

Forecourt's finest

We catch up with four more regional winners in the Forecourt Trader of the Year awards 2014, plus three sites that took specialist category prizes



WEST COUNTRY & WALES: UP TO 2.5MLPA

Dingle Hill Service Station in Colwyn Bay has been the subject of significant investment in the past year or so, in a bid to serve all members of the local community. Its attributes include a fully refurbished Mace store.

Joe Brough, sales director of Manor Service Stations, says: "Dingle Hill is very much a local shop, because the fuel sales are low. It's a brand new shop that's twice the size of the old one, and since

the refurbishment sales have increased from £18,000 a week to around £30,000."

The extra space has been used to provide customers with a Costa Express machine, hot food, freshly baked bread, frozen food, an extended off licence, and fresh meat and vegetables.

Brough says: "The other key factor is the store has a very good loyal team of staff."

Dingle Hill's sales director Joe Brough says they have a good, loyal team

