

H4 NDY



Welcome to Handy Andy Car Wash

Big enough to cope.....

..... Small enough to care

Handy Andy Car Wash provides a hand car washing and valeting service throughout the UK. We have 16 car wash sites operating from Falkirk to Yeovil.

We are wanting to expand our Portfolio and are looking for new opportunities. We are interested in working with yourself.

Over the years, the addition of our facility has proved to be an asset to our client garden centres. Please look through this brochure and you will understand why we would be a great asset to your company.

Thank you for your time,



Terry Fullwood
Managing Director
HACW Ltd Franchise Lettings

Tell me about Handy Andy Car Wash

We are a family-owned hand car wash and valeting business with 16 car washes currently operating. These are located within Garden Centre car parks although we are in talks with a couple of Retail Parks as well.

We started our car wash business back in 2006, where we opened our first car wash within Dobbies Ponteland Garden Centre (near Newcastle Airport). Within 12 months Dobbies CEO at the time James Barnes and Director Johnny Trotter, offered us a second site at their Birtley Garden Centre (south of Newcastle). We accepted and opened the site. Within 2 years James contacted ourselves and asked us to open further car washes within their garden centres. At this stage, the company evolved from being a car washing company to becoming a car wash franchising company.

Over the last 17 years our Portfolio has grown. We have opened a further 5 sites with Independent Garden Centres at Henry Street Garden Centre Reading, Pennells Garden Centre Lincoln, Palmers Garden Centre Yeovil and despite Covid we managed to open a car wash at Mere Park Garden Centre in 2020.

In May 2021 we opened at Tong Garden Centre, Tong Lane, Bradford and Klondyke Garden Centre at Polmont opened in September 2021. This year we have opened a further three new sites at Gates Garden Centre in Oakham, Roys of Dereham and in October at Strikes Garden Centre in Stokesley.

We are now looking to expand our Portfolio into other established and successful independent garden centres. We are currently in the planning stages with 2 new sites due to open in 2023.

We have also been in partnership with Newcastle International Airport, Park & Fly and Meet & Greet for over twelve years.

When we started back in 2006, it was just my husband, Terry, that was running the car wash. There are now 3 members of the family in the team and we also have a Maintenance Manager. Terry still oversees the running of the company. Myself, Delia, I look after the new site development and the general day to day admin. James, our son-in-law, looks after the site visits, developing the site operators and the health and safety side of the business. Our maintenance manager looks after the repairs, maintenance and retrospective updates to the car wash sites.

Pictures of our first car wash in 2006 to present Day

As you will see from the pictures over the next few pages, as the years have gone on the car washes have developed from metal portacabins, to plush fully cladded cabins with kitchens and bespoke canopies.





Our Cabins are professionally built for needs of the car wash



Henry Street, Reading

Opened June 2019



Pennells, Lincoln

Opened October 2019



Palmers, Yeovil

Opened December 2019



Blue Diamond, Mere Park

Opened September 2020



Tong, Bradford

Opened May 2021



Klondyke, Polmont

Opened 24th September 2021



Gates, Oakham

Opened 6th March 2022



Roys of Dereham

Opened 20th May 2022



Our Latest Car Wash – Strikes at Stokesley

Opened 1st October !!



Our Business Model provides the following:

1. Marketing and Advertising



We target local magazines / newspapers in advance letting them know that a car wash is coming. We then get them to do a piece with the franchisees introducing themselves.

Handy Andy Car Wash (previously at Dobbies Garden Centre) are now based at :
Henry Street Garden Centre, Arborfield

OPEN 7 DAYS A WEEK

HANDY ANDY

CAR WASH

GUESS WHO'S NOW BACK!

We are excited to announce that the brand new car wash & valeting facility at **Henry Street Garden Centre** IS NOW OPEN!

Pop down for a quick wash, vac and polish or a more detailed clean!

Great Service - Great Rates!

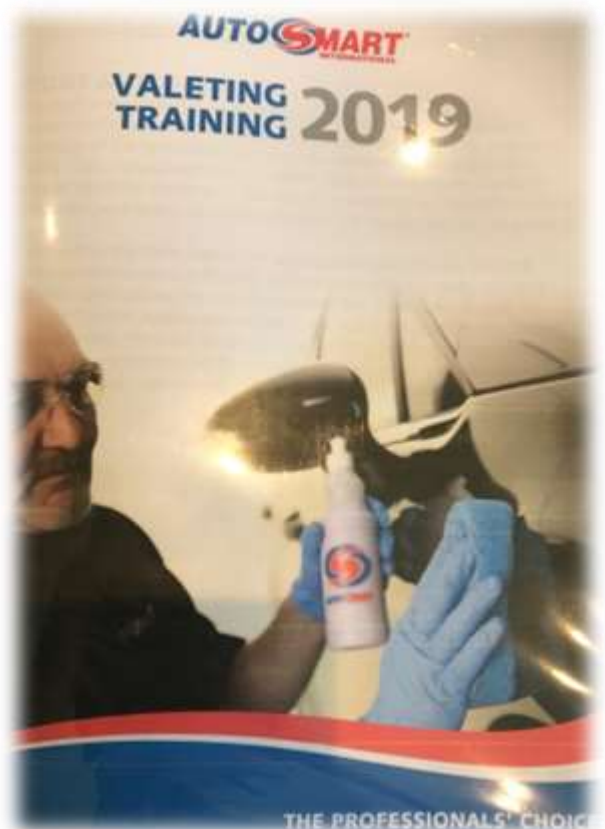
FREE HOT DRINK WITH EVERY GOLD VALET! FROM £20

The advertisement features a stylized logo for "Handy Andy Car Wash" with a car silhouette and bubbles. Below the logo, the text "GUESS WHO'S NOW BACK!" is prominently displayed. To the right, an illustration shows a worker in a yellow jumpsuit and cap using a high-pressure water hose to clean a blue car. The background is light blue with a grid pattern. At the bottom, a red banner contains the text "FREE HOT DRINK WITH EVERY GOLD VALET! FROM £20".

We also use Facebook and social media to advertise the car wash.



2. All Staff trained and certified by our Chemical supplier "AutoSmart"



3. Staff professionally dressed with logo bearing uniforms



4. Full 24hr HD cctv coverage with remote access



5. Prompt Customer Service and Conflict Resolution

From: ROBIN CARSON <robin.carson@btinternet.com>
Date: 29 August 2018 at 20:20:56 BST
To: "Graeme.Jenkins@dobbies.com" <Graeme.Jenkins@dobbies.com>, "Laura.Jamieson@dobbies.com" <Laura.Jamieson@dobbies.com>
Subject: Very Impressed with service
Reply-To: ROBIN CARSON <robin.carson@btinternet.com>

Graeme and Laura

I wanted to make you aware of exceptional service that I received from Terry Fulwood of HACW Ltd.

I visited the Car Valet facility at your Melville store a short time ago. No problem with the quality of the valet but when I tried to open my automatic boot release facility the following day it did not respond and I could not access the boot.

I immediately thought that the only logical explanation was that a member of the cleaning team had inadvertently pulled the boot shut manually and damaged/broken the boot release mechanism. The cost of these repairs can sometimes be astronomical so I phoned Dobbies to explain what I suspected had happened. The lady who fielded the call was extremely helpful and rather than try and make light of the matter she was concerned and genuinely trying to help.

She explained that Terry would contact me as he has responsibility for the Valeting operation. He phoned back very quickly and adopted a very fair minded and approachable attitude. I explained that naturally I could not prove anything and to some extent I was working on probability. He said that he would examine the CCTV and revert.

At this stage I have to be honest and say that any time other companies refer to CCTV or Recorded calls the inevitable "cant find the tape" is usually the result. Terry phoned and said that he had reviewed the tape and he confirmed that the member of staff had pulled down the boot without engaging the mechanical release. He accepted responsibility for the cost of any repair. I took car to BMW and they were able to readjust the setting at no cost so ultimately "problem solved".

Despite me being able to rectify the problem at no cost the result could have been different and it would have been very easy for Terry to defend the situation as I had no tangible proof.

Excellent service - very impressed.

Regards

Robin Carson

6. Regular site visits by our dedicated Operations Manager

7. Fully written and maintained Risk Assessment, Health and Safety Policy and COSHH

8. Planning applications

What our Service can bring to your Garden Centre

- An additional service to your existing customers
- Increased footfall
- Increased dwell time
(history shows that 95% of our customers leave their vehicles and shop instore)
- Loyalty card discount for your garden centre customers
(if you have a scheme)
- Impulse purchases
- Rental Income

My Car Park is too small

Our business model requires the use of 8 car parking spaces within your car park. Some companies feel that the car wash site takes up valuable car parking spaces and they can't afford to lose 8 spaces!

In actual fact, we only take up 1 car parking space. This is where we locate our cabin. The other 7 car parking spaces are filled with customer cars being cleaned. Customers, as mentioned before, will be in your shop waiting for their car to be ready, spending money!!

According to the Garden Centre Store Managers, and in their opinion, car wash customers spend on an average of £9.00+ each. This generates an extra £3 million plus a year excluding the rental we pay. That averages out at £145,000 per store!

This is calculated as follows:

Within our 21 Car Washes, we conservatively wash 500,000 vehicles each year. This equates to 65 cars per day over 7 days on average). Working on most vehicles having 1.5 people per car, that equates to 750,000 people.

As mentioned previously nearly all our customers leave their cars with us. Based on 90% of 750,000 people, this means 675,000 people per year visiting the car wash and going into the garden centre.

Let's assume 50% of the cars we wash belong to customers that already shop with yourself. This leaves 337,500 customers who would not of visited the garden centre if the car wash had not been there. This equates to an additional 16,000 customers per garden centre each year.

These figures are not arbitrary!!

We don't know what other concessions bring to your table other than rental income, but for sure our service certainly increases footfall and particularly dwell time. Most importantly our customers are regular and tend to visit every 2 weeks.

In Conclusion

Thank you for taking the time to read through our brochure.

I hope I have been able to enlighten you and convinced you to take the next step.

I look forward to speaking to you in the near future and setting up a meeting to discuss the opportunity further.

Thank you,

Delia

Delia Fullwood
Business Development Manager
HACW Ltd Franchise Lettings

Telephone: 01661 612377
Mobile: 07966 456343
Email: delia@hacw.co.uk