

## THE LAUNCH OF FUSION Bankside unveils 'Fusion' at The Lawns



Above: Hull Daily Mail Clipping after the Lawns. Above right: Bankside's Marquee at The Lawns.

As Sales & marketing Director of Bankside, I have often contemplated attending the Lawns each year as Exhibitors, yet I have always felt until we had something ground breaking to shout about, as people knew what we were about, and the products that we manufacture, there was no need. But this year, for the annual 'Caravan Extravaganza' event in early September, it made perfect sense to make our debut and to unveil our new chassis range, the Fusion Chassis Design, to the marketplace.

The Fusion chassis has been 5 years in the making, with heavy investments in our products, people, assembly line and software packages, not to mention research and development: We have sought to improve aesthetics, functionality and durability of the chassis, and also be able to offer our customers improved warranty features (3 years on our unique Zinphos Coated system chassis and 10 years on our Fully Galvanised chassis range), never before heard of in this industry.

So, onto the Lawns...With around 25,000 exhibitors and visitors attending over the 5 day period, the Lawns showcases what's new within our industry, and with word beginning to spread prior to the event that we had a new chassis range to launch, there was certainly a buzz in the air! In fact one of our customers who visited us said to Verina Widdop, our Customer Service Administrator "So this is the Fusion Chassis, I have been waiting to see this".

As mentioned, having only ever attended this event as visitors in the past, we were unsure of what to expect-however, we are pleased to report an extremely positive response to the Fusion chassis range from our customers and many industry related businesses. James Place, one of our dedicated team of

CAD Operators, was present on the first day to answer visitors questions, and commented; "Overall the Lawns was a really positive experience, with equally positive comments and feedback from customers, and potential customers! There was a degree of excitement in the air also from some of the park owners and dealers".

Having spent the whole 3 days at the event myself, it was evident that our hard work had paid off, with the general feel from those who visited us, and after reading the comment cards that were left from our visitors, it showed how those who interacted with the chassis, had really taken on board why we had created this design; it was felt to be 'progressive', 'innovative' and 'looks sleek'. So, now all of our customers have had the opportunity to be presented the Fusion range, we feel confident it is set to change the Holiday Home Industry for good. The Lawns was a huge success, and may I thank all those who took the time to come and visit us, we thrive on feedback and rely on this to continue to meet the demands of our customers. For more information on the journey of the Fusion chassis and the great changes Bankside Patterson have made throughout the business to achieve this, please see page 3 of this newsletter, or contact myself or a member of the Sales team.

MR NEIL TAYLOR  
SALES DIRECTOR



## Fred has now joined the Bankside Patterson team!

We have recently appointed Hull marketing agency, Fred, to work with our sales and marketing team here at Bankside, and they have hit the ground running creating the new brand identity and literature for the Fusion launch. Fred is a full service agency covering all areas of marketing: but will be specifically working with us on new company literature and the design for the new website in coming months.

### Helen Davies, Director of Fred comments:

*“There is so much to shout about with what’s happening at Bankside and we are delighted to play a part in promoting the company’s achievements. To be able to work with a local company that is really leading the way in their industry is a great privilege and a relationship we look forward to developing.”*

## Willerby’s charity Bike Ride

A tradition since 1988, this year’s annual Willerby Holiday Homes Hull to Scarborough Charity Bicycle Ride took place on 19th June when 55 riders made up of Willerby’s finest plus a few family and friends tackled the tough, hilly, 48 mile road to Scarborough to raise funds for ‘The Childrens High Dependency Unit’ at Hull Royal Infirmary. Starting out at 6am and shadowed closely by volunteer drivers of support vehicles, this year the riders had to contend with high winds and rain.

Colin Jeffrey, who is a regular participant said “The high head winds all the way made it the most challenging ride since the event started. The winds and rain caused many riders to stop for unplanned rests on the way. Normally when going down hill you expect to be able to freewheel, but not this year, if you stopped peddling you stopped moving, regardless whether you were going up hill or down!!” Despite this extra challenge all riders made it safely to their destination albeit a breathless hour later than usual.

The total amount raised is not yet known as all funds have not yet been collected, but every year Willerby have seen the previous year’s record broken with an amazing £8,250 raised from sponsorship in last year’s event. Bankside are proud to support Willerby each year with a generous donation, and next year we intend to raise funds in a different fashion....by joining Willerby’s finest and riding alongside them! For any employees interested in taking part, information will be available in the New Year!

**Well done to all Willerby staff who participated in order to raise funds for such a worthwhile cause....watch this space for the final amount raised!**

## WHO'S WHO SPOTLIGHT



Each Edition Bankside will introduce you to one of our members of staff, whether it is from internal or external departments, and give you a little insight into their lives!

### PETER HRANO

Transport Manager

#### What did you join the business as? And When?

In May 2005 I joined the business as a temporary ‘Manual Operative’ within the Frames side of the business through a Hull based recruitment Agency.

#### What are the main differences to the Bankside when you joined, to where we are as a business now?

When I started, Bankside had just relocated to the Brandesburton site, so I have seen the staff numbers increase over the years, the range of products and departments expand, and the in house machinery and equipment expand also. Predominantly based within the frames department for my first few years, I have seen this area drastically change, as we begun to start manufacturing Heavy Duty Frames as well as the Standard.

On the Transport side of things we have become a much slicker operation across these last few years, having introduced more policies and procedures to better our services.

#### What do you see, are the main benefits of working for BPL?

Bankside gave me a great opportunity back in 2005, by offering me a permanent contract after working 3 months for the Agency. Across the last 5 years I believe I have worked from the ground up, having been a manual operative, a 2nd Man, a FLT driver and then very recently promoted to the role of Transport Manager after years of working directly within the Transport Department.

Bankside continue to support my funding for training, and at present I am undertaking a Foundation Degree in ‘Business and Management’, and am also enrolled in the National Haulage CPC which I will sit exams for in December of this year.

#### Tell us a little bit about yourself outside of work...

Slovakian born, prior to moving to the UK in 2005, I enjoyed being an MC in a band for 8 years...however more recently with work commitments and studying I have very little time for anything else!

Recently, whilst holidaying in La Palma, I am pleased to announce I proposed to my long term Girlfriend Kristina – who accepted (phew!).

# IT'S ALL CHANGE!

The three week shutdown period this year saw a lot of activity within the production facility, with the installation of the new assembly process.

Within hours of the last chassis being produced on the 23rd July, 70% of the factory was emptied to start the implementation of the new layout.

A pre treatment area has now been installed at the start of the process that allows the Fusion Zinphos Chassis to be cleaned prior to assembly. This process along with the new Zinphos coating, allows Bankside to offer the 3 year extended warranty to its customers. The main assembly area has been split into four main areas allowing us to improve production flow and maximise the line balancing.

Mike Bibby Operations Manager and his team, have spent considerable time prior to the shutdown planning and organising

the flow of material and production processes. This has included the introduction of SOP's (Standard Operating Procedures) and will assist the business to manage and continually review their processes to gain maximum efficiencies and quality control. The new line is now installed and operational benefits are starting to be seen, and with the increase in production related to the Fusion design it has allowed us to implement the conversion.

**Mike Bibby, Operations Manager comments:**

*"I would like to thank everyone who played a part in the project. It has been a tremendous team effort by all involved from concept to implementation, including the line operators who have played a major part in making the project such a great success".*



The factory before and after the new layout to accommodate the FUSION chassis range

## Bankside Patterson; A greener Future



Bankside are proud to announce that as of the 7th May this year, we were one of the few companies in the region that achieved ISO14001 accreditation.

In 2009 Bankside recognised that one of the most effective ways to minimise

environmental risks, meet legislative requirements and demonstrate corporate governance, would be through the implementation of an environmental management system (EMS). An effective EMS certified to ISO14001 would mean that Bankside as a business, could operate in a more cost effective, efficient and environmentally responsible way by managing our impacts, including those which we can control and influence, whilst also complying with relevant environmental legislation and our own company policies. So, in November 2009, Chris Adams our MD at Bankside made the decision to pursue the ISO14001 accreditation. This certification involved a significant and substantial commitment of time and resources from Alan

Brown and Laura Neill (Health and Safety Dept).

Bankside wanted to demonstrate to our business partners, regulatory agencies, staff and community that we are environmentally responsible – however there were other key factors in the reasons behind pursuing this accreditation. After undertaking and successfully passing this accreditation, we have been able to streamline operations and reduce use and handling of hazardous materials – thus in turn providing safety benefits for our employees. It has also provided us with systems to recognise and comply with environmental laws and regulations, and works hand in hand with our ISO9001 accreditation, enabling integration of quality, environmental and occupational health and safety management systems. Above all – it provides the assurance of continual improvement – now we have this bench mark to work towards we can strive to further improve our use of raw materials and enhanced performance, thus leading to cost benefits for not only us, but in turn you, our customer.

### The stork has been busy

There has been a boom in Bankside babies this last quarter! We would like to congratulate the following members of staff and their families on their new arrivals; Laura Neill, Karli Petch, Andrew Knapton, Sean Skipworth and Martin Herak!

### Welcome to the team



We are pleased to welcome Andrew Knapton to the Chassis gang and Lee Anderson to the Engineering Dept!

A big welcome to Louise Bell who now joins us on a permanent basis as 'Project Administrator'.

# Customer Service Questionnaire results

As reported in the May issue of our Newsletter, we sent out a 'Customer Service Questionnaire' to all our customers to invite them to openly comment on their perception of how BPL perform relative to their business.

First of all we would like to thank everyone who participated in this survey. Although the level of response was lower than expected, we are very pleased with the feedback, and all the points raised will be reviewed individually to allow us to identify the strengths and weaknesses within our business.

The initial results are very positive and suggest that in most areas covered by the questionnaire, we are performing well and achieving the standards expected by our customers from their suppliers.

The most pleasing result is the response received regarding the level of satisfaction our customers have to the purchases they have made. This confirms that we are moving in the right

direction with our innovation and design skills. This is further confirmed by the recent launch of the Fusion chassis where a high level of interest has been shown with this particular product. The survey also identified that the warranty aspect of our product is still a very important part of the business. Again, we have reviewed our coating processes to ensure that we are providing the best quality protection on all our chassis and frames.

Although the results received were very positive we are also conscious of the fact that we cannot be complacent and do need to regularly review our position within the market place. Improvement is a continuous process and our customer's comments are a valuable tool to allow us to measure our success. With that in mind, it is our intention to carry out another survey later in the year but, if at any time, you have any comments that you would like to make, please do not hesitate to contact our Customer Service Department.

## BANKSIDE TRAINING

Bankside Patterson Ltd believe that our staff are one of our most important assets, therefore invest significantly in regular training through external tutors and in House training. Since Edition 1 of the Newsletter we would like to congratulate the following members of staff on completion of their training courses;

### Internal Office Staff

**Diploma in Management & Leadership**  
Chris Lewis

**AAT Diploma Level 4**  
Caroline Dooley and Sam Gillyon

### External Staff

#### NVQ Level 2/Plant operations

Daniel Tomlinson  
Darren Toohie  
Trevor Wright  
Andy Proctor  
James Rotherham  
Marian Sabol  
Gary Todd  
Dave Edmonds  
Darren Stutt  
John Bell  
Allan Griffiths  
Steve Lambert  
Jan Ondrus  
Rick Grittins  
Mike Lee  
Bernard Plaschke  
Colin Sizer  
David Turnbull  
Pawel Sierakowski  
Robert Stephenson  
William Stevens  
Stephen Suddaby  
Radoslaw Szrajner  
Lee Todd  
Daniel Tomlinson  
Andrew Cooper  
Andrew Collins  
Paul Coates  
John Christmas

Derek Bray  
Philip Bell  
Terence Beilston  
Mark Barrass  
John Barnicoat  
Aidan O'Connell  
John Piercy  
Michael Fenn  
Nigel Hatch  
Derek Hodgson  
James Hosdell  
Peter Hrano  
Paul Laycock  
John Lutkin  
Paul McDermott  
Jamie Mercer  
Heath Mooring  
Michael Murray

#### Pallet Truck Certificate

Kenneth Taylor  
Chris Barber  
Robert Stephenson  
Gary Todd  
Jared Kitchen  
John Lutkin  
David Edmond  
Szrajner Radoslaw  
Stephen Suddaby  
Jim Rotherham

## Strapline Competition Results!



In our 1st Edition Newsletter we had asked for entries for a new company Strapline, as we are about to embark upon refreshing our company image this year!

Many thanks to those who took the time to make an entry, the response was great. Unfortunately, we did not select one from the entrants, and tasked FRED, our partner in sales and marketing, to undertake this task as part of our re-branding. Today is the first look for all at our new strapline – we love it, we hope you do too! It stands for everything we believe Bankside to be.



## With thanks

Chris Adams, BPL MD, presenting employee Alan Wilson with a gift after 25 years service. Many thanks again Alan for you're loyalty and hard work.

## Guess the employee Who are these likely lads?



Malcolm & Alan Brown



## CONGRATS!

As mentioned in Edition 2 of our newsletter, Neil Taylor took on the mammoth challenge of 3 bike rides (totalling 365 miles) in order to raise much needed funds for Cancer Research. We are pleased to report back that Neil successfully completed all 3 events, and has exceeded his £500 target, raising £1000. There is still time to donate towards this much respected charity at;

<http://www.justgiving.com/Neil-Taylor1>

## Get in touch! Do you have an idea for an article?

If you wish to join the mailing list please send, in confidence, your email address to [KPetch@bankside-patterson.com](mailto:KPetch@bankside-patterson.com) or pop into the main reception and leave your details there.

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