



CARDIFF  
SWANSEA  
TENBY

**WG Davies**  
*Servicing South Wales*

# Staff Newsletter

**Q4 2024**

## Editor's message

'Tis the season to be merry and we're excited to share our festive newsletter with you!

Roger reflects on the past year with much gratitude to everyone for the part they have played in the continued success of WG Davies, as well as thinking ahead to the New Year.

Adam Frearson was persuaded to step into the spotlight, he tells us about the culture shock he experienced when he first joined the team in Tenby. It is truly inspirational to hear about his personal journey from tech to

Workshop Foreman, as well as learning a little about his family too.

Of course we have an update from each of our depots, social media and health and safety. Alongside that we report on our Wear It Pink day and Roger's intention to give up time for the Blood Bikes charity. We also catch up with the adventures of Dwti Draig and last but by no means least we say good bye to Ollie - he was so much a part of the team and is so badly missed by all that knew him.

Wishing you a very merry Christmas, filled with peace, joy and time with loved ones.

Rachel



## The Inside Track: Roger Davies - Celebrating Success

***Reflecting on the past 12 months, it is clear that it has been another exceptional year full of milestones that we should celebrate, from marking the 75th anniversary of the business, achieving £1m in turnover in a single month (twice), to winning MAN's Dealer of the Year award once again!***

These moments stand out but they are the cumulative results of the dedication and hard work of every team member that is our business as usual. Each day, everyone shows up with the right attitude and a genuine commitment to taking care of our customers. This is the mindset we must carry into 2025 - to always give our best to every customer, knowing that by fulfilling our promises and going the extra mile when needed, we are investing in the future of our business.

If 2024 was a year of change, investment and improvement, then 2025 will be a year to focus on consolidation - ensuring the business is strong and well-positioned for the future. Hayley will continue her efforts in HR, we will

further optimise our use of Xpower and there will be significant investment in technical training and tooling. Additionally, the recent changes to the team in Cardiff are designed to improve communication both internally and with our customers, reinforcing its critical importance to our long-term success.

In essence, 2025 will be a year where each of us is called upon to deliver the very best service to our customers, strengthening the foundations we've built to enable the business to thrive in the future.

For now, with the Christmas holiday ahead, I want to take this moment to express my heartfelt thanks to each and every one of you for your contributions and to wish you and your families



a Merry Christmas and a healthy, prosperous 2025.

Roger Davies

# Staff Spotlight Interview: Adam Frearson, Tenby Workshop Foreman



When Adam Frearson joined WG Davies Tenby the team consisted of just him and Sarah. Following a move from a busy garage supporting GD Harris haulage, one of Wales's largest independent suppliers of aggregates, delivering for multimillion pound infrastructure projects, his immediate worry was for his long-term outlook.

Seven years on, following significant investment in the Tenby depot and exponential growth in the business, that worry has proved unfounded. Today Adam is the Workshop Foreman, managing a team of five technicians, juggling a workload that keeps everyone busy and with plenty of opportunity for overtime for those who want it. The business today serves a much broader customer base than the primarily pet reg operation Adam joined back in 2017 and he has never looked back.

We asked him why he chose to move away from GH Harris, "I wasn't particularly happy," he explained "I wanted to move but it was a difficult decision for me, I had served my apprenticeship with them and did not know anything different". Aware that he was looking for a fresh start, a friend showed him the job advertisement for WG Davies Tenby, he went along, met Sarah and was offered the position almost immediately.

Sarah is clear about the qualities Adam brings to the team today "He is really good at what he does, nothing gets past him and, when necessary, he will keep digging until he gets to the bottom of a problem. If we get a job that we have not seen before or something that is not easy to solve, I pass it to Adam in absolute confidence that it will be sorted."

Alongside his tenacious nature Adam has developed into a leader as well, with responsibility for managing the workshop team, handing out jobs and mentoring apprentices. The morale at Tenby has never been better - there is a real focus on getting the work done right first time while also having fun. "The best thing about working here is we can all have a laugh, when it is appropriate of course. Everyone gets along well. The work is serious and we are always busy but it is important that we can enjoy what we do."

Part of that job satisfaction comes from the family feel that we hear so much about from WG Davies staff. "It is clear that it is a family business, you know who your boss is, you know Roger when you see him about and he'll always stop and speak to you," Adam tells us. "I hear friends say they don't want to see their boss because it usually means they are in trouble but it is different here, it's nice to know who he is and to be able to have a conversation with him."

Adam has only ever known a work life as an HGV tech, so we wanted to know what else he might have considered, "I thought about being a motocross mechanic but I would have had to move away from the

area for that" he says. "I started racing motocross when I was about five, it was nothing serious, just local races but my dad used to race and he got both me and my brother into it." Adam still races today despite multiple broken bones, including a collarbone which is plated and a separated shoulder. Ouch!



*Adam racing motocross*

Adam lives with his partner Bethan in Cosheston and when he is not racing a motor bike off road, he enjoys golf, managing to squeeze in a couple of rounds each week and gradually reducing his handicap. By far the biggest call on his time is undoubtedly his three year old daughter old Edie, "We like to get out and about as a family if the weather is nice," Adam shares.

It seems Edie has inherited her father's love for motor sports; "She has already got an electric bike which she rides around the garden, she loves it, she is properly rough and tumble, she should've been a boy!" Adam laughs.

We had to twist Adam's arm to get him to step into the spotlight but we are so pleased he did, it has been a real pleasure getting to know him and we wish him all the very best in his home and work life.



*Adam with daughter Edie*

# Depot Updates

**We have been busy as always, with new team members and PDIs dominating the news, as well as staff completing some essential training courses**

## Cardiff Depot Update, Gareth Lewis

Quarter 4 has been another highly productive period for Cardiff. In addition to our usual repair and maintenance work, we've seen a steady stream of PDI's. Notable deliveries include two new 8-wheel tippers for **Kevin Cahill, Right Freight** took two tractor units and **Inter-Haul** have two Top Used 18-tonne vehicles, as well as four new vehicles; two 15-tonne rigids and two tractor units. We will enjoy seeing all of those for their inspections and services.



Once again **Kelvin Walters** and his teammates from Pontrhydyfen Rugby Football club embraced Movember, with the picture showcasing the outstanding effort from Kelvin! Together they raised over £2,200 in aid of Neath Port Talbot Mind Association, a charity which provides vital services to promote positive mental health and wellbeing. Well done to Kelvin and his team for this fantastic achievement.



Training has been a priority for us this quarter, with technicians completing a variety of on-line courses alongside the Safe Loading Pass training which was conducted at our Cardiff branch. A special thanks to Michelle from Wincanton for supplying a tractor and trailer for the duration of the training course.

Thank you also to **Ray Edmunds**, our Yardman, who has a vast amount of Health and Safety experience and so we are delighted that he has offered to undertake additional tasks at the depot - he has thrown himself into the new responsibilities with real enthusiasm.

As we approach the festive season, the Cardiff team enjoyed a well-deserved night out, with over 20 staff members attending the evening and Christmas meal. It was a wonderful opportunity to recognise the contributions of everyone to what has been another exceptional year for Cardiff. A big thank you to all and wishing you a wonderful Christmas and a happy New Year.

## Swansea Depot Update, Daniel Jones

Workload has ebbed and flowed nicely through Q4, that has brought us some moments of calm which have allowed the aftersales duo of Brooke French and Thomas Green (affectionately known as the "Mitchell brothers") to tackle work in progress. Together, without a single disagreement, they have managed to bring WIP hours down to around three days, a remarkable achievement that allows us to focus on further improving efficiencies as we prepare for a strong start to 2025.



The PDI's continue to roll through with three MAN TGE's going to South Wales Fire, a Luton TGE to MFC Sofas and a MY2024 TGE to RJG Logistics, all building to a grand finale with the delivery of 20 MAN TGX's to Owens Road Services before the Christmas break.

This quarter marks the first anniversary of XDMS in WG Davies. While there have been some challenges in fully integrating the new system, the team has maintained a positive attitude through the initial growing pains and we are now starting to enjoy the long-term benefits promised by XDMS. On December 17th, we were pleased to welcome Seb and John from XDMS to the business to help us unlock even more potential, particularly in customising the XDMS app to streamline our reception desk check-in process.

The yard at Swansea is currently undergoing some significant site improvements and with the recent purchase of the CT Lewis site on Kemmy's way, we can offer further staff parking to free up some space onsite. To ensure safety and efficiency, the site will operate with a strict staff-only policy and designated walkways.

**Ty Morgan** has begun his apprenticeship with MAN's new training provider Skillnet, which has already shown great promise in supporting his development.

This quarter, we celebrated two milestone birthdays - congratulations to **Sharon Worlock** on her 60th and **Brooke French** on his 40th.



*Ollie wishing Sharon a happy Birthday*



*Happy birthday Brooke*

A huge Swansea welcome to **Rebecca Davies** who joined our aftersales team on 2nd of December. She brings with her

a wealth of industry knowledge having worked for Bridgend Ford and Owens Road Services. We look forward to getting to know her better.

Finally, I would like to extend a heartfelt thank you to the entire team for their hard work over the past 12 months. None of our successes would have been possible without your collective effort. Wishing everyone a very Merry Christmas and a well-deserved break with loved ones.

Nadolig Llawen a blwyddyn newydd dda.

### Tenby Depot Update, Sarah Spolton

As we wrap up the quarter and race towards the year end, I realise that we have barely had time to pause for breath in 2024. Busy is our business as usual but across the past 12 months the team here have worked particularly hard to ensure we have had exceptionally strong year, with all our KPIs continuing to move in the right direction.



We are happy to welcome Tomos Evans back to the workshop after he has some time off following to knee surgery and we have said farewell to Dave Ward (technician) who has moved on to pastures new.

Looking ahead to 2025, we're excited to continue to grow the business and to do that with the single objective of keeping our customers happy.

We're also planning some upgrades to depot in the coming year, these will include new roof cladding and doors. For now, everyone at Tenby wishes their WG Davies family a happy Christmas and a healthy New Year!

## Roger Volunteers for Nationwide Association of Blood Bikes



Blood Bikes are a volunteer based, rapid response motorcycle charity which transports a variety of clinical products across the UK and Northern Ireland. The charity dates back to the early 1960's and today is recognised as a professional front line service offering a free of charge courier service transporting blood, platelets, samples, surgical instruments, or donor milk for the NHS.

Roger is volunteering to help this charity and he is waiting for a start date now after passing the DVSA's enhanced rider scheme, which checks his riding skills.

He told us, "I really want to help people in need and I know the Blood Bikes service makes a big positive difference. This will be time consuming but at the same time I expect it will be a hugely rewarding experience and I know that it is a privilege to be able to do this."

He cannot exceed the speed limit or jump red lights but in every other respect he is an emergency service, providing

life-saving support to the NHS, something we are really proud to shout about.



# Dwti Draig's Travels

***With 10,000km covered and a good few litres of diesel consumed, Dwti Draig has been catching people's eyes all across Europe***

After Dwti Draig rolled out of our yard in Swansea, with a clean bill of health and a full tank of diesel, she has been very busy. The last 11 weeks have been spent travelling around Europe. She has taken in nine countries, five capital cities; Helsinki, Tallinn, Riga, Vilnius and Berlin, seen the Northern Lights and delivered Lucy and Lyn for a dip in the Arctic Ocean and the Baltic Sea, as well as various lakes and rivers.

Lucy told us, "Thanks to the very thorough pre-departure health check and the defects that were sorted for us by the team in Swansea, Dwti has performed perfectly and we have had no need to use the Mobile 24 GOP so kindly offered by WG Davies! We have thoroughly tested her 4x4 capability on some horrendous roads and even found some limits when we got stuck in mud at one point and then again in sand!"



Dwti Draig will return home to Wales for a break over the festive period, after which we will look forward to seeing her in WG Davies Swansea for an MOT in January before she heads out on her next adventure. You can follow her at [Dwti.co.uk](http://Dwti.co.uk) or via Instagram @Dwti\_draig.

# Health and Safety Update, Hayley Dyer

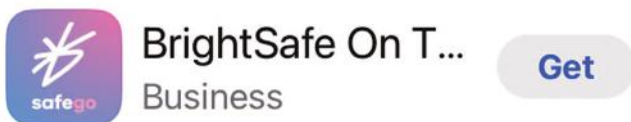
## Improving Health and Safety with BrightHR's H&S app

All our staff are now on board with up-to-date H&S information and advice via the new BrightSafe app. This links seamlessly with our current HR platform via an app called BrightHR and together they offer a really user-friendly solution that involves the workforce as a whole in managing their own and others' H&S. In particular everyone can quickly report hazards and near misses, as well as accidents and investigations.

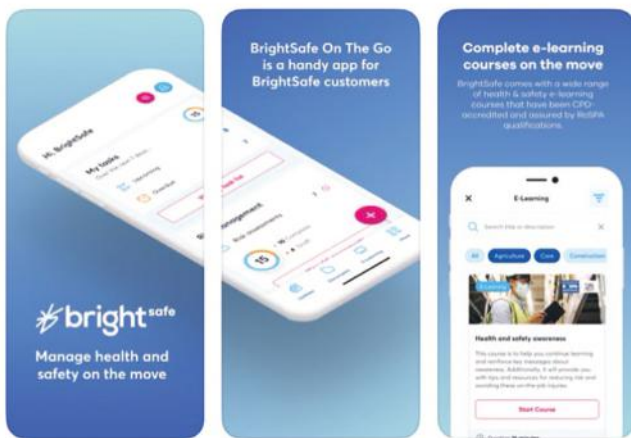
There are over **50 accredited H&S e-learning courses** that any staff member can explore and in this way managers and staff can take responsibility for their own learning.

You will be aware that e-Learning courses have now been assigned and on completion staff gain a certificate which builds up a more detailed profile of their knowledge and training.

If you have provided feedback already, thank you, if not you might be interested to hear we have had some positive comments including:



★★★★★ 1.5K Bright... Busine...



- ✓ The app is surprisingly easy to use
- ✓ It is really convenient allowing for "on the go" updates via the app on phones and other devices
- ✓ There is a surprising and interesting variety of e-Learning courses available
- ✓ The new approach encourages positive interaction between managers and staff members

We have also sent staff away to complete the following courses face to face:

**FIRE MARSHAL TRAINING** provided by St John's Ambulance mean we have three staff at Cardiff, four at Swansea and two at Tenby to ensure all departments and shift patterns are covered

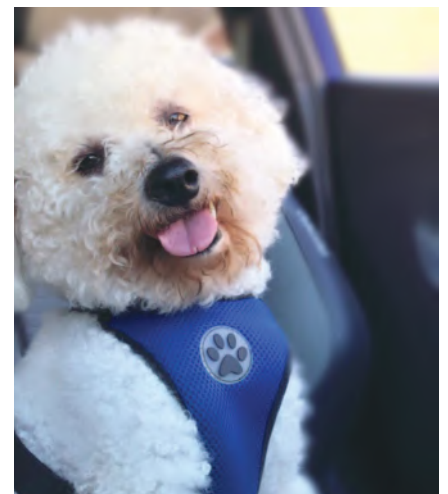
**FIRST AID TRAINING** again thanks to St John's we have trained four at Cardiff, four at Swansea and two at Tenby to provide cover for all departments and shift patterns.

## Remembering Ollie Davies (2009 - 2024) *Gone but not forgotten*

WG Davies lost a long-standing member of the team in November when we sadly said goodbye to Ollie, who greeted everyone at WG Davies with his infectious enthusiasm and boundless energy.

Ollie had just recently earned his 15-year long service award and he was by Debbie's side for all of that time. There are no words to express the sadness with which everyone at WG Davies and Swansea in particular mourn his loss. He was a huge part of the WG Davies family, a source of pure joy to those who knew him and he will be deeply missed.

Though he may be gone from our arms, he will forever remain in our hearts.



# Social Media Celebrations 2024

*It has been a year of growth across all of our social media platforms, here are the highlights*



82 photos and 15 reels posted on Insta. Reels drove engagement with 73,793 accounts reached



Facebook interactions have increased +200% since we started working on our social media

- ✓ Total reel views for 2024 = 30,359 the top performing reel viewed 6,000 times
- ✓ 24,173 photos reached / seen +18.9% increase on last year.



WG Davies business page created January and we have 503 followers

The top performing posts (not including reels) were:



## WG Davies Staff Wear It Pink



*Thank you for the part you played in raising £1,342 in support of breast cancer*

October is Breast Cancer Awareness month and on the 18th we embraced the opportunity to support Breast Cancer Now's Wear It Pink day to raise money for life-changing breast cancer research.



Our fund raising was led by Sue Gleeson (pictured left) who reported that WG Davies banked a stunning £1,453 for Breast Cancer Now. Thank you to everyone for the enthusiasm with which you embraced the cause. Over £600 came from WG Davies, which included a significant donation from Roger, Rachel and Debbie, with a further £600 from Sue's daughter Emily and a very generous £200 courtesy of Paul Morgan from RGM Vehicle Body Repairs where Sue's husband Martin works.

As many will know Sue is currently undergoing treatment for breast cancer that had metastasized to her lungs, liver, ribs and vertebrae but she is keeping positive and determined to carry on living as normally as possible, which includes working her job with the reception/accounts team at WG Davies.

She told us "Everyone at WG Davies has been so understanding. I've struggled over the last year but the drugs are working and my prognosis has improved, the cancer is under control at the moment and indications are that most tumours have shrunk."

We are delighted to hear that and wish Sue well with her ongoing treatment.



*Wearing it Pink at Cardiff, Tenby and Swansea*

# Sales Scoop - TGE Vans and MAN Trucks

## MAN TGE Sales, Daniel Manchip

The TGE van continues to evolve and orders for the new model suggest it is even more appealing to our customers. During Q4 we saw the introduction of further front and rear wheel drive options and there has been growth in sales across the whole of 2024 - it is particularly encouraging to see customers adopting the TGE over other brands. Undoubtedly the introduction of the free Care Package (36m Comfort Plus Contract and extended 4 Year/200,000km) or free Design Pack (sat nav, metallic paint and alloy wheels) available for all orders received in 2024, alongside the support of WG Davies in promoting these offers has helped.

2025 is already looking positive with orders and enquiries for the MY25 TGE coming in. Future development for the TGE includes the eagerly anticipated 4x4 variant and a rear wheel drive with automatic gearbox. There is lots of interest for these models which means I am very much looking forward to 2025 and seeing the TGE make even more of an impact in South and West Wales.

## New MAN Tractor Units and Rigid

Feast your eyes! Here's a selection of beautiful new and Top Used MAN's delivered to (from left to right) **Kevin Cahill, Right Freight, Inter-Haul and BM Budd** over the past quarter.



# CSI Scores a Cause for Celebration

## Customers rating of KPIs see the year out on a high

Another 135 interviews were conducted across the year with the highlights from Q4 including:

- Customers rate the overall service 9.1
- Communication rating jumps to 9.6 - no customer rates less than 8
- Quality of work done hits a high for 2024 at 9.4, 81% rate nine or 10
- Parts availability holds at 8.4, but many acknowledge WG Davies cannot control supply

