Annual Report 2025

(covering the period 1 April 2024 to 31 March 2025)

1. Nima at a glance

Nima is a not-for-profit company limited by guarantee (CLG) with its subsidiary, nima Services Limited set up as its consultancy arm, which will gift any surplus to Nima Ltd to help fund the organisation. Nima's ultimate vision is to achieve a thriving and sustainable built and natural environment transformed by exploiting purpose driven data, and much of what nima achieves is through voluntary effort. The key strategic changes going through 2024 to 2025 were the decision to establish nima membership, and the increasing demands on resource to manage the Information Management Initiative. It was recognised that going forward nima needed to significantly increase its income generation to achieve its ambitions on behalf of industry and in the wider public interest, and that these two activities would be key to contributing to that increase.

2. An introduction from our chair, Anne Kemp

The first thing I would like to acknowledge is that nima would not be where it is today without its fantastic volunteers. Whether they contribute to the IM Framework Guidance, run the BIM and IM4 groups and Regions, act as ambassadors, or join as vice chairs, we simply could not exist and succeed without them.

This year has been about consolidation. We set up as Nima Limited, with the subsidiary Nima Services Limited, and our influential buildingSMART UK and Ireland chapter. Ensuring that all parts of nima, as it expands, can feel a part of the overall brand, and embrace the vision and ethos of the organisation, is important.

To continue our successes to date, we know the organisation needs to take significant strides forward to realise its mission (see the next section) – next year we will have to challenge ourselves on how we can transform to do that.

3. Our strategy

Our strategy during this year has focused on how we deliver our mission to enable digital transformation of the built and managed environment through better whole life management of information. Such an ambitious undertaking requires resource and funding; therefore, much of the focus has been on expanding the current team of vice-chairs and improving our income streams. Early discussions have centred on the possibility of becoming a membership organisation, how to run the embryonic Information Management Initiative, how to enhance our patronage offering, and how to improve our stakeholder engagement.

4. Governance and Non-Executive Directors

Over the past year, the nima board has been further developed and formalised and is comprised of five non-executive directors (NEDs). The board has met monthly to discuss the administration of nima. Regular topics have included strategy, finance, operations, communications and funding. In addition, specific issues which required more detailed consideration were discussed as they arose. In the past 12 months, strategic issues have included development of the Information Management Initiative and exploring the feasibility and relevance for nima of charitable status.

The board meeting is also attended by a number of observers whose function is to report on specific aspects of nima's operations. All strategic decisions are made by the NEDs alone. The meetings are minuted and available to the NEDs on the nima Teams site. One of the three nima senior vice chairs is responsible for governance issues and reports to the nima chair and other nima senior vice chairs on a regular basis as well as reporting to the NEDs at the monthly meeting.

Over this year nima has further developed its policies and procedures, making these available to the vice chairs, who in turn make them available to nima volunteers.

5. Volunteers

Volunteers are essential to nima's delivery due to limited resources; however, historically nima has not managed its volunteers very effectively. As part of its recruitment of additional vice chairs (VC), nima is advertising for a VC responsible for volunteers, with the roles commencing in the summer of 2025. The volunteer VC will be responsible for the following, in the hope that they will improve the recruitment, retention and welfare of nima volunteers:

- Recruiting volunteers for tasks overseen by a specific VC
- Matching potential volunteers to roles overseen by a specific VC
- Issuing volunteers letters to volunteers allocated role
- Keeping a record of volunteers on nima's CRM system
- Checking the welfare of volunteers

6. Equality, diversity and inclusivity

Nima has an equality and diversity policy in place which is available on the nima Teams site. The policy sets out nima's approach to diversity, equality and inclusion. Nima aims to actively promote a culture that values difference and eliminates discrimination in the workplace. At present nima does not have a physical workplace and does not have any employees; however, the core principles and the ethos set out in the policy are applied to nima's current operations.

7. Membership

Following a number of approaches from people looking for either an organisation to represent their profession as Information Managers, or people looking for an organisation that could represent and promote Information Management with peer membership and trade organisations, it has been agreed that nima should become a membership organisation, with a view to becoming a professional membership organisation and eventually a chartered membership organisation.

Although the move to become a membership organisation commenced in early 2025, the launch of membership was to be announced ahead of Digital Construction Week in June 2025, after the time period of this report. Following the membership launch, early in year 2025-26, nima proposed to plan and programme the process required to become a professional membership organisation and then a chartered professional membership organisation. Timescales for this process are not yet known.

8. Awards – Outstanding Achievement Award

This year, the second nima Outstanding Achievement Award, given to a nima volunteer who 'goes above and beyond', was given to Stephen Holmes, who has volunteered for nima since the early days of the UK BIM Alliance.

To date recipients of the award were acknowledged in nima's comms and given £400 Amazon Gift Vouchers. Once nima membership began in June 2025, it was proposed they also be awarded a gold nima membership.

9. Operations and IT

Operations are overseen by nima vice chair Sam Hardy, with technical systems support from volunteer John Hall. Some of the areas covered by operations include:

- Teams – maintenance and oversight
- Internet domain
- Nima emails
- CRM (Salesforce)
- Website
- Developing membership portal, payments and discussion boards

As with much that nima does, the operations team currently achieves a lot thanks to the hard work of very limited voluntary resources. Given that this area of the business poses significant potential risk, then this is an area of the business that will be reviewed regularly going forward.

10. Vice chair streams

Current vice chairs:

- Emma Hooper – Projects
- Fiona Moore – Programme Management oversight and Finance
- Paul Wilkinson – Communications and Events
- Rachel Heaton – Patrons
- Sam Hardy – Operations
- Simon Lewis – Governance

Vacancies for vice chairs advertised early 2025, to be onboarded 2025-26:

- Education and Upskilling
- Members
- Stakeholder Engagement
- Volunteers

11. Stakeholders

Our annual strategy day highlighted that we needed to do an extensive industry stakeholder mapping exercise to support how we prioritise engagement, to move forward with our mission across the built and managed environment. Subsequently, one of the vice chairs we advertised for was to manage our stakeholder engagement. Importantly, we recognise that we must look after our existing communities – including the BIM4 and IM4 groups, regional groups, Ambassadors, and Affiliates (who include a range of professional institutions and trade associations). We have identified the need to expand our connection with local as well as central government, regulators, private sector clients, asset and facilities managers – and remember and embrace micros and SMEs.

12. Annual general meeting: Future plans

At present, nima does not hold an annual general meeting owing to its currently relatively restricted size. In addition, nima operates on a virtual basis with the majority of meetings taking place via Teams. On two occasions per year, however, face to face meetings of the NEDs, nima management, nima senior vice chairs and vice chairs are arranged, to allow for a wide-ranging discussion around matters of strategic importance.

It is anticipated that as nima increases in size there will be an opportunity to organise an annual general meeting, either virtually or in person, for nima members and supporters. The timescale for this is not yet known. In the meantime, nima's quarterly forums and the virtual conferences have also offered opportunities for discussion.

13. Publications and communications

Nima's primary direct communication channels are the nima websites (wearenima.im and ukbimframework.org), social media (primarily LinkedIn) and targeted emails. It also undertakes media relations activities resulting in coverage in industry publications and websites.

During the year to March 2025, the main nima website was updated more frequently and had 34,773 user visits (up 60% on the previous year) with 87,292 page views (up 40%). The UK BIM Framework website had 19,078 user visits (down 6%). The Framework guidance has been hosted on the Morta platform since June 2024, and by the end of March 2025 had accumulated 184,724 views.

Nima's LinkedIn community grew from 9,691 to 10,289 (up 6.2%) in the year to March 2025. As part of a revamped communications effort from August 2024, more frequent LinkedIn updates resulted in a 35% increase in engagement (reactions, comments, reposts) over the ensuing seven months.

In addition to emails promoting its virtual conferences, nima has published a regular monthly newsletter since December 2024. Sent to around 4,800 opted-in recipients, the newsletters have generated above industry average open and clickthrough rates (27% and 4.7% respectively) and boosted nima website traffic (4% of wearenima.im user visits were due to email).

14. Events

During the year to 30 March 2025, nima organised two virtual one-day conferences (in April and November 2024 – each drawing over 500 registrations); the second incorporated the launch of the IM Initiative (IMI). Nima also had a significant presence at Digital Construction Week in July 2024, exhibited at the first Digital Construction North in November 2024, and provided speakers for numerous other events including: the London and Birmingham editions of National Construction Week, FutureBuild, Offsite Expo and TechFest. Nima also organised two quarterly online forums, in January and March 2024 – each attracting over 100 attendees.

15. Personnel

Nima is run largely by volunteers, with some finance, events, communications, and programme management services contracted out. This avoids the organisation taking on employer responsibilities. However, there have been discussions about how much longer it can be run on this basis, and this will be discussed in future strategy meetings and fed to the NEDs for future organisational planning.

In addition, alongside their significant voluntary activities, some individuals are remunerated for provision of consultancy services combining their professional skills and detailed knowledge of nima and the built environment IM sector.

16. Finances

Following our rebrand and transition to an independent company, we experienced a temporary decline in patronage, which has reduced short term revenue. We have therefore invested in management and marketing to launch a membership scheme and rebuild our supporter base. These investments are expected to deliver membership revenue from 2025, and we are on track to return to profitability in the new fiscal year.

17. Projects

The most challenging project which has been absorbing nima resource has been the launch of the IM Initiative and moving from Phase One (set up) to Phase Two (Implementation), how it should be funded and resourced. The Task Group proposed the following projects:

- IM Maturity Framework
- Benefits
- Persona-based benefits analysis
- Elevator pitch
- Training

Looking at nima projects more widely, these have also included developing membership and revenue streams.

18. Risks, continuity and succession

Risks, continuity and succession have been discussed with a view to putting together a formal risk register and developing continuity and succession policy as early as possible in year 2025-26.

19. Nima Services Ltd.

The GIIG continues to meet and discuss topics such as data quality, ownership, relevant understanding of artificial intelligence relevant to IM, among other things, with the aim of helping to inform wider nima internal education, policies, guidance and thought leadership.

Longer term, Nima Servies Ltd is still envisaged as the commercial arm of the overall Nima Ltd not-for-profit organisation – allowing Nima Services to take on commercial projects and gift any surplus to Nima Ltd to help fund the organisation. These projects could relate to the IM Initiative or bSUKI, for example, but on the basis that they would not compete with private industry, and any output would be democratised and made available to industry.

20. buildingSMART UK & Ireland Chapter

The UK & Ireland Chapter of buildingSMART International continued to thrive under the chairmanship of Casey Rutland, and vice chairs Emma Hooper and Nick Nisbet. The committee expanded to mirror the domains at international level, and work was instigated to align with BIM and IM4 groups to encourage better adoption of open standards and IFC. Monthly meetings of the committee ensured continued momentum of engagement with the home market, whilst reaching back into the international community. The chapter was strongly represented at International level, despite financial pressures meaning travel for face-to-face meetings needed to be restricted. By the end of this time period it was accepted that better coordination was required between the chapter and nima management, and bi-weekly meetings between the chairs of bsUKI and nima with the Honorary Treasurer were instigated. The chair of bSUKI would also be invited to attend NEDs meetings of nima as an observer with a resolve to better integrate the ambitions of buildingSMART with those of nima.

21. Consolidated accounts (extract)

The consolidated financial statement (see pages 8-10) reflects a modest deficit for the reporting period, primarily attributable to timing differences in revenue recognition and increased operational expenditure as we position nima for growth in the future. Most notable is the launch of the Membership Scheme, where initial planning and set up costs have been largely incurred in this financial year, but income will only be recognised in next year's figures.

While the overall financial position remains stable, the shortfall highlights the use of reserves to invest in key areas like the IM Initiative (IMI), and the need for continued focus on cost management and attracting members, patrons, sponsors of the IMI and other sources of income, ensuring nima remains on track to meet its long-term financial objectives.

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Profit and Loss

Nima (We are Nima) Ltd

For the year ended 31 March 2025

Account	2025
Turnover	
BuidlingSMART Certification income	7,583
Conference Sponsorship income	18,225
IMI Project Sponsorship income	6,500
Other Revenue income	1,000
Patronage income	116,032
Total Turnover	**149,340**
Cost of Sales	
BuidlingSMART Certification expenditure	3,467
Conference expenditure	43,212
Conference Management expenditure	9,617
Conference Marketing expenditure	18,000
IMI Management expenditure	3,500
Marketing expenditure	17,884
Patronage expenditure	862
Total Cost of Sales	**96,542**
Gross Profit	**52,798**
Administrative Costs	
Audit & Accountancy fees	9,120
Bank Fees	44
Consulting Programme Management	18,308
Finance and Administration	27,346
General Expenses	1,219

Profit and Loss

Nima (We are Nima) Services Ltd

For the year ended 31 March 2025

Account	2025
Turnover	
Income	44,995
Total Turnover	**44,995**
Cost of Sales	
Conferences	143
Total Cost of Sales	**143**
Gross Profit	**44,852**
Administrative Costs	
Bank Fees	44
Consulting	39,626
Corporation Tax	598
General Expenses	320
HMRC late payment, interest charges	2

Insurance	1,028
IT Software, Consumables and Virtual Office	10,532
Legal Expenses	40
Memberships and Subscriptions	4,289
Telephone & Internet	629
Travel	12,433
Total Administrative Costs	**84,988**
Operating Profit	**(32,190)**
Profit on Ordinary Activities Before Taxation	**(32,190)**

Insurance	1,613
IT Software, Consumables and Virtual Office	(80)
Legal Expenses	40
Travel	136
Total Administrative Costs	**42,299**
Operating Profit	**2,552**
Profit on Ordinary Activities Before Taxation	**2,552**

Balance Sheet

Nima (We are Nima) Ltd

For the year ended 31 March 2025

Account	31 Mar 2025
Tangible Assets	
Fixed asset investments	100
Intercompany account Nima (We are Nima) Services Ltd	1,687
Total Tangible Assets	**0**
	0
Cash at bank and in hand	

Balance Sheet

Nima (We are Nima) Services Ltd
For the year ended 31 March 2025

Account	31 Mar 2025
Cash at bank and in hand	
Barclays (1075)	4,670
Total Cash at bank and in hand	**0**
Prepayments	92
	0
Provision for Corporation Tax	598

Barclays (1323)	123,285
Total Cash at bank and in hand	**0**
Accounts Receivable	22,175
Prepayments	21,697
	0

Accounts Payable	27,893
Accruals	803
Deferred income	37,072
VAT	(3,861)
	0

Net Current Assets (Liabilities)	**0**

Total Assets less Current Liabilities	**0**

Net Assets	**0**

Current Year Earnings	(32,190)
Other reserves	186,908
Retained Earnings	(47,680)
	0

VAT	(860)
	0

Net Current Assets (Liabilities)	**0**

Total Assets less Current Liabilities	**0**

Intercompany account Nima (We are Nima) Ltd	1,687
	0

Net Assets	**0**

Capital - x,xxx Ordinary Shares	100
Current Year Earnings	2,552
Retained Earnings	684
	0