

THE HILLS HERALD

Colleague newsletter 2023



A Note from The Directors

With 2023 nearly at a close, its time to reflect on yet another busy year. We started off the year still very much in the grip of restricted new vehicle supply due to microchip shortages that impacted our sales right up until September and although there are still some restrictions supply is now so much better. We also started off the year with high inflation and increasing interest rates that has impacted both the business and everyone personally. There are now positive signs that inflation is reducing and interest rates may start to reduce during next year so we should have some optimism for a better year in 2024.

Indeed from a business perspective we now have nearly a year of being Ford 'Main' dealer and Transit Centre which has given us greater opportunity and we will have some great new product, and EV product in particular, coming our way throughout the year ahead. As you will also see from this newsletter we continue to invest in the business in order that the business can continue to compete with the very best.

We would once again like to thank everyone for their fantastic efforts and contribution to this last year in what was once again a challenging environment. We hope you all enjoy the Christmas break and the time with your families and loved ones and we look forward to sharing yet more success with you all in 2024.

Christmas Bags for All

This year we're pleased again to give all colleagues a goody bag full of cracking local produce.

Inside your Rally themed bag you will find:

- Astley Vineyard - Madeline Angevine
- Clive's Fruit Farm - Apple Juice
- Ruby's Handmade - Fudge
- Jack's Pantry - Jam/Marmalade
- Bewdston Preserves - Chutney
- Hiller's Farm Shop - Mince pies
- Reusable Rally Eco Bag



Proud to shop local and support our local businesses.




BONUS

Christmas **Bonus** for everyone!

Full Time - £350

Less than 25 hours per week - £150



BONUS

and **most importantly...** it's early payroll month! **Salaries will be paid on 22nd December.**

2024 Investments

We're hoping 2024 will be an exciting year for the group and we've a number of investments that are beginning to shape up!

- New commercial vehicle and motorhome service workshops at Kidderminster with a new MOT bay for cars, vans and minibuses
- Ford showroom upgrades to the New Ford 'Signature' theme to include new furniture, point of sale stands and decoration for all 3 Ford showrooms
- Additional solar panels at Hills Ford Kidderminster
- Addition CV specification workshop ramp at Mustow Green
- Floor re-painted for the Kidderminster Used Car showroom and Workshop
- Tarmac of customer parking area at Kidderminster.

2023 Investments

2023 saw a number of great investments across the business:

- Mustow Green - Refurbishment of part of showroom to meet Ford standards and new signage & charger points added.
- Solar panels at Mustow Green
- Charging points at Mustow Green
- Kidderminster – Charging points, block paving and new fence
- Air conditioning in the service dept
- Canteen upgrade
- Introduction of Service Self Check In via our new Tjekvik unit
- Upgrade drainage at Brookhire
- New commercial workshop
- New wall at Malvern
- Workshop ramps
- BH Motors - wheel aligning kit
- New uniforms - gillet's and ties.



New Starters in 2023

A warm welcome to all our new starters who joined us in 2023. As we continue to grow across the group, fifteen new employees joined us this year and we're delighted to have you on board!

As we look ahead to 2024, we're excited about the unique perspectives and fresh ideas you will bring to the business. Let's make the most of this opportunity and create a successful journey together.

Danny Williams	New CV Sales Controller- Hills Ford Transit Centre, Mustow Green
Alexander Porter	Parts Advisor - Hills Ford Malvern
David Smith	Vehicle Preparation Specialist - Brookhire
Patrick Briscoe	Service Manager - BH Motors
Ethan Flynn	Apprentice - Hills Ford Kidderminster
Damien Cash	Technician - Hills Ford Kidderminster
Lydia Pearson	Marketing Executive - Hills Ford Kidderminster
Mathew Smith	Technician - Hills Automotive Mustow Green
Lee Pagett	Technician - Hills Ford Kidderminster
John Bayliss	Technician - Hills Automotive Mustow Green
Jason Rose	Technician - Hills Ford Malvern
Sanna Wright	Service Advisor- Hills Ford Malvern
Nicolas Richards	Technician - Hills Ford Malvern
Gary Mason	Site Maintenance - Hills Ford Kidderminster
Noah Ruff	Apprentice - Hills Ford Malvern

If you know of a friend or a family member who are interested in joining our teams, speak to Richard Hill – should they join us, there will be a reward for you!

Current vacancies can be seen on our websites.

Welcome to our New Apprentices

As part of our commitment to attract young talent, we're delighted to welcome our new apprentices Ethan Flynn and Noah Ruff to the team.

Our apprenticeships allow young people to gain valuable work experience, learn new skills, and jumpstart their career. We're very proud of all our apprentices and look forward to more joining us throughout 2024.

New Vehicle Technician Apprentices



Ethan Flynn – Kidderminster



Noah Ruff – Malvern

Reach for the Stars

Congratulations to our colleagues who have successfully passed their Level 3 Apprenticeship qualification during 2023. This is a great achievement and a testament to your hard work and dedication. Well done!



Oliver Rodgman – Malvern

**Level 3 - Motor Vehicle
Service & Maintenance
Technician**



Joe Baker – Kidderminster

**Level 3 - Customer
Services**

Customer Satisfaction



Ford moved to a new customer satisfaction platform in 2023 called 'OneCX'. This replaced the current Customer Viewpoint Program and gave us a renewed focus from Ford, meaning higher targets and, in particular, more focus on customer follow up post visit both in sales and service.

Our own target is to have each department in the top 50 dealers in the country as an absolute minimum in their respective area and with generally excellent performances this year we know this is more than achievable.

Our current Hills Ford Group OneCX Rankings in our respective dealer leagues are:

- **Car Sales : 11th out of 41 dealers**
 - **Car Service: 5th out of 41 dealers**
 - **Commercial Vehicle Sales: 22nd out of 37 dealers**
 - **Commercial Vehicle Service: 7th out of 36 dealers**
-



Whilst the Ford sites use the Ford One CX as the primary customer satisfaction measurement we use google for the other parts of our business and once again some great work has ensured we have the ratings as below, however we will be aiming to ensure all sites are at 4.9 as a minimum during 2024;

- **Brookhire: 4.9**
- **BH Motors: 4.6**
- **Hills Automotive Mustow Green: 4.8**

Customer Satisfaction

JudgeService®



Judge Service invite customers to fill in a survey following their purchase of a used car from either Hills Ford Kidderminster or Hills Ford Malvern. A customer is presented with a set of 14 questions ranging from the cleanliness of the dealership and the vehicle, the salespersons attitude during the purchase and the follow-up process.

This gives us a number of measurements where we can look for improvements.

This scoring gives us an overall group score, which we benchmark against the Judge Service national average. We consistently perform above the national average:

How likely is it that you would recommend the dealership to family or friends?

- Hills Ford Group: **9.46 / 10**
- Judge Service Average: **9.35 / 10**

2023 Stats

New Cars Sold **517**

Used Cars Sold **1,193**

New CV's Sold **120**

Used CV's Sold **260**

New Campers Sold **24**

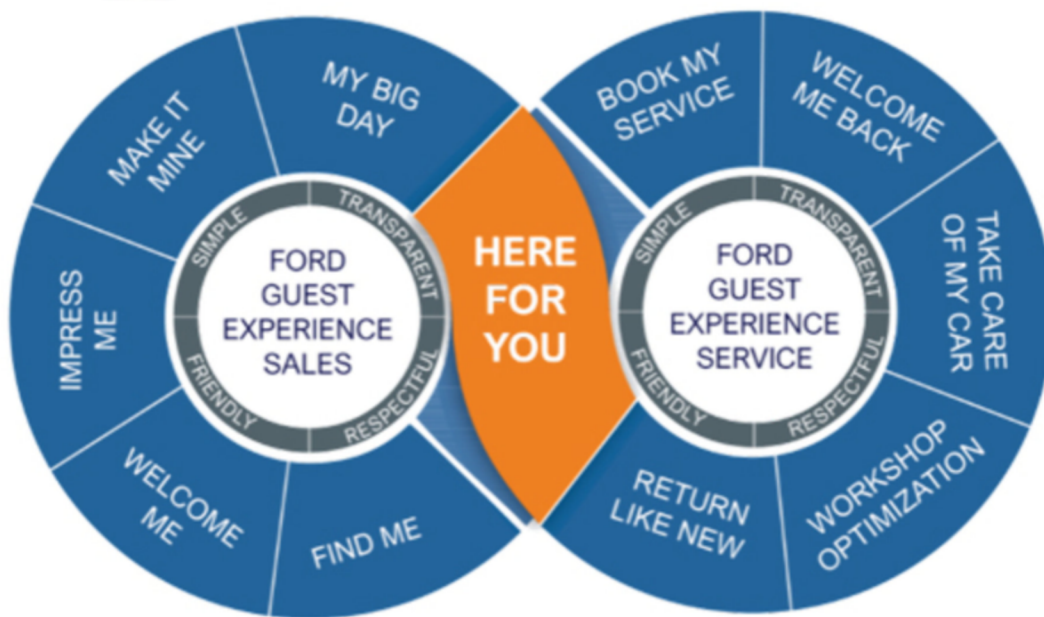
Used Campers Sold **15**

Brookhire Rental Days Sold **21,786**

Workshop Hours Sold **17,163**



Guest Experience



Back in October we asked you to all undertake a Ford Guest Experience Employee (FGE) Valuation survey. Firstly, thank you to all those who participated in this survey, it has given us great feedback on the many aspects of your jobs that you enjoy, but also aspects you feel require improvements to better your time in the work place, which will have a positive effect improving the experiences of our current and future customers.

The ultimate aim of the project is to transition from a 'customer like experience' to a 'guest experience' in the ever changing environment we now trade in. As per our core values, we pride ourselves on trying to offer the greatest customer experience to everyone that walks through our doors, so this project is very important to us.

We fully understand that these changes cannot happen overnight, so although the Ford Guest Experience Programme is set over the next six months, we have taken this project on as a much larger commitment and we are in the process of setting up a FGE Working group within the Company. This will allow us to continuously review your feedback on how we can improve experiences of colleagues and guests alike, and hopefully make our group businesses not only first choice for guests to visit and purchase from, but also a company where all colleagues are very proud to say they work.

Please look out for updates, changes and new processes set to be implemented in the New Year as we kickstart this project!





Colleague Offers

Are you or a member of your family considering a new car this Christmas?
We've some great offers on brand new vehicles!



**Ford Fiesta
ST-LINE 1.0L
EcoBoost
100PS Petrol**

RRP £23,250.00

**Your Price
£20,777.21**

**Your Saving
£2,472.79**



**Ford Fiesta
ST-31.5L
EcoBoost
200PS Petrol**

RRP £28,230.00

**Your Price
£25,062.84**

**Your Saving
£3,167.16**



**Ford Puma
ST-LINE 1.0L
EcoBoost 125PS
Electric-Petrol**

RRP £28,965.00

**Your Price
£24,888.00**

**Your Saving
£4,077.00**

For further information, contact:

Kidderminster - Dan Peever
dpeever@hillsford.co.uk - 01562 821441

Malvern - Josh Hall
jhall@hillsford.co.uk - 01684 892345

Have You Seen us on Social?

We have had a great social presence across Facebook, Instagram, LinkedIn, Twitter, YouTube and TikTok this year with over 30,000 posts!

Thanks to everyone who's helped out with the content production especially Joe, Ben, Will, Josh, Becky, AJ, Scott, Dan, and Charley!



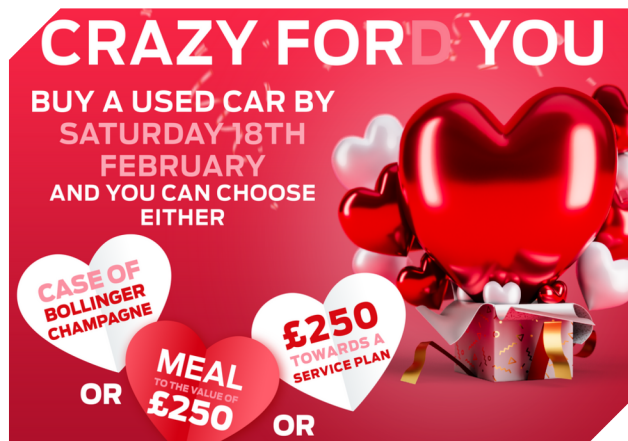
Marketing in 2023

Our marketing team got stuck into more events, campaigns and sponsorships than ever before in 2023.

Below is just a small snapshot of some of the activity that kept our businesses in the spotlight throughout the year!



Donating footballs, Sladefield Infant School - January



Valentines Sales Event - February



Ford Explorer launch - March



Mayor's Charity Walk - Malvern - April



Chaddesley Corbett Race Sponsorship - May



Taking Noah to the Prom in style! - June

Marketing in 2023 (continued)



Product Placement - Harvington Hall - July



Tenbury Show- August



Belbroughton Scarecrow Festival - September

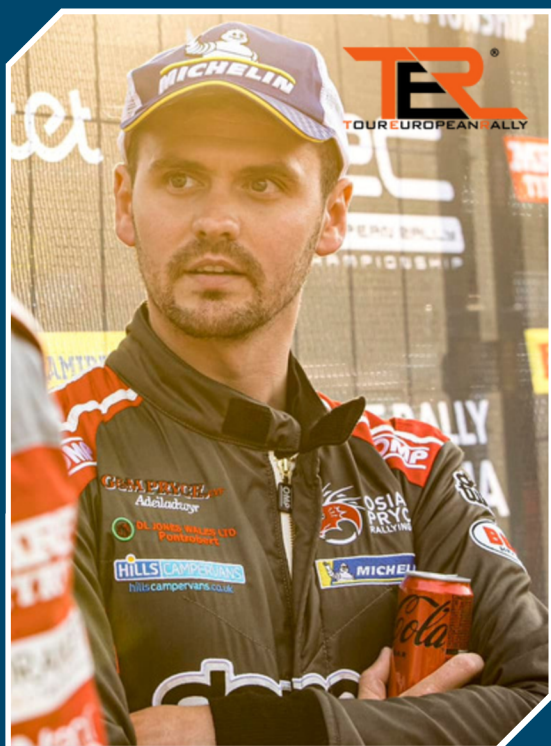


Redhouse Pumpkin Patch - October



Christmas Sales Events - November

The Big New Year's Used Car Sale - December



We're Supporting Osian Pryce

Over the past 12 months Hills Automotive and Hills Campervans continued to support Osian Pryce as he drove to success to claim the 2023 TER - Tour European Rally Title. Competing in the Hyundai i20N Rally 2, Osian was joined by co-driver, Belgian Stéphane Prévot

After a fantastic season, Osian won the final race, the Rally Terra Sarda, to win the title by a single point from Italian Andrea Crugnola. Having won the British Rally Championship title last year, it's his second major international rally title in two years.

Congratulations Osian!

Kidderminster Harriers Sponsorship

We have partnered with the Harriers for 2023/2024 season, becoming their official automotive partner.



This partnership will give the MTCR brands a powerful marketing platform to communicate with thousands of Harrier fans.

We look forward to sharing more exciting updates on the partnership throughout the season.



Colleague Spotlight Clever Clogs Sarah

Our very own Sarah Faulkner has been working towards a degree in Business Management with the Open University.

And in October Sarah passed with First-Class honours, an incredible achievement!

Congratulations Sarah!

Babies made...

Congratulations to...

Matt Smith and Will Jephson
for your little arrivals in 2023!

Congratulations also to Catherine, who is now a Grandmother, thanks to the birth of Grace to Ellie & Aiden!



Sporting Endeavours

Not satisfied with claiming the class championship and 4th overall in the Protyre Asphalt Rally Championship, Will Hill completed his 1st ever Marathon on a very hot October day in Cologne – well done to Will for a great time in some very hot conditions - rumour has it he's already eyeing up his next marathon in 2024- watch this space!

Richard Hill also managed to drag himself around his first 50km Trail race based in the picturesque (but not as flat as he'd hoped!) South Downs in August.



Inkberrow Completely Dominant

And in the 'more unusual' sport categories Clare & Richard Hill were in the winning team of the Wychavon Parish Games Dominoes competition – hotly contested against other villages over 4 rounds and the 1st time Inkberrow have ever won!

A graphic with a dark blue background featuring glowing orange and red digital lines and code snippets. A large, glowing orange warning triangle with an exclamation mark is centered. Below it, the words "SYSTEM HACKED" are written in large, bold, orange capital letters. The overall theme is digital security and system compromise.

Throughout 2023 many of you have been undertaking a variety of USecure training courses which has helped raise awareness of cyber security essentials.

This is planned to continue throughout 2024 as we strive to protect MTCR business areas from security breaches, scams and potential cyber-attacks.

Thank you for your input to these courses and let's remain vigilant and keep our systems safe from attack.

This is planned to continue throughout 2024 as we strive to protect MTCR business areas from security breaches, scams and potential cyber-attacks.

Thank you for your input to these courses and let's remain vigilant and keep our systems safe from attack.

More **Inkberrow Relay** Success In 2023



The sixth annual Inkberrow Relay Race took part on Sunday 14th May. It was an amazing record entry of 60 teams and 240 runners!

The 2024 event will be held on Sunday 19th May and we're hoping to make this the biggest race yet! If you, your family or friends would like to enter please speak to Richard Hill.



The sixth annual Inkberrow Relay Race took part on Sunday 14th May. It was an amazing record entry of 60 teams and 240 runners!

The 2024 event will be held on Sunday 19th May and we're hoping to make this the biggest race yet! If you, your family or friends would like to enter please speak to Richard Hill.

Forthcoming 2024 Events

Here are a few of the events we have planned for 2024!



**Product Placement at
Wyre Leisure Centre
23rd – 30th January**



**Product Placement at
Morrisons
13th – 19th February**



**Inkberrow Relay
Race
19th May**



**Royal Three
Counties Show
14th - 16th June**



**Tenbury
Countryside Show
3rd August**



**Hills Ford
Stages Rally
15th September**



**Festival of Business
19th September**



**Malvern Autumn Show
27th – 29th September**



Passenger Vehicles In 2024

2024 is set to be an exciting year for Ford vehicle launches and facelifts, with the headline grabbing All-Electric Explorer, the start of Ford's plans to electrify its entire European line-up by 2030.

**PUMA (MCA) / KUGA (MCA) / ALL-ELECTRIC EXPLORER /
PUMA GEN-E / ALL ELECTRIC SPORT CROSSOVER + MORE**



All-Electric Explorer



All-New Kuga



All-New Puma EV/Facelift



All-New Tourneo Courier



EV Sport Crossover SUV



Commercial Vehicles In 2024



**TRANSIT CUSTOM / E-TRANSIT CUSTOM / TRANSIT COURIER /
E-TRANSIT COURIER + MORE**



All-New Transit Courier



All-New E-Transit Custom



All-New Tourneo Custom



All-New Transit Custom Nugget



All-New Transit Connect



Ranger Wildtrak X

HILLS REWARDS

A big thank you to our staff

VEHICLE PURCHASES

New, used & trade vehicles at a discounted rate.

CUSTOMER REFERRAL INCENTIVE

If you introduce a customer who then buys a vehicle from us, you are entitled to claim a £50 referral fee.

HILLS REWARDS

- 1,000's of discounts
- Cashback
- Healthcare
- Dine out for less
- Save £ on the food shop
- Scan the QR code to download the app.

ADDITIONAL BENEFITS

CONTRACT HIRE: Varied discounts

PARTS: 20% discount

SERVICING: 50% labour discounts

MOTS: Discounted rate of £35

BROOKHIRE: 25% discount

RECRUITMENT REFERRAL: £250

PENSION SCHEME

All employees are automatically enrolled into the 'NOW Pensions' Scheme. 3% employer contribution.

MONTHLY STAFF £100 LOTTERY

13 Winners in 2023 - Set to continue throughout 2024 - Will you strike it lucky?

Access a range of money saving offers on the weekly food shop, clothes, cinema visits, electrical goods, holidays, household furnishings, restaurants, toys and lots more!

If anyone needs a quick reminder or how to get logged on please contact Paul Stokes.

Currys PC World

Sainsbury's

THE BODY SHOP.

SELFRIDGES & CO



ASOS
discover fashion online

MARKS & SPENCER

Scan here
for iPhone

Scan here
for Android



Christmas Opening Hours

24.12 **CLOSED**

25.12 **CLOSED**

26.12 **CLOSED**

27.12 **8:00 AM - 5:30 PM**

28.12 **8:00 AM - 5:30 PM**

29.12 **8:00 AM - 5:30 PM**

30.12 **8:00 AM - 5:30 PM**

31.12 **CLOSED**

01.01 **CLOSED**

02.01 **8:00 AM - 6:30 PM**

Thanks to all our colleagues who took part in **Christmas Jumper Day** this year helping to raise funds for **Save The Children**.



Reminder Time...

There's still a £50 introduction commission for every new customer you introduce to us who buys a new or used vehicle.



Bring on 2024...



HILLS FORD

BROOKHIRE

HILLS Automotive

BH MOTORS

HILLS CONTRACTS



TICARI AUTO ACCESSORIES

PILOTE

HILLS Automotive