

# Chainmail

## NEWSLETTER

The  
Lloyd  
Fraser  
Group

News from around the Lloyd Fraser Group

[www.lloydfraser.com](http://www.lloydfraser.com)

ISSUE 19

WINTER 2015

## In This Edition

**A Message from the Chairman** 1

New H&M Site at Rugby 2-3

Christmas in June at the Premier Foods Cake Contract 4

Skydiving for Charity 5

New Face at Milborne 5

New Faces in the Head Office Accounts Team 5

The Southern Division Milk Team 6

Annual Christmas Tree Given to Local School 6

Dalton Leaving Party 6

Retirement at Ashbourne 7

When Christmas Came to the Dumelm Contract 7

Fantasy Football League Winner 7

Congratulations 8

And Finally.... 8

## A Message from the Chairman

*Happy New Year to you and all your families - I wish you everything you hope for.*

This year will represent the 29th new year in the life of Lloyd Fraser and inevitably it means that some of us are rapidly getting older. I find it strange that in spite of my ever growing years, life actually gets harder to understand! There is so little that you can actually be sure of. In December we had the warmest temperatures on record, now the lowest oil price for years, and the stock market has gone from highs to lows in record swings. It certainly makes effective planning, business wise very difficult, but perhaps it is just a cumulative effect of life in 2016. I always have believed that 'nothing stays the same'.

It is with huge sadness that I must confirm that we have lost a significant number of long serving employees within our Milk Division, as two of our most significant customers have modified their national operations to reflect the changing global market and the struggle to maintain milk prices for the producers. The Dairy Division has gone through a cycle of significant change with the North East being particularly hit with the loss of Dalton and their associated out bases, as work has been moved in house to operations at Leeds and Lockerbie.

Both Droitwich and Ashbourne have also suffered job losses as demand for liquid milk has fallen globally as a consequence of the falling demand in China and the ban on exports to Russia. Whatever the reasons, it is awful to say goodbye to so many loyal colleagues and the news that most have already secured alternative positions merely softens the disappointment. We all wish them well and publicly thank them for their outstanding service - we will miss you all.

Keith Spencer, as Director of the Dairies Division, is leading the recovery plan and

has already now secured the new West Midlands milk field for Arla based at Chester, which was formerly operated by SJ Bargh. I therefore welcome many new colleagues transferring in to Lloyd Fraser, and wish them every success. Hopefully, the recovery plans will continue - after all, nothing stays the same!

As I write these words, it is now the middle of January and I wonder how many of you still have your New Year resolutions still intact? We all make them and then we all break most of them! One of my key business resolutions this year is to try and get back to more on site operational visits. There are always so many reasons and excuses, not to get out and about, but our world is really about people and places, and wherever I go, I always find I learn something I never knew but perhaps should have! You can only learn so much by telephone and email and so I look forward to seeing you all soon!

With thanks and best wishes for 2016.



**Neil McConchie**  
Chairman & Managing Director

# NEW H&M SITE AT RUGBY!

**The Fashion Logistics team at Rugby have completed their move from Cosford to the brand new H&M distribution centre at Rugby Gateway.**

The 236,378ft<sup>2</sup> facility opened in April 2015, and all Lloyd Fraser fashion distribution activity for the area will now operate from this site.

The transport operation is run by Ronan, Clare and Steve, whilst John Morrison is running the warehouse operation. A total of 12 rigid vehicles are based at the site to undertake the radial distribution operation, making 158 deliveries per week to 45 H&M stores from Scunthorpe to Oxford, and Shrewsbury to Norwich. The site also consolidates stock for Lloyd Fraser's other fashion clients, taking the total delivery points serviced from the new site to in excess of 100.

In addition, the Fashion Logistics trucking operation has re-located its hub from Greenford to the new Rugby site, and 10 tractor units are based there for the movement of stock between Rugby, the other H&M sites at Greenford and Winsford, and the Lloyd Fraser Fashion Logistics sites around the country, as well as injecting stock from other fashion clients into the network.





# Christmas in June on the Manor Contract?

**The hot topic in Lloyd Fraser Contracts, Premier Foods Division during June isn't summer holidays, its Christmas planning!**



Why so early in the year, you might ask?

The answer is simple, it is so important to the customer in terms of sales and profit. A good Christmas sets the business up for the rest of the year. A poor Christmas puts pressure on the whole operation to recover the lost opportunity.

Last year we handled record volumes and our customer improved their market position in cake.

During the peak period our team of dedicated drivers travelled over 1,670,837 miles which is the equivalent of travelling to the moon and back 3.5 times!; we used 826,593 litres of diesel (the equivalent of 23,617 full tanks of fuel for an average family sized car!); we collected 73,875 pallets out of the 3 bakery production sites; scheduled 51,747 pallets into freeze and then delivered a colossal 162,237 pallets into Supermarket RDC's from the south coast up to Scotland and across the Irish Sea! In total, we delivered over 8,088,027 cases of cake, that is nearly 320 million cake, the equivalent of a dozen cakes for every household in the UK!!

We certainly have a lot to live up to and, especially in light of the welcome news that Premier Foods have won additional contracts this year to supply mince pies to Aldi and other products to most of the leading retailers, including the discounters, they forecast in the region of an additional 20% increase in volumes this peak.

You may not be aware that Premier Foods starts to bake mince pies in August to be shipped around the world to ex-pats in such far flung places as Australia and New Zealand. Once the production has been started Christmas cakes are then made and taken from the bakeries in Carlton, Stoke and Moreton to freezers for pre-peak storage. This year the freezers will be located in South Yorkshire, Lincolnshire and the West Midlands.

So, with the central warehouse located in Rugby, three bakery locations, four freezer locations and a growing customer base spread around the British Isles and beyond, Troy Leroux and his team have their work cut out in putting the recipe for success together.

Firstly the master plan needs a strong team and, thankfully, at each of our locations we have committed and experienced individuals. From order interface and planning, through to operational execution, customer communication and reporting, everyone knows exactly what they need to do. This year we have recognised with the additional volume and complication our team needs to be even stronger. We have therefore increased managerial support for Troy and added extra planning resources into the mix.

Secondly, we need to secure driver resources (95 plus) and with the national driver shortage accurate planning and communication to our

suppliers is essential. Lloyd Fraser receives primary support from Mercury for the Ruby site but we also have suppliers in Merseyside, Stoke and South Yorkshire. Terry Barr, Arthur Clare-Hay and Troy Le Roux have put together comprehensive requirements in terms of numbers at each location but have also detailed actual start times and rates of pay so communication with drivers is accurate and comprehensive.

Thirdly, we need to secure an additional 45 tractors, 100 extra trailers and additional sub-contractor resources to support the base operation. A combination of the above is relied upon to cover every eventuality utilising each type of resource where it is most economical and practical.

A further requirement is that we also need to support our client in providing additional ambient storage for cakes and John Branscombe has to accommodate up to 2,000 pallets of mince pies for 10 weeks in October, November and December.

And the final ingredient in the recipe is a little bit of luck!



# Skydiving for Charity!

On the 17th January Bethany Whittle, of the accounts team in Rugby, bravely completed a Skydive to raise money for the MS Society, a charity close to her heart.

Bethany raised £555 in total, exceeding her target of £500 for which she was “over the moon” and she would like to thank everyone who made a donation and their support.

She thoroughly enjoyed the day which was an experience to remember - every picture tells a story!



## New Face at Milborne

The recent changes within the Milk Division have resulted in a new new face within the team at Milborne.

Pictured left is Charlotte (Charlie) Reed, our new recruit.

## New Faces in the Head Office Accounts Team

There have been some new faces in the accounts team at rugby. Some were with us at the time of the last edition but missed the photocall!

Becky Harris and Kelly Suggett have joined and Sian Worster transferred from the Mercury team in Rugby.



# The Southern Division Milk Team

Lee Westgate, , Milk Division Regional Manager South , would like to express a big thank you to the team at Milborne for their attitude and commitment particularly over the last 9 months in assisting him in ensuring service and performance levels continued in a particularly challenging period! This was in addition to dealing with the set-up of a new operation in Crediton, in Devon!

Also, special thanks are given to Simon Hall (Manager at Ashbourne and Droitwich) and Mostyn Arnold (Manager at Devizes and New Inn) and their teams for their contribution (as always) during a challenging period of re-structure within their particular areas of responsibility. Quite simply without them all we would not have been able to achieve what we have from new responsibilities, to new contracts, to new recruits and new operations whilst also maintaining customer service levels for existing customers.

What we have done should almost have been impossible and they are all a credit to themselves and to Lloyd Fraser. So many thanks, not just to those specifically mentioned here, but all colleagues in all areas, your support has been very much appreciated.



## Annual Christmas Tree given to Local School at Milborne

The Milborne depot give a Christmas tree to their local primary school, Milborne St Andrew First School each year.

Here we see Stephen Briggs and Pete Jackson at the school with the 2015 tree!!



## Dalton Leaving Party

Several of John Whiston's colleagues attended his retirement party in November.

We wish John a very long and happy retirement and thank him for all the years of service with Lloyd Fraser.

## Retirement at Ashbourne

Mick Shaw, a fitter and workshop foreman at our Ashbourne depot, has finally retired after 41 years in the milk industry.

He joined Rugeley depot back in 1974, before transferring to Ashbourne following the closure of Rugeley in 2004.

*Our best wishes for a long and happy retirement, Mick!*



## When Christmas came to the Dunelm Contract !

The Staff on the Dunelm contract at Stoke joined in the Christmas fun with text Santa!

I wonder who got the prize for the best jumper?



## Fantasy Football League Winner!

Congratulations to Rob Sullivan of our Milborne depot, for winning the Lloyd Fraser Premier League Fantasy Football for 2014-2015.

I think he should also get a prize for growing the longest beard !

*Pictured right: Rob receiving the Cup from Lee Westgate, Regional Manager.*



# Congratulations!

..to Darren Steeles of Winsford on completing his Transport Manager CPC in January and also to Rob Sullivan at Milborne for passing his Transport Manager CPC in April. An excellent achievement by both of them in a very short space of time!



.....to Neil McConchie on the birth of his third grandson , Alfie James, in February, cousin to Fraser and Harry.

.. congratulations to Dave McCarthy, manager of Four Crosses and Llandyrnog milk sites for passing his Transport Manager CPC.



.. to Mostyn Arnold on the birth of his second granddaughter, Ffion on 6th February.

...to Dan Chidlow, transport supervisor at Rugby Premier Foods contract, on the birth of his second son Elliott Dean on 30th October 2015. Big brother Joel is very happy!!!!



Also many congratulations to two Dalton drivers:



to Charles Chapman and his wife Lucy on the birth of their beautiful daughter Poppy May on 30th May weighing 9lb 5ozs.



..and to Daniel Phillips and Rachael Toone on the birth of their son, Oliver John on 5th July 2015 weighing 7lbs 9ozs

## And Finally...

A **big thank you** to all of you who have contributed to this issue! We look forward to receiving your news for the next issue, Spring 2016, and you can now contact us direct via the following e-mail **chainmail@lloydfraser.com**. We look forward to hearing from you!