



*The most celebrated
awards in fuel retailing*

PROGRAMME

THURSDAY 30TH SEPTEMBER 2021

forecourttrader.co.uk

#ForecourtTraderAwards @ForecourtTrader



WELCOME



Merril Boulton, Editor

Welcome to the Forecourt Trader Awards 2021 – and to the glamorous Park Plaza, Westminster. It's great to be back among friends and colleagues, networking and re-engaging, as we celebrate our amazing industry in style.

Our theme for the evening - 'Let's Have a Ball' - provides the sparkling backdrop to a brilliant evening of entertainment and suspense.

Tonight we reveal the many characters in the forecourt retailing sector, who have impressed with their ingenuity, drive and dedication - whether as the owner, the site manager or as a team.

Many thanks to everyone who entered, and all those who have supported and participated in the awards from the sponsors to the judges. And many congratulations to all the finalists.

Best of luck everyone!

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THE AWARDS

The Forecourt Trader Awards are the showcase for the fuel retailing industry – recognising and rewarding those businesses at the leading edge of their profession, that continue to thrive in an increasingly challenging world.

The Awards are a measure of the high operating standards and entrepreneurial skills demonstrated by fuel retailers nationwide, who set the standards to which others aspire.

The Forecourt Trader Awards give everyone the opportunity to enter and win an award. The main retailer categories are grouped by two main criteria – region and fuel volume.

THERE ARE SIX REGIONS AS FOLLOWS:

- Scotland
- Northern Ireland
- Midlands
- Northern England
- West Country & Wales
- London & South East

THERE ARE TWO FUEL VOLUME CATEGORIES:

Up to 4mlpa and over 4mlpa, producing two overall winners in each region. There is also an award for the Best Motorway Services Outlet. The Forecourt Trader of the Year is chosen from all the winners of the above categories.

SPECIALIST CATEGORIES

In addition to the main retailer awards, all retailers can submit entries for 13 specialist categories as follows:

- Best Alternative Fuels Outlet
- Best Car Care & Lubricants Outlet
- Best Coffee & Hot Beverages Outlet
- Best Community Engagement
- Best Customer Service
- Best Design & Development
- Best Food-to-Go Outlet
- Best Forecourt Innovation
- Best Forecourt Loo
- Best Forecourt Team
- Best Site Manager
- Best Soft Drinks Outlet
- Best Valeting Facilities

THE MENU

STARTER

- Trio of poached salmon and caper timbale, chicken confit and vegetable roll, rosemary and garlic goat cheese
- Rosemary and garlic cheesecake topped with beetroot jelly (V)



MAIN

- Pan-fried glazed duck breast, ragout of duck leg in puff pastry, carrot purée, Dauphinoise potatoes and baby vegetables
- Timbale of polenta with mushroom ragout, lentils, vegetables, and cream sauce (V)



DESSERT

- Chocolate, almond and raspberry bavarise with vanilla crumble and raspberry sorbet (VG)



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Abbas Hans, Ravensthorpe Service Station

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Will Le Vaillant, Le Vaillant Budgens, Dundry

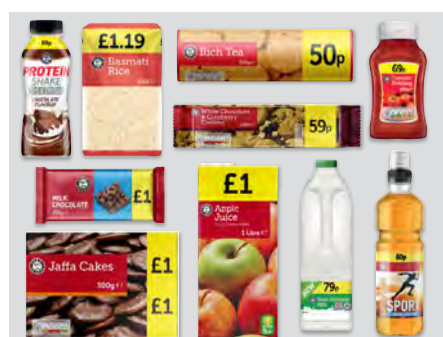
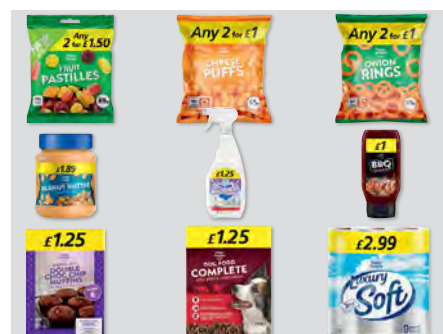
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PREVIOUS WINNERS



2020
Joe and Peter Hockenhull



2019
Andy & Dani Garner



2018
Gerry Bennet



2017
John Diviney



2016
Patrick Sewell



2015
Lawrence King



2014
Mike & Tim Garner



2013
Mohsin & Zuber Issa



2012
Jeremy Symonds & Nick Lloyd



2011
Mohsin & Zuber Issa



2010
Jay, Lata & Bhupa Gohil



2009
Patrick Sewell & David Craven-Jones



2008
Lesley & Philip Tout



2007
Robert & Hugh Fraser



2006
Karl Brocklehurst



2005
Susie Tew



2004
Pat & Peter Bellini



2003
Jonathan & Rebecca James



2002
Steven Blackadder



2001
John McCaffrey



2000
Graham Kennedy



1999
Darren Lawrence



1998
Hugh Fraser



1997
Robert Fraser



1996
David Charman

FINALISTS



NATIONAL



BEST MOTORWAY SERVICES OUTLET

MOTO RUGBY SERVICE AREA

Churchover, Rugby

SHELL BEACONSFIELD MOTORWAY SERVICES

Beaconsfield, Buckinghamshire

SHELL COBHAM MOTORWAY SERVICES

Cobham, Surrey

NORTHERN IRELAND



UP TO 4MLPA

CENTRA MALLUSK

Newtownabbey, County Antrim

EUROSPAR HARDFORD LINK

Newtownards, County Down

EUROSPAR MILLISLE

Millisle, County Down



MORE THAN 4MLPA

EUROSPAR DONEGALL ROAD

Belfast, County Antrim

EUROSPAR WALLACE VILLAGE

Lisburn, County Antrim

MAXOL A26 TANNAGHMORE SERVICES

Ballymena, County Antrim

SCOTLAND



MORE THAN 4MLPA

ABBIECRAIG SERVICES

Freuchie, Fife

MFG BELLSHILL SERVICE STATION

Bellshill, Lanarkshire

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FINALISTS

NORTHERN ENGLAND



UP TO 4MLPA

APPLEGREEN WHITLEY
Lower Whitley, Warrington

**G&E MURGATROYD, SPAR
TOWNSEND GARAGE**
Warton, Lancashire

**SPAR G&E MURGATROYD
MARYPORT**
Maryport, Cumbria



MORE THAN 4MLPA

**EXELBY SERVICES A19
NORTH**
Northallerton, North Yorkshire

**FULWOOD SERVICE
STATION**
Fulwood, Lancashire

**WOODMAN SERVICE
STATION**
Leeds, West Yorkshire

MIDLANDS



UP TO 4MLPA

AKV SERVICES SUTTERTON
Boston, Lincolnshire

APPLEGREEN SPALDWICK
Huntingdon, Cambridgeshire

HEATH SERVICE STATION
Walsall, West Midlands



MORE THAN 4MLPA

APPLEGREEN SPALDING
Spalding, Lincolnshire

**HARLESTON SERVICE
STATION**
Harleston, Norfolk

RONTEC TRENCH LOCK
Telford, Shropshire

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WEST COUNTRY & WEST WALES



UP TO 4MLPA

EAST END SERVICES

Cheltenham, Gloucestershire

ESSAR LOGGERHEADS

Llanferres, Mold

SPA ROAD SERVICE STATION

Melksham, Wiltshire



MORE THAN 4MLPA

FRASER'S BUDGENS OF MARLBOROUGH

Marlborough, Wiltshire

MFG DUNBALL SERVICE STATION

Bridgwater, Somerset

RUABON PARK SERVICE STATION

Wrexham, Denbighshire

LONDON & SOUTH EAST



UP TO 4MLPA

BROOKSEND SERVICE STATION

Birchington-on-Sea, Kent

FITCH'S SERVICE STATION

Chesham, Buckinghamshire

ISLA'S NEW NORTH ROAD SERVICE STATION

Hainault, Essex



MORE THAN 4MLPA

MFG ROBIN HOOD NORTH

Raynes Park, London

PARKFOOT GARAGE

West Malling, Kent

SHELL WINDSOR

Windsor, Berkshire

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**ALTERNATIVE
FUELS**



BEST ALTERNATIVE FUELS OUTLET



ENTRY CRITERIA

This award recognises the forecourt retailer who best demonstrates the most innovative displays of car care products and lubricants. Judges took into account the type of display, product positioning and use of POS to encourage targeted product purchasing.

JUDGES TOOK INTO ACCOUNT:

- Is the service well sign-posted and clearly visible to passing motorists?
- Is the facility well-positioned to accommodate all types of driver (eg disabled); and relevant vehicles?
- Is the equipment clearly sign-posted on the forecourt, alongside relevant information?
- Are the facilities advertised/promoted locally?

ELECTRIC VEHICLE CHARGING

- Is the space clearly marked and kept free of other non-charging vehicles?
- Is the equipment in good working order?
- Does the equipment accommodate different charge rates – ie 50kW/150kW chargers?
- Are the payment facilities clearly advertised, in working order, and offering flexible methods of payment?
- Does the site offer good facilities to accommodate customers while the EV is charging: eg good toilet facilities/refreshments/coffee/food to go/seating/pleasant environment/free wifi?



FINALISTS

BP HAMMERSMITH FLYOVER
Hammersmith, London

MFG CROW ORCHARD SERVICE STATION
Wrightington, Wigan

MOTO RUGBY SERVICE AREA
Churchover, Rugby

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CONVENIENCE DISTRIBUTION GROUP

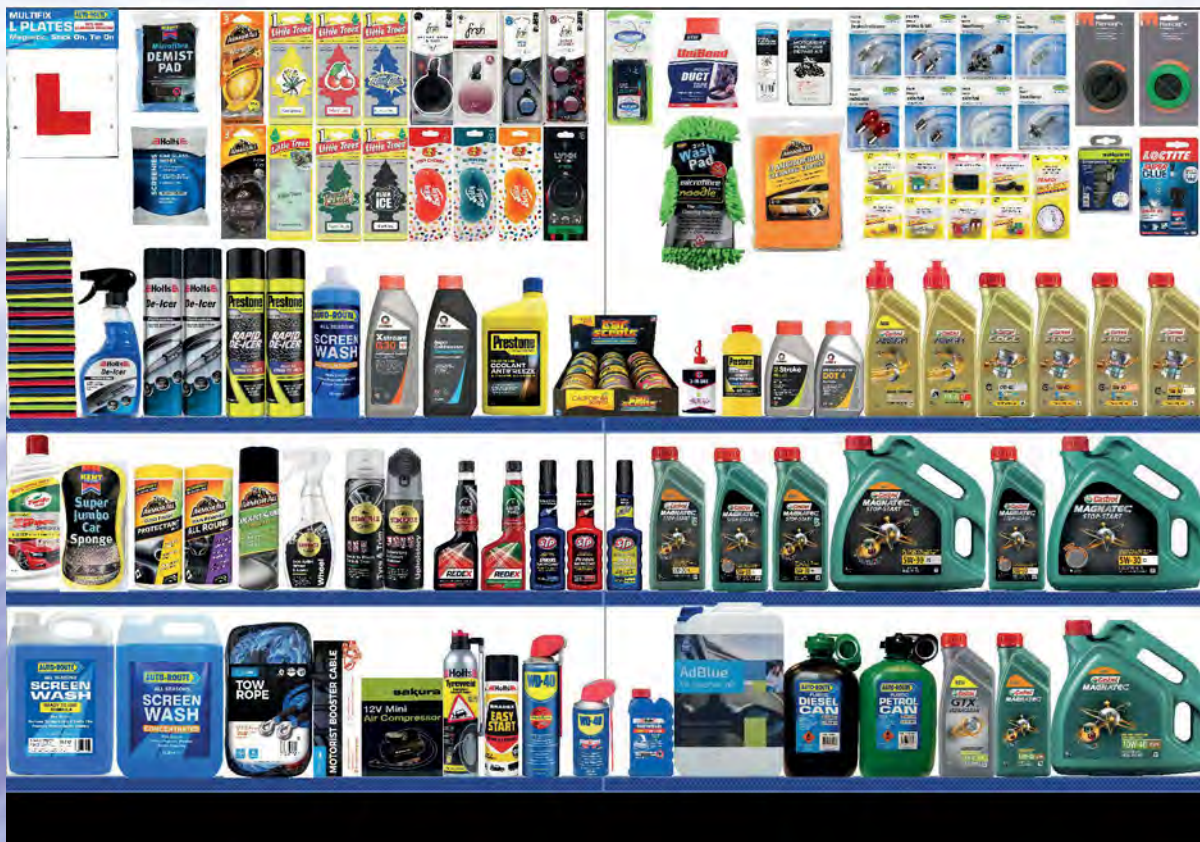
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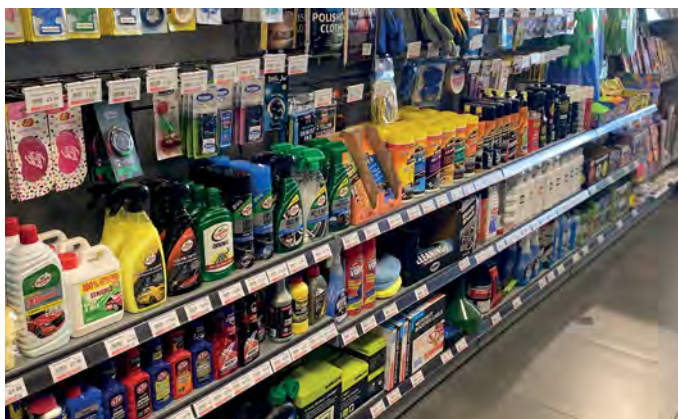


CONVENIENCE DISTRIBUTION GROUP

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BEST CAR CARE & LUBRICANTS OUTLET



ENTRY CRITERIA

This award recognises the Forecourt Retailer who best demonstrates the most innovative displays of car care products and lubricants. Judges will take into account the type of display, product positioning and use of POS to encourage targeted product purchasing.

JUDGES TOOK INTO ACCOUNT:

- Displays – whether horizontal or vertical – should be group-related, ie all valeting together, all additives together.
- Eye level is buy level – position brand leaders, impulse lines and promotions at eye level. Up to 40% of all purchases will come from this area.
- Right side influence – when attracted to the display of product, the eyes continue to move to the right, the eyes slow down and are likely to dwell on the right-hand side of the fixture.
- Multi-facing – a greater rate of sale is achieved with an increased number of facings, which maximises impact and draws attention to the display.
- Sight and take – up to 35% of purchases come from hip level.
- Shelves – graduated or sloping shelves should be used where possible to create a difference and allow the eye to see more products on display.
- Advertising – capitalise on brand and TV advertising by using POS to guide the shopper to the featured products.



FINALISTS

ABBIECRAIG SERVICES

Freuchie, Fife

BUDGENS FRILFORD

Abingdon, Oxfordshire

MFG DUNBALL SERVICE STATION

Bridgwater, Somerset

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INFORMING BUSINESS GROWTH

BEST COFFEE & HOT BEVERAGES OUTLET



ENTRY CRITERIA

The site to receive this award was able to make evident both the internal and external impact of the hot beverage unit and supporting signage, staff training, cleanliness, promotional activities and sales results.

THE SITE TO RECEIVE THIS AWARD WAS ABLE TO MAKE EVIDENCE OF THE FOLLOWING CRITERIA:

- Impact internal – the visibility and location of your hot beverage unit, point of sale and merchandising of consumables.
- Impact external – the visibility of signs and banners alerting passing trade to your hot beverage offer.
- Staff training – details of staff training programmes including equipment operation and maintenance, product knowledge and customer service.
- Cleanliness – hygiene, cleaning and maintenance routines of all equipment and the surrounding areas.
- Proximity – how well the unit is positioned in relation to other impulse items for maximising overall sales.
- Weekly sales – turnover on hot beverages, how many cups you sell, average profit margins and what percentage of your overall retail turnover this makes up.
- Initiatives – details of promotional activities or other initiatives that have taken place to boost your sales within this category and the results that have been recorded.
- Experience – details of the number of years you have been offering hot beverages and the kind of hot beverages you have offered.



FINALISTS

ABBIECRAIG SERVICES

Freuchie, Fife

MOTO RUGBY SERVICE AREA

Churchover, Rugby

SPAR FORTFIELD

Carrickfergus, County Antrim

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Adrian Grimes, CEO, Applegreen

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BEST COMMUNITY ENGAGEMENT



ENTRY CRITERIA

Judges looked for a retailer who could provide evidence of community engagement through either social media, charity events, fun days or any other means. Judges took into account bespoke initiatives, innovative use of technology and special partnerships.

SHOW EVIDENCE OF THE FOLLOWING:

- Bespoke initiatives such as charity projects or events, demonstrating a commitment to the local area through business, sporting or charity investments.
- A partnership approach including working with local authorities or bodies to enhance their store or surrounding area.
- Social media campaigns or initiatives to encourage community engagement.
- Testimonials from customers or charities to endorse what your involvement has meant to them.
- Innovative use of technology-based solutions such as loyalty platforms.



FINALISTS

DALY'S SERVICE STATION
Dungannon, County Tyrone

EUROSPAR HARDFORD LINK
Newtownards, County Down

MULKERNS EUROSPAR
Newry, County Down

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Winner Nicotine Pouch Category, Survey of 9,865 people by Kantar. *Trustpilot rating correct as of June 2021.

BEST CUSTOMER SERVICE



ENTRY CRITERIA

This award will be handed to the forecourt retailer who can show that their customer service is second-to-none. Judges took into account the presentation and maintenance of the forecourt, shop and facilities, relevant product ranges and of course knowledgeable and friendly staff.

JUDGES WERE LOOKING FOR:

- Clean and inviting forecourt area with a fully stocked glove and towel dispensers.
- Clean and well-maintained shop area, with effective use of POS material to enhance the shopping experience.
- A product range relevant for their target audience.
- Demonstration of a warm welcome to all customers by well-presented, friendly, courteous staff who have a good knowledge of products and services.
- Clean and well-maintained washroom.
- Speed of service.
- Provision of services that enhance the customer experience on shop and forecourt. To explain why you believe you should win the award for Best Customer Service, please answer the following questions:
 - Describe your different customers and advise what products you supply to satisfy their needs.
 - Outline any customer service training you provide for your staff.
 - Describe any specific customer service initiatives you have put into place in your forecourt.
 - Provide an example of a situation where you 'went the extra mile' for the customer.



FINALISTS

APPLEGREEN WHITLEY

Lower Whitley, Warrington

PARKFOOT GARAGE

West Malling, Kent

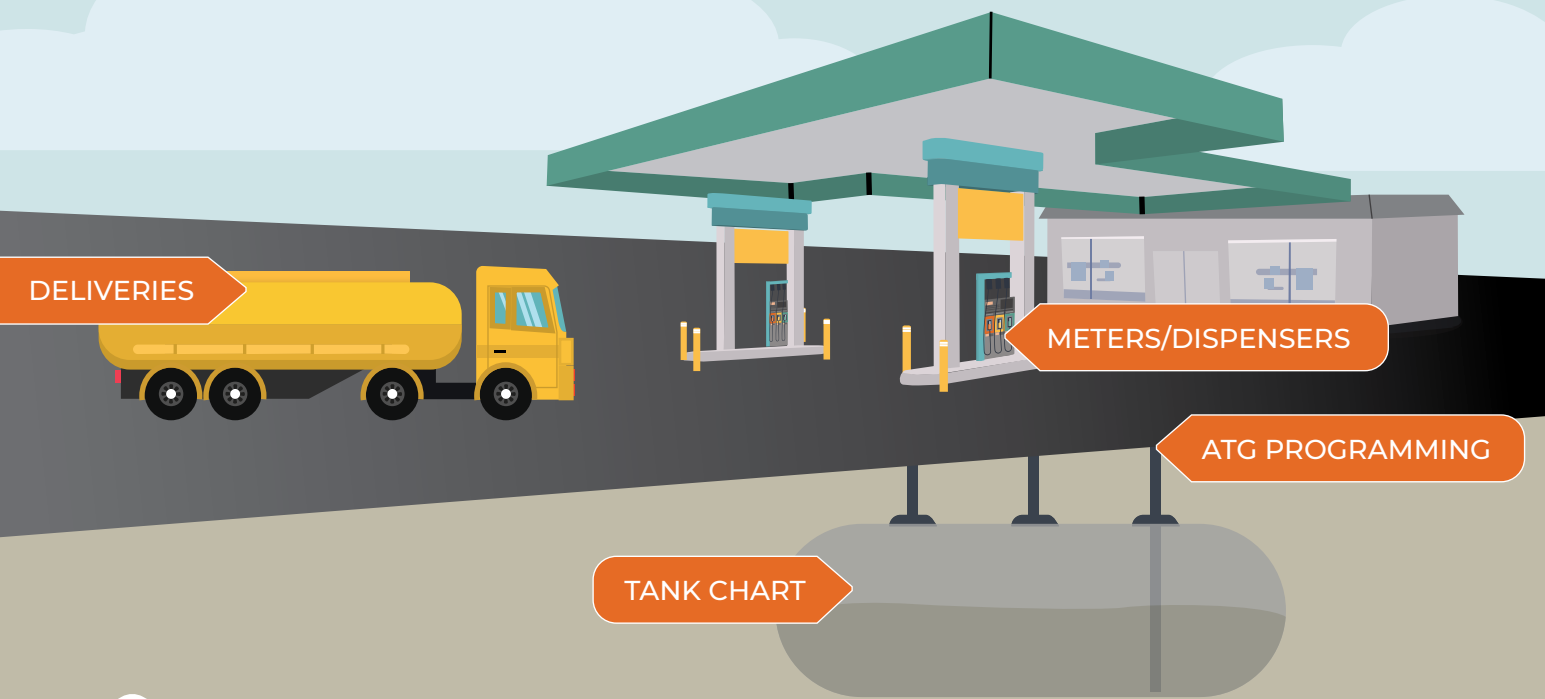
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Belfast, County Antrim

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BEST DESIGN & DEVELOPMENT



ENTRY CRITERIA

This award is all about innovation and development within the design of the entire site. Entrants have to provide documentation outlining how the design/innovation has improved the results of their bottom line and improved their retail offer and show photographs of the site as it was before, where available. Entries are required to show any new materials used or new products sourced to complement their design.

JUDGES TOOK INTO ACCOUNT DESIGN AND INNOVATION DEMONSTRATED ACROSS:

- Canopies
- Price poles
- Pump islands and layout
- Pumps
- Car park and facilities
- General layout
- Lighting
- Use of materials
- How the site sits within the local area

Consideration is also given to the overall look and feel of the site, combining good clear signposting of areas and facilities, taking into account ergonomics and customer friendliness.



FINALISTS

APPLEGREEN WHITLEY

Lower Whitley, Warrington

MFG DUNBALL SERVICE STATION

Bridgwater, Somerset

VIVOXTRA BANBRIDGE

Banbridge, County Down

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IN THE FOOD TO GO CATEGORY**

**WHAT A
*lineup***



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BEST FOOD-TO-GO OUTLET



ENTRY CRITERIA

Judges considered sites both large and small for this award. Rollover was looking for a clear rationale around why the range offered is right for the consumer, innovation and quality execution.

JUDGES CONSIDERED:

- Consumer focus – how does your range and presentation delight and meet the needs of your different consumer.
- Innovation – demonstration of how you are embracing new ideas and standing out from the crowd.
- Visual impact – demonstration of brilliant execution and the use of POS and promotional mechanics to entice and excite your consumers.
- Sales success – how much have you grown and developed your food-to-go sales this year?
- Promotional initiatives – what promotional initiatives do you use to drive food-to-go sales and you can demonstrate the uplift/participation.



FINALISTS

LISBURN SUPERVALU

Lisburn, County Antrim

MFG BLACKHORSE SERVICE STATION

Bridgwater, South Gloucestershire

MFG CROW ORCHARD SERVICE STATION

Wrightington, Wigan

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BEST FORECOURT INNOVATION



ENTRY CRITERIA

Innovation for this category was measured by outlets that have driven their businesses forward by adapting their working practices to reflect the evolving needs of their customers.

ENTRANTS WITH THE BEST CHANCE OF WINNING HAD TO:

- Be able to demonstrate increased footfall through a commitment to innovation.
- Consumer-driven - be able to demonstrate a real understanding of the evolving forecourt shoppers' needs/missions and how you are meeting and exceeding their expectations.



FINALISTS

MAXOL PORTRUSH

Portrush, County Antrim

RACETRACK AUTOPORT

Glasgow

SPAR MALONE ROAD

Belfast, County Antrim

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BEST FORECOURT LOO OF THE YEAR



ENTRY CRITERIA

ENTRANTS FOR THE BEST FORECOURT LOO HAD TO DEMONSTRATE THAT THEIR FACILITIES WERE:

- Clean, clean, clean! – including the loo, the floor, the walls, the door, the sink.
- Subject to a maintenance schedule to show the site recognises the importance of keeping the toilet facilities clean and in full working order at all times.
- In fresh, bright surroundings.
- Have a plentiful supply of loo paper.
- Have a sink with hot and cold running water.
- Have a plentiful supply of soap. Have a plentiful supply of paper towels or hand dryer in good working order.
- Able to accommodate all types of customer requirements such as disabled/baby changing.
- Clearly signposted.



FINALISTS

ABBIECRAIG SERVICES

Freuchie, Fife

EAST END SERVICES

Cheltenham, Gloucestershire

RACETRACK AUTOPORT

Glasgow

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BEST FORECOURT TEAM OF THE YEAR



ENTRY CRITERIA

Whether a site manager or one of the team, entrants needed to demonstrate how they and their colleagues deliver outstanding customer service to every customer, every time they shop. They had to provide a written nomination on how the team goes the extra mile to deliver best-in-class service through customer engagement, store standards and working together as one team to support each other and grow the business.

JUDGES CONSIDERED:

- Customer service – how does your team demonstrate excellence in interacting with your customers and community?
- Engagement – how does your team apply their knowledge of forecourt retail to provide the best possible service?
- Stock – how does your team sell the right product lines for your store and maintain availability?
- Pride and standards – how does your team demonstrate their pride in supporting each other, their job and representation to the customer?
- Please support your application with anecdotes, examples or testimonials from colleagues and customers.



FINALISTS

ESSO ABBEYGATE

Wymondham, Norfolk

ESSO BURBAGE

Marlborough, Wiltshire

SPAR MAXOL TATES AVENUE

Belfast, County Antrim

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BEST SITE MANAGER



ENTRY CRITERIA

Whether a group manager or colleague, entrants had to explain why their store manager ranks as the best.

A NOMINATION DETAILING HOW THEIR MANAGER IS THE BEST OF THE BEST WAS PRESENTED IN THE FOLLOWING POINTS:

- Customer service – how does your site manager encourage excellence in staff interaction with your customers and community?
- Engagement – how does your manager engage you in forecourt promotions so that you have the knowledge to be able to encourage full customer participation?
- Stock – how does your manager identify, stock and sell the right product lines for your store?
- Pride and standards – how does your manager motivate and inspire pride in you and your team?
- Complaints – how does your site manager record and handle customer complaints?
- Please support your application with examples, anecdotes or testimonials from customers and colleagues. Demonstrate cross-category knowledge and commitment to the latest innovations.



FINALISTS

ABBIE HOUSTON

Abbiecraig Services, Fife

CHRIS LAWLOR

Eurospar Donegall Road, Belfast

ZIHEED MOHAMMED

Woodman Service Station, Leeds

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BEST SOFT DRINKS OUTLET



ENTRY CRITERIA

Judges will consider the entry based on soft drinks retailing, active promotion of soft drinks and merchandising standards.

SOFT DRINKS RETAILING - DOES THE OUTLET:

- Stock the leading brands?
- Stock an adequate mix of colas, flavours, waters, juices, sports and energy drinks to meet consumer demand?
- Offer a choice? ie a range of original variants as well as low and zero sugar soft drinks? Range of well-supported NPD to excite shoppers?
- Cater for both the immediate and take-home purchase?
- Provide a range which is reflective of market dynamics and meets consumer needs - ie does 500ml bottle feature strongly in their chiller (a pack which is driving growth in the market and provides the benefit of being resealable).

ACTIVE PROMOTION OF SOFT DRINKS - DOES THE OUTLET ACTIVELY PROMOTE SOFT DRINKS THROUGH:

- Having a number of points of availability - ie not only in the main chiller?
- Clear communication of prices?
- The provision of promotions on both take-home and impulse products?
- Clear signposting of the category ie through strong use of POS both at and away from the fixture

MERCHANDISING STANDARDS - DOES THE OUTLET MAXIMISE SALES THROUGH:

- Positioning soft drinks in high-traffic locations?
- Siting soft drinks alongside related categories - eg sandwiches, newspapers, snacks, a meal for tonight?
- A clearly blocked fixture, with soft drinks merchandised together?
- Sufficient space given to each product based on the rate of sale? ie double/triple facing for best sellers.
- No out-of-stocks of the key range?
- Having a clearly visible category, from the door and the tillpoint?
- The use of equipment in addition to the main chiller, eg 2L hanging racks?
- Maintaining a clean fixture?



FINALISTS

ASCONA HAUNCHWOOD
Nuneaton, Warwickshire

MFG BARNETBY
Barnetby, Lincolnshire

MOTO RUGBY SERVICE AREA
Churchover, Rugby

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BEST VALETING FACILITIES



ENTRY CRITERIA

The best valeting facility was judged as a centre of excellence for valeting. Clean and tidy, clear signage, inviting and well maintained, the facility would be viewed by customers as a destination for car cleaning and stand out as the facility of choice against the local competition.

JUDGING CRITERIA WAS AS FOLLOWS:

- **Wash:** Points will be given for quality of wash, layout and ease of use, innovation of programme choices, and theatre of wash operation and the overall inviting look of the facility.
- **Signage:** The judges will be looking for clarity of signage, promotion of the wash from the roadside, on the forecourt and within the shop, branding, appeal and condition of any signage.
- **Staff:** The judges will want to see evidence of site staff knowledgeable in the operation and the programme choices, actively involved in selling the wash and keeping the wash clean, tidy and operating to its maximum potential.
- **Innovation:** Additional points will be awarded for the use of innovation and new technology within the wash operation such as customer promotional loyalty programmes, payment terminals, added value features and facilities that deem the location a true 'one-stop-shop' for a customer's every valeting need.

Automatic car wash, jet wash and hand car wash will all be considered but all must operate in a safe and legally compliant manner. Written entries are invited, but the inclusion of as many clear and labelled photographs as possible will be essential in the support of any submissions.



FINALISTS

BUDGENS FRILFORD
Abingdon, Oxfordshire

FRASER'S BUDGENS OF MARLBOROUGH
Marlborough, Wiltshire

PARKFOOT GARAGE
West Malling, Kent

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SPECIAL RECOGNITION



ENTRY CRITERIA

The Special Recognition Award aims to highlight the person/people who are setting standards, blazing a trail, displaying ingenuity, success in adversity, or are in some way worthy of recognition for their achievements in the forecourt retailing sector. All candidates were put to a public vote by our dedicated website.

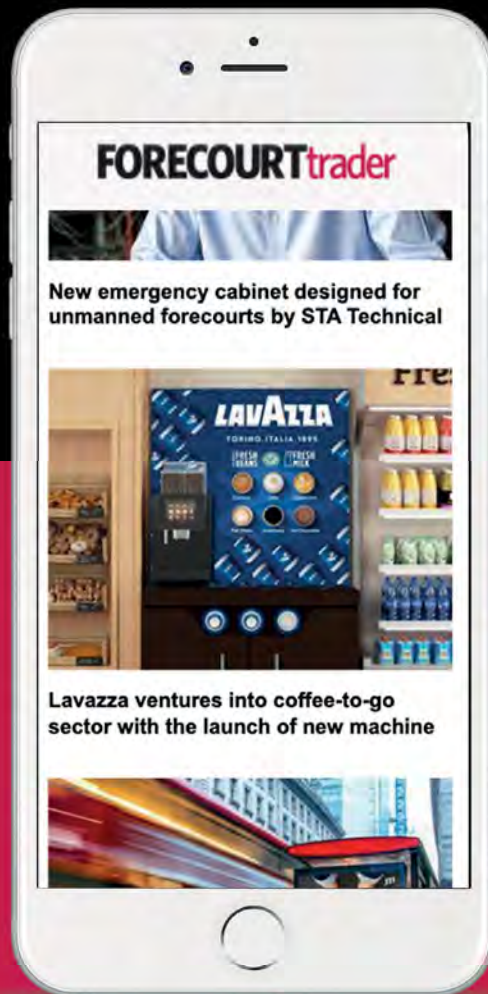


FINALISTS

- 1. CLIVE GARDNER**
Chairman, Gardner Garages
- 2. PETER HOCKENHULL**
Chairman, Hockenhull Garages
- 3. KRIS NAVARATNAM**
Managing director, Krisco Services
- 4. NALLIAH THAYAPARAN**
Managing director, NTS Group
- 5. JAMIE WOOD**
Director, St Michaels Services Ltd
- 6. VISVANATHAN YOGANATHAN**
Director, JP&S Services Ltd

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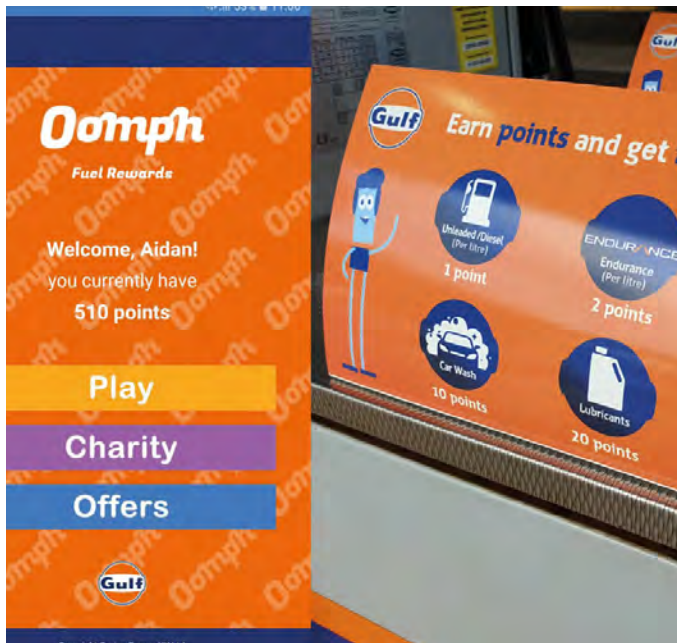
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BEST OIL COMPANY INITIATIVE



ENTRY CRITERIA

The Award aims to acknowledge initiatives undertaken by oil companies to enhance their retailing operations, and can relate to any aspect of the business – on both company owned and dealer sites – from the forecourt and shop to head office. Last year's winner was Gulf for its Oomph forecourt loyalty platform; while Highly Commended was awarded to Shell for its Drive Carbon Neutral initiative.



FINALISTS

MAXOL

Maxol Centenary

SHELL

John Lewis Click & Collect

GULF

Gulf Dealer Rewards



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William Reed
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