
- Slides will be shared after the meeting
- Please ask questions via Q&A button
- Please raise 'any other business' in chat

Forum agenda

- nima – brief update
- Information Management Initiative (IMI)
 - UK BIM Framework
- A look across the nima network
- nima communications and events
- AOB

nima – brief update



In 2024:

- Firmly established nima as independent entity
- Expanded nima management group
- Added governance: appointed non-executive directors
- Built 'back office'
- Started to develop strategy
(aligned with the Information Management Initiative – next item)



1: update

Information Management Initiative (IMI)

- an industry-led and government-supported programme to progressively transform IM practices across the built and natural environment
- Developed with task group from late 2023
- Launched at virtual conference on 7 November 2024
- Promoted through web, PR and events programme
- Created process to onboard sponsors and signatories
- Created IMI branding – unveiled today!



Information Management Initiative



Construction Leadership Council

December 2023

Autumn 2024

Today

June 2030

Phase 1

Phases 2-4

Industrywide Stakeholder Engagement

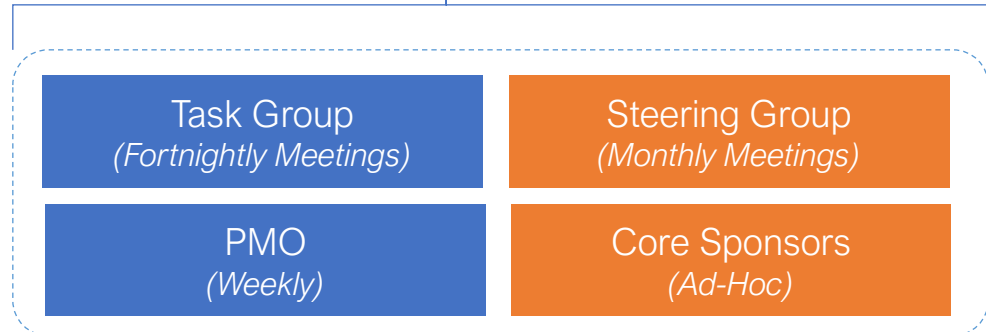
Approach Development

High-level Implementation Plan

Launch Comms. Campaign

Phase 1 Development Team

High-level plan to be developed



Shift in focus to extend consultations beyond the 'early adopters' and digital leads to wider communities in the built environment to increase awareness



Information Management Initiative



Construction Leadership Council



3: Early IMI sponsors and signatories



The Everything Experts.





4: ongoing/next steps

- Refresh the task group
- Continue engagement with sponsors and signatories
- Identify and instigate IMI 'projects'
- Maintain PR/events push
 - Focus: Digital Construction Week (**4-5 June 2025**)
- Transition from UK BIM Framework to IMI Framework
(cover briefly before Q&A)



5: UK BIM Framework

- Transition from UK BIM Framework to IMI Framework
 - timescale
 - expansion to include additional resources
- Ongoing improvement of UK BIM Framework
 - ISO 19650-6 published – guidance in late spring
 - ISO 19650 – review ongoing
 - UKBF platform Morta AI search capability – video campaign



Information
Management
Initiative



IMI - Q&A

- [IMI summary document](#)
- [IMA FAQs](#)
- [Become a sponsor](#) / [become a signatory](#)

Across the nima network



The nima community – shifting to emphasis on networking

- Volunteers
- Practitioners (BIM4/IM4s)
- Ambassadors
- Patrons
- Affiliated organisations
- buildingSMART UK & Ireland

nima networks - 1

nima volunteers

- Vital to nima's continued existence
- Vice-chairs as facilitators, driving outputs
- Volunteers contribute across our networks, and to:
 - the IMI
 - back-office management
 - projects
 - stakeholder management
 - change management
 - skills
 - review of the UK BIM Framework guidance
 - ... and much more!
- Coordinator: David Peacock

nima networks - 2



nima practitioners (BIM4/IM4s)

- Self-organised groups under nima umbrella
- Mainly specialist networks, some regional
- Driven by volunteers (often subject matter experts)
- Currently c. 15 clusters
- Newly formed/forming: IM4Power

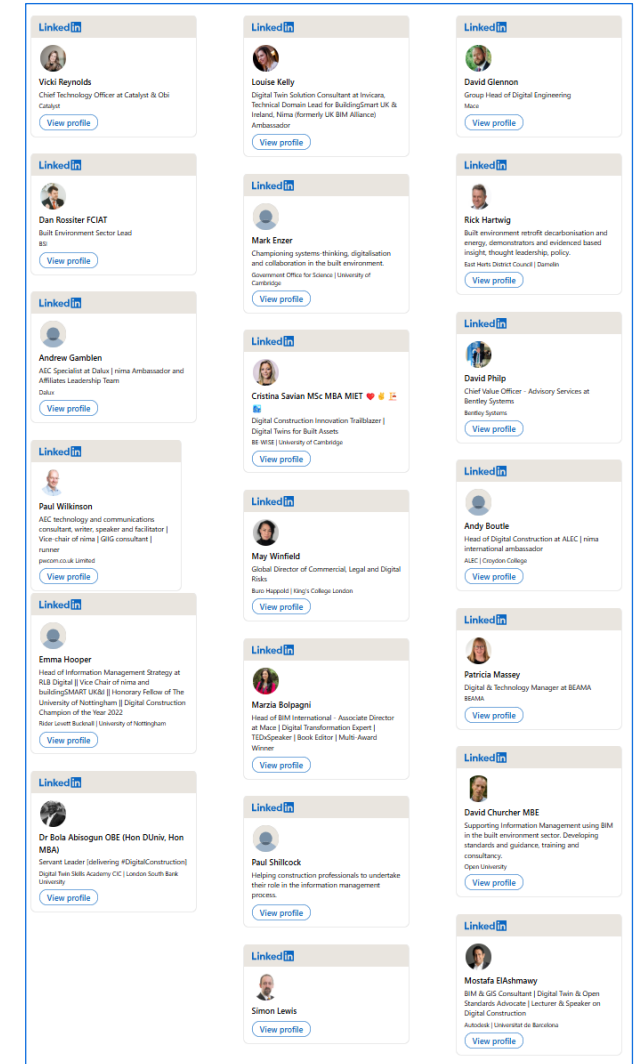
BIM4Estates
BIM4HAs (Housing Associations)
BIM4Housing
BIM4Rail
BIM4Water
IM4Culture
IM4Building Safety
IM4Decarbonisation
IM4Legal
IM4Power
IM4Public Sector
IM4Real Estate
Women in BIM
nima Wales
nima Yorks & Humber

nima networks - 3



nima ambassadors

- UK and internationally-based volunteers
- Currently c. 20 subject matter experts well versed in IM Initiative, the UK BIM Framework, ISO 19650, etc
- Engaging with audiences, promoting nima, feeding back on what they learn
- Ambassador coordinators:
 - Marzia Bolpagni
 - Andy Boutle



nima networks - 4



nima patrons

- Support nima financially to help it deliver its vision
 - Including via buildingSMART International
- Currently c. 30 businesses
- Technology providers have dedicated group
- Some patrons now becoming IMI sponsors
 - IMI programme to include patrons event at DCW
- Vice-chair coordinator: Rachel Heaton



nima networks - 5

affiliated organisations

- Membership and trade bodies
- Help nima deliver its vision to their members and provide sector feedback
- IMI demands wider sector engagement
- Currently c. 30 organisations, but need to expand
- Emphasis on IMI, and drawing on wider nima network



buildingSMART UK & Ireland

- UK and Ireland chapter of buildingSMART International
- Volunteers ...
 - engage in domains (communities of interest) about practical application of IFC, IDS, BCF, etc, to support interoperability
 - organise domain-specific events
 - attend bSI events (eg: 2025 summits in Singapore, Berlin)
- Vice-chair coordinator: Emma Hooper

nima networks – 7



nima networks - Q&A

nima comms - 1

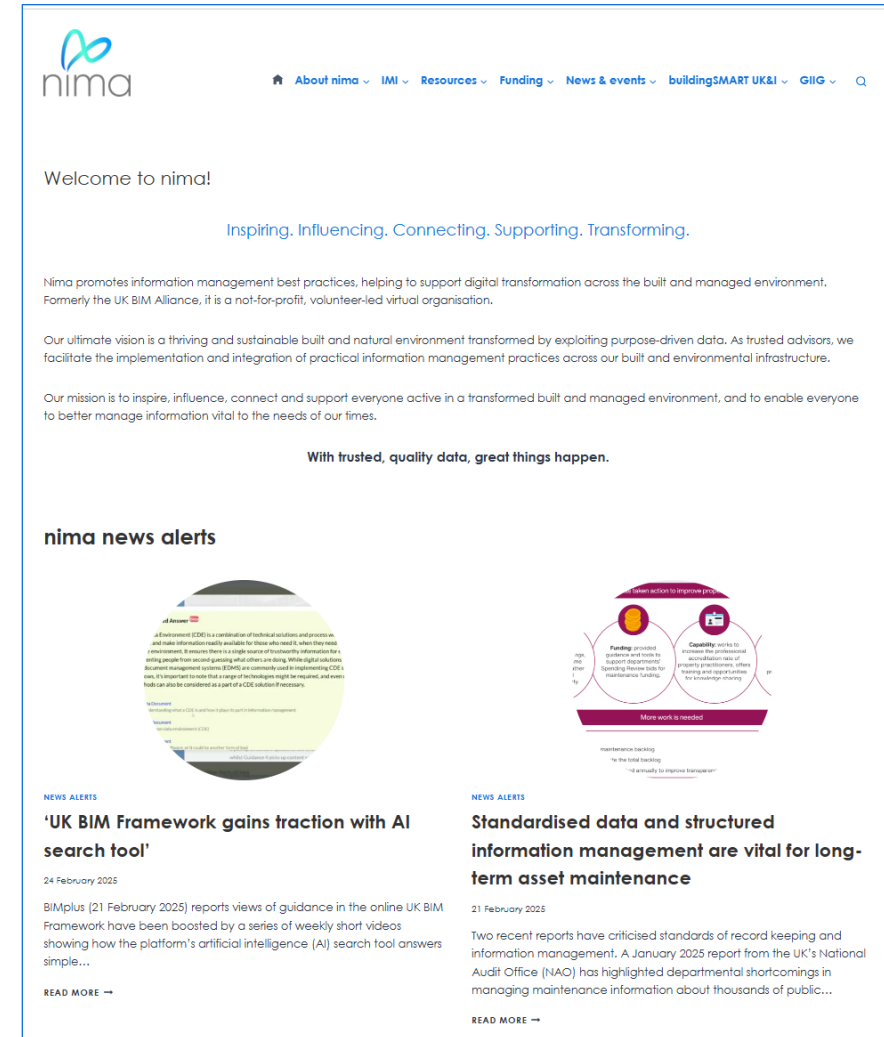


Communications and events

- websites
- newsletter
- social media
- events

websites

- wearenima.im + ukbimframework.org
- more frequent updates, new content
- analytics
 - **34k users + 85k page views** in past 12 mths
 - Year on year growth in 2024: **53% + 33%**
 - **161k views** of UKBF guidance on Morta platform since June 2024
- website 'refresh' planned for Q2 2025
- setting engagement targets



The screenshot shows the nima website homepage. At the top left is the nima logo. To the right is a navigation menu with links for 'About nima', 'IMI', 'Resources', 'Funding', 'News & events', 'buildingSMART UK&I', and 'GIG'. Below the navigation is a welcome message: 'Welcome to nima!' followed by the tagline 'Inspiring. Influencing. Connecting. Supporting. Transforming.' A paragraph describes nima's role in promoting information management best practices. Below that is the ultimate vision and mission statements. A quote reads 'With trusted, quality data, great things happen.' The 'nima news alerts' section features two articles. The first article, dated 24 February 2025, is titled 'UK BIM Framework gains traction with AI search tool' and includes a circular image of a person using a search tool. The second article, dated 21 February 2025, is titled 'Standardised data and structured information management are vital for long-term asset maintenance' and includes a diagram showing the relationship between 'Planning' and 'Capability' in the context of 'More work is needed'.

nima comms - 3



nima newsletter ([sign up](#))

- re-introduced in late 2024
- now monthly digest of news and upcoming events
- current circulation: c. **4,800** (January 2025)
- 'Open' rate: **40.9%** (AEC average: 31.1%)
- 'Clickthrough': **4.9%** (AEC average: 2.9%)

[View this email in your browser](#)



Welcome to *Impulse*, our regular summary of nima news and upcoming events.

nima/CLC-backed IMI maintains momentum

Interest in, and discussion about, the Construction Leadership Council and nima-backed **Information Management Initiative (IMI)** has continued into early 2025. The sector-wide change management programme will be the main topic covered in nima's first online quarterly forum on 27 February (details below). Nima will also be spreading the IMI message at forthcoming events including at FutureBuild in London on 5 March. And further engagement with the early **Founding Sponsors** and **Signatories** is also set to start in March.

If you have any colleagues who might want to know about the IMI, please forward this e-newsletter to them, and suggest they [subscribe](#) to get future updates.

nima news

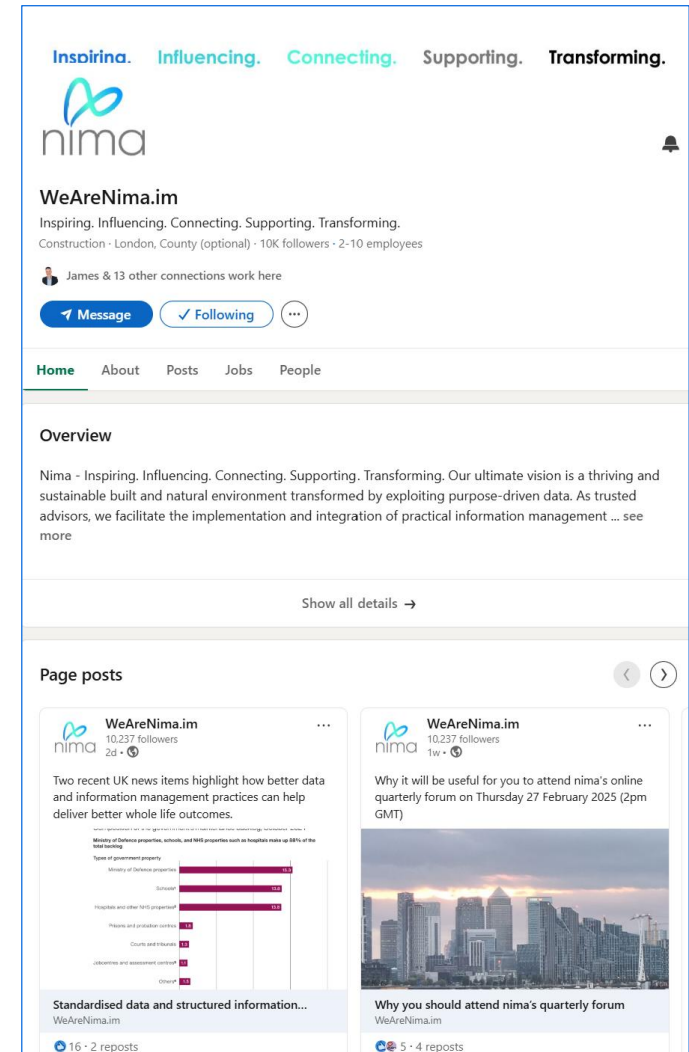


Our first nima quarterly forum is at 2pm GMT this Thursday, 27 February 2025. The online forums are open to anyone interested in our work. [Register for Thursday](#); save the other 2025 dates: 22 May, 4 September and 4 December.

Standardised data and structured information management are vital for long-term asset maintenance. Two recent reports have criticised standards of record keeping and information management.

social media

- main current focus via [LinkedIn](#)
 - currently c. **10.2k** nima followers (up **5.6%** YoY)
 - more regular and frequent updates to generate increased engagement
 - also growing UK BIM Framework followers and engagement (AI video campaign)
- discontinued engagement via Twitter/X
- plan 2025 Q2 push to revamp YouTube presence; may resurrect podcasts



The screenshot shows the LinkedIn profile for WeAreNima.im. The profile header includes the tagline "Inspiring. Influencing. Connecting. Supporting. Transforming." and the company name "WeAreNima.im" with a description: "Inspiring. Influencing. Connecting. Supporting. Transforming. Construction · London, County (optional) · 10K followers · 2-10 employees". It also shows "James & 13 other connections work here" and buttons for "Message" and "Following". The navigation bar includes "Home", "About", "Posts", "Jobs", and "People". The "Overview" section contains the same tagline and a brief description of the company's mission. The "Page posts" section shows two recent posts: one with a bar chart titled "Standardised data and structured information..." and another titled "Why you should attend nima's quarterly forum".

Overview

Nima - Inspiring. Influencing. Connecting. Supporting. Transforming. Our ultimate vision is a thriving and sustainable built and natural environment transformed by exploiting purpose-driven data. As trusted advisors, we facilitate the implementation and integration of practical information management ... see more

Show all details →

Page posts

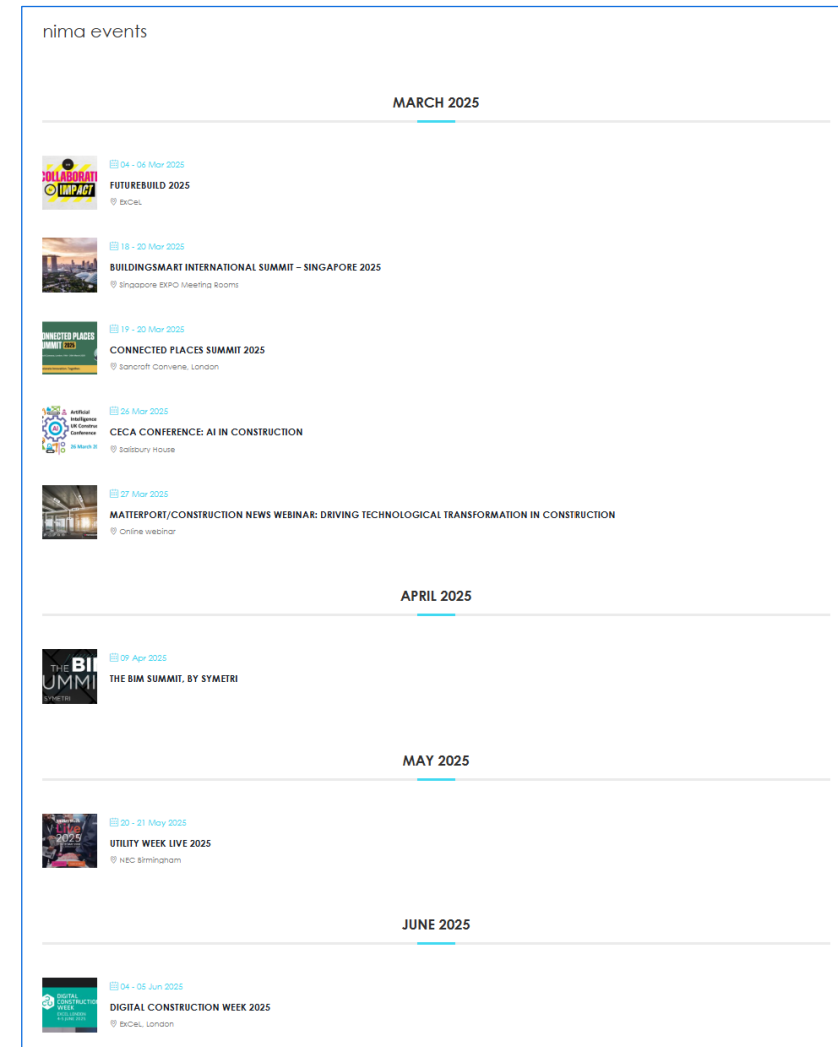
Standardised data and structured information...
WeAreNima.im
16 · 2 reposts

Types of government property	Percentage
Ministry of Defence properties	14%
Universities	12%
Hospitals and other NHS properties	11%
Prisons and probation centres	10%
Courts and tribunals	9%
Universities and assessment centres	8%
Other	36%

Why you should attend nima's quarterly forum
WeAreNima.im
5 · 4 reposts

Events ([calendar](#))

- nima events
 - three successful virtual conferences
 - next virtual conference: **6 November 2025**
 - Instigated quarterly forums; webinars soon
- external events
 - Focus: Digital Construction Week (**4-5 June**, London)
 - Programme of speaking opportunities at other events throughout the year
 - Volunteer support vital



The screenshot displays the 'nima events' calendar for 2025, organized by month. The events listed are:

- MARCH 2025**
 - FUTUREBUILD 2025** (04 - 06 Mar 2025) at ExCel
 - BUILDINGSMART INTERNATIONAL SUMMIT - SINGAPORE 2025** (18 - 20 Mar 2025) at Singapore EXPO Meeting Rooms
 - CONNECTED PLACES SUMMIT 2025** (19 - 20 Mar 2025) at Sandretto Convene, London
 - CECA CONFERENCE: AI IN CONSTRUCTION** (24 Mar 2025) at Salisbury House
 - MATTERFOR! / CONSTRUCTION NEWS WEBINAR: DRIVING TECHNOLOGICAL TRANSFORMATION IN CONSTRUCTION** (27 Mar 2025) Online webinar
- APRIL 2025**
 - THE BIM SUMMIT. BY SYMETRI** (09 Apr 2025)
- MAY 2025**
 - UTILITY WEEK LIVE 2025** (20 - 21 May 2025) at NEC Birmingham
- JUNE 2025**
 - DIGITAL CONSTRUCTION WEEK 2025** (04 - 05 Jun 2025) at ExCel, London

nima comms – 6



nima comms - Q&A

nima quarterly forum, February 2025



AOB / any other Q&A



Land's End to John O'Groats (LEJOG)

Anne Kemp is backpacking 1220 miles over 100 days.
For Alzheimer's Society in memory of her mother who died
last July.

If you would like to donate, please use the QR code below
or search for "Just Giving Anne Kemp"

Anne
Kemp's
JustGiving
Page



Thank you for attending

Save the date ...

Next nima quarterly forum: 22 May 2025
