

# The Dash<sup>®</sup> Group



## THE DIRECTORS BOX

With Christmas and the New Year fast approaching, it is great to see the different parts of the business reacting to the seasonal peaks.

Dash Express has again seen significant growth in the last few months and is now at the stage where their warehouse, which is still not even two years old, is bursting at the seams. It is great to see such a huge team effort to drive the business forward.

We recently welcomed our new Head of Division for DLS, Jim James to the business. Jim will be overseeing and growing our vehicle hire, storage, vehicle sales and car wash businesses. We have also welcomed Martin Logan to the team in our newly created Vehicle Sales Manager role. Martin comes with many years' experience in vehicle sales, and I look forward to him helping us establish Dash Vehicle Sales as leader in the local used car and van market.

I hope you enjoy reading the newsletter and learning a little more about the other parts of the business. Thank you for all your continued hard work and dedication this year. It really is appreciated.

Merry Christmas

*Paul Dash*  
Operations Director



## EXCITING TIMES for DVS



Dash Vehicle Sales (DVS) was set up over two years ago as an outlet for Dash Drive vehicles approaching the end of their three-year rental life.

Martin Logan has recently joined the business from Vospers, and his accumulated wealth of experience in vehicle sales will be invaluable to rejuvenate the business.

The aim is to improve both the product and service offering to be more competitive, and plans are well underway to overhaul the current website to optimise the online 'shop window'.

Competitive finance packages through MotoNovo are now available plus part-exchange options. The range of vehicles presented for sale will be enlarged via external sources, and marketing will target a wider geographical area. A smooth and professional service will be essential to build our market reputation.

Here's to the future of Dash Vehicle Sales!

See inside for more of our latest news...

## FOCUS ON DWN



It's been a great year for DWN - we've enjoyed record growth, opened important new accounts and been part of some of the biggest marketing campaigns in the UK!

In March we began supplying Go Outdoors with their maps, guide books and road atlases, they are now our biggest customer with exciting plans for expansion next year. You can read more about GO on the back page.

Our sales of travel literature and accessories has grown through both retail and wholesale sides of the business giving us a great opportunity to improve terms with suppliers and attract even more new customers.

We're proud to say that one out of every five Ordnance Survey maps sold in the world comes out of DWN's warehouse.

March also saw the McDonald's Monopoly campaign launch across the whole UK featuring our very own Mello LED Skateboards. Four million customers per day were treated to the chance of winning a skateboard and the Mello logo was displayed in restaurant windows, hanging signs, McDonald's online and tens of millions of cups, cartons and takeaway bags.

The campaign was such a success that McDonald's invited us back for their Irish promotion in the summer and Mello is already signed up for Monopoly 2017.

More recently we have opened an account for Argos and taken part in their huge Black Friday offer, watch this space for more DWN supplied lines being added to the Argos range.

Finally, insurance giant AXA have engaged with DWN to provide customers with health care equipment, wearable tech and fitness trackers as well as our range of OS maps and guides. With over 12 million policy holders and a huge marketing budget we are confident that AXA will be a very exciting new customer.

## COMMUNITY A Cracking Cake, Gromit!



NEC. The Cake-O-Matic weighs 100kg, measures over 2m long, 80cm wide and 1.8m tall. After measuring and deliberating we offered use of a Dash Drive Luton box van with tail lift. Happily, the cake made it safely to the exhibition.

Cake-O-Matic is now on display at the charity's shop at The Mall, Cribbs Causeway, where it will continue to raise funds (it's on target to raise around £10,000 by Christmas).

## COMMUNITY Carn Brea in Bloom

We were very proud to recently present our very own The Dash Cup plus £100 to the group 'Community Garden and Little Gem's Let Us' for the second year running, for best overall display in the Community Together category of the Carn Brea in Bloom competition.

## GET TO KNOW...

**Dan Ballard**  
Valeting



### How long have you worked at Dash?

I've worked for The Dash Group for just over 4 years!

### What's the best thing about your job?

The best thing about my job is definitely the people I work with as well as all of the vehicles which I get to work with.

### How do you like to relax?

Watching TV, going on holiday and enjoying meals out!

### What did you want to be when you were younger?

I always wanted to be a pilot.

### What's your favourite restaurant?

Ask Italian.

### ...and your favourite food?

Everything!

### Favourite music?

80's.

### Favourite sport?

Motorsport.

### What could you not live without?

I most definitely could not live without family, holidays & cars.

### Surprise me...

I've been on a grand total of 28 foreign package holidays!

### Describe yourself in 3 words!

Loyal, friendly & shy...





## MEET THE DWN Office Manager



Hi, I'm Tanya Sergiadis...

I have been at Dash for just over two years now, my first role at Dash was the receptionist for Dash Drive, shortly after I was approached to make the move to DWN as the Operations Manager.

My role is quite varied, the main duties are to ensure the office runs smoothly and, as a team we provide the highest level of customer service. I am also responsible for the inventory control, placing daily orders and signing off the invoices for all stock.

We are a small but close team here in DWN, we all pitch in with picking and packing on busy days to ensure all orders are dispatched on time. I live in Redruth with my partner Kev, son Tyler and my boxer dog Alfie Moon!

Outside of work my main hobby is horse riding. I have a very pretty welsh section D called Penny Pony, most of you have probably seen me walking in with wellies and a silly woolly hat on as I go to the yard before work.

I am also part of a small status charity called "Gambia Educational Projects" I helped to coordinate all of the sponsorship money and ensure all emails are dealt with.

This charity enables children from poorer families to be able to go to school to get an education, we started off with only a handful of children and I am pleased to say we now have 68 children in education.

As you can probably tell this is something I feel very passionate about and I am very much looking forward to visiting my Gambian friends and family in February next year.

All that's left to say is that I hope you all have a fantastic Christmas and a very happy New Year!

*Tanya*

## STAFF CORNER...

What your colleagues are up to...

### COMPETING IN LANZAROTE

Congratulations to Jason, our IT Manager, who after fighting a knee injury for over a year, managed to complete an Ironman 70.3 event in Lanzarote during September. The Ironman 70.3 consists of a 1.2 mile swim, 56 miles of cycling and finally, 13.1 miles of running. Well done Jason!

### EXCITING NEW ARRIVALS

Also, with Heidi now on maternity leave and Joe on high alert, we wish them all the very best for their impending new arrivals!

### HAVE YOUR SAY...

If you'd like to have your news published in the next newsletter, please speak to Trudy Ward (HR).

## THE BIG STATISTICS...

In the last 3 months...

**1,966,250 KG** OF FREIGHT HAS BEEN HANDLED BY DASH EXPRESS

DASH DRIVE VEHICLES HAVE TRAVELLED **924,898 MILES**

DASH CONVENIENCE STORES HAVE SERVED **159,199 CUSTOMERS**

THE DASH GROUP HAS USED **26,562 LITRES** OF FUEL

## SEE YOU NEXT TIME...

Next issue due March 2017



## DASH EXPRESS Wins DX Contracts



We are thrilled to recently have been awarded contracts by DX Logistics for their DX Secure and DX Freight services.

DX is a leading independent mail, parcels and logistics end-to-end network operator in the UK and Ireland delivering approximately 200 million items per annum.

According to DX, the transition from their previous logistics provider to Dash Express was seamless. Head of Division Nigel Richards said it was a great challenge and said he cannot thank his staff enough for all their efforts in making this a great success for both parties.

## GO OUTDOORS Building a Great Relationship



As many of you know, DWN won a new supply agreement earlier this year to provide Go Outdoors with all of their travel literature - maps, guide books and road atlases.

There are 58 GO stores covering the whole of the UK, from Plymouth to Inverness and most are very large format (think B&Q or a decent sized Tesco) with a huge range of outdoor goods on offer.

We have been working hard with the buying team at Go Outdoors to improve their range and stock control, particularly on Ordnance Survey maps, these efforts are now paying off with better availability of key titles and happier customers. Guide books are the next focus and we have an updated range ready to roll out to all stores early in the New Year. DWN plan to build on the great relationship we have with the GO team and introduce new products and services, we already have GPS and magazine ranges lined up for the 2017 season!

### WELCOME TO...

Joining the team this quarter are the following...



**James Bayley**  
Delivery Driver  
Dash Express



**Phillip Caspall**  
Delivery Driver  
Dash Express



**Tyrone Kingsford-Smith**  
Delivery Driver  
Dash Express



**Julian White**  
Delivery Driver  
Dash Express



**Simon Edwards**  
Rental Administrator  
Dash Drive



**Stephanie Russell**  
Receptionist  
The Dash Group



**Sarah Sharma**  
Retail Sales Assistant  
Dash Convenience Stores



**Paul Bloxham**  
Delivery Driver  
Dash Express



**Adam Clarke**  
Delivery Driver  
Dash Express



**Frazer Smith**  
Delivery Driver  
Dash Express



**Jim James**  
Head of Division  
Dash Drive



**Tim Lawton**  
Web Developer  
The Dash Group



**Rowenna Moore**  
Retail Sales Assistant  
Dash Convenience Stores



**Chris Weatherley**  
Delivery Driver  
Dash Express



**Elliot Brittain**  
Delivery Driver  
Dash Express



**Peter Durant**  
Delivery Driver  
Dash Express



**Gethin Smith**  
Delivery Driver  
Dash Express



**Trudy Ward**  
HR Officer  
The Dash Group



**Clive Watters**  
Maintenance  
The Dash Group



**Henry Parrin**  
Retail Sales Assistant  
Dash Convenience Stores



**Amber Woodland**  
Retail Sales Assistant  
Dash Convenience Stores