‘On the journey together’

‘Heid Yin’, Andy Viens, President of Global Marketing, Phillips 66, toasts guests at our recent customer conference, held at The Gleneagles Hotel, Scotland.

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The Pride of Warwick awards
The Gleneagles Hotel is a magnificent ‘French styled chateau’ set amidst 850 acres in the heart of the Scottish countryside. Its three championship golf courses are among the very best in the World and it will play host to the Ryder Cup golf tournament in 2014.

Acknowledged as the perfect setting for business, relaxation and exhilaration, and renowned for its luxury, ‘the Palace of the Glens’ played host to over 200 Phillips 66 delegates this October as customers from all facets of the business gathered for the inaugural ‘joint’ National and Regional Sales conference, hosted by UK and Ireland Marketing.

Heid Yin, (literally translated from its Scottish slang, meaning head man), Andy Viens, President of Global Marketing, was delighted to attend, acknowledging the importance of bringing together National and Regional customers under one roof to share the company’s vision for the future, discuss and debate important issues facing the industry at the moment; to network and socialise with like-minded industry colleagues; all in the most elegant and historic setting.

After Pete George, Managing Director, UK & Ireland Marketing (UKIM), welcomed delegates, it was Andy who ‘kicked things off’ to the gathered ensemble. He gave his view on the marketplace today, looking at global product trade flows as well as world demand growth by product, saying: “The last decade has seen historic changes. The landscape in the US has changed more quickly than anticipated, which means the US may well move from

“Venue: I doesn’t get any better. Business session: Very good and I left with a really positive future for Phillips 66 and my business.”

John Cook, Ryedale Garages

“Just a short note to say many, many thanks for what was a super trip – as ever, flawless organisation and an amazing choice of location. A truly enjoyable few days.”

Dr. Frank Bergin, Topaz Energy
“I wanted to thank you for a terrific couple of days. I know these things don’t just happen so I appreciate all the hard work you have put in before and during the conference. It’s great working with Phillips 66 and to learn about your plans going forward in the UK.”

Tony Garner, Commercial Director, UK Fuels

A look at regulatory issues was also on the agenda. Supporting the fuel brand expertise, he explained that Phillips 66 has a strong focus and understanding of regulations. In continuing to supply the products the marketplace is demanding, he pledged to be an advocate on regulations that impact the business.

Andy also took time to explain the big picture at Phillips 66. “We are a 21st century leader in downstream energy manufacturing and are part of the long-term growth in America’s energy future. The four operational segments of Phillips 66 are midstream, chemicals, refining and marketing and specialties. Having each of these segments allows us to participate in the full value chain.

“We are strong and stable and will continue to invest in growth projects over the next few years with cost and capital discipline. Now that we are focused on downstream, marketing and specialties are a more meaningful portion of our business. In addition, we plan to add 170 Jet sites in Germany over the next five years and we are also looking to build the Jet brand in the UK.

“The increased nimbleness of being a focused energy manufacturer, paired with our 130 plus years of experience in the industry, means Phillips 66 can approach opportunities with a balance of experience and vision”, he concluded.

The Humber Refinery

Ray Crisp, Optimisation Manager, Humber Refinery, gave his viewpoint on why he believed the Humber Refinery to be a ‘quality supplier of fuels for the long-term’. He explained why despite a testing future ahead, he felt confident enough to entitle his presentation as such: “Firstly, Humber may be an excellent refinery in its own right but it has the added advantage of having the backing of the sixth largest non-governmental controlled refiner in the world and the second largest refiner in the US. This large network provides a tremendous wealth of know-how and resources.

“Secondly, Humber has a track record of delivering performance that results in an
excellent competitive position relative to other refineries in the UK and the rest of Europe. Humber today is large, complex and sophisticated. This complexity and the key value differentiator from speciality coke production, makes Humber one of the top performing refineries in Europe. The competitive economic position is further underpinned by outstanding operational excellence in all aspects of the refinery operation.

“A further key factor in the success of Humber is undoubtedly the strong alignment that exists between the refinery and the marketing organisation.

“I mentioned a testing future and did so in the context of the European refining industry. Refining margins have been under pressure creating uncertainty and change in the industry. The face of UK refining has changed dramatically over the last five years or so, with some refineries sold or up for sale. In the end it is going to be the fittest that survive. I believe Humber is one of the fittest.

“The management of our company also think so and as one of the premier refineries in Phillips 66 global portfolio, Humber has been declared as a core asset. This certainty means even in tough times, we continue to enjoy full support to
ensure future success such as continued investment. These factors will provide an ideal base for our marketing organisation to use as they strive to develop beneficial long term relationships with all of you gathered here today”, concluded Ray.

The Supply story...

‘Seamlessly and logically’ following on from Ray, Richard Plows, Manager, Supply, gave delegates an overview of the UKIM supply picture. Unsurprisingly, after Ray’s words, Richard emphasised the fact that Humber is key to the UK business from a supply perspective. The supply group’s challenge from its three core terminals, being Bramhall, Humber and Kingsbury, together with 23 further regional terminals, is to annually move six million tonnes of product by pipe, rail and sea to the right place, on time and at minimum cost! Richard looked at the regional market share in the UK and in depth, region by region. Summarising, Richard emphasised the need to utilise the competitive advantage Humber gives the supply function together with the ability to add supply capacity to facilitate sales growth. Innovative supply solutions and focusing on security of supply at competitive prices, were also at the forefront of his plans for the future.
UKIM marketing update

UKIM Managing Director, Pete George, put the advantages and strengths that Phillips 66 and Humber Refinery provide into a sales context, emphasising the criticality of the supply chain. He outlined his strategy for the next five years, having realigned the organisation for growth in terms of geographic footprint, market share and dealer numbers, following a strategic review of the organisation and the UK retail market. “The wholesale market is strong and continues to grow and we will continue to be a major player”, reported Pete.

Targeting all of Humber’s output to the UK inland marketplace, he told delegates it was essential to be a strong and progressive force, driven by excellence so we can achieve our goals for growth.

“Later on you’ll hear in detail about our plans and investment in the Jet brand, including better communication with dealers and distributors, new dealer services, increased PR ‘noise’ and extra value from promotional and marketing activity. These are key to success and part of the plan to take the Jet brand into 2014, our 60th anniversary and beyond”, said Pete.
Delegates were then streamed into presentations specific to their market sectors.

Wholesale customers firstly listened to Graham Clout, Strategy Manager, UKIM, who gave an insight into how the commercial, marketing and refining functions across Europe can work together to form a focal point for strategic development and enhance their understanding of the different aspects of the overall business. Graham considered the scope of the wholesale market and looked at fixed forward pricing as well as reporting on commercial and marketing integration in the south east of the UK, and how all of the strategic developments Phillips 66 has made in responding to a changing climate can add real value to its customers.

On “the other side of the hotel” the retail stream considered retail trends and market dynamics in a presentation by Barry Quinn, General Manager, European Marketing.

Barry considered the demand for product and margin opportunities in the current economic climate in the context of supermarkets, company owned, group dealers and independent retailer sites. The decline in overall site numbers seems to be slowing with fuel sales stabilising and many retailers looking at diversifying their income streams. He said: “The key advantage that filling stations have is their location and their proximity to the communities they serve. Remember retail is local. The convenience sector needs to recognise that consumer habits are changing. Responding to these and turning them into a growth opportunity is where dealers can create a competitive advantage for themselves.”

Anne Day, Brand Communications Manager, launched a raft of new initiatives for the future of the Jet brand. In Touch looks in detail at this offering on the following pages. A Jet Dealer Council question and answer session then concluded the Retail session.

They say it’s impossible to be in two places at once but Paul Whitesmith, Product Quality Manager, Stuart Cufflin, Transport Contracts Manager and Tony Reddington, Manager, National Sales, tried to prove otherwise as they gave updates on Products, Transport and Finance respectively to each sector, albeit with careful timing and a quick dash between ‘rooms’!

Paul’s focus was on future fuel trends, biofuels and renewables, legislative issues and how sourcing Humber product sets us apart in terms of product quality in the long-term.

Stuart talked transport, reporting on new transport contracts, providing improvements in cost base and driver terms and conditions along with availability of resources. He reassured delegates that there would be no compromise on safety standards, customer focus and our emergency response capability. In summary, ‘cost management and improved service’.

Tony Reddington gave both audiences an overview of ‘the numbers’ for each sector as well as looking specifically at credit risk management and insurance for Phillips 66 customers.

Jet branded authorised distributors received an update on their support package from Bruce Mackie, Territory Manager, Scotland. The wholesale presentations were concluded by Richard Burton of Barton Petroleum in his role as Jet Marketing Council Chairman.

Activities abound

Whilst the focus of the conference centered around furthering mutual business benefits, the conference provided a chance for delegates to sample a host of activities set in the beautiful Scottish countryside.

Following lunch upon their arrival, guests could choose to visit to the magnificent Stirling Castle or tour Tokheim’s Dundee Manufacturing Centre, where their fuel dispensers and many forecourt retailing solutions are built and distributed. Brian Madderson, Chairman of the RMI Petrol Retailers Association, gave a presentation to retail customers before everyone assembled to renew acquaintances and enjoy dinner together.

The following day, after the business session, there was a varied choice of things to do ranging from off-road driving and clay pigeon shooting, to falconry, gun dogs and a guided walking tour. Guests assembled in the evening for a cocktail reception before a Gala Dinner celebration in which the haggis was piped into the room in traditional style. The Ceilidh band got the party into full swing after dinner as guests danced the night away.

The following day presented an opportunity for the golfers ‘amongst the clan’ to play the prestigious championship golf courses with challenges aplenty for beginner and pro alike. Delegates then bode ‘Auld Lang Syne’ to Gleneagles, until the next time, and journeyed home after a most rewarding and enjoyable stay.
New dealer-focused initiatives - a new strapline, new imagery, a new standards and service programme and a host of promotional and PR activity...

ON THE JOURNEY TOGETHER

Anne Day, Brand Communications Manager, reflects on the launch of ‘On the journey together’ and talks to In Touch about the exciting future ahead for the Jet brand.

“Following the Phillips 66 company split in May 2012, and our own re-organisation to enhance our customer focus, moving to National and Regional account sales teams earlier that year, we formed a brand strategy team, headed by Graham Clout, tasked with an in-depth review of the status of Jet in the UK marketplace.

“We took time to reflect on what Jet means to us, our customers and the end user, our forecourt customers.

“We listened to our dealers, distributors and customers opinions of our forecourt offering, with a view to getting back to basics in fully understanding what the Jet brand really stands for. Our bus roadshows last October proved a valuable opportunity to talk in depth to our dealers and distributors and help us get to the heart of the Jet brand.

“We analysed the feedback and combined it with our own perceptions to arrive at a set of values that encompass the Jet brand.

“To meet our ambitious but achievable target to increase our market share, spread our geographic footprint and increase our size as part of our commitment to the UK market, we realised we needed a plan. This would form the basis of our offer to our Jet branded dealers and distributors.

“The first step as a basis for all of our communications going forwards is to ensure we have consistent messaging which will drive brand clarity and increase awareness of the Jet brand.

“An attractive dealer offer will help us acquire new Jet dealers. To do so, we must have a strong and sustainable offer to show how we differ from the competition. We are already well known for being flexible, friendly and easy to deal with.

“Our sales team and territory managers will be equipped with the tools to demonstrate to potential dealers that the Jet offer is robust, economically sound...
and attractive. Trade press, our website and the increased use of social media is planned to drive awareness.

“We must not forget our existing dealers, ensuring that our package continues to evolve and meet their needs and is of the right substance to make them want to stay with us in the long term. We are proud of those dealers who have been part of the Jet family for 20, 30, 40, 50 years and beyond and want to encourage more dealers to take such a long term view when they sign to Jet.

“To help this important retention process, we realise that our existing dealers may need help with promoting their own businesses in their local communities. So we are putting together a marketing support toolkit which will provide help with flyers, e-shot templates, graphics, social media self help tools and other ideas aimed at helping dealers promote all aspects of their local business, such as convenience store, garage, car wash and, of course, forecourt business.

“We are also putting together some exciting promotions which are flexible and adaptable to suit dealers’ local markets.

“Jet is well known for, and has a long association with, local, friendly service, good value and quality fuels. Our new messaging, visuals and strapline must align with these values. ‘On the journey together’ represents our partnership with our customer, the dealer and end users at Jet sites and will give a fresh, new look to our marketing materials.

All our sales and advertising materials will use strong journey imagery, and include transport and proposition icons to differentiate and distinguish our messaging.

“We are currently collating case studies where we will use dealers’ success stories to bring the brand to life for both existing and prospective dealers. This will also feed PR activities both in trade press and to a wider public audience. Our aim is to ensure the Jet brand is kept at the forefront of the trade press. By helping promote dealers’ businesses through a hard hitting PR campaign. We want to get your name and articles into your local media.

“Our promotions toolkit will include a number of elements which dealers can select from. Whether you have connection to and support a local sports club or organisation you would like to help and in turn create positive PR or co-branding promotions; there will be plenty on offer.

“Most excitingly, the Jet brand will be 60 years old in 2014 and to celebrate we wanted to come up with a novel and different promotion to mark our Diamond Anniversary. To launch our celebrations, later this year we will be giving customers the opportunity to win £5,000 of fuel.
The ‘Gleneagles’ conference provided a platform to announce a host of new dealer-focused initiatives for the Jet brand that the company has been developing.

Anne continues: “With a minimum qualifying spend, we believe this is a unique promotion that will stand out in the marketplace, and we are sure customers will be keen to participate in.

“All of these materials and ideas will provide a constant stream of PR, advertising and promotional activity, all aimed at promoting the Jet and dealer business in tandem, ensuring we have plenty to shout about.

“The Jet image is also being refined as research tells us the discerning shopper wants a brighter, more welcoming environment.

“New style ‘curved’ LED polesigns and 3D canopies will grace Jet forecourts in the future.

“Our new Marketing Tool Kit will be a source of templates, resources, guidelines and marketing support to help dealers promote their business locally. New look uniforms, with a modern style and better quality, are on their way too.

“One of the points to come out of our research was the need to enhance our card scheme. Speed of data connection by switching from ISDN to IP could significantly save time and reduce queues. We envisage this will become the standard on all sites across the network as soon as possible.

“Offering dealers choice and flexibility is key to us at Jet and we have some exciting offerings regarding fuel cards. We recognise a large number of our dealers have formed relationships with local businesses which perfectly suit the use of JetCard, encouraging loyalty and repeat visits. To help build JetCard volumes we are launching a JetCard Promotion starting in November. Customers can enter the Prize Draw as many times as they like giving them the opportunity to win £1,000 of fuel credited to their JetCard, just for using their card.

“We are also pleased to be offering the FleetOne card in the near future, aimed at larger fleet users which offers national coverage. Once this is up and running, it will bring with it ‘cross acceptance’ with other major brands across almost 3,000 UK outlets. This will align us with the direction the market is going, giving your customers the choice and simplicity they demand, without them having to carry a number of different fuel cards.

“Our new Standards & Service programme, ‘Proud to be Jet’ starting in January 2014, will be a three-year programme designed to set Jet apart in the marketplace. Over this period we will assess, benchmark and set aspirational goals for all Jet dealers.

“We really want dealers to be proud of being part of the Jet family. Our brand standards will set out clear expectations of all dealers, and focus on the key elements of both forecourts and shops, attracting customers to the sites.

“To reflect this initiative we are rebranding our service and standards programme, ‘Proud to be Jet’. Using Suresite to administer the process, we have added a brand element and coupled with an annual compliance assessment, this will drive our rewards programme in the future.

“A site’s Suresite score will dictate how many diamonds a site is awarded. Then it’s up to dealers to decide how they will spend their diamonds.

“A range of rewards will be available, with top performers qualifying for a service to enhance their site even further plus vouchers that dealers can use to recognise their own staff.

“To keep the programme fresh, we will add new rewards to the list each year, all aimed at improving your site’s facilities and amenities.

“Ultimately dealers and sales assistants who ‘shine brightly’ could be given the opportunity to attend our prestigious Diamonds of Jet awards ceremony next year. We will also recognise sites that make significant improvements together with their top performing sales assistants who will all be in line for some fantastic rewards!”

Anne concluded: “The Marketing and Brand Strategy Team have helped us bring this unique offer together to create what we believe is the best dealer offer on the market, and which will help propel the Jet network along the road to success - On the journey together!”
Giving independence back

Disabled Motoring UK (DMUK) is a campaigning charity for disabled drivers, passengers and Blue Badge holders. They lobby government and businesses across the UK in order to improve parking, refuelling and access provision for disabled people, so that they can access the goods and services that they need.

DMUK’s monthly magazine, Disabled Motoring, includes information on their current campaigns, the latest news and reviews of vehicles, scooters and mobility aids as well as features on everything from accessible holidays to vehicle reviews.

As corporate members, Phillips 66 is very supportive of the initiatives DMUK undertake and is keen to work alongside them in promoting their cause to a wider audience, in line with their own community spirited ethos and philanthropic goals.

DMUK Awards Dinner

Jet sponsored the ‘Motability Sport Award’ at the recently held Disabled Motoring UK awards, held at the Heritage Motor Centre. The prestigious ceremony celebrated the wonderful work by many businesses and individuals in championing many good causes related to disabled motoring.

The winner of the award sponsored by Jet was the Disabled Golf Association, who’s aim is to bring together all disabled golfers, irrespective of age, gender or ability, to help them find and enjoy accessible golf; in turn putting a smile on their faces.

Giving independence back

If you are an unaccompanied disabled driver it can sometimes be difficult to get the help you need at the petrol station.

Some really exciting ideas are being developed to help disabled drivers’ refuelling experience be a safer and easier one. DMUK are keen to promote these initiatives and the Jet brand are currently discussing their involvement and the possibility of embracing these technologies on Jet forecourts in the future.

Morag Millington, IT & BP lead, Phillips 66, is pictured far right, presenting the award to Sue Robertson, Keith Wallace and Graeme Robertson.

Disabled Motoring Awards

TEN
‘Home is where the heart is’, or so they say, and the small village of Melmerby, nestled in the heart of ‘God’s own country’ in the beautiful North Yorkshire Dales, is home to Jet’s newest authorised distributor of fuels to domestic, agricultural and commercial customers.

From their depot near Ripon, they deliver fuel oils to towns, villages and rural properties within approximately a 30 mile radius, including the towns of Thirsk, Harrogate and Northallerton as well as westwards into the more remote and picturesque Yorkshire Dales.

Pride, passion and a strong sense of community spiritedness are immediately apparent when we talk to Janet Kettlewell, Operations Manager at Kettlewell Fuels, to see what lies at the ‘heart’ of their flourishing business.

People who care, caring for people

Janet takes up their story: “We are proud to live and work within our area of distribution and are focused on providing a friendly, reliable delivery service with a strong emphasis on developing long term relationships based on trust with our customers. Excellence in everything we do, combined with a sense of responsibility and putting a little something back into the communities and people we serve, is an ethos and way of life that I hope sums up the way ‘Kettlewells’ ticks.

“Our story really starts back in 1987, when the Kettlewells name was better known in the haulage industry rather than the oil business. At that time, the family decided to venture into the oil supply business as a natural extension of being hauliers. The business established itself over the next decade before the management team left to start their own fuel business, which resulted in family members picking up the reins and running the business on a day-to-day basis.

“From 1997, the family business grew organically, harnessing the values and persona that make the company what it is today. Its mantra - high levels of service, reacting to and delivering customers requirements and continuity of staffing which in turn creates relationships, loyalty and repeat business.

“However, as we moved into 2001-2002 there was a slight decrease in business and volumes, which led us to consider in more depth our marketplace and our marketing strategy.

“Our objective was easy, to regain and indeed increase our market share. To do so we felt we needed to get to know our customers a little better and get out and about locally to promote our business.”

Pictured below (L to R): Jet’s Carl Smaller together with Janet and Trevor Kettlewell.
Right (L to R): The Kettlewell office team, Angie, Iain and Moira.
“We combined that with a clear, consistent, fully integrated marketing campaign which encompassed our key messages in the form of advertising, direct mail, our website and regularly appearing on the local ‘shows’ circuit.

“Events and sponsorship became a major part of our new outward approach, furthering face-to-face networking as well as generating PR and good news stories. Forming a closer bond with the community at large sat well with us and became integral to our future approach to business, always being mindful that there has to be an underlying benefit to our business too.

“Over that time we also looked at our customer profile and the business we were doing. Rather than chase every single bit of business out there, our approach also became more strategic, looking at and identifying opportunities that would be of long-term benefit to ‘Kettlewells’ as a whole.

“Whenever customers call they can be sure of a friendly voice, whose expertise ensures that with their understanding of the industry and the local geography, our fuel reaches the customer in a safe and timely manner.

“Kettlewell Fuels are very proud to have recently won the Ackrill Media Group Small Business of the Year Award. All of us felt winning such a high profile business award was acknowledgement for everyone’s hard work and dedication in developing the business over the years; proving that we’re doing something right and motivating us to continue knowing our philosophy is the right one.

Celebrating a quarter of a century

“2012 saw us celebrate 25 years in business and to recognise this milestone we decided to support two local charities by making a £1 donation into ‘the pot’ for every delivery of home heating oil we made. After much soul searching we identified that our chosen charities would be the Yorkshire Air Ambulance and Martin House Children’s Hospice.

“Both our family and members of our staff have appreciated the service of the Yorkshire Air Ambulance. It provides a life-saving rapid response emergency service to five million people across Yorkshire. It is a service that we all value in our local community and one that we hope that we may never need but are mindful that one day we might. The service is reliant on charity donations and costs in the region of £7,000 per day to function.

“Martin House Children’s Hospice was opened in 1987 and coincidently also celebrated their 25th anniversary in 2012. Based in nearby Wetherby, it provides care and support to local families who have a child or young person with a life limiting illness. Their services are free of charge with less than 12% state funding. The funds required for the running of the hospice are £4.6m which means that they also rely on the generosity of the public to ensure that they continue to run this amazing facility.

“At Kettlewell Fuels we are proud to have recently donated £6,500 to each of these most worthy causes,” says Janet.
Our local community

Janet continues: “It’s important for us to find ways of supporting our local community and giving something back.

“Girls cricket is becoming very popular in our local community and we are delighted to be able to support North Yorkshire Girls cricket, across all the age groups from Under 11 to Under 17, with some new Jet branded playing shirts.

“We’ve also supplied shirts to Ouseburn Cricket Club who play in the Nidderdale League and have just won the Atkinson Squires Cup.

“We’ve continued our association with our local radio station, Stray FM. We were proud to sponsor the bravery award at their prestigious Help for Heroes awards evening, recognising those organisations and individuals that really make a difference locally.

Teaming up with the Jet brand

“I purposely use the word ‘team’, because for me it exemplifies the relationship required between ourselves and an ‘oil company’.

“I wanted to enter into a supply arrangement and deal with a company and people that believed in us and whom we could believe in too. Such a relationship is all about commitment, trust, first-class support and dependability. Working with Jet’s Territory Managers, Alasdair Moores and latterly Carl Smaller, I was reassured that my inclination to move brands was the right direction for the business, as the Jet brand ticked all the boxes in terms of a ‘distributorship’. Like ours, it’s a long-term relationship based business.

“We need to do everything we can to ensure a consistent supply of quality fuels and first-rate service. We can only offer our customers the level of service required with the correct business partner moving forwards. The availability and quality of product is of paramount importance to us and security of supply is key.

“Knowing that the Phillips 66 Humber refinery is ‘virtually on our doorstep’ means we are assured of receiving or collecting the finest quality and choice of products as and when we need them. Being a branded distributor, not just a fuels reseller, brings us the reassurance and security of supply we need. In turn, this offers us a competitive advantage in the marketplace, one we can pass on, offering significant benefits and reassurance to all our customers.

“I also believe that Phillips 66 is probably the only major oil company at the moment to share our philosophy regarding the way we do business. They are approachable and flexible with a view to working together, talking issues through for our mutual benefit; as such I feel they are the perfect match for us.

“Our new ‘yellow and blue’ livery is sure to become instantly recognisable across the Yorkshire Dales for many years to come, promoting the Kettlewell and Jet brands side by side. We even received a cake welcoming us to the Jet family which was a lovely touch!

“We look forward to building our commercial partnership and our service to our customers. As the new Jet strapline goes, announced at the recent customer conference we attended...‘On the journey together’”, concluded Janet.
The Jet Brand Grows Stronger

An enhanced dealer proposition sees Jet attract a raft of new sites to its network

Jet’s dealer proposition is already attracting attention from independent forecourt operators and group operators alike, with eight new sites joining the network in the space of just a few months.

Top 50 Indies forecourt operator, Motor Fuel Group (MFG), has just signed three new sites to the Jet brand – Hagley Road in the West Midlands, Amersham in Buckinghamshire and East Grinstead in West Sussex. Watch this space for news of three more MFG sites coming to the Jet brand very soon!

Jim Mulheran, Fuels Director at MFG, comments:

“There were already two stations operating under the Jet brand when we acquired the MFG business in December 2011. We have now moved to Jet on these three stations because it enables us to better meet the market needs and customer profiles in these locations.”

Jim adds:

“Jet gives us a brand and market positioning alternative that is very useful when operating a growing network of nationwide stations.”

Independent operator, Nick Baker, has recently signed two of his Doncaster-based sites, Askern and Balby to Jet, increasing the number of Jet sites he manages to five. The Askern site was Jet company-owned in the early 1990s before being sold to Somerfield, which then became Co-op. With large convenience stores on site, Nick chose to sign a deal with Costcutter, as well as adding a Subway franchise at both sites to offer customers even greater choice.

Nick comments:

“Within six weeks of opening, our fuel volume had jumped by 25% and our retail revenues had risen by 20%. The combination of the strong Jet brand, an excellent commercial deal, reliability of fuel deliveries and flexible bunkering means the move to Jet was a no-brainer for me.”

Jet has also increased its presence in the North East with Rocks Property choosing the brand for its Plawsworth and Binchester forecourts in Bishop Auckland, as well as its Cockton Hill site in Chester Le Street. The forecourt operator has quickly reaped the benefits of joining the Jet brand, with fuel volumes doubling across all three sites in less than three months.

Pete George, Managing Director of Phillips 66 UK & Ireland Marketing, comments: “Since our reorganisation 18 months ago, we’ve been reviewing the best way to drive the Jet brand forward and taking our time to ensure that we get things right. The global market infrastructure for fuel is changing and the time is right for Jet to take a different approach. We now feel that we’re in a very strong position to achieve our ambitious growth plans of increasing the number of Jet sites in the UK by 30% to our target of 400 sites by 2018.

“As a network, we always put our dealers at the heart of our business strategy, so it was vital for us to further enhance our dealer offering by investing heavily in programmes and initiatives to set exemplary standards across all of our Jet forecourts.

“Some examples of our renewed dealer proposition include the forthcoming launch of a new fuel card, our new standards and services programme, state-of-the-art LED lighting solutions and brand partnerships.

“2014 celebrates our Diamond anniversary of forecourt retailing and we’re running a special promotion to give 14 lucky winners the chance to win £5,000 worth of fuel.” Look out for details soon.

“Jet welcomes all the recent additions to their dealer network and wishes them every success.”
Albeit he’s a life long finance and number crunching kind of man, Tony Reddington certainly doesn’t conform to the cliché of a bean counting accountant in a sombre grey suit.

Tony’s most varied and colourful career with Conoco, ConocoPhillips and currently Phillips 66 has already spanned four decades…and counting!

He has undoubtedly travelled the world; his career has seen him work in most of the world’s continents, spanning Europe, Africa, America, Asia and Australasia. Upstream, downstream and corporate, he’s tackled them all.

Tony has either worked or spent time in more than 20 countries during his time with the company, embracing the local language and customs wherever he found himself.

In 1987, Tony started his career in ‘upstream’ based in London. 1990 saw a radical change in scene and cultures with a role in Mogadishu, Somalia.

From there it was back to London in exploration accounting and then up to Warwick for a new challenge in Finance Leadership. Four years as European Audit manager was followed by a hop across the pond for two years in Houston. It was then back to ‘Blighty’ as Corporate Reporting Manager.

Tony’s personal career highlight (to date) was his role in 2005 as General Manager, Finance for South East Asia, based in Kuala Lumpur, Malaysia. This demanding role encompassed refining activities in Malaysia, retail marketing businesses in Thailand and Malaysia, and the retail lubricants business covering Australia, Singapore, Indonesia, Thailand and Malaysia.

He particularly enjoyed both the personal and professional challenges his two and a half years working in this
multi-ethnic, multi-cultural and multilingual society brought him.

From 2008 onwards, Tony settled back in the UK, working in Warwick as Manager, Finance, UK & Ireland Marketing. Such a wide variety of experiences has led Tony to fully understand how the organisation works in its many guises and what’s needed to make our business a successful one.

As such, Tony leapt at the recent chance to take up a new role as Manager, National Sales, UK & Ireland Marketing.

“Coming to this new role at this time is very exciting, because as an organisation we have very clear growth aspirations. Senior management have put the resources in place, now it’s up to everyone within the business to always be 100% customer focused.

Large customers such as group dealers and supermarkets, high volume resellers and independent dealers, up and down the country, all feature in our long term plans to partner us in our aim to be a leading player in the UK fuel sales market.

Even though Tony’s specialism over the years has been in finance, he fully understands there’s far more to running such a multi-faceted business as Phillips 66.

He continues, “It’s not all about squeezing an extra dollar out of every deal. It’s about working with our customers old and new to our mutual benefit. It’s about how we work as partners, going forwards, growing our businesses together. It’s all about the way we work with a family feel that’s important. Our open door policy, flexibility and willingness to listen to our customers needs and work with them, developing new and different solutions to their day-to-day business needs, is one of our unique ‘points of difference’ in today’s demanding business climate.

“We need to target new customers and strengthen existing relationships to achieve our ambitious growth plans. Some of our customers have been with us for up to 50 years and we want to further those relationships as well as find new ones for the next 50 years.

“We realise this won’t be an easy task for all concerned as it’s a very competitive marketplace out there at the moment. However, the Humber Refinery gives us a definite advantage over some of our competitors. ‘Humber’ ensures continuity of supply which is of paramount importance to all our customers coupled with their producing a diverse selection of the finest quality fuels. Such a key asset endorses our long-term commitment to the UK fuel sales market and reassures customers we are there for the long-haul.

“Coming to this new role at this time is very exciting, because as an organisation we have very clear growth aspirations. Senior management have put the resources in place, now it’s up to everyone within the business to always be 100% customer focused.

Large customers such as group dealers and supermarkets, high volume resellers and independent dealers, up and down the country, all feature in our long term plans to partner us in our aim to be a leading player in the UK fuel sales market.

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“He is well-placed to take on the challenge of increasing our market share, identifying new opportunities and developing our customer base across all of our fuel product sectors.”

Outside work, as well as enjoying family life, Tony is a keen runner and successfully completed the 2013 London Marathon, raising over £3,000 for Diabetes UK in memory of his younger brother who died of Type 1 Diabetes aged just 43.

A Leeds United fan, Tony enjoyed playing football himself, but has now hung up his football boots, preferring a round of golf or scuba diving when he has the opportunity.
Seventeen may be considered unlucky by some, but not for Paul Wright, who, after 13 years at Phillips 66, has moved into the big numbers job!

“13 years has certainly flown by and I’ve enjoyed every minute of it. I’m now delighted to take on the role of heading up the UK & Ireland Marketing (UKIM) Finance function”, says Paul, Marketing Manager, Finance, UKIM.

Experience counts

Paul joined the then ‘Conoco’ family at the turn of the millennium, having previously gained his professional accounting qualifications. Since then he has worked in a variety of finance roles, mostly supporting UK & Ireland Marketing, but also venturing into the refining and overseas marketing businesses. Roles included corporate and management reporting and budgeting and investment appraisals, as an analyst and a team lead, giving Paul a vast amount of experience within the Finance function of Phillips 66.

A sea change followed in the first part of 2012 as Paul takes up the story: “I was fortunate enough to be invited to lead the Key Accounts sales team, responsible for customers with a national profile such as group dealers, resellers and supermarkets.

“This certainly gave me a different perspective on the customer facing aspect of our business. Customer interaction and sales knowledge first hand, it was undoubtedly a most enjoyable and valuable experience which gave me a much greater understanding of what a customer focused organisation really means.

“In August this year I was invited to take on the role of Finance Manager after Tony Reddington had moved on to head up the National Sales side of the business.

“I hope all of my experiences will enable me to bring a well-rounded view of the business to the finance role, which is able to interact with and support the broad range of activities undertaken by everyone at Phillips 66. This viewpoint will hopefully add value to our customers and, in turn, the Phillips 66 organisation as a whole.

As Finance Manager my remit is a broad one, encompassing credit and collections, product accounting, reporting, planning plus business improvement and assurance activities. I report to Pete George, Managing Director, UKIM and have a functional ‘dotted line report’ to Finance & Performance Analysis in the USA.

“I see my role as one which supports the strong growth aspirations of UKIM, putting the tools at hand and aligning the finance operation to be responsive and best positioned to help the business, whilst sustaining all aspects of what the finance function does well today.

“The key to doing things better is based around our people. They are the key to our success. As well as a learning environment which delivers training for the job at hand, and which creates future development opportunities, I’m responsible for fostering a culture of development in Finance, to ensure that the function continues to perform to its highest level. It all adds up to an exciting future.”

Paul is married with two teenage daughters. He is a keen music fan and cycles to keep fit.
Last, but by no means least of our three ‘Accounting Amigos’ in his new role is Manager, Supply, Richard Plows.

Bringing over 23 years experience to the fore, Richard tells us about the challenges and rewards of the ‘supply chain’ has to offer.

Being a ‘Chartered’ Accountant, a qualification his first five years of work at the KPMG Leeds office brought him, Richard is keen to remind his colleagues that he has a proper accounting qualification!

Seriously though, his skill set, along with that of his colleagues, is eminently suited to his new role, bringing to bear a vast array of experience in many previous finance, sales, strategy and supply functions within different parts of the Phillips 66 business.

After joining Du Pont in 1994 in a finance role, Richard ventured south to Conoco’s Warwick office. After a spell supporting specialty fuels, Richard spent an enjoyable 15 months in Supply in 1997 before being cajoled or encouraged back into a corporate accounting role.

Looking back, he recalls, “I really enjoyed being in the heart of the business, in supply you get to understand the full value chain! A really great place to learn the business. I quickly realised all those years ago that an efficient and reliable supply operation is vital to the success of the business. In fact, I’ve always regretted spending such a short period in this part of the business. Little did I realise that some 16 years later things would come full circle and I’d find myself heading up the Supply function for UK & Ireland Marketing.”

Subsequent strategy and planning jobs, in support of three chief executives plus strategy manager and sales development roles, have given our “lapsed chartered accountant” a well-rounded view of the business as he steps up to the plate in Supply.

Supply...it’s all about T’s and C’s.

“Terms and Conditions I hear you groan, surely there’s more to Supply than that?”

“Of course, being an analytical chap I would say that good process and procedures matter a lot, but the T’s and C’s I’m referring to are integral to an efficient Supply function...”

“Trust, Teamwork, Transparency and Timing make up the T’s. The C’s, they’re Communication, ‘Can-do-attitude’ whilst recognising the Constraints.

“To expand on the rationale, Supply is a unique function metaphorically ‘stretched’ between Refining and Marketing. Both need the Supply function to enable them to function properly, yet both have differing needs and demands relating to Supply which impact on their day-to-day operations.

“Simply put, Supply is there to facilitate the service of bringing ‘product’ to the marketplace. Priority number one - everything we do must be done safely. Period. Our other priorities are ones of customer focus and competitive cost.

“Getting the correct quality of product on spec on time to the correct location, every time, be it Retail, Wholesale, Marine or Aviation fuels for either collection or onward delivery, is a complex operation. Working in partnership with colleagues in Commercial, Marketing, and Refining plus contracted third parties to get fuel to customers as efficiently as possible is what it’s all about.

“Nearly two months into my new role I’m very excited about the future, but am always mindful I have one more ‘T’ to ‘supply’ - my boss, Rupert Turner based in the Commercial Division in London. However, whilst my direct boss might be in London, my organisation is deeply embedded within the marketing function in Warwick who are obviously our main customer!”

Outside work, Richard is married with two daughters whom he spends time watching play netball, along with his passion for sports, music and fine wine - what a combo!
We hope you have enjoyed this edition of our ‘new-look’, customer focused, In Touch magazine. To keep up to date with what’s happening in the world of Phillips 66 and Jet, look out for further editions in 2014.

To contribute to future editions, please email our editor: judy.green@p66.com

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