

dealernews



6th October 2016

Congratulations

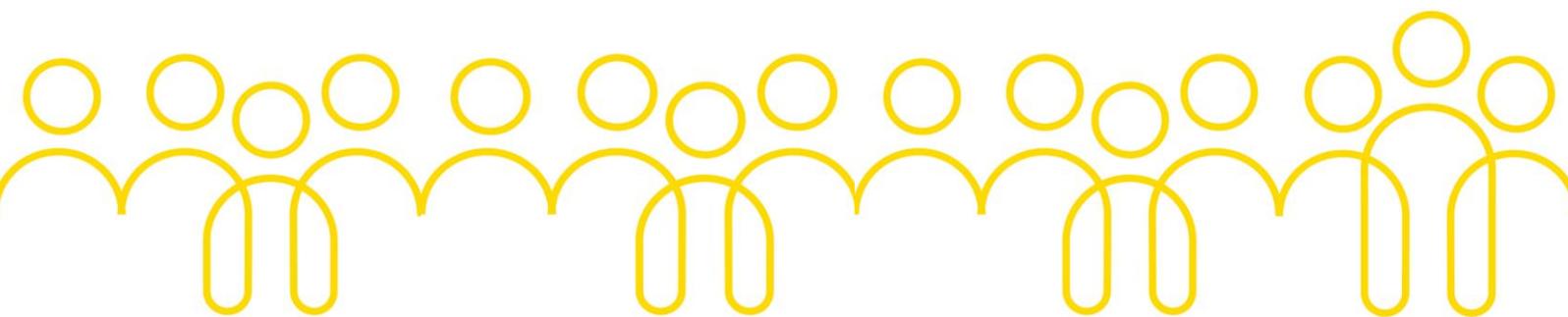
The award season continues for our BP branded dealers. On Thursday 29th September the Retail Industry Awards', also known as the 'Oscars' of the retail industry, were held. In the forecourt category we were well represented and our congratulations go to one of our Forecourt Trader Award winners, Julian Holliss, who received the 'Highly Commended' recognition.

The top forecourt prize went to Joe Brough and his team who were awarded 'Forecourt Retailer of the Year' for their Oakwood Gate site in Cheshire. The prestigious award recognises great customer service, involvement in the local community, use of new technology in store and significant business improvements over the past 12 months.

Recognising the need for greater choice for local shoppers, the store underwent a £1 million investment in November 2015, which saw the store double in size, allowing for more outstanding promotions, an increase in fresh fruit, vegetables and meat and the introduction of an on-site bakery and eat in café. The major investment also saw a new canopy, forecourt, pumps and drive-through Starbucks introduced.

Store Owner and BP Forum Chair Joe Brough said: *"Having owned Oakwood Gate for 15 years now, winning this award is a fantastic accolade to the services we continue to offer and the high standards the whole team works hard to deliver. Space previously was a big issue for us and following the refit, we have improved the in-store experience for motorists and the local community alike including offering full meal options, frozen food and baked goods, which has been really well received by customers."*

Forecourt Retailer of the Year



Local Forums

We are looking forward to meeting with our Dealer Partners over the course of the next two weeks. Local forums are a great opportunity for you to discuss topics that are on your mind with the BP team. It is also an important opportunity for us to engage with you on a number of activities and receive your valued feedback. Agenda items are:

Agenda Items
BP Representatives Q&A Session
Forum Feedback - What have we done?
On-Line Training Update
Forecourt Real Estate Market Update
The Value of Fuel Card Customers
Customer Session - Campaigns/Loyalty/VOC Portal
Payment Terminal Update & Support
Fuel Delivery Transition - Introducing Hoyer
AOB - National Forum Topics etc

Date and Venues of the next Local Forums are:

Forum Date	Day	Region	Venue	Address	Start Time
12/10/2016	Wednesday	Forum - North East	Tankersely Manor	Church Lane, Barnsley, S75 3DQ	10:00am
13/10/2016	Thursday	Forum - Northern Ireland	The Hilton Hotel	Paradise Walk, Castle Upton Estate, Templepatrick, BT33 ODD	10:30am
17/10/2016	Monday	Forum - South West	Doubletree by Hilton	Cadbury House, Congresbury, BS49 5AD	10:00am
18/10/2016	Tuesday	Forum - Scotland	The Hilton Hotel	Phoenix Crescent, Strathclyde, ML4 3JQ	10:00am
19/10/2016	Wednesday	Forum - North West	Mercure Haydock Hotel	Penny Lane, Haydock, WA11 9SG	10:00am
20/10/2016	Thursday	Forum - South East	Beaumont Estate	Burfield Road, Old Windsor, SL4 2JJ	10:30am

Local Forum Chairs contact details are listed on the Dealer Extranet:

<https://www.bpdealer-online.co.uk/support/dealerForumChairs>

If you are interested in the role of Local Forum Chair but would like to understand more, then attending as a guest at the National Forum would provide you with the perfect insight. If this is of interest then please contact your Local Forum representative and they can provide you with more information.

