

THURSDAY 14TH JANUARY 2021

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🐦 #ForecourtTraderAwards @ForecourtTrader

# WELCOME



**Merril Boulton, Editor**

Welcome to the Forecourt Trader Awards 2020 – the must-see annual event during which we recognise and celebrate the success of fuel retailers nationwide.

After one of the toughest years in living memory, and with strict pandemic restrictions still in place, this year's awards ceremony is a virtual event, available to all by visiting our website [www.forecourtraderawards.co.uk](http://www.forecourtraderawards.co.uk).

We have done our best to create an amazing backdrop and a taste of the prestige in which these awards are held. We felt it was vital to continue with one of our most important annual traditions – shining a light on the amazing achievements within our forecourt retailing community.

During the past year more than ever, forecourts have played a vital role in keeping the country running with food and fuel. Their designation as 'essential' businesses throughout the pandemic has seen their role in our everyday lives elevated to new levels. They have been there as a constant in our hour of need, and now we salute them.

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## THE AWARDS

The Forecourt Trader Awards are the showcase for the petrol retailing industry – recognising and rewarding those businesses at the leading edge of their profession, that continue to thrive in an increasingly competitive world.

The Awards are a measure of the high operating standards and entrepreneurial skills demonstrated by petrol retailers nationwide, who set the standards to which others aspire.

The Forecourt Trader Awards give everyone the opportunity to enter and win an award. The main retailer categories are grouped by two main criteria – region and fuel volume.

### THERE ARE SIX REGIONS AS FOLLOWS:

- Scotland
- Northern Ireland
- Midlands
- Northern England
- West Country & Wales
- London & South East

### THERE ARE TWO FUEL VOLUME CATEGORIES:

Up to 4mlpa and over 4mlpa, producing two overall winners in each region. There is also an award for the Best Motorway Services Outlet. The overall Forecourt Trader of the Year winner is chosen from the winners of the above categories.

### SPECIALIST CATEGORIES

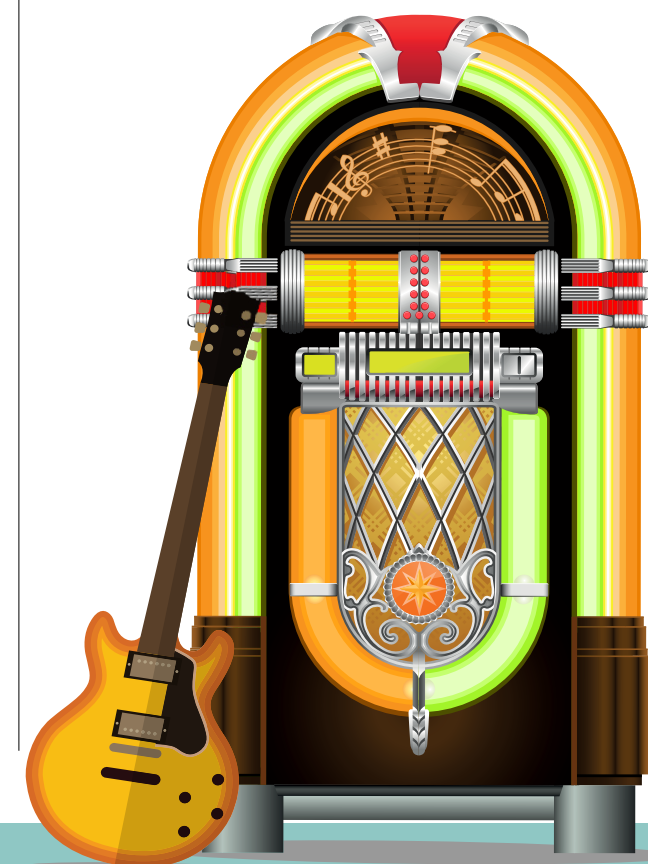
In addition to the main retailer awards, all retailers can submit entries for 12 specialist categories as follows:

- Best Car Care & Lubricants Outlet
- Best Coffee & Hot Beverages Outlet
- Best Community Engagement
- Best Customer Service
- Best Design & Development
- Best Food-to-Go Outlet
- Best Forecourt Innovation
- Best Forecourt Loo
- Best Forecourt Team
- Best Site Manager
- Best Soft Drinks Outlet
- Best Valeting Facilities

### PRINCIPAL SPONSOR

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### CATEGORY SPONSORS





# PREVIOUS WINNERS



**2019**  
Andy & Dani Garner



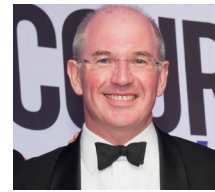
**2018**  
Gerry Bennet



**2017**  
John Diviney



**2016**  
Patrick Sewell



**2015**  
Lawrence King



**2014**  
Mike & Tim Garner



**2013**  
Mohsin & Zuber Issa



**2012**  
Jeremy Symonds  
& Nick Lloyd



**2011**  
Mohsin & Zuber Issa



**2010**  
Jay, Lata  
& Bhupa Gohil



**2009**  
Patrick Sewell &  
David Craven-Jones



**2008**  
Lesley & Philip Tout



**2007**  
Robert & Hugh Fraser



**2006**  
Karl Brocklehurst



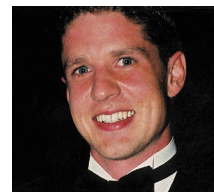
**2005**  
Susie Tew



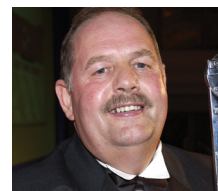
**2004**  
Pat & Peter Bellini



**2003**  
Jonathan &  
Rebecca James



**2002**  
Steven Blackadder



**2001**  
John McCaffrey



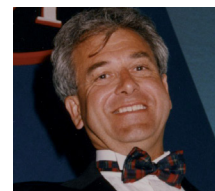
**2000**  
Graham Kennedy



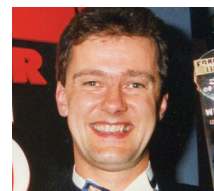
**1999**  
Darren Lawrence



**1998**  
Hugh Fraser



**1997**  
Robert Fraser



**1996**  
David Charman

# FINALISTS



## SCOTLAND



UP TO 4MLPA

**GULF FORFAR**  
Forfar, Angus

**JET MASCOT ARDEER SERVICES**  
Stevenston, Ayrshire

**MFG ST JOHNSTONE SERVICE STATION**  
Perth, Tayside



MORE THAN 4MLPA

**ABBIECRAIG SERVICES**  
Freuchie, Fife

**GULF AIKENHEAD FILLING STATION**  
Polmadie, Glasgow

**MFG BELLSHILL SERVICE STATION**  
Bellshill, Lanarkshire

## MIDLANDS



UP TO 4MLPA

**APPLEGREEN SPALDWICK**  
Spaldwick, Huntingdon

**JET ADAMS & SONS GARAGE**  
Oakham, Rutland

**RONTEC DAVENTRY**  
Daventry, Northamptonshire



MORE THAN 4MLPA

**APPLEGREEN SPALDING**  
Spalding, Lincolnshire

**ESSO SHERINGHAM**  
Sheringham, Norfolk

**THE STAGE SERVICE STATION**  
Leicester, Leicestershire

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# FINALISTS



## NORTHERN ENGLAND



UP TO 4MLPA

### JET DOVE RETAIL WHITE ROSE SERVICE STATION

Wombwell, South Yorkshire

### SPAR TOWNSEND GARAGE

Warton, Lancashire

### SPAR HUTTON RUDBY

Yarm, Cleveland



MORE THAN 4MLPA

### JET ASKERN SERVICE STATION

Askern, Doncaster

### RONTEC GATEWAY

Leeds, Yorkshire

### WOODMAN SERVICE STATION

Leeds, West Yorkshire

## WEST COUNTRY & WALES



UP TO 4MLPA

### MFG BLACKHORSE GARAGE

Emersons Green, Bristol

### FRASER'S BUDGENS BRIZE NORTON

Brize Norton, Oxfordshire

### WESTACRE SERVICES

Salisbury, Wiltshire



MORE THAN 4MLPA

### LOCKS GARAGE

Hereford, Herefordshire

### MFG BP CORNISH GATEWAY

St Austell, Cornwall

### PARK WIMBORNE

Hayes, Dorset

## LONDON & SOUTH EAST



UP TO 4MLPA

### HOPCROFT HOLT

Bicester, Oxford

### MFG ESSO NEWINGTON

London

### MFG SHELL FOOTSCRAY SERVICE STATION

Greenwich, London



MORE THAN 4MLPA

### FRASER'S BUDGENS THREE MILE CROSS

Reading, Berkshire

### SHELL LITTLE WAITROSE WHEATSHEAF

Virginia Water, Surrey

### SPAR PARKFOOT GARAGE

West Malling, Kent

## N IRELAND



UP TO 4MLPA

### MAXOL SERVICE STATION

Portrush, Co Antrim

### SPAR FORTFIELD

Carrickfergus, Co Antrim

### SUPERVALU LISBURN

Lisburn, Co Antrim

## REGIONAL



BEST MOTORWAY SERVICE OUTLET

### MFG ESSO MAIDSTONE M20

Hollingbourne, Kent

### SHELL BEACONSFIELD M40 MOTORWAY SERVICES

Beaconsfield, Buckinghamshire

### SHELL COBHAM M25 MOTORWAY SERVICES

Cobham, Surrey

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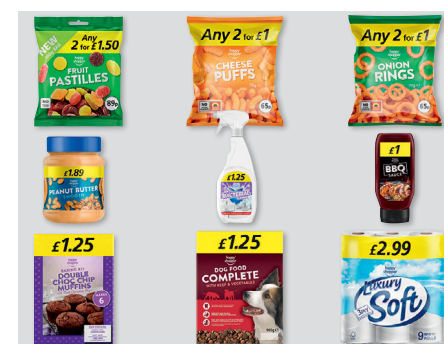
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“The continued support Londis provide is second to none. They understand the business, help us to stay on top of the game and help us grow our sales and profit.”

Abbas Hans, Ravensthorpe Service Station

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Will Le Vaillant, Le Vaillant Budgens, Dundry

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The Convenience Distribution Group...

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E-Mail: [admin@cdgltd.co.uk](mailto:admin@cdgltd.co.uk) • Phone: 0845 2417937

## BEST CAR CARE & LUBRICANTS OUTLET



### ENTRY CRITERIA

This award recognises the forecourt retailer who best demonstrates the most innovative displays of car care products and lubricants. Judges took into account the type of display, product positioning and use of POS to encourage targeted product purchasing.

#### JUDGES TOOK INTO ACCOUNT:

- Displays – whether horizontal or vertical – should be group related, ie all valeting together, all additives together.
- Eye level is buy level – position brand leaders, impulse lines and promotions at eye level. Up to 40% of all purchases come from this area.
- Right side influence – when attracted to the display of product, the eyes continue to move to the right, the eyes slow down and are likely to dwell on the right hand side of the fixture.
- Multi-facing – a greater rate of sale is achieved with an increased number of facings, which maximises impact and draws attention to the display.
- Sight and take – up to 35% of purchases come from hip level.
- Shelves – graduated or sloping shelves should be used where possible to create a difference and allow the eye to see more products on display.
- Advertising – capitalise on brand and TV advertising by using POS to guide the shopper to the featured products.



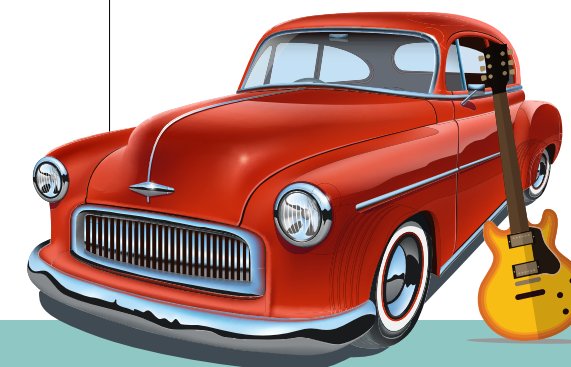
### FINALISTS

**ABBIECRAIG SERVICES**  
Freuchie, Fife

**SPAR ORMSKIRK**  
Ormskirk, Lancashire

**WOODMAN SERVICE STATION**  
Leeds, West Yorkshire

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**BEST**

**Coffee & Hot Beverages Outlet**

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# BEST COFFEE & HOT BEVERAGES OUTLET



## ENTRY CRITERIA

THE SITE TO RECEIVE THIS AWARD WILL BE ABLE TO MAKE EVIDENCE OF THE FOLLOWING CRITERIA:

- Impact internal – the visibility and location of your hot beverage unit, point of sale and merchandising of consumables.
- Impact external – the visibility of signs and banners alerting passing trade to your hot beverage offer.
- Staff training – details of staff training programmes including equipment operation and maintenance, product knowledge and customer service.
- Cleanliness – hygiene, cleaning and maintenance routines of all equipment and the surrounding areas.
- Proximity – how well the unit is positioned in relation to other impulse items for maximising overall sales.
- Weekly sales – turnover on hot beverages, how many cups you sell, average profit margins and what percentage of your overall retail turnover this makes up.
- Initiatives – details of promotional activities or other initiatives that have boosted your sales within this category and the results that have been recorded.
- Experience – details of the number of years you have been offering hot beverages and the kind of hot beverages you have offered.



## FINALISTS

**FRANKLEY NORTH FORECOURT**  
Birmingham, West Midlands

**MFG BARNETBY SERVICE STATION**  
Barnetby, Lincolnshire

**WESTACRE SERVICE STATION**  
Salisbury, Wiltshire

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“Europump’s personal pride in limiting downtime and being able to offer a one-shop cover to include tank and pipe work as well is of massive benefit.”

**Tony Head, Development Director, Highway Stops Retail**

“Efficient service backed up by excellent customer communications.” **Kevin Collins, Head of Facilities, Central Co-op**

## Our people Our systems Our technology

“Eurotank is an experienced forecourt specialist who provides a tailored, personal service at competitive prices.” **Oli Lodge, MD, Rusdene Services**

“Eurotank can complete tank, pipework and pump maintenance under one umbrella, which saves time managing suppliers. We also receive excellent customer care and service.” **Chelva Chelvam, Owner, Grove Retail**

“Europump is our trusted service partner for pumps and tank gauges.” **Adrian Grimes, CEO, Applegreen**

The Eurotank Service Group purpose is to *keep your fuel flowing* by providing retailers with a single source for all their fuelling system needs. Europump Maintenance – our service division – takes on everything from pump and tank gauge maintenance, fuel management systems support and pump calibration to vapour recovery testing, electrical testing and general reactive maintenance.

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# BEST COMMUNITY ENGAGEMENT



## ENTRY CRITERIA

Judges were looking for a retailer who can provide evidence of community engagement through either social media, charity events, fun days or any other means. Judges also took into account bespoke initiatives, innovative use of technology and special partnerships. Along with a supporting entry retailers had to submit good-quality photos.

### SHOW EVIDENCE OF THE FOLLOWING:

- Bespoke initiatives such as charity projects or events, demonstrating a commitment to the local area through business, sporting or charity investments.
- A partnership approach including working with local authorities or bodies to enhance their store or surrounding area.
- Social media campaigns or initiatives to encourage community engagement.
- Testimonials from customers or charities to endorse what your involvement has meant to them.
- Innovative use of technology-based solutions such as loyalty platforms.



## FINALISTS

**FRANKLEY NORTH FORECOURT**  
Birmingham, West Midlands

**MULKERNS EUROSPAR NEWRY**  
Newry, Co Down

**SPAR BEDALE**  
Bedale, North Yorkshire

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NO SMOKE,  
NO VAPOUR



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18+ This product contains nicotine.  
Nicotine is an addictive substance.

1. IRI Market Place, Volume Share, Nicotine Pouch Category, Total UK,  
YTD to w/e 04/10/2020. To verify contact us via [nordicspirit.co.uk/contact](http://nordicspirit.co.uk/contact)

## BEST CUSTOMER SERVICE



### ENTRY CRITERIA

This award will be handed to the forecourt retailer who can show that their customer service is second-to-none. Judges took into account the presentation and maintenance of the forecourt, shop and facilities, relevant product ranges and of course knowledgeable and friendly staff.

#### JUDGES WERE LOOKING FOR:

- Clean and inviting forecourt area with fully stocked glove and towel dispensers.
  - Clean and well-maintained shop area, with effective use of POS material to enhance the shopping experience.
  - A product range relevant for their target audience.
  - Demonstration of a warm welcome to all customers by well-presented, friendly, courteous staff who have a good knowledge of products and services.
  - Clean and well-maintained washroom.
  - Speed of service.
  - Provision of services that enhance the customer experience on shop and forecourt.
- To explain why you believe you should win the award for Best Customer Service, please answer the following questions:
- Describe your different customers and advise what products you supply to satisfy their needs.
  - Outline any customer service training you provide for your staff.
  - Describe any specific customer service initiatives you have put into place in your forecourt.
  - Provide an example of a situation where you 'went the extra mile' for the customer.



### FINALISTS

**FRASER'S BUDGENS THREE MILE CROSS**

Reading, Berkshire

**MULKERNS EUROSPAR NEWRY**

Newry, Co Down

**SPAR FORTFIELD**

Carrickfurgus, Co Antrim

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# BEST DESIGN & DEVELOPMENT



## ENTRY CRITERIA

This award is all about innovation and development within the design of the entire site. Retailers had to provide documentation outlining how the design/innovation had improved the results of their bottom line and improved their retail offer and show photographs of the site as it was before, where available. Entries were required to show any new materials used or new products sourced to complement their design.

### JUDGES TOOK INTO ACCOUNT DESIGN AND INNOVATION DEMONSTRATED ACROSS:

- Canopies
- Price poles
- Pump islands and layout
- Pumps
- Car park and facilities
- General layout
- Lighting
- Use of materials
- How the site sits within the local area

Consideration was also given to the overall look and feel of the site, combining good clear signposting of areas and facilities, taking into account ergonomics and customer friendliness.



## FINALISTS

**APPLEGREEN WHITLEY**  
Warrington, Cheshire

**JET ASKERN SERVICE STATION**  
Askern, Doncaster

**SUPERVALU LISBURN**  
Lisburn, Co Antrim

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# CONGRATULATIONS TO THE FINALISTS IN THE FOOD TO GO CATEGORY

## WHAT A *lineup*



## BEST FOOD-TO-GO OUTLET



### ENTRY CRITERIA

Judges considered sites both large and small for this award and a clear rationale around why the range offered is right for a retailers' consumer, innovation and quality execution.

#### JUDGES CONSIDERED:

- Consumer focus – how does your range and presentation delight and meet the needs of your different consumer?
- Innovation – demonstration of how you are embracing new ideas and standing out from the crowd.
- Visual impact – demonstration of brilliant execution and the use of POS and promotional mechanics to entice and excite your consumers.
- Sales success – how much have you grown and developed your food-to-go sales this year?
- Promotional initiatives – what promotional initiatives do you use to drive food-to-go sales and you can demonstrate the uplift/participation?



### FINALISTS

**MFG BLACKHORSE GARAGE**  
Emersons Green, Bristol

**MFG BARNETBY SERVICE STATION**  
Barnetby, Lincolnshire

**MFG LEOMINSTER SERVICE STATION**  
Leominster, Herefordshire

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# BEST FORECOURT TEAM OF THE YEAR



## ENTRY CRITERIA

Whether a site manager or one of the team, retailers needed to demonstrate how they and their colleagues deliver outstanding customer service to every customer, every time they shop with in their store. Retailers had to provide a written nomination on how their team goes the extra mile to deliver best-in-class service through customer engagement, store standards and working together as one team to support each other and grow the business.

### JUDGES WERE LOOKING FOR:

- Customer service – how does your team demonstrate excellence in interacting with your customers and community?
- Engagement – how does your team apply their knowledge of forecourt retail to provide the best possible service?
- Stock – how does your team best sell the right product lines for your store and maintain availability?
- Pride and standards – how does your team demonstrate their pride in supporting each other, their job and representation to the customer?
- Please support your application with anecdotes, examples or testimonials from colleagues and customers.



## FINALISTS

**ASCONA SICKLEHOLME SERVICE STATION**

Hope Valley, Derbyshire

**ESSO CLERKENLEAP**

Kempsey, Worcester

**ESSO HARLESTON**

Harleston, Norfolk

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with bottles made from  
100% recycled plastic.\*



RIBENA HAS A  
NEW  
LOOK

**STOCK UP NOW**

BLACKCURRANT ARTISTRY  
SINCE 1938

\*Cap and label not made from recycled content yet, but are recyclable.

\*\*Recommended retail price. RIBENA is a registered trade mark.

Source: LRS sourced packaging information and IRI MarketPlace Total GB, Value Sales, Soft Drinks, 52 we 23rd August 2020.



## BEST FORECOURT INNOVATION



### ENTRY CRITERIA

Innovation for this category was measured by outlets that have driven their businesses forward by adapting their working practices to reflect the evolving needs of their customers.

#### ENTRANTS WITH THE BEST CHANCE OF WINNING HAD TO:

- Be able to demonstrate increased footfall through a commitment to innovation.
- Consumer-driven – be able to demonstrate a real understanding of the evolving Forecourt shoppers needs/missions and how you are meeting and exceeding their expectations.



### FINALISTS

**DALY'S SERVICE STATION**  
Dungannon, Co Tyrone

**SPAR PARKFOOT GARAGE**  
West Malling, Kent

**THE STAGE SERVICE STATION**  
Leicester, Leicestershire

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# NEW PRICE MARK SAME GREAT TASTE

- Flavoured Light Colas are worth £171 million and growing +17.7%<sup>1</sup>
- Price mark pack accounts for over 60% of total soft drink sales in independent and symbol convenience stores<sup>2</sup>



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\*Recommended resale price is a recommendation only and you are free to set the price at whatever level you determine.  
Sources: (1) AC Nielsen MAT Total GB Light Cola w.e. 22.02.20 (2) AC Nielsen MAT Total Soft drinks independents and symbols w.e. 21.03.20.  
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## BEST SOFT DRINKS OUTLET

### ENTRY CRITERIA

Judges considered the entry based on soft drinks retailing, active promotion of soft drinks and merchandising standards:

#### SOFT DRINKS RETAILING - DOES THE OUTLET:

- Stock the leading brands?
- Stock an adequate mix of colas, flavours, waters, juices, sports and energy drinks to meet consumer demand?
- Offer a choice? ie a range of original variants as well as low and zero sugar soft drinks?
- Range of well supported NPD to excite shoppers?
- Cater for both the immediate and take-home purchase?
- Provide a range which is reflective of market dynamics and meets consumer needs - ie does 500ml bottle feature strongly in their chiller (a pack which is driving growth in the market and provides the benefit of being resealable).

#### ACTIVE PROMOTION OF SOFT DRINKS - DOES THE OUTLET ACTIVELY PROMOTE SOFT DRINKS THROUGH:

- Having a number of points of availability - ie not only in the main chiller?
- Clear communication of prices?
- The provision of promotions on both take home and impulse products? Clear signposting of the category ie through strong use of POS both at and away from the fixture?

#### MERCHANDISING STANDARDS - DOES THE OUTLET MAXIMISE SALES THROUGH:

- Positioning soft drinks in high-traffic locations?
- Siting soft drinks alongside related categories - eg sandwiches, newspapers, snacks, meal for tonight?
- A clearly blocked fixture, with soft drinks merchandised together?
- Sufficient space given to each product based on rate of sale? ie double/triple facing for best sellers
- No out-of-stocks of the key range?
- Having a clearly visible category, from the door and the till point?
- The use of equipment in addition to the main chiller, eg 2L hanging racks?
- Maintaining a clean fixture?



### FINALISTS

**ABBIECRAIG SERVICES**  
Freuchie, Fife

**FRANKELY NORTH FORECOURT**  
Birmingham, West Midlands

**WOODMAN SERVICE STATION**  
Leeds, West Yorkshire

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get in touch at [betterwithjet@p66.com](mailto:betterwithjet@p66.com)

Better with



## BEST SITE MANAGER



### ENTRY CRITERIA

Whether applicants are a colleague or a group manager, they had to explain why their store manager ranks as the best. A nomination detailing how their manager is the best of the best was presented on the following four points:

- Customer service – how does your site manager encourage excellence in staff interaction with your customers and community?
- Engagement – how does your manager engage you in forecourt promotions so that you have the knowledge to be able to encourage full customer participation?
- Stock – how does your manager identify, stock and sell the right product lines for your store?
- Pride and standards – how does your manager motivate and inspire pride in you and your team?
- Complaints – how does your site manager record and handle customer complaints?

Please support your application with examples, anecdotes or testimonials from customers and colleagues. Demonstrate cross-category knowledge and commitment to the latest innovations.



### FINALISTS

**ANNETTE GUNNELL**  
Applegreen Church Stretton

**MEERA SABEESAN**  
Park Farnborough Way

**ZIHEED MOHAMMED**  
Woodman Service Station

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**THE FORECOURT SHOW**  
12-14 APRIL 2021  
NEC BIRMINGHAM

# BEST FORECOURT LOO OF THE YEAR



## ENTRY CRITERIA

ENTRANTS FOR THE BEST FORECOURT LOO HAD TO DEMONSTRATE THAT THEIR FACILITIES WERE:

- Clean, clean, clean! Including the loo, the floor, the walls, the door, the sink.
- Subject to a maintenance schedule to show the site recognises the importance of keeping the toilet facilities clean and in full working order at all times.
- In fresh, bright surroundings.
- Have a plentiful supply of loo paper.
- Have a sink with hot and cold running water.
- Have a plentiful supply of soap.
- Have a plentiful supply of paper towels or hand dryer in good working order.
- Able to accommodate all types of customer requirements such as disabled/baby changing.
- Clearly signposted.



## FINALISTS

**ABBIECRAIG SERVICES**  
Freuchie, Fife

**ESSO KIP HILL**  
Stanley, Durham

**FRANKLEY NORTH FORECOURT**  
Birmingham, West Midlands





# THE FORECOURT SHOW

5-7 JULY 2021  
NEC BIRMINGHAM

IN ASSOCIATION WITH

**FORECOURT**trader

## Where the fuel & forecourt sector meets

Informing, inspiring and connecting the industry

We look forward to the summer when the industry reunites at the UK Food & Drink Shows, encompassing The Forecourt Show, Farm Shop & Deli Show, Food & Drink Expo, Foodex, The Ingredients Show and National Convenience Show.

Find out more at  
[forecourtshow.co.uk](http://forecourtshow.co.uk)

This is a trade event. No under-18s will be admitted.



## BEST VALETING FACILITIES



### ENTRY CRITERIA

The best valeting facility had to be judged as a centre of excellence for valeting. Clean and tidy, clear signage, inviting and well maintained, the facility would be viewed by customers as a destination for car cleaning and stand out as the facility of choice against the local competition.

#### JUDGING CRITERIA WAS AS FOLLOWS:

- Wash: Points will be given for quality of wash, layout and ease of use, innovation of programme choices, and theatre of wash operation and the overall inviting look of the facility.
- Signage: The judges will be looking for clarity of signage, promotion of the wash from the roadside, on the forecourt and within the shop, branding, appeal and condition of any signage.
- Staff: The judges will want to see evidence of site staff knowledgeable in the operation and the programme choices, actively involved in selling the wash and keeping the wash clean, tidy and operating to its maximum potential.
- Innovation: Additional points will be awarded for the use of innovation and new technology within the wash operation such as customer promotional loyalty programmes, payment terminals, added value features and facilities that deem the location a true 'one stop shop' for a customer's every valeting need.

Automatic car wash, jet wash and hand car wash will all be considered but all must operate in a safe and legally compliant manner. Written entries are invited, but the inclusion of as many clear and labelled photographs as possible will be essential in the support of any submissions.



### FINALISTS

**MFG ST JOHNSTONE SERVICE STATION**  
Perth, Tayside

**MFG OVERMONNOW**  
Monmouth, Monmouthshire

**PARK YEOMAN**  
Maidstone, Kent

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FORECOURT TRADER AWARDS 2020 33

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William Reed  
INFORMING BUSINESS GROWTH



# LIFETIME ACHIEVEMENT AWARD



Brian Madderson, chairman of the Petrol Retailer's Association

## BRIAN MADDERSON

Since becoming chairman of the Petrol Retailer's Association in 2009, Brian Madderson has championed the needs of independent fuel retailers nationwide with great energy and determination. He brought with him immense experience and understanding of the challenges facing this sector following 20 years as managing director of one of the biggest independent service station groups – George Hammond plc.

He therefore had an instinctive sense of duty to protect the interests of his many thousands of retailer members. Whatever the issues at hand – from challenging fuel duty rises to seeking fair practices in road fuel retailing; from lobbying over business rates to exposing the underhand practices of cowboy car wash operators, Brian has been there, leading the charge.

His doggedness in lobbying relevant government departments – with their constantly changing personnel – has ensured a constant flow and exchange of knowledge where it matters most.

Over the years he has become the face of the industry, not just through his willingness to spend time travelling the country visiting retailers and fulfilling many speaking engagements, but also with his regular high-profile appearances on TV and radio.

And this year, more than ever, Brian has been there for his members, who – faced with a bewildering flow of regulations and restrictions as the country tackled the Coronavirus pandemic – sought his advice and guidance.

Brian Madderson is truly deserving of recognition for his contribution to the fuel retailing community he serves.

# SPECIAL RECOGNITION



## ENTRY CRITERIA

The Special Recognition Award aims to highlight the person/people who are setting standards, blazing a trail, displaying ingenuity, success in adversity, or are in some way worthy of recognition for their achievements in the forecourt retailing sector. Recent winners have included independent retailers Brian & Susie Tew, Patrick Sewell, Ken Kay, David Penny and last year's winner, David Charman.



## FINALISTS

- 1. JONATHAN AND NICK FRASER**  
Fraser's Retail
- 2. CLIVE GARDNER**  
Gardner Garages
- 3. PETER HOCKENHULL**  
Hockenhull Garages
- 4. ANDREW LAWRENCE**  
Lawrences Garages (London)
- 5. JOE RICHARDSON**  
Jos Richardson & Son
- 6. JOHN RYELAND**  
Hammond Group





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## BEST OIL COMPANY INITIATIVE



### ENTRY CRITERIA

The Award aims to acknowledge initiatives undertaken by oil companies to enhance their retailing operations, and can relate to any aspect of the business – on both company owned and dealer sites – from the forecourt and shop to head office. Last year's winner was Shell for its Jamie Oliver Deli by Shell offer, while Highly Commended was awarded to BP for its BPMe Rewards scheme.



### FINALISTS

#### SHELL

Drive Carbon Neutral with Shell Go+

#### GULF

Oomph Forecourt Loyalty Programme

#### MAXOL

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