



BETTER TOGETHER

Issue 5– July 2024

HIGHLIGHTS

2024 Q2 HIGHLIGHTS

New TCH website live date – 22nd April 2024

TCH Annual Friendly Football Match – 21st May 2024

Tour de TCH – 24th June 2024

2024 UPCOMING EVENTS

Explorer Test Drive Tour - July

First Electric Explorer In showrooms from August

Peterborough Car Show – September

New All Electric Capri launched 10 July – in showrooms from November

No confirmation yet as to whether there will be a Capri Ghia 😊



Another quarter done and we're now halfway through the year... 😲

It's fair to say that this year is proving to be more challenging than we've had of late and whilst we're making a respectable return, we have now fallen behind our year-to-date budget! This is the first time in several years that this has happened and is reflective of current trading conditions and the wider economic situation. All is not lost however and with the general election now over, and England's great run in the Euro's, hopefully consumers will feel more confident about the future and will start to spend – whether it be on socialising, food, holidays and more importantly CARS.

The Aftersales departments are performing very well at the moment no doubt aided by the excellent work put in by our relatively new contact centre. The contact centre team are managed remotely by Nicola Terry but the day-to-day supervision is taken care of by Siobhan and I have to say that the results they have achieved have far exceeded our expectations. Well done!

We still have some challenges ahead which we are facing head-on. Ford's journey to a full electric range is gathering pace and over the next few months you will see the Explorer, Capri, E-Transit Custom and Puma Gen-E in our showrooms. All of our teams need to grasp the changes needed to facilitate the move to full electrification and we will discuss this more at our next Business Briefing.

In closing I would like to thank you all for your continued efforts and whilst we know there are challenges ahead, let's do what we do best and work together to maximise the second half of the year.

Billy Fitch

SALES PERFORMANCE AND PRODUCT DEVELOPMENT

Our industry is very much on the change as the move to EV gathers pace, our sales teams have been off site in receiving ongoing training from Ford in making sure we have the skill and knowledge when dealing with many new customers who will be excited at the new models that are coming into our showrooms in the near future.

During Q2 we successfully achieved all manufacturer objectives in both Car and Commercial vehicles. This was a great result in a more challenging market than we have experienced in recent years. Our continued success with CV meant our Peterborough Transit Centre was recently selected for a visit from a global Ford team, in understanding how we operate to consistently deliver a positive performance, once again cementing our relationship and being seen as a key business partner.

Ford will be donating one of the few all New Explorers to TCH for a couple of weeks as of July 15th to give both our colleagues and customers the first opportunity to test drive this new model before we officially receive our showroom vehicles during the summer. On top of that as recently unveiled, the new Capri will be with us by the end of the year.

Also recently joining our new model lineup, we have enjoyed success with the all new Transit Custom and Courier, so across Car and CV there is much to be excited about in the next few months as we continue to sell new products to a new audience.

Simon Oakley

AFTERSALES PERFORMANCE

Q2 YTD has seen the Aftersales Dept's collectively achieve an above Budget performance and continue to improve on a great 2023 Performance. Collectively the results below give us a great start to 2024.

Dept	Performance against Budget %
Car & Van Service	122.0%
Bodyshop	104.0%
TCH Parts – Internal Sales	100.4%
PartsPlus	79.7%

Service dept profits have continued to perform well against budget and SPLY – labour sales continue to grow with an improved recovery rate YTD and all-important growth in retail hours.

eVHC sales are supported by media and perform well against industry average!

PartsPlus had several program changes in Q2 which supported the network and enhanced the earning potential for the Group, we achieved 100% in March & June 2024 – but the program changes ensured we maximised earnings throughout the period and pulled back on our Q1 shortfall.

The regional service absorption at half year is 90% , versus a budgeted 79% and a Network Average of 56%

Thank You!

Mark Nelson

ONE CX PERFORMANCE

Sales – PV NPS June Q2	Responses Q2	NPS Q2 Score	Follow-Up Q2 Score
Peterborough	45	95.56%	100%
Huntingdon	28	85.71%	100%
St Neots	10	100%	90.0%
Stamford	15	93.33%	100%
Spalding	1	50.0%	100%
FMC Objective		93.00%	80.00%
Sales – CV NPS March YTD	Responses Q2	NPS Q2 Score	Follow-Up Q2 Score
Peterborough	20	100%	95.0%
FMC Objective		87.00%	80.00%
Service – PV NPS June Q2	Responses Q2	NPS Q2 Score	Follow-Up Q2 Score
Peterborough	153	81.70%	89.54%
Huntingdon	54	83.30%	88.89%
St Neots	73	72.60%	80.82%
Stamford	74	74.32%	78.38%
Spalding	47	80.85%	57.45%
FMC Objective		70.00%	70.00%
Service – CV NPS March Q2	Responses Q2	NPS Q2 Score	Follow-Up Q2 Score
Peterborough	30	82.93%	60.98%
FMC Objective		55.00%	60.00%

Responses in Q2 slipped for PV Sales and a couple of returns fell short of the usual 5 out of 5 and as a result made it a difficult task to recover in Q2.

With a 93% NPS Objective its vitally important we drive response rate!

PV Service achieved the 70% NPS Objective across the board and 4 out of 5 sites achieved the all important 70% on 'follow up...'

CV Service had no waiver in Q2 – so we needed to achieve and a very respectful 82.93% on NPS and customer 'follow up..' snuck in at 60.98% in Q2.

OneCX continues to be key for customer retention and also ensure we maximise manufacturer programs (CEPA & SRRP) and earnings available

SPOTLIGHT ON THE TCH GROUP MARKETING TEAM...

The marketing department at TCH Group is made up of a team of talented individuals. Get to know the creative minds behind the captivating visuals, engaging content and strategic campaigns that keep our brand shining.



Matt Vause is the Group Marketing Manager and has been with TCH since 2014. Leading the team, Matt's job is to keep everything throughout the marketing department running smoothly and effectively. Matt is the longest serving member in the team, having been at TCH for almost 10 years. **Contact Matt to help with anything marketing related.**



Joss Wilson is a Graphic Designer and has been with TCH since 2021. Joss is a talented graphic designer who strengthens our team and brings with him nearly 20 years of experience. He tackles both print and digital artwork, as well as working on branding across the different aspects of the business. **Contact Joss for design work, print or digital**



Jade Boulter is also a Graphic Designer and has been with TCH since 2021. Marketing across the entire Group gets a visual boost from Jade. She creates eye catching artwork across all channels from social media and website graphics to email campaigns and dealership banners. **Contact Jade for design work, print or digital**



Isobel Anderson is a Marketing Executive and has also been with the team since 2021. She is responsible for all the email campaigns completed throughout the Group, as well as website amendments when needed. **Contact Isobel for email campaigns and web content**

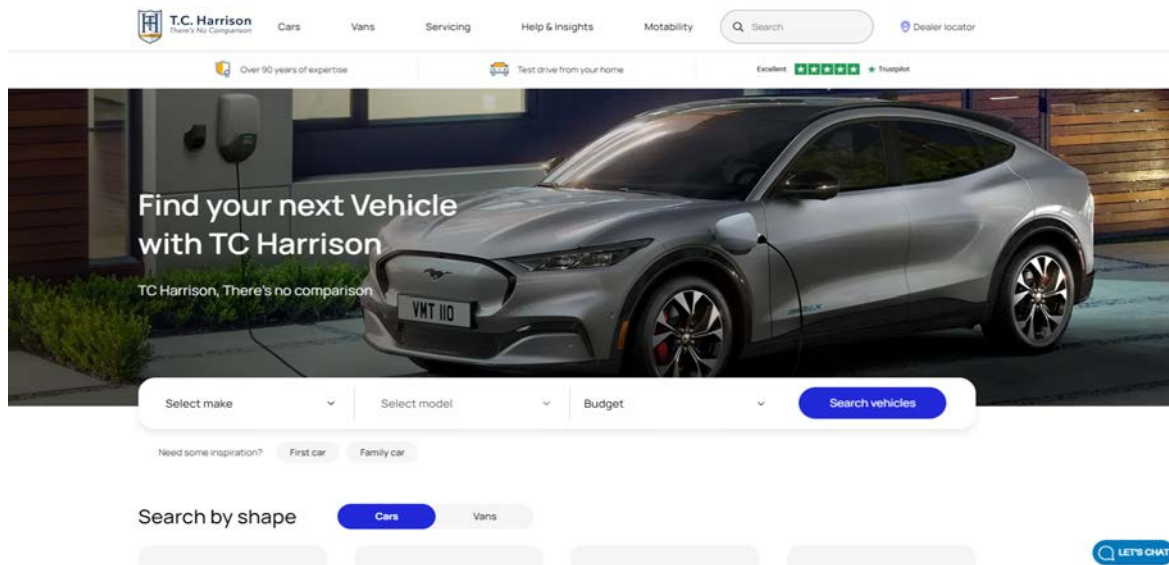


Alex Cutts is the Social Media Executive and has been with TCH since 2022. Alex is a dedicated and skilled marketer who has been running all of the TCH related social media accounts for over 2 years. **Contact Alex for Social media posts.**



Molly Blair is the Copywriter and has been with TCH since 2022. Molly is a whizz with words and curates copy for all aspects of the business, from writing attractive product descriptions on our websites to crafting attention-grabbing blog posts. **Contact Molly for website pages and blog posts.**

THE NEW TCH WEBSITE



The new Ford website represents a significant step forward for our company, bringing us firmly into the realm of cutting-edge web technologies and best practices. We've completely revamped the user experience, making it easier than ever to navigate, find the information you need, search and finance your next used vehicle and engage with our brand.

The new website utilises the latest web development tools to ensure lightning-fast loading times, beautiful imagery across all devices, and a design that prioritises user-friendliness. We've also implemented cutting-edge features like reserve my vehicle, an interactive OSB system and a custom-built vehicle feed to Autotrader to enhance the online experience.

We're confident this new website will serve as a valuable resource for our customers and a powerful tool for driving growth. We invite you to explore the new website and discover all it has to offer!

THE ALL ELECTRIC LINE UP

Ford's all electric line up is growing and now includes Mustang Mach-E (available now), Puma Bev (Dec 24), Capri (Nov), E Transit (available now) and E transit custom (late August, early September).

DIVERSITY, EQUITY AND INCLUSION (DE&I)

Thank You to all of you for completing the DE&I survey a few months ago. Ford and TCH are on a long journey in this respect, and we are currently working on where we fare overall against a variety of measures. There are many aspects that are in consideration, and you may have noticed a tweak to our recruitment ads which is one of the first steps we have made. If you have any suggestions to make regarding DE&I then please let either Tracy Good or me know in the first instance. Fatima is looking at doing some potential focus groups in this respect and may well ask you to join her at some point.

TOUR DE TCH

Well done to all who took part in the 6th 'Tour de TCH' bike ride which took place on Monday 24th June starting from the TCH Burton dealership with 70 miles to cover in aid of our chosen charity this year Parkinson's UK. Thank you also to all who have donated on our just giving page. We have already raised over £34,000 in the last 6 years!



#FordOnHols



As you explore new destinations this holiday season, keep an eye out for Ford stores along the way. I invite you to snap a photo of any Ford Dealership you come across so I can create a collage of Ford stores from around the world! Share your photos with me, and together we can celebrate the global reach of Ford in our next newsletter. I'll start us off on a recent trip to Spain. Happy travels and happy snapping! 😊

INTRODUCING THE PERFECT SUMMER DESSERT: SUMMER PUDDING...



As the warm rays of summer embrace us, there's no better way to celebrate the season than with a dessert that captures its essence. [Enter Summer Pudding](#) – a quintessentially British treat that's as lovely as a sunny afternoon. This no-bake dessert combines the juiciest summer berries and fresh bread, creating a vibrant and effortless dish. Whether you're hosting a garden party or barbeque or looking for a sweet end to a picnic, Summer Pudding is the perfect choice to add a splash of colour and burst of flavour to your summer gatherings. Dive into this simple Tesco recipe to make this a summer recipe to make on repeat.

Ingredients:

Sunflower or vegetable oil, for greasing
750g mixed summer berries (any mix of raspberries, blackberries, blueberries, redcurrants, blackcurrants and pitted cherries)
125g golden caster sugar
½ orange, zested and juiced
150g raspberries & 150g strawberries, hulled and sliced
8 slices white bread
whipped cream or crème fraîche, to serve (optional)

Method:

1. Lightly grease a 1 litre pudding bowl with sunflower or vegetable oil, then line with 2 layers of clingfilm, leaving plenty overhanging the sides of the bowl.
2. Put 750g mixed summer berries (such as raspberries, blackberries, blueberries, redcurrants, blackcurrants or pitted cherries) in a large pan. Add 125g golden caster sugar and the zest and juice of half an orange. Cook over a low heat for 5 mins until the sugar has dissolved and the berries have released their juices, then set aside to cool. Stir as little as possible to keep the berries intact.
3. Once cool, stir through an additional 150g raspberries and 150g hulled and sliced strawberries. Strain through the sieve to separate the fruit from the juices, reserving the fruit for later and pouring the juice into a large shallow dish.
4. Cut the crusts off 8 slices of white bread. Cut a circle from one slice to fit the bottom of the pudding bowl then cut the other 7 slices in half on the diagonal. Set 4 triangles aside for the top. Dip one side of the bread circle in the juice then put in the bottom of the pudding bowl, juice-side down. Repeat with the bread triangles, pressing them juice-side outwards, around the sides of the bowl, overlapping them to ensure there are no gaps. If there are any gaps, just push a small piece of bread into the hole to cover.
5. Spoon the reserved fruit into the bread-lined bowl, filling to the top. Trim any bits of bread sticking up at the edges. Use the reserved bread triangles to cover the top, then drizzle or spoon the last berry juices over the top of the bread to cover.
6. Fold over the overhanging clingfilm to cover the top, then put a small plate (just smaller than the top of the bowl) on top of the pudding and transfer to the fridge. Place something heavy on top to weigh it down (such as a 1kg bag of sugar). Chill overnight so that the bread can soak up all the juices from the fruit.
7. When ready to serve, lift off the weight and unwrap the clingfilm on top. Place a large serving plate over the top of the bowl then carefully turn over to invert the pudding onto the plate. Use the clingfilm to help lift the bowl off the pudding, then serve in slices with some extra fresh berries and a dollop of whipped cream or crème fraîche

SPOTLIGHT ON...JUSTIN SHORTLAND



Justin joined the motor trade on 1st August 1996 and joined TCH ford on 4th May 2004 as a Sales Executive in Stamford. During his 20 years here, Justin has worked various positions including as a Finance Controller and currently as Assistant Sales Manager at the Peterborough Dealership. Justin states that,

'Many things have changed since I started, you can no longer buy a New Fiesta (£8995 for a Zetec seems a lifetime ago) and people no longer ask if the car has power steering! Electric cars were only a pipe dream in 1996 but the launch of the Mach-e and now the All-New Explorer, the next 20 years are going to be very different, hopefully retirement is an option before then though!'

Learn more about Justin outside work below...

If you could have any one superpower, which would you choose?

Time travel, there are a few things I'd like to go back and change

What has been your greatest achievement?

Probably 20 years at TCH

What are three things still left on your bucket list?

Watch Real Madrid play, road trip to Spa Racetrack in Belgium and visit the Shetland Islands as I'm fascinated by the landscape

Favourite place travelled

Sorrento/Amalfi Coast was absolutely stunning

You couldn't live without...?

A cup of tea first thing in the morning. Real Ale and my long-suffering partner Linda

What do you like to do in your free time?

Still try and play football once a week, spending time with family, Car Shows and chilling in front of the TV with a cat on my lap

Do you have any programs that you are currently binge-watching?

Welcome to Wrexham series 3, not very exiting I know!

Which 3 people (dead or alive) would you love to invite to a dinner party and why?

Peter Crouch, I think he's really funny and would be good laugh. Michael Schumacher as he was my hero before his accident and my dad who I lost last year and know would enjoy the company of the others.

If you could spend a day in someone else's shoes, who would it be and why?

Probably Jude Bellingham at the moment as he's living the dream (stated after the first England match!)

What is your guilty pleasure?

Country Music, not the old line-dancing stuff though

What is the worst outfit you ever wore? I had some tracksuit bottoms covered in dayglo frogs when I was 18, luckily there is no photographic evidence!

JUST FOR FUN... CRACK THE CODE...

Send your answers via email to fatima.raoufi@tchford.co.uk by Friday 19th July for your chance to win a £40 Amazon voucher. All correct entries will be entered and the winner will be randomly drawn on Monday 22nd July . Good Luck!

1. What can be done to all of the following:
 - Fall
 - Habit
 - Leg
 - Promise
 - Record
 - Rule
2. You buy a cake and cut it up into slices. You then eat half of the slices plus one. A little later you return and eat half of the of the remaining slices plus one. Then, in a short while, you go back and eat half the remaining slices plus one. You then return for a final time and eat half of the remaining slices plus one, after which point the cake is finished.

How many slices were there to start with?

3. What do the following words all have in common?
 - Beef
 - Blouse
 - Dismantle
 - Godmother
 - Smidgen
 - Sniffly
4. The following names are the 'opposites' of real band names. Can you identify the real bands they are based on?
 - Red Night
 - Hotwork
 - King
 - The Black Spots
 - The Herb boys
 - The White Locks
5. What word can be added to the front of all these words to form a set of new words?
 - Gone
 - House
 - Ma
 - Wood
6. Dig a deep hole and you might find some ores.....but keep your hands off – this isn't yours!
What is it?
7. What word becomes longer when a letter is removed?

8. Can you complete the word tree by finding the common word between each pair of linked boxes? Once you have found both of the linked words in the central column, add an extra word between these two words to reveal a well-known movie reading down the centre column.

