



CARDIFF
SWANSEA
TENBY

WG Davies
Servicing South Wales

Customer Newsletter

Q1 2024

Editor's message

Welcome to our first newsletter for this year, which has a celebratory feel as we share the news that WG Davies has been recognised as Dealer of the Year again this year.

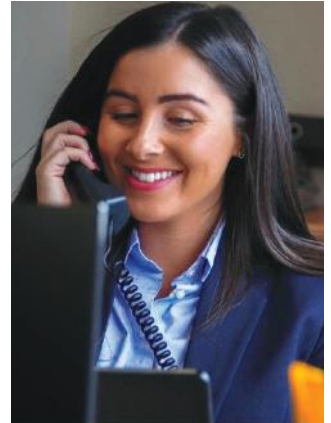
The customer spotlight this quarter with Mark Saunders at LAS Recycling gives a fascinating insight into the world of waste management and recycling - thank you Mark for taking the time to talk to us.

Roger uses his column to talk about the momentum he feels the business has just now, as we look forward to celebrating 75 years of

servicing South Wales later this year. With some changes to the MAN sales team, it felt like a good opportunity to introduce the five specialists who look after our customers' needs for truck, van, bus and coach. We also touch on our obligations to recycling and the part we will play in helping Wales become a zero-waste economy. We celebrate renewal of the ISO quality accreditation and then of course there are all the usual updates from sales, our depots, CSI and social media.

I hope you enjoy the read.

Rachel



Roger Davies: The Inside Track - We Mean Business

WG Davies is looking forward to celebrating 75 years since it was originally incorporated by my grandfather on 4 July 1949. I have had the privilege of being around the business all my life and working within it since 1986, so it is somewhat surprising to me to acknowledge that I feel we really mean business today in a way we have not in the past.

We mean business because a number of critical things have come together. The first of those is that we now have the right people in the right roles, people who want the business to thrive and who are prepared to go the extra mile to do what is needed to look after our customers.

The quality of the people working for WG Davies has never been in question but

alongside that we now have the processes and information which inform our decisions in a way we have not had before. Crucial to that is our new dealer management system, Xpower, which has been embraced by the team with real energy and positivity. The result is that we are identifying better ways to work and these improved efficiencies enable us to look after our customers even better.

The lens that Xpower has put over our business has been both brutal and beautiful - there is no hiding from the insights revealed - but perhaps the most impressive thing has been to witness the way that everyone has embraced the need to do things differently as a result. It feels like the momentum is still building and I feel truly excited to be part of the business right now.



Nothing worth doing comes easily and I am grateful to everyone for stepping up to embrace the changes we are going through. We mean business today, just as we did 75 years ago, perhaps more so.

Customer Spotlight: LAS Recycling - Mark Saunders, Director

With new legislation coming in to effect from 6 April this year compelling businesses to sort their waste, it seemed particularly relevant to talk to one of our customers who works in Waste Management. Mark Saunders, Director of LAS Recycling was persuaded to step into the spotlight and share his story, along with some insights into an industry that is increasingly high in profile.



Mark Saunder with one of LAS Recycling's MANs

In common with so many of our customers Mark has a relationship with WG Davies that goes back a while but few can claim Roger's father, John, picked them up on the way to work! "We've had a connection with WG Davies for over 30 years," Mark told us, "I started an apprenticeship there when I was 16, it didn't last very long because I realised it wasn't for me, but while I was there Roger's father collected me from my digs and took me to work."

The apprenticeship might not have been right for Mark but he was always going to be working with vehicles because that was what his family did, both his father and his grandfather. "My grandfather started the business in 1963, on this site, as a Ford tractor main dealership. Then my father and his brother joined in 1979.

"My father, Chris Saunders launched the waste side of the business in 1984. He started out with just one skip lorry and twenty skips and then eagerly waited for the phone to ring. He saw this part of the business grow rapidly over the next 10 or so years until the business was sold in 1999."

There was an inevitability to Mark joining the business and he has had a variety of roles. "I have been around the business all my life. I started off working evenings and weekends, washing vehicles, greasing vehicles and sweeping the yard. I was driving lorries in the

yard from the age of 12 and became fully immersed when I left college in 1995."

Mark drove for three years or so and then there was a big change when the family sold the waste collection side of the business to Biffa in 1999. "I went to work there as part of the deal and learned a huge amount before coming back to the family business in 2002. You could say I brought the best of that back and married it with the best bits of the family business - it worked quite well."

Interestingly, Mark had no intention of running his own fleet. "It was clear from working at Biffa that the vehicles really did create a lot of headaches but a number of our former customers were asking us for a waste collection service again and so in 2007 we decided to go back into it and it has grown from there."

Growth rarely if ever comes without some challenges and for Waste Management companies that is all about investment. "It is a very capital intensive industry; the sorting equipment, the vehicles, skips and containers add up to a massive upfront cost and then there are the running costs too. It is a tough sector to get into."

We were curious to understand what Mark believes makes LAS Recycling stand out in a crowded market place? "I tend not to focus too much on the competition, for us it is all about service levels and customer confidence. We rely heavily on the loyalty of our staff; we've got some amazing drivers and staff, some of whom have been with us for more than three decades. And we keep it personal, if anyone phones up to book a skip, or a collection, it is always a person who answers the phone, there's no automated service. We want to give customers the opportunity to speak to the people they're dealing with."

LAS are based in Lampeter, over 40 miles from WG Davies, but they regularly pass the Swansea depot and Mark is clear that he likes the MAN vehicle; "We've got three MANs, including a hook loader purchased in 2010 and that's still in operation. We will replace that this year but for now it has done over 700,000 km and it's been a very good and reliable vehicle."

He also appreciates the back-up he gets from the WG Davies team in Swansea, "We've got dealers who are closer to us but the service we get from WG Davies makes it easy for us to choose the MAN brand. We like working with Daniel, we really feel like he cares. We know he'll do what he can to get us out of trouble and that goes along way. Some dealers leave you with a feeling that they'll get to you when they can, that you're not important. You never get that with Dan and WG Davies have got people there that know what they're doing - they will fix it first time rather than going back and forth. They have even sent someone out to our site to sort something, I really can't fault the service."

And he recognises the role that WG Davies play. "Our business is like a big gearbox with many different cogs and none of them can fail, otherwise the wheels don't turn. WG Davies is a crucial part of that gear box and one that has never let us down."



Mark Saunders, 15 years old, with the company's first ever new truck, purchased in 1989

And what about the future? For now it is firmly a family business, Mark works alongside his sister Tina Morris and his three children are all involved; Charlotte who has just graduated is in sales, while Joseph and Harry work alongside their studies. However, Mark does not want them to join the business unless they really want to. "The idea is that they would go off and work somewhere else and learn a little bit. Then, if they genuinely have a passion for it, there will be a place here for them.

You will never do well in any career unless you have a passion for it but that is especially true if you want to run and own your own business. It will be destined for failure if you're not prepared to live and breathe it because it's so demanding."

It is clear that Mark does live and breathe all that he does at LAS Recycling, his clarity about what is important and his respect for the team around him is a winning formula, we are delighted to be a cog in the wheel that continues to support and drive his success. Thank you Mark for stepping into the spotlight.

WG Davies Win MAN Dealer of the Year 2023

Award recognises WG Davies as a top performer in the MAN network for the third consecutive year

We are incredibly proud to share the news that WG Davies have been recognised as Dealer of the Year again this year.

This is the third consecutive year where we have either won or been runner up for the award, which recognises our outstanding commitment to delivering excellence for our customers and the consistency with which we do that.

The award, announced at the MAN Truck & Bus UK annual conference, singled WG Davies out as the very best of the best across the whole MAN network. It is a truly outstanding achievement made possible by the hard work, passion and team spirit that has been particularly evident recently - the pressure has been on but everyone has pulled together to make sure we look after our customers.

On receiving the award, Roger Davies, Managing Director of WG Davies told us "This award is recognition of the hard work and can-do attitude from every member of staff at WG Davies and I want to say thank you to them for the great work they do every day - with or without an award I know that "business as usual" at WG Davies is something we can all be proud of."



Roger Davies (left) receiving the MAN UK Dealer of the Year award from Stefan Thyssen, MD MAN Truck & Bus

Workplace Recycling: Helping Wales Reach Net Zero

Working to help Wales become a zero-waste economy

Did you know that Wales is recognised as one of the world's leading recyclers, coming first in the UK, second in Europe and third globally, with more than 65% of household of waste material being recycled.

Wales has the ambition of becoming a zero-waste, net-zero carbon economy by 2050, with Welsh politicians pushing for a 100% recycling rate by then.

It's no surprise therefore that all businesses in Wales are being asked to do their bit and we are happy to do so. We made a commitment to minimise the use of unnecessary single-use plastics and to maximise our recycling three years back, so the new regulations, which come into force on 6 April, will just formalise that commitment.

Going forwards we need to ensure that our waste is properly separated before it is collected, so that all recyclable materials are recycled. You will be aware that we have provided a series of small bins in communal areas, all of which are clearly marked to indicate what they can be used for and larger bins will be available in the yard of each depot.



All we need is for you to think a little more about which bins you use to dispose of any items thrown away and to celebrate playing your part in helping Wales become net-zero, as we show the rest of the UK how it is done.

Quality Management System ISO 9001

Certified since 2017, ISO 9001 QMS demonstrates independently measured operational excellence

Following the annual audit of our business processes we have been awarded our new ISO 9001 certificate. The quality management system is crucial to our business as it demonstrates our commitment to working to higher standards than those set by law as the minimum for our industry.

The uncompromising criteria that must be met in order to earn the QMS kite mark, which we proudly display, ensures that we focus on excellence in everything we do, in turn this gives our customers a greater level of confidence and trust in the work we do for them.

In order to ensure we chase continuous improvement in quality Hayley Dyer has enrolled onto the ISO mentor programme. This will give her access to resources and training that will develop an even deeper understanding of quality management and implementation at WG Davies.



WG Davies and MAN Truck & Bus Sales

We have specialists in every area: van, truck, bus and coach serving South Wales

The MAN sales team serving South Wales is stronger than ever before, with some new talent joining David Hopkins who heads up the team looking after new and used truck sales, while Dan Manchip continues to dedicate himself to the TGE van and Jeff Edwards helps customers with their needs for bus and coach.

If you are looking for new or used - one vehicle or a fleet solution - look no further. The team can help you with tailored solutions from 3 to 44 tonnes and beyond, plus bus and coach, with flexible finance options if required. If you would like more information on one of any of MAN's award winning vehicles please contact one of the team.

New & Used Truck Sales



David Hopkins
Territory Sales Manager
MAN Trucks
South Wales
david.hopkins@man.eu
07587 135 898

TGE Van Sales



Daniel Manchip
TGE Retail Sales
South Wales
daniel.manchip@man.eu
07379 066 124

MAN Bus Coach Sales



Stuart Beamand
Sales Executive MAN
Trucks
Newport, Cardiff and
Cardiff West
stuart.beamand@man.eu
07435 788 054



Tom Carter
Sales Executive MAN
Trucks
West from Pyle, Swansea,
Tenby and West Wales
david.hopkins@man.eu
07721 191 556



Jeff Edwards
MAN Retail Coach Sales
Executive
South of England & Wales
jeff.edwards@man.eu
07885 285 376



Q1 Social Media Matters

We've been getting serious about our social media

Now that our social media is being managed for us by a professional, we have seen step change in the engagement across all platforms. LinkedIn has performed the best for us so far, it was established as a new channel in January and we already have 266 followers.

We are posting more frequently on Instagram and Facebook too and we just love the increase in likes, the sharing and of course your comments - one reel achieved over 1k views! We have noticed that posts with an image of Roger seem to perform best.

Join in the conversation, share or just follow us at:

www.instagram.com/wgdavies/

www.facebook.com/wgdavieswales

https://twitter.com/WG_Davies

TOP POSTS ON INSTAGRAM



WG DAVIES JANUARY - MARCH

Customer Service Interviews - Rating A New KPI

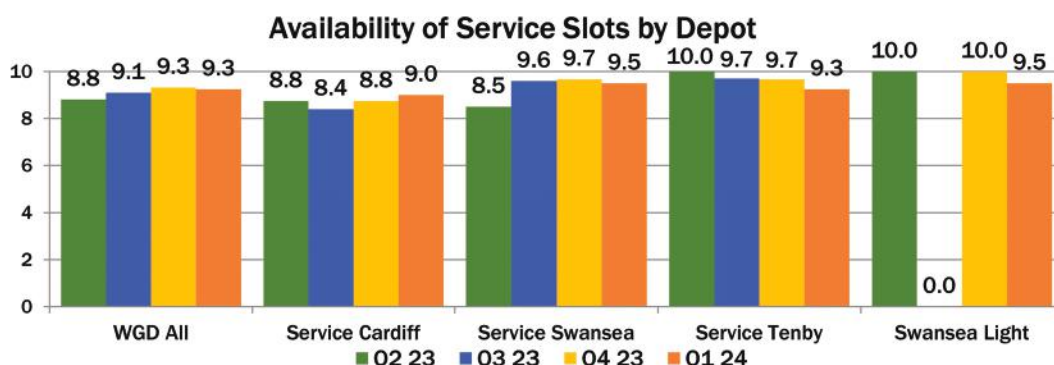
Listening to our customers prompted us to add another KPI to this programme

We've borrowed this quote before and it is worth repeating "What gets measured gets done". In conversation with customers we were hearing that our ability to accommodate them, sometimes at short notice, was one aspect that, in a perfect world, could be better.

Nobody expected that we would have technicians waiting around ready for vehicles which might drop in but we wanted to be sure customers felt WG Davies had a culture of saying yes and making every effort to find a solution for them.

So a year ago we introduced a new KPI and we asked customers to rate the availability of service slots when they needed them, for both planned and unplanned work. The chart shows how this KPI has gone from a creditable 8.8 across all sites, to a more aspirational 9.3, with a high of 9.5 at Swansea.

We always wanted the KPIs to be relevant to our customers and helpful to us in respect of chasing continuous improvement. It feels like this one is both of those things.



Depot Round Up

With Q1 done we bring you news from each of our three depots.

Cardiff Depot Update, Gareth Lewis

It has been a relatively quiet start to the year at Cardiff and that allowed us to catch our breath after a busy year end. That said we are happy to see the work load building again now.

We have seen a number of vehicles for PDI with new MANs being prepared for CJ Bird, Interhaul and Draig Haulage. We will look forward to seeing those vehicles for their regular inspections and maintenance.

Training has been a priority for us in Q1 and a number of techs have completed the BPW Axle and Suspension Maintenance course. Alongside that Mike Yorath has started his HGV Class 1 Driving Course that will allow him to drive a truck with a trailer and Gavin is completing his ADR refresher course. Looking ahead to Q2, we are booking forklift training among other courses.



There have been a number of new and returning staff members to the team at Cardiff. Coming back to us we have Ian Davies in his role as Business Development Manager, Daniel Gillard as Parts Advisor and Neil Osborne as Purchasing and Stock Manager. The workshop team is very pleased to welcome Jake Martin back as Automotive Electrician and new to the team is Elliot Giles, who takes on the role of parts deliveries.

With all of that in place and the new DMS it feels like we are in a good place to do what we do best and look after our customers.

Swansea Depot Update, Daniel Jones

2024 got off to a flying start when WG Davies Swansea was awarded MAN Dealer of the Year at the MAN UK conference. I want to say a massive well done to the team, the award is recognition of the uncompromising effort everyone had made to ensure that the quality of work is always excellent and that customer service and satisfaction are top priorities.



The workshops remain as busy as ever with repair and maintenance work, alongside a significant number of PDIs in preparation for the new "24 plate". These PDIs have included TGE vans for Walters Group, FTM and Mayes Tyres.

On the truck side, Dave Hopkins has recently been promoted to Territory Sales Manager, so we welcome a new MAN Sales Executive into our area, Thomas Carter. He has big boots to fill but Thomas has got off to a great start with sales to SJ Griffiths and Evans Bros of Llandybie. We have also seen a number of new vehicles for Wincanton, Owens Group and Castell Howell, with more to come for PTL and Runtech by the end of Q1.

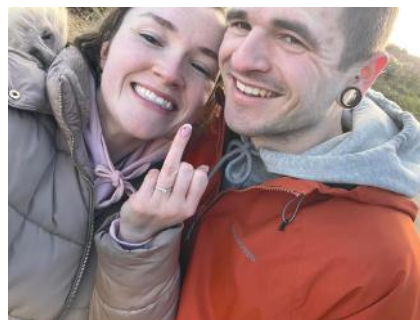
It is great to welcome Steve "Paddy" Devlin back to Swansea after a year in Tenby helping Sarah. Steve brings a wealth of experience with him and always great energy. He still claims that he is the head of the "Department of Enjoyment", we are eagerly anticipating Rachel's reaction to that! The workshop team is happy to mentor Ty Morgan as he starts his HGV apprenticeship with us.

Sam Price joined our parts team in January as Purchasing and Stock Manager. Sam came to us from CEM Days and has an enviable knowledge of parts - he has hit the ground running and is already proving to be a great asset to the depot.

We are delighted to have Kirsty back from her maternity leave and happy to report that little Maia is doing well. Any apprehension she may have had about getting back to work have proved unfounded and she has taken to XDMS like a duck to water.

All staff have now completed their forklift training in Q1 and in addition Craig Vyner has completed his training in MAN assistance systems, with further training booked during Q2 for other staff members.

Finally, some WG Davies family news; Craig Vyner is celebrating his recent engagement to his lovely fiancée Shania - we wish them both every happiness - and Susan Gleeson our receptionist, has been awarded 'Top Facebook fan award' for the loyalty and support she has shown for our social media posts and stories.



Tenby Depot Update, Sarah Spolton

Tenby has continued to be very busy during Q1, the workload just seems to keep building and it is all credit to the team for relishing the opportunities we have. Morale was high at the end of last year and it is even higher now.

We are happy to welcome Will Paterson to the workshop team, he has transferred from Cardiff to us in Tenby and is settling in well.

Meanwhile, Nigel Jenkins is proving invaluable, he has really found his stride and we are enjoying the benefit of the work he does to anticipate our parts needs for regular maintenance and some unexpected issues.

The team has completed a number of training courses including First Aid and Working At Height. For Q2 we will be sending techs on the BPW Axle and Suspension Maintenance course and booking some MAN specific training as well.



Q1 Sales Update

It has been a busy quarter for handovers. Here are just three of those.



Jeff Edwards, MAN's Retail Coach Sales Executive, handed over a new MAN Neoplan Tourliner P20 to a repeat customer, Clive Edwards of Taf Valley Coaches in Whitland.



Thomas Carter got off to a flying start in his new role as MAN Sales Executive with a sale to SJ Griffiths.



TGE's were prepared for a number of customers including these two for Mayes Tyres.