



CARDIFF
SWANSEA
TENBY

WG Davies
Servicing South Wales

Staff Newsletter

Q4 2023

Editor's message

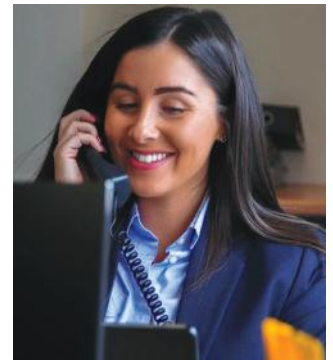
It's beginning to feel a lot like Christmas! I have really enjoyed getting this this newsletter together. It has reminded me - as if I needed a reminder - that Q4 has been particularly busy. There are several references to the launch of our new DMS system across the parts and service updates, and this has prompted a complete reorganisation of the customer facing team at Cardiff.

This time last year Roger talked about future proofing the management team and 12 months on he gives us an update on that. We also have a

wonderfully open interview with Amanda our FD, which I hope will be enlightening even to those who work closely with her - we reckon she is the most glamorous grandmother in Wales!

From 1st January we will be out sourcing our social media, so we take the opportunity to introduce Hattie from Aces Marketing. We touch on MAN's Dealer of the Year awards, have some headlines from our staff survey and touch on our new staff referral programme. Perhaps we are saving the best 'til last with Kelvin's Movember fundraising. There is something for everyone in this bumper edition and I hope you enjoy it.

Rachel.



Roger Davies - The Inside Track: "Ring out the old, ring in the new"

An Update 12 Months On - In Q4 last year I spoke about a new structure and a new way of working that would be in place for the New Year, so here we are 12 months on and I wanted to update you on how all of that had worked out for us.

You will be aware that we redefined some key roles and responsibilities. Daniel stepped up to Depot Manager at Swansea and his move has been nothing but a resounding success. The morale and the productivity from the team is at an all-time high and the customers have only good things to say about the service they receive. Sarah Spolton returned to Tenby and seems refreshed in her original position, with new customers telling us the service is better than they expected and her trademark passion to do right by customers old and new shining through. Rachel came back from Tenby to the role of Assistant Service Manager, Swansea and with a year of managing Tenby behind her, she has embraced this role as if it were made for her.

Andrew has adapted quickly to his new role as Operations Manager and his contribution to the installation of XPower was outstanding, he has also been a great support to Amanda and all of the managers during training and implementation. Alongside that he has supported Hayley in her new role

as People & Quality Advisor a role that is proving to be invaluable.

Gareth has weathered incredible pressure with unprecedented employment challenges at Cardiff, which must have felt like they would never end. The depot has a whole new feel to it now thanks to his leadership and last but by no means least, Alun has delivered parts sales that have exceeded the targets in a difficult trading environment.

The new roles allow us to define our Senior Team as comprising Alun, Andrew, Daniel, Sarah and Gareth with equal influence. Over the year they have played a more significant role in managing the business and critically in getting XPower launched as our new DMS. What an undertaking that was and what an incredible team effort - thank you to everyone for going above and beyond and making that happen at the expense of time with our families.

Malcolm, Amanda, Debbie and I have always wanted to create a group of people who can take the business on for the next generation



and one year on from some big decisions about how the business is managed, we feel even more confident that we have the people in place to do that.

The only piece of the jigsaw which has not been a resounding success was the plan for the four directors to slow down a little - it was a great idea but it seems it needs a little more work to bring it to fruition. Perhaps I will be able to celebrate that next year.

For now, wishing you and your families a very Happy Christmas and a healthy 2023.

Roger

Staff Spotlight: Amanda White, Finance Director

We were delighted that Amanda accepted our invitation to step into the spotlight because, while her role is perhaps not as visible as our core business of selling service hours, parts and supporting vehicle sales, it is safe to say WG Davies could not function without the support of her team and her highly specialist knowledge.

Today Amanda holds the title of Finance Director but her time with WG Davies started 19 years ago in 2004 as an accountant. She told us how she found herself working in accounts, "I did not really know what I wanted to do for work but I started as a junior in an accountancy firm straight from school. They funded my accountancy exams, which I did with evening classes - it was a good way to do it because I was working and getting paid, plus I got the practical experience from working while studying for the exams."



Amanda and Steve

With her professional qualifications done and some good experience under her belt, Amanda realised that there might be more fulfilling environments to work within than with an accountancy firm. "I was not enjoying having to account for every minute of my time and I felt like I was just a number to them, so when a friend who worked for WG Davies told me they were looking for someone with my experience and told me it was a lovely company to work for, I applied for the job. It's the best decision I've made, I absolutely love working here."

We were curious to understand how it is different to working in an accountancy firm, "From the moment I arrived you could tell it was really family oriented," Amanda explained. "With the work that I do, I feel much more involved in the business and I have been treated like an individual from day one."

If you treat people well, you will get the best out of them and Roger and Debbie really do look after the WG Davies family. Of course, Debbie is lovely, she cannot do enough for you and I quickly formed a bond with her as Rachel is the same age as my daughter and as they both did dancing as a hobby

- we had lots in common. For many years we shared the stresses of getting costumes sorted, mastering hairstyles and make up for the numerous festivals and shows that were involved.

Today Amanda is responsible for managing the accounts team, which is nothing short of a family within the WG Davies family. She admits to having no knowledge of HGV vehicles but still feels close to the central business functions, "We're all involved with everything that's going on," she explained, "we've got close interaction with both the service and parts departments here in Swansea and I get to see Sarah, Gareth and Alun when we get together for the managers monthly meetings. It is a really a strong management team that we have in place at the moment, we all work well together and most of us have been working for the company for a number of years now. It is testament to just how good the company is to work for that we don't have a high level of staff turnover."

The key responsibilities for Amanda and her team include daily control of the cash flow, payroll and preparing the management accounts, which give an insight into the financial performance of the business, as well as preparing any budgets or forecasts that are needed for any reason. One of the key areas of influence for Amanda over the past few years has been the work she has done with Roger to secure funding for the purchase of Cardiff and investment that is so visible at WG Davies. "Everyone at WG Davies will be aware that the investment in the business over the past few years has been massive. The most visible spend has been on the workshops at all three sites and in particular the upgrades at Swansea, which we had to do to meet MAN's standards. Then we decided to put the extension on the end of that as it wasn't big enough. If we hadn't done all of that we wouldn't be in the place we are now because we wouldn't be able to cope with the workload that we've got."

Amanda has also helped budget for the new computer system, which went live in November. "There is a lot for everyone to learn, alongside still doing the day job. I have seen the team really pulling together and working hard to get things up and running - it's been a very busy period. The new system will enable the company to operate more efficiently and bring all the processes up to date with the technology that is now available - it truly is an investment in our future."

Amanda lives just 10 minutes from the Swansea depot and it is lucky she is so close because outside of work, time with her family is a high priority. "I have been married to Steve for 30 years and we have two children; Jamie who is 29 and is a Radiographer and Chloe who is 25 and is an Optometrist." Amanda must be the most glamorous grandmother in Wales following the birth of her son's twins, who keep her and Steve very busy. "My husband was in the police force."



Chloe and Dan



Jamie, Rhiannon, Erin and Ava

He retired during Covid. My son should've got married at the time but they postponed the wedding until 2023 and decided to have a baby in the meantime... then it turned out it was twins! They were two in June and I don't think they've had a full night sleep yet!"

"It's lucky Steve is retired," Amanda laughs "He is now filling his time with child care and when he's not doing that he's out walking our daughter's dog. Steve is really good with the twins, their personalities are starting to come out now, they are funny and really lovely - we absolutely adore looking after them." And if that was not enough, Chloe got engaged and is getting married in 2025, so they have all the planning to do for that, with Amanda particularly looking forward to going dress shopping after Christmas.

Nevertheless, Amanda and her husband still do find time for an active social life, "We've got a great group of friends,

seven couples that we've been close to for years and all our children have grown up together. There are 15 in total between us, so children's parties are always an occasion to get together. We also have an annual couples break abroad, this year we went to Cala d'Or, Mallorca."

Closer to home, the girls have days out to go to see shows and concerts, "In November we are off to Bristol to see Pretty Woman and we have our tickets booked for Take That next year."

Amanda has grown with WG Davies and today her team are central to everything the company does. It is a full-time role with far reaching responsibilities for everything from payroll, to the investment in tools and buildings, but she still finds time and energy for both family and friends. Thank you Amanda for stepping into the spotlight.

Parts Update, **Alun Taylor**

XPower is proving to be every bit as good as promised. Now we can go after improvements in availability with laser focus on what we need.

We are looking to close the year with a strong performance from parts in Q4 rounding out an excellent 12 months, thanks to both retail and service parts exceeding target.

Availability continues to be a challenge, with delays in supply from Germany while they satisfy authorities the parts we need do not contain materials from Russia. These EU sanctions are likely to be an ongoing frustration that we will need to learn to manage as best we can.

We are already seeing the benefits from the launch of XPower in November. I won't pretend it was easy but now that it is done we have (almost)

forgotten the pain involved! We are learning more about the system every day but it is already clear that the reporting is significantly better than we have had. The information is quicker and easier to access, with automatic flags for important parts and more detail than the previous system. Altogether this affords us greater control of our stock levels, with the knock on to improved turnaround times and availability for customers.

The parts team welcomed Nigel Jenkins as mentioned in the Tenby update. He joined us with solid parts experience from Greens and has made



an immediate and very positive impact on the parts supply to this depot. We are wondering how we ever managed without him!

For the new year we will be looking to build the team further, while we continue to work closely with MAN Truck & Bus to improve availability and lead times to our customers.

Depot Round Up - Q4 2023

The introduction of XPower has coloured the last quarter at all depots, we are looking forward to reaping the benefits from the new system and the efforts of everyone to get it in place.

Cardiff Depot Update, Gareth Lewis

To say the last quarter of 2023 has been extremely busy for all members of staff at Cardiff is an understatement of ridiculous proportions.

The workshop has been particularly busy due to the ongoing workload and our need for more technicians. As a result we have had the unprecedented situation where we have needed to ask techs to work Saturdays and Sundays just to keep on top of things. I am most grateful to everyone who has helped us out during this crazy period.



Alongside the investment in the new DMS system, we have seen substantial investment in the Cardiff workshop this quarter. The workshop floor has been repainted and is now looking great, we have eight shiny electric workshop doors and what the workshop team have christened “Cosy Corner” (pictured here) has a new two post van lift. We have also installed a new headlight beam tester in front of the service ramp.

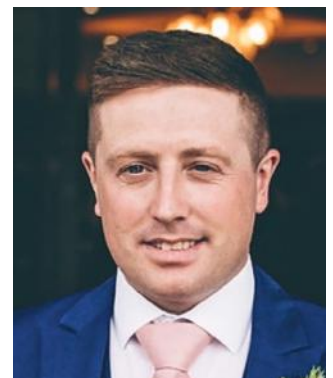
Well done everyone for the work done this year and wishing you all a wonderful, well earned festive break.

Swansea Depot Update, Daniel Jones

We’ve been busy all year but Q4 has been the busiest quarter by far. The implementation of XDMS, which went live on 1st November, set us a whole new challenge to clear as many job cards as possible from Motis before the transfer.

No one hesitated, everyone stepped up to the challenge and worked together to make it happen.

It’s still early days yet, XDMS has been live for one month but we are already seeing significant advantages to the new system. We know we have only scratched the surface and we are really excited to understand its full capabilities.



Of course, along with the other WG Davies depots, we introduced the new dealer management system, XPower, on the first of November. To enable us to transfer the data onto the new system, all outstanding work in progress needed to be closed by 29th October. This required nothing short of a Herculean effort and lots of overtime by the office staff and I would like to thank the team for making this happen.

The parts department have not been left out of the madness, Steve Mills, James Rogers and Nathan James had to migrate their data to the new DMS and that has meant some late nights and weekend working for them too. Once again, I pass on my appreciation to them for managing to get it done and hit the deadline.

I want to take this opportunity to recognise and thank the Swansea team for the way they have pulled together, their resilience and sheer hard work over the past few months.

On top of the work to prepare for XDMS the workshops have continued to be as busy as ever.

Alongside the regular repair and maintenance work we have enjoyed completing PDIs for the Owens vehicles which are beginning to come through now. We have already PDI'd 14 vehicles for Owens with more to come in the new year. In addition to that, Roadway have taken delivery of four new D38's and we are looking to complete a further four PDI's for D John Rees before we head off for the Christmas break.

We could not be happier to welcome John Hopkin and Kerry Williams to WG Davies, both of whom are working on the light commercial vehicle side and showing great potential already, as well as fitting in well with other staff members. In addition Andrew Hubball recently started with us as Service Administrator to support the team in Swansea.

To keep up to date, Swansea has recently seen the Tacho bay upgraded to the latest VDO system, this allows Daniel and Craig to carry out Smart 2.0 calibrations. And we have just taken delivery of two new MAN TGE 3.180 4x4 vehicles which will go into service as the Cardiff and Swansea breakdown vans. Both will be kitted out with the latest technology and have brand new racking and modular systems installed.

I would like to finish by saying a massive thank you to all staff for their hard work over the past 12 months, it's been a great year for us but none of that would have been possible without everyone pulling together. I would like to wish you all a very happy Christmas and I hope you enjoy a well deserved break with loved ones.

Nadolig Llawn a blwyddyn newydd dda.

Swansea Light Update, Michelle

We've grown significantly in the last quarter with the MOT and Light Servicing side of the business.

We have welcomed two new technicians; John Hopkins and Kerry Williams who together with Josh Eynon, Chris Loyns and our light goods apprentice Will Carro are now based in the MOT bay and operating as a Light Goods / Van unit.

To assist them we have installed two new ramps so that each technician has a work station and it is just as well we have because we have been inundated with work since the boys joined us in October.



All four techs are MOT trained and Will our apprentice is progressing well having been working alongside John and Kerry for the last two months. This is not typically a busy time for us, so it bodes well for the New Year.

Tenby Depot Update, Sarah Spolton

Tenby has enjoyed the best year I can remember, not just in terms of the workload we have handled but also in the way we have handled it - the morale of the team has never been higher, we have positively thrived under pressure and enjoyed welcoming some new vehicles and customers along the way. I am really looking forward to that continuing into the New Year.

The big change for us at Tenby this quarter has been the introduction of our new one-man parts department.

Nigel Jenkins (pictured below) has been with us for a month now and we are already wondering how we ever managed without him. His role is to anticipate our parts needs and ensure we have everything we need in advance of vehicles coming in, as well as ensuring we hold some key parts for any unexpected issues. The positive impact is more than we could ever have hoped for.



The technician team have attended a number of different courses at MTBUK in Swindon over the last quarter and I am happy to report that Tomos has just passed his Class 1. Looking to the future we will be booking BPW training for both Tomos and Lucas next year.

All of this, along with the benefits we are already seeing from XDMS and we feel like we are in a great place to welcome in the New Year.

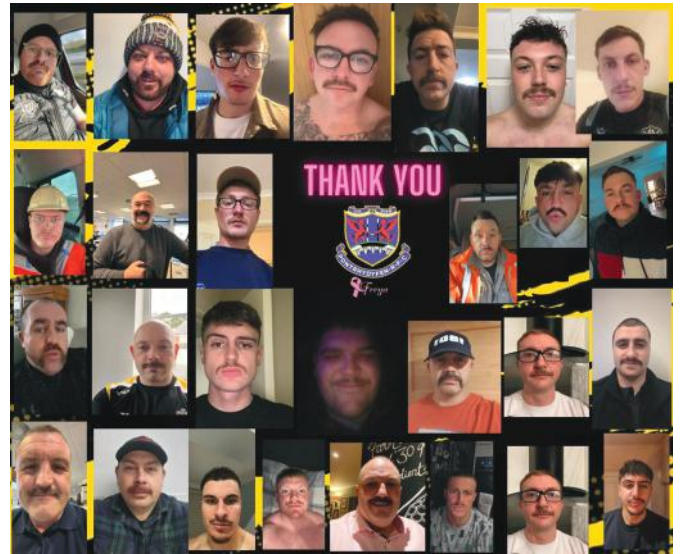
Cardiff Based Kelvin Walters' Movember Fundraising

Movember fundraising to honour a friend and raise awareness of mental health issues

Cardiff based “Sparky” Kelvin Walters put his body on the line - well his face at least - to raise money in aid of Neath Port Talbot Mind Association and in memory of David Britton. Along with his rugby team, Pontrydyfen RFC's, they set themselves a target to raise £1,000 with the team embracing Movember and growing some impressive moustaches. At the close of the month they had raised a stunning £5,300.

The money raised will go towards supporting the people of Neath Port Talbot who are experiencing mental health problems and adds to the \$837 million raised by the Movember Foundation over 1,200 projects in more than 20 countries.

Check out Kelvin's Mo. He is in the second row, to the right of the Thank You in orange hi vis, looking particularly happy!



Cardiff Service Staff Reorganisation

It's all change within the service administration team at Cardiff with a view to ensuring we can give best possible customer the service going forwards.

We have had a lot of changes in the service administration department at Cardiff - it has been a bit like musical chairs but without the music - with new team members joining, existing members changing roles and some moving floors, in one case more than once! The good news is that we now believe we've nailed it.

The objective was to ensure we can give customers a level of service that we can be proud of to every customer every time. In order to do that we needed to share the work load better between the team and to ensure we are set up to make the most of XPower and all that it can offer us.

The team now includes Neville Morgan who joined us in October as Workshop Controller and is proving to be an excellent addition to the team.

Tricia Mackenzie has taken on the role of Workshop Receptionist, while Dean Lawler is continuing his role as Contract and Warranty administrator and has now become the Office Manager, both have moved downstairs as part of the re-organisation required for the new DMS system and that is proving to be a great success already.

Tom Carroll has moved in the opposite direction and is now controlling all workshop bookings from upstairs, while James Tucker's position has stayed the same but has had increased responsibility following Tom's move upstairs.

Finally we would like to congratulate Lisa Mason on her new position as PA to the Depot Manager. Lisa has been a great help to Gareth over the years and this promotion is thoroughly deserved. She will support Gareth going forwards and takes on retail invoicing from Tricia.

The re-organisation, along with the introduction of the new DMS system, has been a particularly challenging time for everyone, however Cardiff is now in a great position to make the best of the new DMS and by the New Year we hope to see stress levels drop.



Cardiff Service Team: James and Tricia



Lisa Mason

WG Davies Employee Referral Programme

Our employee referral programme recognises and rewards the fact that our staff are our greatest and most authentic advocates

Over 90% of our staff would recommend a friend apply for a job at WG Davies. Thank you! With comments like these from the people who work here, we realise we should ask you to help us fill the vacancies we have and reward you for that.

We are excited to launch our brand-new Employee Referral Programme, which all staff are eligible to become part of from December 4th 2023. There are significant incentives for you as staff members and ultimately we hope to continue to drive the company forwards in the best possible way.

You will have already received details of this but if you would like any further information, feel free to speak with your line manager or to contact Hayley Dyer (07855 130640 / haley.dyer@wgdavies.com)



WG Davies Finalists at MAN Awards

WG Davies singled out as one of the best dealers in the UK, across the whole MAN network

MAN Truck and Bus believe in recognising and honouring the achievements of the dealer network across the UK and the Dealer of the Year Awards shine a light on the very best of the best, highlighting the dealers who have achieved truly outstanding performances both in terms of profitability and customer service.

Last year we became the first dealer to win both Parts and Service Dealer of the Year in the same year.

Clearly that is a difficult one to follow and this year we had to be satisfied with making into the finals, no mean feat given that we were up against more than 80 dealers across the UK.

With WG Davies acknowledged as one of the best dealers in the UK, Roger was invited to the awards event at the Silverstone race circuit, where he drove an Aston Martin and made it to the top step of the podium.



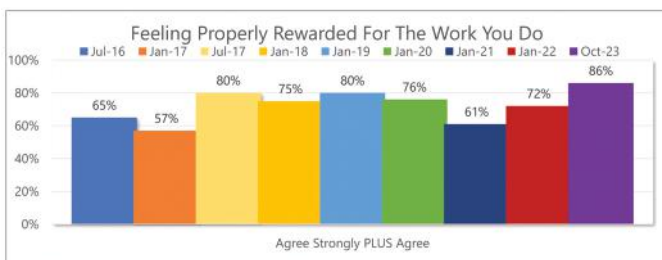
Staff Satisfaction Survey 2023

More responses and increased satisfaction, as well as improvements in feeling recognised and valued

We had the highest number of responses to the survey this year, with 59 staff sharing their thoughts and opinions, thank you to everyone who took the time to complete the online questionnaire.

Overall the trends were wonderfully positive, with improvements in workplace morale and job satisfaction, as well as increased numbers acknowledging that they are properly rewarded for the work they do. In fact not one person disagreed with the statement **“I am properly rewarded for the work that I do”**.

The chart shows how agreement with this statement has improved

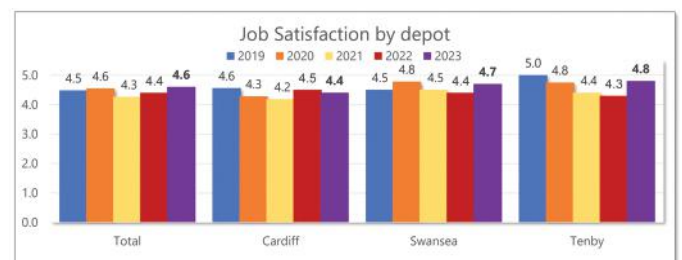


from just 65% in 2016 to 85% this year. The remaining 15% neither agreed nor disagreed.

Another key indicator is **job satisfaction** and that has improved for the third year running, with Tenby staff rating their satisfaction a stunning 4.8 out of 5.0. Swansea staff are not far behind at 4.7 and Cardiff staff are just behind them at 4.4.

The chart shows how the rating of satisfaction by depot has tracked over the past four years.

We are currently working our way through your comments about how we can improve the way that you work, the work environment and how we look after our customers. Thank you for your thoughts and opinions, we always value them.



CSI Customer Service Interviews - Excellence and Going the Extra Mile

“Excellence is never an accident.” Aristotle

One of my favourite quotations of all time is **“We are what we repeatedly do. Excellence, then, is not an act but a habit.”** The quote from Will Durant reminds us that we chose excellence and that by not compromising when we are under pressure, we form habits that ensure excellence is our way of working, our way of looking after every customer every time.

You could however be forgiven for thinking that today’s excellence becomes so normal that our customers will not recognise when you go the extra mile for them. Happily that is not the case, a quick look back over the 135 customer interviews conducted this year reinforces the belief that our customers really do recognise when we exceed their expectations, even when we do that day in and day out.

Of course it is not always possible to exceed our customers’ expectations, so for seven out of 10 of our customers to acknowledge we do that is a fantastic testament to the service we offer.

What does it sound like?

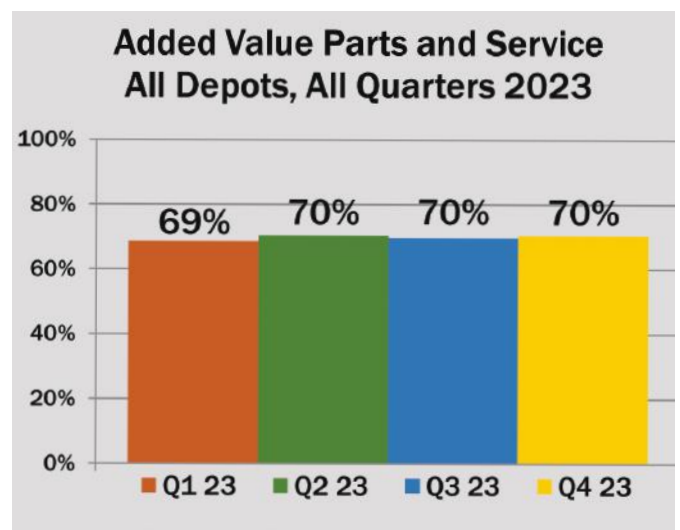
Cardiff: *“The guys come out to the yard every now and then and they’re really flexible with that when they can accommodate.”*

Swansea: *“Lead times, getting vehicles into the workshop, or getting somebody out to site to see something that’s broken down in the yard.”*

Swansea Light: *“They do bend over backwards for us when we need them to, if they have a slot they will pop it in and get it done.”*

Tenby: *“Sarah has been really flexible, I feel like she goes above and beyond to help us with things.”*

Parts: *“If I was desperate, I know that I could count on WG Davies, they would go above and beyond.”*



Social Media Strategy

Aces Marketing to take over WG Davies social media

We are pleased to announce that from the first of January Aces Marketing, headed up by Hattie Gates, will be handling our social media to give it the attention it deserves.

Hattie Gates created Aces Marketing as a specialist social media business and she has managed to grow that after completing a marketing degree from Manchester University.

She told us “I am really looking forward to immersing myself in understanding WG Davies. My focus will be to build a

strong community around WG Davies and to foster meaningful interactions. By leveraging various social media platforms (specifically Instagram, Facebook and LinkedIn), I aim to create compelling content that resonates with our target audience, highlighting the services offered, as well WG Davies’ achievements and values, with some fun content too.”

With more consistent posting, Hattie hopes to get the conversation going by growing our visibility, attracting new customers and retaining existing ones, using interesting and valuable information about us.



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