

# Fuel Oil News

MAY 2023

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## 0 still small voice of calm

One of the most frequently sung hymns of my childhood was Dear Lord and Father of Mankind. Not something I've thought of in a very long time, harking back, as it does, to my distant schooldays, and not a fact I expected to be sharing with you all. Yet, when reading through the many inspiring articles in this issue around the industry's efforts into delivering the liquid fuels of the future, the words of the Hubert Parry classic sprang to mind.

Against a backdrop of incessant media noise around decarbonisation options, our industry has quietly gone about its immense efforts to find, prove, and deliver the vital solutions - whether in aviation, industry or home heating.

While endless negative voices compete for column inches to explain why this 'won't work', that will be 'too expensive' and the other 'won't be deliverable at scale', industry producers are busy investing significant time, money and resource to pursue projects in support of decarbonisation and net zero ambitions.

To borrow another quote, the polarised debate being played out between those with competing interests

is 'full of sound and fury and signifying nothing' and risks slowing progress, as well as wasting huge amounts of energy - the very thing we are all trying to avoid.

In page after page of this liquid fuels focus issue, it is clear that those in our sector are turning away from the fruitless noise of information wars to deliver effective action. There is so much progress to celebrate, so much to be proud of. We hope you enjoy reading all about the incredible efforts to date.

We also hear about developments contributing to decarbonisation of the hugely challenging aviation sector and how the industry's Future Ready Fuels campaign may also have a vital role to play in delivery of SAF at scale.

So, getting back to Hubert Parry. Long may the talented, passionate, innovative and committed members of our energy production and distribution community continue to 'speak through the earthquake, wind and fire' with the quiet, but hugely effective, 'voice of calm'.



**Margaret Major**, Managing Editor

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# Fuel Oil News

The independent voice for the fuel distribution, storage and marketing industry in the UK and Ireland.

*Founded in 1977 by James Smith*

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## On the cover

The unmistakable Phillips 66 Humber Refinery which seems the very image of the UK fossil fuel industry. Yet, even as it delivers the energy needed today, this producer is rapidly pivoting to become the low carbon refinery of the future.



## In this issue

A conversation with Mitchell & Webber on pages 12 & 13 highlights the industry efforts to demonstrate how sustainable liquid fuels can deliver low-cost home heat decarbonisation. More on the future for liquid fuels on pages 26,27,30,31,36 & 37.

## Opus Lubricants at the forefront with new engine oil grades

Opus Lubricants, manufactured by Ferguson & Menzies Ltd., Scotland's only lubricant manufacturer, has extended its engine oil range with the introduction of Synopus Max FE 5W30 & 10W30 Low Saps.

With increasingly complex engine technology and demanding emission controls, Opus is staying one step ahead by supplying updated, full synthetic, low SAPS, heavy duty diesel engine oil grades to meet the latest ACEA E8/E11-22 specifications.

These specially developed grades cover a multitude of the latest OEM specifications helping to rationalise multi-fleet requirements.

Manufacturing an extensive range of synthetic and mineral-based lubricants under the Opus brand, Ferguson & Menzies supplies throughout the U.K. and globally both directly and via an Authorised Distributor network.

With a unique 20Lt colour coding system the Opus Lubricants range supplies the automotive, agricultural, off-road and industrial markets. There is also a specialised



Opus Construction range of Concrete Chemical Release Agents & Mould Oils.

### A range of solutions

Ferguson & Menzies is also Scotland's main distributor and manufacturer of AdBlue for GreenChem. A range of popular fuel treatments are also available to treat issues that can arise with biodiesel and storage tanks.

Glenn MacPherson, sales and technical director comments: "We pride ourselves on a high level of personal account management and technical support to complement our products & services.

"We are also flexible enough to offer lubricants for unique and specific requirements. To find out what our products and services can do for you please telephone or email with your questions and requirements."

## Argus partners with OMJ to add downstream pricing transparency

Having agreed a partnership that will see its clients benefit from greater insight and market transparency for UK/Ireland downstream prices, Oil Market Journal (OMJ) will now distribute Argus prices to its clients, including key international benchmarks for gasoline, biofuels and LPG.

Global energy and commodity price reporting agency Argus has agreed to license its key European spot price assessments for oil products to OMJ for dissemination to OMJ's customer base. Prices include those for gasoline, biofuels and LPG. OMJ downstream clients include large volume oil buyers, especially distributors and service stations in the UK and Ireland.

OMJ will distribute daily spot prices for a variety of internationally traded oil markets, including Argus Eurobob, the benchmark reference in short and long-term European gasoline supply contracts, and Fame, which is used to price European biodiesel supplies. Argus prices for jet fuel, diesel, fuel oil, butane, propane, ethanol and crude are also included in the agreement. In addition, OMJ will distribute Argus commodity news and analysis

relevant to the UK and Irish markets.

"We are pleased to partner with OMJ



to help increase transparency for UK and Ireland downstream customers," Argus Media chairman and chief executive Adrian Binks said. "Evolving market fundamentals and volatility have contributed to significant price movements in recent months and OMJ's extensive network of clients will benefit from access to our market-leading prices and insights to help them make informed decisions and manage risk."

Ian Moore, founder and MD of OMJ, said: "We are delighted to distribute Argus' leading price data to our customers in response to their feedback to be able to access Argus international benchmarks through our platform. We are always keen to improve our service and the addition of the Argus prices, news and analysis to our offering is a big step forward."

## FAST team takes on the Cotswold Way Ultra Challenge for charity

Paul Durham, the managing director of Fuel Additive Science Technologies Ltd along with Scott Mace, account manager and his wife, Vicki, are taking part in a tough challenge to raise awareness and support for the Motor Neurone Disease Association.

This is a charity close to Scott as his brother-in-law was diagnosed with motor neurone disease at the tender age of 28 and is now bed-bound from this awful disease.

The challenge takes place on Sunday 25th June and will see the team making an early start in Wotton-under-Edge in Gloucestershire before taking on a tough looped route through the heart of the Cotswolds, that provides a stunning but testing setting for their 50km ultra trek until they reach the finish line in Cirencester.

Scott explains why they are taking this on: "Just when my brother's life and future was looking promising it has all been taken away from him.

"We are doing this trek to raise as much as we can to stop this from happening to anyone else in the future. We need to find a cure and we need to stop it.

"Please give as much as you can – every little helps towards finding a cure and giving people that suffer with this disease equipment to help them day to day."

The MND Association focuses on improving access to care, research and campaigning for those living with or affected by MND in England, Wales and Northern Ireland. If you wish to donate to show your support for the FAST team, you can do so here:

<https://www.justgiving.com/fundraising/team-exocet>

"Any donations welcome and if your company donates over £100 your company will be sponsored on our t-shirts," Scott promises.



# Another milestone achieved with first lift of US imported HVO following tariff removal

Cornwall-based distributor Mitchell & Webber undertook the first lifting of hydrotreated vegetable oil (HVO) imported from the US at the Valero terminal in Cardiff at the very end of March.

Mitchell & Webber was the first distributor to trial the use of the renewable fossil-free fuel in home heating, converting a property to HVO in November 2020.

## Key participant

A member of UKIFDA, Mitchell & Webber has also been a key participant in the Future Ready Fuel campaign, led by trade associations UKIFDA and OFTEC, raising awareness of HVO and its effectiveness as an immediate, and affordable, solution to the decarbonisation of home heating, while calling on government to back a wider roll out. *You can read more about Mitchell & Webber's involvement in the campaign in the interview on pages 10 and 11 of this issue.*

## A potential pathway

Commenting on the HVO lift, Mitchell & Webber director John Weedon said: "Mitchell & Webber is delighted to have been the first distributor to receive the renewable fuel from the United States, and very much hopes the use of renewable fuels will greatly expand throughout the UK over the coming months."

The delivery into Valero came after import tariffs on US HVO, previously imposed when the UK was a member of the European Union, were lifted in November 2022.

The government action followed recommendations from the Trade Remedies Authority (TRA) report that acknowledged the potential for HVO in a number of decarbonisation pathways, including home heating.



UK receives first renewable liquid fuel shipment from America. L to R Peter Kinney, Senior Commercial Sales Manager, Valero David McLoughlin, Director Pipelines & Terminals, Valero John Weedon, Director, Mitchell & Webber and Robert Weedon, MD, Mitchell & Webber.

## Quicker, easier and cheaper

The Future Ready Fuel campaign came in response to the government's announced proposals to stop new heating oil boiler sales by 2026 with a heat pump first approach.

UKIFDA and OFTEC, representing the liquid fuel industry, proposed an innovative approach that will deliver decarbonisation to UK off gas grid homes and businesses quicker, cheaper and with the least amount of disruption.

## An industry backing itself to deliver

Prepared to 'put its money where its mouth is' the industry is self-funding the hugely successful HVO demonstration project. Since its launch, the industry has demonstrated across 150 homes and businesses in the UK that HVO can be used as a direct replacement for heating oil, reducing carbon emissions by up to 88%. The heating boiler conversion process takes about an hour and costs less

than £500.

Ken Cronin, CEO of UKIFDA, commented: "I am delighted to see this fuel being delivered. We have an ambition to convert as many of the 1.7m homes as possible that use heating oil to HVO, reducing their carbon emissions but also avoiding the very high upfront costs of alternative decarbonisation technologies such as heat pumps."

Robert Weedon, managing director of Cornwall-based Mitchell & Webber said: "This first batch of Valero's HVO will be going to businesses in Cornwall. This initiative sits alongside our HVO village, Kehelland, where we have schools, churches and residential homes that have been using HVO successfully for over a year. The process of converting to HVO could not be easier and can be done during a normal boiler service appointment."

## Rapidly increasing supply

UKIFDA recently submitted new evidence to the UK government that showed the raw materials (feedstocks) used to produce renewable fuels in Europe and the US far outweigh the demand and confirmed that there would be sufficient quantities to meet the UK home heating oil market.

The US is the world's second largest producer of HVO, with the US Department of Energy recently forecasting that renewable fuel production will double in the US in the next two years. With the refining process for very similar to that of crude oil, many refineries globally are switching capacity to renewable liquid fuel production.



Mitchell & Webber HVO Tanker taking first lifting of USA imported hydrotreated vegetable oil (HVO).

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## THE LATEST UPDATES FROM OUR DISTRIBUTOR COMMUNITY



### Allan Stobart: charity walk for Alzheimer's Society

Allan Stobart Lubricants and Fuels, the Carlisle based fuel and lubricant distributor, is proud to be supporting the Alzheimer's Society. Several members of the Allan Stobart team have volunteered to complete a 13-mile walk in the Lake District for the Alzheimer's Society. The team will be led by routing assistant, Willie Johnston, who has personal experience with the disease, and he will be joined by GM Steve, fellow drivers Colin, Lamby, Bouchie and sales and marketing coordinator Layla.

Steve Hindmarsh, general manager of Allan Stobart said: "Alzheimer's and Dementia are illnesses that have affected the lives of more than one of our team's family members. They are cruel and distressing illnesses, not only for the person affected, but also for their loved ones who, over time, see them drift further away, and past shared memories suddenly become their own.

"We want to support a fantastic charity and give something back to those who carry out their amazing work to support, not only those suffering with the illness, but also their family members at what can be a very emotionally distressing time."

The event is being held on Saturday 10th June 2023 and the walk will commence at Patterdale Cricket Club and will finish at Dalemain Mansion and Gardens. If you would like to support the Allan Stobart team, please visit: <https://www.justgiving.com/team/TeamStobarts>



### Barton Petroleum delivering first aid training

Morgan Webb, assistant depot supervisor for Northamptonshire-based Barton Petroleum Ltd, is proud of the first aid qualification he recently gained thanks to the fuel distributor.

"Barton Petroleum is such a fantastic company to work for," Morgan enthused. "And always keen for staff to attend training and development opportunities. I've just completed a training course in emergency first aid in the workplace.

"The course, organised by St John's Ambulance, was brilliant. It's the first time I've done anything like this, and I learned so much. It was great fun too! I am now an official first aider at the Wellingborough Depot for Barton! I'd highly recommend for everyone to attend a first aid training course, it's such an important life skill. I'm so thankful to Barton for the opportunity."



### New Era Fuels have their cake and eat it – for charity

Essex-based New Era Fuels is proudly supporting Macmillan Cancer Support, the UK's leading cancer care charity.

Vicky Finch, head of HR, explained: "On Thursday 6th April 2023, we held a successful charity Easter bake sale in support of Macmillan Cancer. Everyone involved got their baking gloves on, including Nadya (a member of the Ukraine family that we have proudly sponsored) who also judged the 'Best Looking' and 'Best Tasting' dish.

"We raised a total of £341!"



### Exswift Fuels prioritises mental health

Essex-based fuel distributor, Exswift Fuels, is prioritising the mental health and wellbeing of its staff. CEO Chloe Crofts recently attended a training course and was awarded with her qualification – Level

3 Award in Mental Health: Workplace First Aider.

"As an employer of a growing team, I really wanted to attend the course to improve my understanding of mental health conditions," Chloe explained. "I believe that opening the conversation reduces the stigma around mental health and will afford us the opportunity for early intervention. The course was an eye opener for me and will strengthen my leadership skills."



### Par Petroleum achieves DVSA Earned Recognition status

The award of the status by the Driver and Vehicle Standards Agency (DVSA) to Par Petroleum has enhanced the North-East based fuel distribution

business.

Earned Recognition is a DVSA industry leading standard, reserved for operators who can demonstrate a strong track record of compliance and adherence to DVSA standards. Companies must hold a green Operator Compliance Risk Score (OCRS) and have a digitally approved reporting system for maintenance and driver hours to be eligible to apply.

In achieving this status, Par Petroleum is in a unique position as it is typically achieved by large companies as Leanne Hardy, managing director, explains: "We are proud to have been awarded this status as we are part of only a handful of businesses our size in the UK to hold this accreditation. It demonstrates our commitment to the industry and to our colleagues and our ability to compete with much larger businesses."



### WCF Chandlers is supporting the local air ambulance

WCF Chandlers, the Lincolnshire-based distributor, is proudly raising money for the Lincolnshire and Nottinghamshire Air Ambulance (LNAA) service.

Some of the WCF team recently visited the air ambulance to further understand the vital work it does.

Sophie Kay, sales and marketing executive, said: "We chose to fundraise for the LNAA as the charity responds to emergencies across our fuel delivery area, sometimes directly helping our customers in their times of need.

"We are absolutely in awe of the work the crew do and how dedicated the team are. We extended our partnership with LNAA until December 2023 with lots more 'fun' fundraising to come! Our first fundraising event will be 'It's a Knockout' on the 2nd of July and we'll share more information about it soon!"

The LNAA provides the equivalent of an A&E department directly to the scene of some of the most serious and time-critical 999 calls in Lincolnshire and Nottinghamshire; an area that WCF Chandlers have serviced with heating oil and commercial fuels since 1935.

To make a donation to this excellent cause, please visit: [www.justgiving.com/fundraising/wcfchandlers](http://www.justgiving.com/fundraising/wcfchandlers)

Read all these stories and more in full at [www.fueloilnews.co.uk](http://www.fueloilnews.co.uk) and send your latest news to [claudia@fueloilnews.co.uk](mailto:claudia@fueloilnews.co.uk) or [margaret@fueloilnews.co.uk](mailto:margaret@fueloilnews.co.uk)

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# Econoprint: continually diversifying marketing services

ECONOPRINT IS THE LEADING PRINT SPECIALIST FOR THE FUEL DISTRIBUTION INDUSTRY WITH OVER 25 YEARS' EXPERIENCE WORKING WITH DISTRIBUTORS AROUND THE UK AND IRELAND. ORIGINALLY SPECIALISING IN DELIVERY TICKETS, THE COMPANY HAS USED ITS DEEP UNDERSTANDING TO CONTINUALLY DIVERSIFY TO FULFIL THE MARKETING NEEDS OF AN EVOLVING SECTOR.

### We spoke with Neil Siebert, director at Econoprint to find out more about two of the company's service that are proving increasingly popular with the distributor community.

We have been offering a stand design service for a number of years now but have not pushed it as much as we should have. Our focus is on small to medium size stands utilising modular systems and individual displays rather than full-on custom builds. The service itself stemmed from our clients asking for us to provide it and it was a natural fit as an extension to our existing services.

The solutions that we put forward are ones that can be easily put together by the customer themselves and, due to their modular construction, they can be reconfigured depending upon how large their stand space is or what they want to achieve from the stand.

Whilst the traditional roller banners and pop-up stands have always been, and still remain, popular, companies are starting to look for something a bit fresher, with cleaner presentation and, most importantly, something that will represent them well and stand out from the crowd.

### The perfect partner

FAST has been a client since 2010. Their pop-up stand had served them well but was starting to look tired and they felt that they needed a stand that was going to lift their presence at the shows they attended.

We came up with a solution that was flexible for them which they used at a show for the first time last year. A number of delegates commented how well their stand delivered, compared to others, which confirmed to FAST that they had made the right stand choice as Paul Derham, FAST's managing director shares: "We were looking for a solution that offered the flexibility we need for the various shows and events we attend during the year whilst maximising the visual impact and message to the audience.

"We have worked with Neil and the team at Econoprint for many years now and they were quick to produce a number of options for us. Here at FAST we like to work with companies that are intuitive but will also listen to our needs.

"Once again Econoprint proved to be the perfect partner when looking for a complete marketing solution."

### Dedicated fuel distributor website

Another area in which we are seeing an increasing demand is our dedicated website design service. We started building fuel websites nearly 10 years ago. They are all configured to sell custom priced oil which factor in oil type, customer type, quantity, vehicle type, delivery location and speed of delivery to ensure the price is as focused and accurate as possible.

Each solution is designed to automate as much as possible from the capture of the order, the order itself, any upsell and cross-sell opportunity and the ongoing communication to assist in maintaining the relationship.

With its quick and simple process, some distributors have started to channel their customer transactions through the site to help them become more efficient and to assist in their growth plans.

One such company to take full advantage of it is Exswift who has more than doubled its turnover year on year for the last four years, and

now has a fleet of 15 trucks.

Chloe Crofts, managing director of Exswift, is delighted with the results of the new website delivered by Econoprint: "When I was looking to replace our website, I wanted something with strong functionality that I felt confident sending traffic to. Neil at Econoprint was able to deliver just that.

"It encompasses our Exswift branding perfectly, whilst being simple and fast for our end user – our online sales have doubled each year since its launch in November 2020."

A demo site is available at [www.econofuels.co.uk](http://www.econofuels.co.uk)

### Continually developing services

We have also built an app which ties in with the website to help keep the oil distributor even more connected with their customers.

From ordering custom priced oil, seeing a live oil level in their tank and even ordering other products and services, it is just another tool to assist distributors to maximise what can be achieved out of the relationship and help maximise a high as possible lifetime value of the customer."

Econoprint will be exhibiting at this year's industry show and conference, and we look forward to discussing how the latest services may benefit your business. Come see us on our stand at the show for a demo.

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[mabanaft.co.uk](https://mabanaft.co.uk)

## It's all about the data

**One company attending this year's UKIFDA Show & Conference as both an exhibitor and a sponsor is FoxInsights. Already popular as sponsor of the pre-dinner drinks, the solutions provider will also be high on the list of 'must-visit' exhibitors thanks to the products they are coming to talk about.**

Enabling companies in the energy, mobility, and recycling sectors to optimise business processes and resource efficiency using intelligent tank data analysis, FoxInsights has already earned the trust of more than 180 partner companies across Europe with more than 100,000 fill level sensors in the field.

"Based on the idea of remote tank monitoring, we develop data-driven, customer-oriented, and measurably successful solutions that create real added value for sales, marketing, and logistics.

"Through data collection and analysis as well as the use of artificial intelligence our holistic solutions answer the question "how much is in the tank?" and derive recommended actions that allow our partners to map the needs of their customers, forecast ordering behaviour, improve route planning, and reduce truck kilometres per litre delivered.

### Intelligent solutions saving time and money

FoxInsights has some exciting developments to share at this year's event.

"Decision-making based on real time data is becoming increasingly important given the extremely volatile energy market.

"We have developed our DispatchingAI service, based on artificial intelligence, to answer the question: who really needs a delivery right now? This allows our partners to further optimise their logistics and reduce operational costs by up to a third!

"We have also developed our SalesAI service, which calculates both order probabilities and predicted order quantities of end-customers daily and per tank, enabling our partners to achieve a higher success rate in outbound sales, as well as significantly reducing the workload of their sales teams.

"On the hardware side, we gave our FoxPressure fill level sensor a complete overhaul. It now offers more connectivity options, as our FoxRadar already does, and also now comes with GPS tracking and improved cable routing for more flexible installation, which is especially beneficial for underground tanks."

A proven range of highly beneficial solutions saw FoxInsights win the German

Innovation Award in 2022 as well as being highly commended as an Innovation category finalist at the UKIFDA EXPO Awards. With the latest innovations adding significant additional value to their services, FoxInsights urges attendees to meet with them in Coventry to find out more, sharing some of their own data-driven insight.

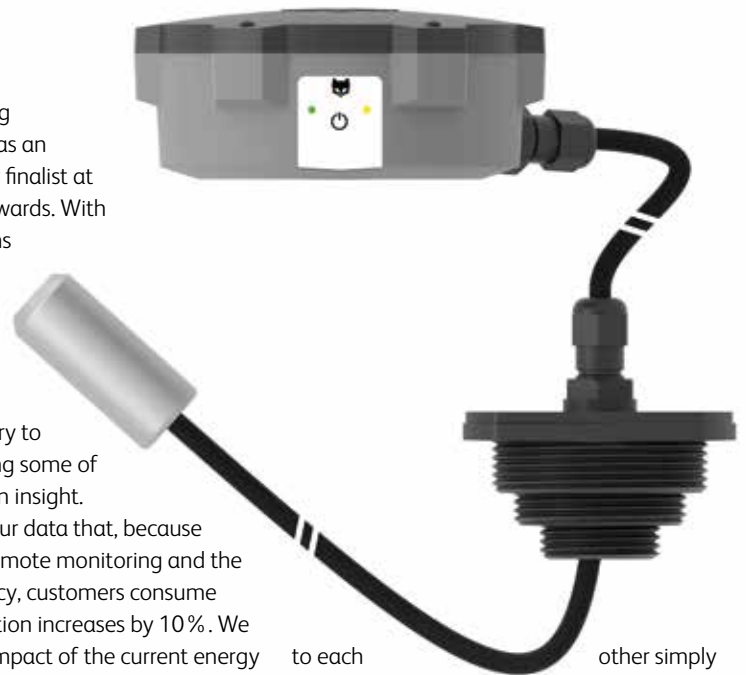
"We can see in our data that, because of the easy-to-use remote monitoring and the resulting transparency, customers consume less, and tank utilisation increases by 10%. We have also seen the impact of the current energy crisis: the temperature-adjusted consumption of heating oil in the UK in 2022 decreased by 7% compared to 2021!

### Have confidence in the data

"Use and trust the data!" FoxInsights urges fuel distributors. "We feel there is much room for using data when it comes to optimisation of sales, logistics and marketing which can help alleviate the pressure on businesses. Cold calling should be a thing of the past in 2023.

"The longer deliveries continue in a high frequency customer segment without using data, the more money will be wasted. The data is already out there. The industry just needs to increase its confidence in its ability to use it.

"Further, invest into systems which can talk



to each other simply via APIs. You can have the best data, but if you cannot transfer it into the right tools, it loses its value. So therefore, all their existing partners for CRM tools, logistics tools etc. should get ready now to be connected easily and fast."

FoxInsights is also looking to widen its network and find opportunities for collaboration: "We want to introduce ourselves to more distributors in both the UK and Ireland, to connect with stakeholders of the industry, understand their challenges, and exchange experiences as well as offer solutions.

Convinced that its solutions help distributors to do business better, it would also like to work more closely with other companies in the same space to maximise these benefits as they explain: "We'd also like to connect with companies that offer similar solutions in this sector to identify collaboration options to create an extended value chain."

### Having the advantage

The passion FoxInsights has for working with distributors to deliver a real business benefit is clear and, as they can't emphasise enough, it's about the data!

"Sales teams and dispatchers are doing an amazing job, there's no doubt about that but we also believe that adding reliable data to that, helps to stabilise and optimise processes and grow the business.

"The data serves both as a basis and a backup, and it opens up new business models for suppliers to serve customers according to their requirements. To identify these needs, all suppliers with insights into their customer's tanks have the advantage now."

# Mitchell & Webber: driving the ground breaking campaign for a liquid fuel future

THE VILLAGE OF KEHELLAND IN CORNWALL IS PART OF A GROUNDBREAKING TRIAL OF HVO IN THE UK WHICH HAS BEEN GAINING DATA AND SUPPORT FOR THIS SUSTAINABLE FUEL SINCE 2019. THE TRIAL IS SUPPORTED BY LOCAL, INDEPENDENT FUEL DISTRIBUTOR, MITCHELL & WEBBER

**JOHN WEEDON**, DIRECTOR AT MITCHELL & WEBBER, TELLS US HOW THIS NATIONALLY IMPORTANT DEMONSTRATION PROJECT STARTED, AND TALKS US THROUGH THEIR EXPERIENCE OF DELIVERING HVO CONVERSIONS IN THEIR LOCAL COMMUNITY AND THE INCREDIBLE PROGRESS THAT HAS BEEN MADE.

At Mitchell & Webber, we have been delighted to work on the Future Ready Fuel project and are pleased to have been involved with the scheme from the very start. Back in 2019, UKIFDA asked us to be a part of the team, along with every sector within the industry, to investigate low-carbon heating fuels for the future. We were passionate to trial hydrotreated vegetable oil (HVO) as we believe this was the best and most likely decarbonisation option to satisfy the government.

There were many discussions regarding blends with other biofuels but, overall, we felt HVO would tick many more boxes than other solutions which were proposed. HVO not only has the advantage of huge net CO<sub>2</sub> savings, but it is also biodegradable, and nontoxic, the waste feedstocks are internationally certified and, importantly for the customer, it is simply a drop-in replacement for fossil heating oil.

## Early conversions

Luckily, we had the ideal property for the first trial in the UK right beside our depot at Scorrier near Redruth in Cornwall. We were able to get the boiler converted, with the guidance of OFTEC, and this property went live on the HVO trial in November 2020. It was essential to get the trials started in that heating season, and initially we asked our testers to run the boiler 24 hours a day to get a quick assessment of the performance of HVO. With this property being so close, we could check things daily in case there were any issues with the HVO – but, in fact, we were pleasantly surprised.

The results showed that it performed extremely well, which gave us the confidence to expand HVO trials more widely. We approached individuals and businesses with every type of boiler we could think of to get



Robert and John at the first demonstration site

involved in the trial – and, by early 2021, we had around 30 appliances running on HVO with great success.

We thought about the competition to the HVO solution and therefore embarked on seeking demonstration sites that would highlight the great advantages of keeping the existing heating system in place. By May 2021, in advance of the G7 meeting held only 5 miles away at Carbis Bay, we got the first school on to HVO, and they were delighted to receive a cabinet minister to review the conversion. Following the school at Gwinear, the first church, at Stithians was also soon converted to HVO.

## Gaining support

For the next heating season, UKIFDA and OFTEC wanted to expand the trials even further to help highlight the success of these initial conversions. The thought came to mind of converting many properties of different types and ages, all in one community, and this led to the small village of Kehelland being earmarked as an ideal location.

Despite being very local to us, the project of converting a village certainly brought challenges: we quite literally had to knock on doors to introduce ourselves, and explain what HVO is and can do, in the hope of securing support and agreement to trial the new fuel. We had to provide the right information, reassurance, and show our confidence in HVO. Getting one village resident on the trials helped us enormously, as this helped to quash any concerns over whether HVO could do the same job and provide the same heat as kerosene.

It also enabled other residents to see how quick the conversion process was and reassured them that everything to do with the conversion was taken care of. I also personally guaranteed that if any participant didn't want to continue with the trial, for whatever reason and at any time, we would convert them back to oil at no cost. Quite soon we were working flat out to convert as many properties in the village as possible – including the school, church, local businesses, and many other domestic properties.

## Building confidence

A key part of our approach was to ensure that all participants were well briefed on HVO. We were keen to show the benefits and what, as an industry, we are trying to achieve. I was delighted with the support for these demonstration conversions, and nobody I approached declined to take part. In fact, they were all extremely keen and very happy to promote this decarbonisation option. They all appreciated that the costs and disruption of other solutions were beyond their grasp, and that the electrical grid supply would be unable to sustain other technologies.

Some homeowners, and even the school, were so impressed with HVO and how well it



George listening to the positive response from some of the residents ( Dec 2022)

performed that they invested in a new boiler. This has brought further efficiency savings and given these properties a reliable heating system for many years to come. We are pleased that we have now converted around 50 appliances onto HVO, and there is great enthusiasm and desire to keep their appliances on the low carbon fuel.

### Supporting our customers

We have been a constant support for all customers with appliances running on the replacement fuel, carrying out regular monitoring reports and services and have found the performances to be excellent. With no sulphur in the fuel and a much cleaner burn, the boilers are a joy to service – even after many months of running with the fuel. Apart from a couple of dye issues with some low NOx boilers, we have had no customer breakdowns due to running on HVO – so their confidence in the fuel has grown immensely.

### Community feedback

In December 2022, we organised an event with some of the residents of Kehelland to give them the opportunity to give honest feedback to Ken Cronin, CEO UKIFDA, and their local MP, George Eustice. In view of the number who were participating, we asked the local school to accommodate this meeting and they were delighted to do so, especially as they were also taking part in the trial.

The impact of the residents' feedback to George Eustice and Ken Cronin was extremely powerful. They highlighted how well the fuel worked, the ease of conversion, and how their conversions used less fuel and produced more heat. The representative of the church explained that other technologies wouldn't

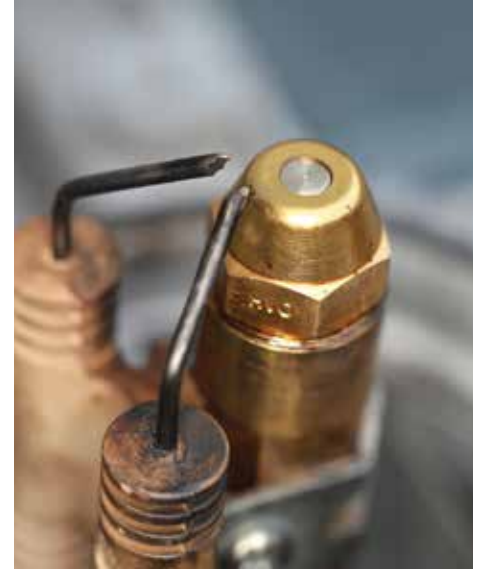


Pictures 12months on showing how clean the internal boiler baffles are, running on HVO

be able to get the building to the required temperature as quickly as a boiler on HVO. They also explained they were convinced HVO would be the best decarbonisation option for them, as they also couldn't afford the projected costs of other technologies. With the residents aware of the current high costs of HVO, compared with kerosene, they asked what could be done to make it affordable to enable a move away from fossil fuel.

### Government support

This event went some way towards alleviating our frustration that, whilst everyone we speak with understands the great advantages of decarbonising using HVO, that message had struggled to reach the decision-makers within the UK government who hold the power to assist in rolling out HVO more widely. We were even more delighted that, in January 2023, Mr Eustice created a bill in the UK Parliament to highlight the benefits of this renewable fuel and seek to reduce the duty on it – a massive springboard for the industry. The Bill had its first



Hvo nozzle looking very clean after 12months operation



New Boiler at Gwinear School. Trials on their previous boiler so successful they invested for the future with a new boiler

reading on the 11th of January this year and we are hopeful that this step will lead to wider recognition and support for HVO.

### Rural challenges

We are receiving a huge response from our customers supporting the drive to HVO. Many tell us that they are simply unable to consider any other option for decarbonising their heating, either for financial or practical reasons. In a rural area like ours, with many older properties that can't be easily converted to other sources of low-carbon heating, a direct switch of fuel is the best solution. This is particularly the case with larger or more unusual buildings like churches.

### Future hopes

There is certainly a massive momentum behind HVO now, and at Mitchell & Webber we are optimistic about the future – not only for the potential of HVO, but also for other future liquid fuels that may come to market.

# A DAY IN THE LIFE...

Zach Coyle

WELCOME TO OUR FEATURE WHERE PEOPLE FROM MANY DIFFERENT ROLES IN THIS INDUSTRY WILL TAKE YOU THROUGH A TYPICAL DAY IN THEIR WORKING LIFE. THIS MONTH, FUEL OIL NEWS SPEAKS WITH **ZACH COYLE**, DEPOT OPERATIONS MANAGER AT WCF CHANDLERS, TO DISCOVER HOW ZACH SPENDS A TYPICAL DAY.



**MY ALARM GOES OFF AT...**05:30am.

**THE FIRST THING I DO IS...**Shower and brush my teeth.

**I PREPARE FOR THE DAY AHEAD BY...**Having an action plan of tasks. I like to have the day set out with the 'to dos' but I am always prepared for whatever challenges or surprises that may arise from the industry we work in.

**I CAN'T LEAVE THE HOUSE WITHOUT...**Saying goodbye to my wife and my two boys – Noah and Oskar. I also have to give my dogs a fuss before leaving as well – Arlo, Luna and Mabel.

## MY TYPICAL DAY –

I aim to leave the house around 6:30am and that gets me to either of our main two offices Killingholme or Grantham for 7:45am.

If I spend my day at Killingholme, I use that time to catch up with my transport team which consists of Linda (our transport manager) and our 3 planners: Sam, James and Jakub. While I am at the Killingholme office, Linda and I will run through everything to do with our fleet of vehicles.

If I head to Grantham for the day, this is where I will be catching up with my Ops team consisting of Dom, Steve and Kiril. This is the team that keeps all our depots operational on a day-to-day basis. We will discuss any current projects that we have on and future projects we are looking at starting.

If I am not at either of those sites, I will be at one of our satellite depots engaging with our fantastic drivers. Checking in on their wellbeing and carrying out inspections of the sites.

**MY MOST MEMORABLE WORK MOMENT...**Was the first day I bought Mabel, my dog, into work with me! She was 14 weeks old and made herself very comfortable in the office getting fuss from whoever she could.



## THE WORST PART OF MY JOB...

The driving!! We cover a large area and I make it a priority to get around to all sites as much as possible, so that means a lot of time spent in the car. I try to flip this round into a positive and use that time to catch up with colleagues on the phone or listen to podcasts.

## THE BEST PART OF MY JOB...

I love how varied my role is and the great team that I have around me. Each day is different and whatever challenges we come up against we always overcome them as a team.

**I RELAX AFTER WORK BY...**Cooking (if I am home early enough), taking the dogs for a walk and beating my sons at FIFA on the PlayStation!

## MY FAVOURITE MEAL IS (Breakfast, lunch, or evening meal)...

Evening meal – this meal is the best for me because it is when I can sit down with my family and ask them about their day.

**ON MY BEDSIDE TABLE IS...**Phone charger and lamp.

**THE LAST THING I DO EACH DAY IS...**Let the dogs out before bed.

**I'M NORMALLY IN BED BY...**09:45pm/10:00pm





## Time to get integrated

**There has been a lot in the mainstream press recently about the different ways we can decarbonise our homes. The articles have been mostly negative, ranging from heat pumps being too expensive and not working, to a hydrogen village being foisted on village communities.**

In the main, UKIFDA and our partners have remained out of this very vitriolic debate because, as the Financial Times rightly said of the considered technologies, *"conflicting signals and corporate information wars are currently holding back progress in any one"*.

We have deliberately got on with it – creating our own 150 property demonstration project, including the renewable liquid fuel village in Cornwall, supporting the move by government to remove import tariffs for HVO and providing answers to important questions such as whether there will be enough fuel to meet new challenges.

I am delighted that this UKIFDA Show edition of Fuel Oil News celebrates the strides

the industry has taken to show policymakers and our customers that there is a viable low-cost decarbonisation route for rural communities.

The simple truth must be that we will need heat pumps, hydrogen, and renewable liquid fuels to decarbonise our homes. This has to be the case for two reasons – there is not one technology that covers all home types adequately and economically, and secondly, we have to provide a choice – history has shown imposed solutions are not adopted by the general public.

The same conclusion must now be said for liquid fuels in general. Most recently, the government has published an independent report detailing the actions required to fast track the development of Sustainable Aviation Fuel (SAF). The conclusions are not a surprise, and I am sure the majority of our industry will support them.

In large part, the general thrust of the report mirrors the amendment to the energy bill in the Lords put forward recently and the private member's bill supported by George Eustice.

Both are looking at creating an obligation for renewable liquid fuels for home heating that mirrors the Renewable Transport Fuel Obligation, which is similar to the mandate now being consulted on for SAF.

I am still surprised at how many well-placed people and institutions overlook the fact that kerosene can be used for heating and aviation – anything you do to stimulate the demand for renewable fuels in one industry has a benefit in another. Creating a renewable liquid fuel market in heating will provide short term revenue opportunities for a wider SAF mandate.

Indeed, the big question is – if we have an integrated liquid fuel market now, why are we seeking to divide the market into little slices? To that end, I also agree with one of the conclusions of the SAF report, *"success requires alignment and coordination across departments – in particular DfT, HM Treasury, DESNZ and DEFRA."*

Something we have been saying for some time.



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## UKIFDA Conference Programme - May 10, 2023

Time	Session	Speakers
10:15 AM – 10:20 AM	<b>Introductions</b>	<b>Chris Parker</b> , Conference Chairman
10:20 AM – 10:30 AM	<b>Key Note Address</b>	<b>Rupert Turner</b> , Managing Director, UK Marketing, Phillips 66 Limited
10:30 AM – 11:45 PM	<b>Future Fuels Roundtable</b> The UKIFDA/OFTEC Future Fuels Campaign has been running for three years now and this roundtable will explore the progress being made in areas including: <ul style="list-style-type: none"> <li>• The HVO demonstration project.</li> <li>• The new British Standard for sustainability.</li> <li>• The projects status with government and the general public</li> <li>• The commercial use of HVO</li> </ul>	<b>Ken Cronin</b> , CEO, UKIFDA <b>John Weedon</b> , Director, Mitchell & Webber <b>Gloria Esposito</b> , Director of Sustainability, Zemo <b>Paul Rose</b> , CEO, OFTEC <b>James Spencer</b> , Managing Director, Portland
11:45 AM – 12:30 PM	<b>Present Fuels Roundtable</b> We take a look back at two of the major fuel related issues of 2022: <ul style="list-style-type: none"> <li>• The increase in fuels thefts.</li> <li>• The changes to red diesel legislation</li> </ul>	<b>Steve Clarke</b> , Fuel Duties Policy Lead, HM Revenue and Customs
2:00 PM – 2:45 PM	<b>Pricing, Supply and Energy Security Roundtable</b> A look at the previous year in terms of: <ul style="list-style-type: none"> <li>• Supply and price</li> <li>• Exploring how we work together to avoid supply crisis in the future</li> </ul>	<b>James Spencer</b> , Managing Director, Portland <b>Elizabeth De Jong</b> , Chief Executive Officer, United Kingdom Petroleum Industry Association <b>Ken Cronin</b> , CEO, UKIFDA
2:45 PM – 3:30 PM	<b>The Future for Trucks</b> What should distributors choose and when? <ul style="list-style-type: none"> <li>• Hydrogen, electric, bioenergy or hybrid?</li> </ul> <p>David Thackray's session: "The future is Hydrogen fuelled...partly"                      Hydrogen as the battery's ally not its nemesis. How a blended energy solution maximises the economic benefits of zero emission trucks through the optimisation of the triple constraint of range, payload and total operating cost.</p>	<b>Amanda Lyne</b> , Managing Director, ULEMCo Ltd <b>David Thackray</b> , Strategic Relations Officer, Teva Hydrogen & Electric Trucks <b>Philip Fjeld</b> , CEO, CNG Fuels <b>Margarita Vigrande-Ashe</b> , Head of Department, Department for Transport
3:30 PM – 4:00 PM	<b>Recruitment</b> Recruiting in a high-employment world	<b>Jason Crispin</b> , Business Development Manager, Gi Group Holding <b>James Moorhouse</b> , Director, ABN Resources

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## UKIFDA Conference 2023 – speakers

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**DISCOVER MORE ABOUT THIS YEAR'S SPEAKERS HERE.**



**Steve Clarke.** Fuel Duties Policy Lead, HM Revenue and Customs

I lead the Fuel Duties Policy team, part of HMRC's Excise and Environmental Taxes Directorate, based in Salford.

I joined HMRC (then HMC&E) in 1988 and have worked in excise duties policy roles since in 2003, specialising in fuel duties policy since 2012.



**Jason Crispin.** Business Development Manager, Gi Group Holding

Jason Crispin has worked in the downstream industry for several years to support UKIFDA members through periods of growth and transition. He is back this year with Gi Group Holding, the 5th largest staffing firm in Europe, winners of the REC recruitment team of the year award and associate members of UKIFDA.



**Ken Cronin.** CEO, UKIFDA

Ken Cronin is the Chief Executive of UKIFDA, the trade association for fuel distribution across the UK and Ireland.

Ken has more than 30 years' global experience in media, investor and government relations in the energy industry and has worked in, and with, many companies across the nuclear, renewables, oil and gas and power sectors.

During this time Ken has taken a keen interest the impact of climate change policy and public perception. Prior to his role at UKIFDA, Ken worked in the onshore oil and gas sector and spent 10 years at worldwide communication agency Kreab Gavin Anderson as Head of Global Energy.

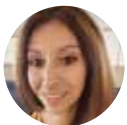


**Elizabeth De Jong** Chief Executive Officer, UKPIA

Elizabeth de Jong joined as Chief Executive of the UK Petroleum Industry Association (UKPIA) in April 2022.

Elizabeth has over 20 years' experience in a range of advocacy, stakeholder engagement and business planning roles covering the diverse interests of operators, government and supply chain companies across the transport sector in the UK.

Prior to joining UKPIA, Elizabeth was Director of Policy at Logistics UK. She has also worked for the UK Government's Department for Transport and the Rail Delivery Group



**Gloria Esposito.** Director of Sustainability, Zemo

Gloria Esposito is a director at Zemo and an environmental scientist with expertise in policy development related to zero emission vehicles and sustainable low carbon fuels.



**Philip Fjeld.** CEO, CNG Fuels

Philip Fjeld is the CEO of CNG Fuels and has been working in the natural gas industry since 2002. Philip, who has a nautical degree as well as a master's degree in Strategy and Management, founded CNG Fuels in 2014 and has been the CEO since.



**Amanda Lyne.** Managing Director, ULEMCo Ltd

Amanda has nearly 20 years' experience in the hydrogen industry.

Having previously founded a fuel technology company Amanda now leads ULEMCo, a business that she set up in 2014 to commercialise globally unique UK capability in hydrogen technology to convert commercial vehicles (from LGV to HGV and specialist utility vehicles like refuse trucks, gritter and sweepers) to run on hydrogen, from dual fuel to fuel cell to zero-emission H2 combustion.

Amanda is also currently a Chair of UKHFCA and is a member of the Liverpool City Region's Clean Growth board.



**James Moorhouse.** Director, ABN Resources

James Moorhouse is a director at ABN Resources.

With more than 15 years of recruitment experience in the global lubricants and fuel industry, James' vision is 'to provide growth through happy, high performing people that make a safer and more sustainable world.'



**Chris Parker.** Conference Chairman

Chris Parker is the chairman for this year's industry conference.

Chris has worked closely with UKIFDA for a number of years, both as an editor of industry publications as well as providing media support at the UKIFDA EXPO.



**Paul Rose.** CEO, OFTEC

Paul Rose is the Chief Executive of the Oil Firing Technical Association (OFTEC).

OFTEC is a trade association active in the UK and Republic of Ireland whose members include manufacturers of liquid fuel heating equipment. In addition, OFTEC operates a registration scheme for heating professionals involved in the installation and maintenance of liquid and solid fuel appliances, and renewable heating installations.

A mechanical engineer by training, Paul has been involved in the liquid fuel heating sector for over 20 years. In that time, he has held numerous technical roles, but his current role focuses on OFTEC's strategic direction, including trade member services and lobbying for renewable liquid fuels to be part of the home energy mix long into the future.



**James Spencer.** Managing Director, Portland

James Spencer started his career in oil refining in 1994, after graduating from Cambridge University. Having been shouted at by Production and Jetty Operators for a few years, he was transferred to BP's Head Office for a quieter life in Supply and Trading.

In 2003, James joined the Bayford Group of Companies (Gulf Petrol Stations, Routemate Fuelcards, Bayford Commercial Fuels) as Group Operations Director. During this time, he also became Chairman of the Association of UK Oil Independents that represented the petroleum



interests of Supermarkets, Importers and Wholesalers in the UK.

In 2009, he set up Portland, a specialist fuel trading company offering fuel price hedging, niche energy trading products and market pricing data. He regularly contributes to UK debates on fuel prices and has appeared numerous times on the BBC and other British media.



**David Thackray.** Strategic Relations Officer, Tevva Hydrogen & Electric Trucks

David Thackray has a deep knowledge of, and network within, the logistics fleet sector in the UK and overseas from more than 30 years operational and consulting experience.

David is an internationally recognised speaker on fleet electrification and transport decarbonisation and an active member of the Transport Decarbonisation Alliance.

Holding a master's degree in business administration, a transport manager's licence, and a current Class 1 HGV licence, David combines a theoretical and practical understanding of the disparate pressures and requirements faced by fleet operators and is therefore almost uniquely qualified to demonstrate how the environmental, operational and commercial imperatives of the decarbonisation of road transport can be simultaneously satisfied.



**Rupert Turner.** Managing Director, UK Marketing, Phillips 66 Limited

Rupert became Managing Director, UK Marketing at Phillips 66 in September 2022 after relocating from Houston, US to London. In his most recent role, Rupert was Manager, Unbranded Sales West, US Marketing, responsible for growing sales

across the geographical area to the west of the Rockies in support of the associated refinery product offtake.

Now, as Managing Director, UK Marketing, Rupert is responsible for the Phillips 66 Wholesale brand and JET retail brand in the UK. He also co-leads the London office which includes Commercial and Corporate staff. Rupert joined the company in 1989 and has held many roles across the marketing and commercial businesses, including UK & Ireland Marketing Manager from 2002-2009 based in the Phillips 66 Warwick Office.



**Margarita Vigrande-Ashe.** Head of Department, Department for Transport

Margarita Vigrande-Ashe is the Head of Road Freight Decarbonisation and Hydrogen at DfT.



**John Weedon.** Director, Mitchell & Webber

John Weedon joined the family fuel distribution firm in 2002, having previously been a Corporate Bank Manager for Lloyds bank for 15 years.

Mitchell & Webber, which has been supplying liquid fuel to homes and businesses across Cornwall and Devon for over 120 years, is participating in the HVO demonstration, led by OFTEC and UKIFDA, as part of the Future Ready Fuel campaign.

Mitchell & Webber converted the first oil property to HVO in November 2020. Since then, the rollout has expanded significantly transitioning over 50 sites in the Kehelland area to HVO, including domestic homes and businesses as well as two churches, two schools and a pub.

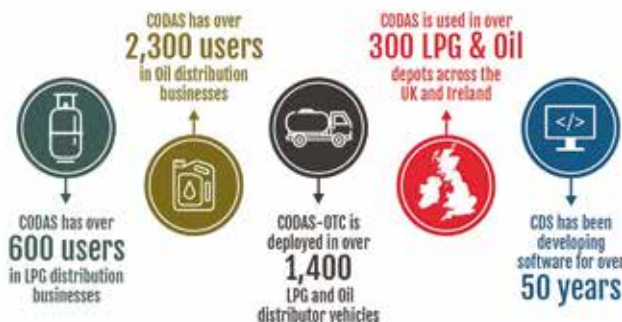
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## UKIFDA Show 2023 – exhibitors & floorplan



### Adler & Allen 19

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### Alfons Haar 25

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### Alpeco 22

Alpeco Ltd has been supplying liquid handling and flow control equipment to a wide range of industries and applications around the world for over 40 years. The company offers an extensive range of road tanker products, alongside a range of fuel handling, depot and industrial processing equipment such as flow meters, pumps, valves and loading skids and arms.



### Argent Energy 11

Argent supplies waste-based biodiesel, high blend fuel and biogenic fuels to help customers significantly reduce their carbon emissions and support their sustainability goals.



### Boiler Juice 4

Boiler Juice is the No.1 online heating oil marketplace, and the independent platform of choice for heating oil suppliers.

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### CDS 27

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UK and Ireland's number one software solution for distributors.



### Collins Youldon 8

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### Commercial Fuels 13

Commercial Fuel Solutions Limited is a UK-based engineering firm that specialises in the design, manufacture and distribution of commercial refuelling solutions, including associated storage tanks, transfer and dispensing equipment.

The company is particularly recognised for innovations in technology which embrace both the reduction of harmful emissions and those which help protect the environment. This includes pioneering the uptake of Hydrogen, ensuring its safe integration into the commercial

sector. A body of work includes authoring technical guidance which promotes awareness and improves working practices throughout the industry at an international level. In addition to fuelling solutions and guidance contributions, Commercial Fuel Solutions is also recognised as the UK's leading Independent AdBlue supplier with its product is used by approximately 1 in 50 of all the HGV's on the UK's roads.



### Concrete Canvas 9

Concrete Canvas® is part of a revolutionary new class of construction materials called Geosynthetic Cementitious Composite Mats (GCCMs).

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### Dixon Europe 37

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As a leading solutions provider Dixon is always looking to improve and extend its range to offer new and innovative products to the fuel distribution market. With an unsurpassed reputation Dixon is committed to providing value added services, superior customer service, technical support and training to the industry. With a global distribution footprint Dixon can efficiently service its customers with the right goods at the right time.

Already established as a leading manufacturer of petroleum tanker fittings and the FloTech™ Overfill Prevention systems; Dixon now offers a full



range of fuel distribution products for use in the downstream market including fuel terminal, fuel depots and skid units where safety, ease of use and efficiency are key factors.



## Dreamtec 28

DreamTec partners with fuel distribution companies to provide a fleet, stock and data management system that comprehensively streamlines their operations.

By improving business productivity, eliminating paper, delivering accountability and reducing administrative costs, DreamTec offers the perfect system to effectively manage your stock and resources to help your business grow.

Head over to booth 28 to learn more on how DreamTec Systems can enhance greater transparency for your fuel distribution activities.



## DTN 15

DTN delivers accurate, objective, real-time, and actionable insights to increase customers' confidence and support their business decisions.

In a data-rich world, the company's actionable insights in weather and financial analytics make sense of the information, drive change in processes and help businesses to prosper. They empower customers in agriculture, energy and transportation – those who work endlessly to feed, fuel and protect our world.

DTN believes that when customers are supported with the most reliable and innovative information to the Nth Degree, they prosper, and everyone wins.

Prosper in a dynamic world.



## DTSonline 39

DTSonline's in-cab solution delivers real efficiencies, providing the information that you and your drivers need in real time.

With an app that seamlessly links the back office, drivers, operational staff, and customers DTS ensures that you have the data you need, when you need it.

The company successfully launched at last year's UKIFDA EXPO. Fast forward a year and DTS is delighted to have orders confirmed and trucks operating in the field.

"It is an exciting time! Come along and meet our team and see how we can support your business with features that really deliver value and service for the fuel delivery sector."



## Dunraven Systems Ltd 36

Dunraven Systems is a recognised leader, for over 20 years, in Liquid Level monitoring with its range of Innovative Monitoring Solutions.

Dunraven's aim is to provide the very best in remote smart monitoring solutions and excellent customer service. Dunraven is committed to providing superior value to customers and partners with real-time data to accurately measure, monitor, track, and report tank data.

The company's innovative portfolio of tank monitoring solutions spans a wide range of applications including for Fuel Oils, Lubricants, Ad-Blue, Chemicals and more. The Apollo Telemetry products are designed to provide an extensive range of premium quality products, service, and reliable solutions across its range, of measuring methods including Ultrasonic, Radar, Pressure and to operate on a range of Comms Networks to meet current and future communication platforms, Cellular, Https, Sigfox, LTE (CAT-M1), NB-IOT.

It's industry-leading Apollo Infinity Telemetry brand products are all integrated into its own Cloud "Delta" Software Platform and is the No 1 choice for Oil Distributes and Multi Tank Organisations in over 30 countries worldwide. Delta software is integrated with the principal suppliers of Oil Delivery order ticketing systems in UK and Ireland. In addition to improved safety and sustainability, its innovative solutions deliver up to 30% savings by optimizing business efficiency.

Having maintained a telemetry hardware supply relationship for more than 20 years, Dunraven Systems Ltd became part of the Tekelek Group of companies in 2021 and remains an independent self-sustaining business entity within the group.

For more information contact [sales@dunravensystems.com](mailto:sales@dunravensystems.com).



## Econoprint (UK) Ltd 29

Print and marketing partner to oil distributors throughout the UK and Ireland for over 30 years.

From day-to-day operational print to gifts and marketing for campaigns and events, Econoprint has it covered. We also provide comprehensive website solutions tailored to the distributor marketplace, incorporating highly flexible pricing, automatic upsell facilities and auto dynamic follow up routines to automate your business.



## Eliminox 18



## Emissions Analytics 11a

### In-use performance testing

The urgent need to lower the carbon footprint of fuels must not come at the expense of local air quality. When considering switching a fleet away from a

conventional fuel it is critical to assess the emissions and fuel economy implications of that decision. By employing a rigorous and repeatable test methodology, single percentage changes in fuel consumption can be recorded.

With the use of traditional PEMS enhanced by our proprietary real-world VOC testing, Emissions Analytics can measure both regulated and unregulated pollutants on the road.

## Composition and provenance testing

The fuels and lubricants supply chain is highly sophisticated but is now being put under pressure to increase the volume of renewable fuels produced, to help reduce greenhouse gas emissions. The quality of fuels can be analysed using Emissions Analytics' laboratory, which employs two-dimensional gas chromatography and time-of-flight mass spectrometry to profile fully the organic compounds. This enables batch testing for uniformity. The compounds can be organised into functional groups, such as aromatics, which can help characterise the environmental effects from the fuel combustion. Further, a detailed chemical fingerprint of the fuel or lubricant can be determined, for the purposes of determining the geographical or supplier provenance.



## Eurotank Service Group 30



## Exolum Terminals Limited 21



## FAST 6



## FoxInsights 5

Based on the idea of remote tank monitoring, FoxInsights develops data-driven, partner-oriented, and measurably successful solutions that create real added value for sales, marketing, and logistics.

By providing intelligent tank data analysis, FoxInsights enables partner companies to optimise their business processes and resource efficiency. This saves time, money, and natural resources and you will be able to find out more about the ways this can benefit your own business at UKIFDA Show & Conference 2023 where FoxInsights is exhibiting on stand #5.



## Fuelsoft Ltd 34



## Grafton Recruitment 3



## Harlequin Manufacturing Ltd 7



## Hazchem Safety Ltd 23



## Hytek (GB) 32

Hytek (GB) Ltd has supplied fuel dispensing equipment for over 38 years.

Starting out by offering a commercial fuel pump, we have grown and expanded our range to provide fuel dispensing, lubrication and Adblue® equipment.

Suppliers to the trade, we pride ourselves on next-day delivery as standard in the UK, competitive pricing, experienced technical support and customer service.

Having designed, tested and engineered our own range of Hytek Engineered products, including the Hytek Fuel Tank

Alarm & FC10 Fuel Dispenser incorporating a web-based fuel management system, you can rely on our experience with fuelling equipment to provide a solution to almost any requirement. We stock a vast range of world-renowned manufacturers, including Cim-Tek Filters, Fill-Rite Tuthill, Piusi, ZVA nozzles and many more.

In recent years, Hytek has incorporated the OLE Electronic Tank Gauges and the Pumptronics Cabinet Pump brands under the Hytek umbrella, becoming a manufacturer and distributor.

Andrew, Clare, and Dan look forward to seeing you on the Hytek stand.



## IFC inflow 41



## Integer Micro Systems Ltd 14



## Kingspan Water & Energy Ltd 18a

Kingspan Water & Energy is the UK's leading manufacturer of water and energy management solutions.

The company's stated vision is to preserve and protect water and energy sources for future generations. The division's comprehensive product portfolio includes waste and surface water management, rainwater harvesting, liquid storage solutions (for biofuel/biodiesel, AdBlue, oil/diesel and liquid fertiliser), telemetry monitoring, hot water storage solutions and servicing and maintenance packages for both domestic and commercial markets.



## Magnus Monitors (Eirscope Ltd) 38

MAGNUS is the world's first truly wireless, radar-based tank level monitoring solution for all fuels

and lubricants.

A unique, advanced fully managed service supported by a dashboard and app allows you to be proactive with your clients, generating better customer service levels and loyalty, more than 30% increase in logistical efficiency and a quicker ROI.

Covering both the UK and Ireland, the MAGNUS team combines technical expertise in both advanced hardware and enterprise software with many years' experience within the industry which has enabled the development of this exciting new technology to help improve the way your business operates day-to-day.



## Mechtronic 35

MechTronic continues to lead the way in terms of fuel metering design and efficiency with its OptiMate metering system – which can save fuel oil operatives time, money and prevent contamination.

Operating since 2016, OptiMate's range of automatic processes reduce delivery times, prevent fuel contamination and ensure that drivers remain at the point of delivery throughout the delivery process.

OptiMate is the only proven fuel metering system that can offer metered hose, bulk, and fixed deliveries via one metering control system, ensuring the complete protection of your fuel load. With an unrivalled support service across the UK, no other metering system is proven to deliver more.



## Meller Flow Trans Ltd 24



## Mitchell & Webber Industrial services 40



## Navigator Terminals UK Limited 43



## Oamps 26



## Oilshield 16



## Otodata Tank Monitors 2

Otodata has been a key player in the tank monitoring industry for over ten years.

The company's goal has always been to produce a monitor with very low cost of ownership – making large-scale implementation affordable for all fuel resellers. Otodata is proud to design, develop, manufacture and sell its award-winning tank monitors, management software, and mobile app to businesses worldwide. All the monitors provide precise, extremely reliable data, carry industry leading warranties, and are compatible with all read-ready dial equipped tanks.

To learn more visit Otodata at booth #2.



## PEIMF 44



## Phillips 66 17



## Prax Group 33



## Precision Products Enterprises 14A



**Randall & Payne LLP 20**



**The Oil Market Journal**

**The Oil Market Journal 12**



**Touchstar Technologies 31**

30 years specialising in oil and gas logistics digitisation

Touchstar's FuelStar planning, optimisation and delivery software partners with the ATEX-approved TS3200 in-cab mobile computer to improve efficiency in the transportation of bulk goods. Back-office job scheduling, and management software allows jobs and routes to be planned with ease.

The TS3200 functions as your in-cab hub, consolidating a multitude of data feeds – including tachograph, flow metre, valve control, telematics systems and printer – into one driver-friendly system which feeds information back to the back-office. Touchstar's mobile application shows drivers their daily jobs, provides intelligent navigation to reduce driver downtime and creates an electronic proof of delivery to reduce paperwork and prevent delivery errors.

**Trackgas 42**



**Trident Metering Systems 1**



**Williams Tanker Services / TIP Tankers 10**



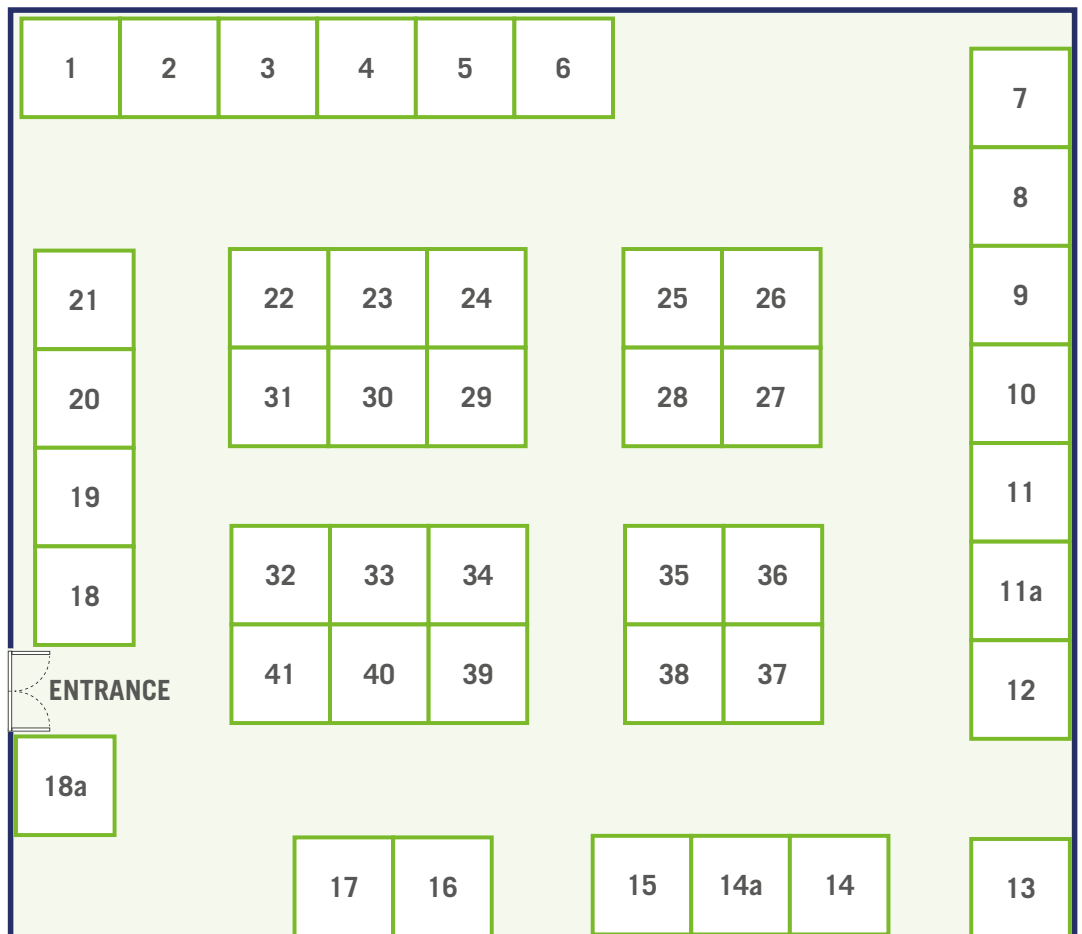
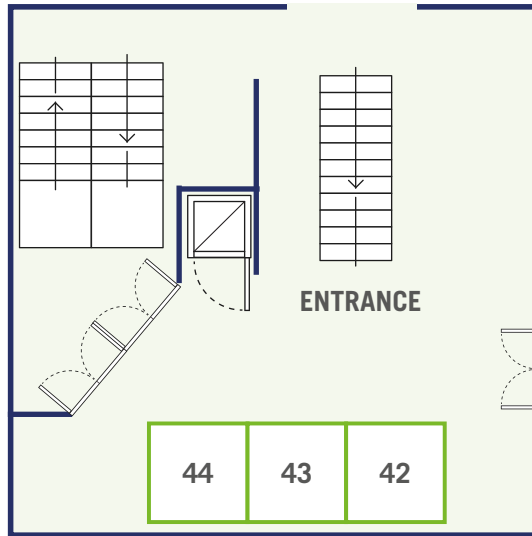
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# TRANSITION TALK

## Sustainable aviation fuel: routes to feedstocks that can fill the production gap

WITH AVIATION ONE OF THE HARDEST TO DECARBONISE SECTORS, **KEVIN O'NEIL**, SENIOR BUSINESS LEADER FOR RENEWABLE FUELS AT HONEYWELL, TALKS US THROUGH THE FEEDSTOCKS THAT CAN FILL THE CURRENT AND FUTURE PRODUCTION GAP, AND EXPLAINS HOW HONEYWELL UOP IS DEVELOPING CONVERSION TECHNOLOGIES TO ENABLE THEM TO DELIVER AT SCALE.

All human progress starts with someone suggesting that “there has to be a better way.” Today, this thought is being considered around the world as we confront the challenges of the energy transition. Honeywell UOP, a company with a rich history of developing and delivering technology to the petroleum refining, gas processing and petrochemical production industries, is applying its expertise in innovation to the development of a diversified technology portfolio for sustainable aviation fuels.

In any consideration of decarbonisation goals, the main fuels that come under scrutiny are diesel, jet and petrol (gasoline). With electrification largely viewed as the answer to the decarbonisation of transport, especially light transport, a lot of technology is also already in development to support the decarbonisation of heavy transport through electrification combined with other routes.

Decarbonisation of aviation remains the bigger challenge, with the industry seeing sustainable aviation fuel (SAF) as the only real near-term solution.

When the technologies behind renewable process units were first commercialised, they were mainly commissioned for production of low carbon road diesel rather than aviation fuel. This focus shifted around the start of the pandemic, with a rapidly growing awareness of the massive increase in SAF production volumes needed to decarbonise aviation. In September 2021, Joe Biden announced the SAF Grand Challenge in a bid to find the solutions to scale up US production to 3 billion gallons by 2030. With production at that time only around a couple of million gallons per year this represented a commitment to increasing capacity by several orders of magnitude.

European goals are comparable, accelerating further after 2030 to targeted annual production of 10s of billions of gallons.

SAF is not like crude oil, with millions of barrels a day readily available for extraction, meaning that multiple pathways will be required to achieve this level of production. The current feedstocks, primarily fats, oils and greases (fogs), are relatively limited, so one of our focus areas is to develop, launch and commercialise new technical pathways to enable the use of additional feedstocks in the production of these renewable fuels.

As a company used to developing technology solutions for the oil and gas sector this is something that is a very natural fit for us. We already have the pilot plants, research people and infrastructure to be able to develop these new technologies and these are the main feedstocks we believe have the potential to plug the production gap.

### Ethanol

We see ethanol as a really promising feedstock that is already produced in large quantities in the US as a gasoline blend stock to meet the requirements of the renewable fuel standard.

With increasing transport electrification, ethanol producers are seeking alternative uses. Converted to jet fuel relatively inexpensively, US ethanol is largely high carbon intensity corn-based production but

with US SAF incentives requiring at least a 50% reduction in carbon intensity relative to fossil jet, this needs to be reduced. Plenty of activity around solutions such as carbon capture on the fermentation process will, ultimately, enable high volumes of low carbon intensity ethanol to be produced making this source of biogenic emissions a feedstock pathway to significantly expanding available quantities of high quality SAF.

It is one of the main routes Honeywell is working on and we launched our ethanol to jet technology last October to significant interest, not only in the US, but also in Asia and worldwide.

But, while ethanol to jet will make a highly significant contribution to increasing SAF availability, there is no single silver bullet to achieve targeted quantities, with a range of solutions needed.

### Biomass

Another potentially significant contributor to achieving SAF production goals is woody biomass. This is a feedstock that rings alarm bells for many due to concerns over deforestation or diversion of food crops, but we are referring only to by-products from activities such as agricultural and forestry which are readily available in huge quantities. The conversion process is not simple, but the technology exists and, combined with the introduction of an efficient collection mechanism, we see woody biomass as another potentially significant SAF feedstock.

### CO2

Carbon dioxide (CO<sub>2</sub>) is also gaining traction as a major feedstock, especially in Europe where its use is driven by a number of incentives and mandates around the use of e-fuels. Developing new technology to combine CO<sub>2</sub>, captured from either the atmosphere or industrial flue gases, with green hydrogen to produce SAF is another area that we're very active in.

While the energy currently required to convert CO<sub>2</sub> into SAF means this is not, at this time, a low-cost route, there is potential for significant production cost reductions making it a competitive longer-term option.

### Repurposing

An important focus for us is developing ways to repurpose existing refinery equipment to produce renewables, enabling our customers to make rapid transition progress.

Many of the emerging SAF production technologies, such as CO<sub>2</sub> capture, involve new builds, but can often still be integrated into an existing facility reusing some of the equipment. With decades of engineering expertise, we can evaluate how well existing equipment can be used for a different purpose than it was originally designed for.

Those currently producing fossil fuel have the infrastructure, the capital and the know-how to deliver decarbonisation solutions the quickest and Honeywell is working with these energy producers to achieve a sustainable future.

# TRANSITION TALK

It's how we've always cooperated with the industry, developing new technologies that those in the industry can use to convert whatever feedstock they have into a valuable product. With the major focus now on the need to decarbonise, our input is about enabling those major players to continue to have a part to play as the sector transitions.

We have significant in-house capability, but we also work with customers and organisations, such as universities, as appropriate.

There's a host of other feedstock options under consideration – polyester clothing, tyres and municipal solid waste get a lot of attention – they're not going to be easy to scale but part of my job is to prioritise and say: "Okay, these are the ones we're focusing on and these are the other ones we don't want to ignore" because there are many solutions that may have a role to play.

Municipal solid waste, tyre pyrolysis – they may not be the easiest routes, but we're trying to figure out ways to make them economic and competitive with other pathways to renewable production.

## The clarity challenge

Lack of clarity will always be a challenge in the development of new feedstocks and technologies. Legislative certainty and the right regulatory environment in emerging markets will deliver greater levels of investment. Whereas, if rules may potentially change in the shorter term, the lack of certainty makes it more challenging to secure investment to progress potential solutions.

Feedstock solutions for renewable fuel production will also vary geographically depending on both demand, historic industry and availability of raw materials. We see a fair amount of concern in Europe over the repurposing of vegetable oils and we don't see ethanol as significant because of the perceived repurposing of a food crop to fuels as well as the lack of infrastructure, but the development of biomass as a renewable fuel feedstock is more advanced in Europe than the US.

The feedstocks we've considered are the ones for which the technologies are ready to be deployed today. There will, ultimately, be other solutions emerging that that we haven't even considered yet, and we are studying others. We've done a lot of fundamental research and we have people looking at other routes that we see as potentially very interesting, but they need time in development, before they can be launched and scaled up.

Right now, the industry is pretty strong. In a rapid transition, there is a lot of new development and new technology being talked about and launched, making it an exciting time for our sector. Most companies emerging from the pandemic saw a downturn and a resultant headcount reduction but now I wish we had more people here because there's so much going on!

In terms of recruitment, there's a very positive vibe over the energy transition and, as a company committed to this and making a significant investment in the development of future fuels, I believe we attract a lot of good talent.

## Achievable targets

Given current production levels, we believe that the 2050 targets are achievable. The feeds are available, and the technology is ready – it just needs to be deployed now to start us on the journey to reach those levels.

With Honeywell developing the required technologies other mechanisms, such as effective feedstock collection, will also increase the efficiency of production. The emerging market for used cooking oil



sees the restaurant sector, having previously viewed its disposal as an inconvenience, now storing it under lock and key as well as the launch of companies specialising in its collection as it becomes an increasing valuable commodity.

The right support mechanisms will need to continue to emerge to enable a broader array of feedstocks, whereas, for ethanol, that infrastructure already exists with established US ethanol capacity in the US currently exceeding 17 billion gallons.

Ethanol will become increasingly available as a feedstock for SAF as electrification reduces its demand as a gasoline blend for transport, but the question is, how long is that going to take?

In the long term, it seems inevitable that electrification will ultimately take over but, even with the ban on sales of fossil fuel powered cars after 2030, it's still going to be a slow decline. Liquid fuel demand for transport continues to grow and, in many emerging markets, won't be plateauing or declining in the near future. This also means a continuing demand for ethanol in meeting road transport obligations but the 'blend wall' means that ethanol is already a little bit long leaving producers putting plans in place to repurpose their production. With the inevitable longer-term decline in both ethanol demand and price, we are already talking to producers who are keen to be the first to enter the SAF production market. Demand for SAF is, effectively, infinite compared to supply but the cost of production is inherently more expensive than for fossil jet fuel whether it is made from fats, oils and greases, ethanol or other feedstocks.

Governments are currently helping to foot that bill using incentives to protect the consumer from the cost differential. This is where companies like Honeywell have a role to play, improving emerging technologies to increase efficiencies and reduce costs. A substantial element of the cost of production lies in the feedstocks themselves along with processing costs, as well as building the plants and amortizing those costs. But there are also costs related to plant operation and we focus a lot of our attention on minimising these – though evolved technology, better catalysts and improved process – to ultimately drive the cost down and make the fuels more competitive as they scale. It's what we have done for generations in the oil and gas sectors.

Having only recently launched our ethanol to jet solution we're already looking at 'gen two'. How are we going to deliver better yields and lower energy costs to bring the cost of these pathways to SAF down and achieve parity with fossil jet production.

It is going to be challenging and it's going to take some time, but we do see that ultimately, as a reasonable goal.



# Argus prices now available on The Oil Market Journal

The Oil Market Journal which merged in 2022 with Fuel Prices Online has been appointed as an Argus Media distributor in the UK and Ireland. OMJ now provides a wide range of Argus prices including derived intraday and end of day prices.

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# Managing costs: minimising fleet insurance premiums



OPERATING A FLEET OF VEHICLES IS A COMPLEX AND DEMANDING TASK, AND FLEET INSURANCE PREMIUMS ARE A SIGNIFICANT COST THAT CAN EAT INTO YOUR BOTTOM LINE. AS A FLEET MANAGER, IT'S IMPORTANT TO FIND WAYS TO MINIMISE THESE PREMIUMS WHILE MAINTAINING THE NECESSARY COVERAGE.

A NEW SERIES LOOKING AT PREMIUM STRUCTURE, EFFECTIVE FLEET RISK MANAGEMENT, AND OPTIMISING CLAIMS HANDLING PROCESSES, WILL GIVE GREATER INSIGHT INTO WAYS TO TAKE GREATER CONTROL OF FLEET INSURANCE COSTS.

IN THIS, THE FIRST OF THREE ARTICLES, **KARL JONES** OF INDUSTRY INSURANCE SPECIALIST OAMPS, WILL EXPLORE SOME EFFECTIVE STRATEGIES FOR REDUCING FLEET INSURANCE COSTS AND GAINING A COMPETITIVE ADVANTAGE IN THE MARKETPLACE.

The government-backed Highways England program, Driving for Better Business, has analysed businesses to help reduce work-related road risks and costs as well as improve compliance.

The figures revealed that implementing a road risk management program can bring substantial financial benefits.

### Road risk management program benefits

- ↓ 26% Fleet insurance premiums
- ↓ 54% Insurance claims
- ↓ 22-87% Incident volume
- ↓ 84% Third party claims
- ↓ 40% Accident rates
- ↓ 10% Fuel use
- ↓ 23-82% Repair costs
- ↓ 30% Maintenance costs
- ↓ 20% Fault claims
- ↓ 78% Damage costs

### Your premium structure

Many factors that influence the premium you pay for fleet insurance. Some of these are out of your direct control, but there are three areas where you can exert some influence.



The claims your drivers generate, and the costs arising from these claims, form the baseline for the underwriters premiums, but there is some potential variability as to how underwriters assess the headlines – are lower claims costs split over a higher number of claims better or worse than higher claims cost split over a small number of high value losses?

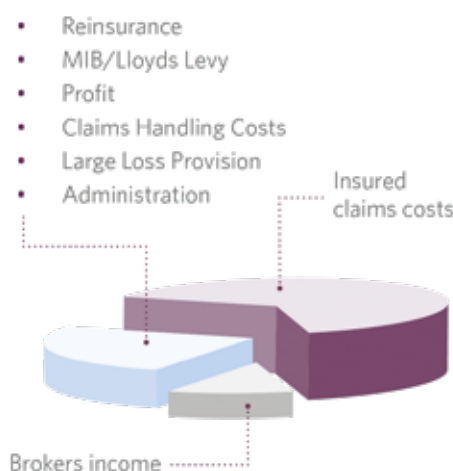
### Manage risks associated with your fleet

How you manage the risks associated with your fleet is also a significant factor that often dictates how underwriters view your business – have you been lucky/unlucky, or do your results reflect the standard of fleet risk management you operate at?

Ultimately, the premium you pay is directly linked to how much competition is there for your fleet insurance from the insurance market. Your ability to influence that market appetite is connected to your claims costs, claims frequency and how you manage your fleet risks.

### Premium composition

Insured claims costs (the figures on the



Confirmed Claims Experience issued by your insurers) account for between 40% – 60% of the baseline premium, depending on the market cycle, and can offer the biggest return on investment as well as being the area over which you have most influence.

- £100,000 insured claims costs = premiums between £167,000 – £250,000 depending on market cycle
- £80,000 insured claims costs = premiums between £133,000 – £200,000 depending on market cycle

So a £20,000 reduction in insured claims costs could equate to a £50,000 premium reduction – food for thought?

### Insured claims costs

Insured claims costs are a simple total:

$$\text{Number of Claims} \times \text{Cost per Claim} = \text{Insured Claims Costs}$$

### Average cost per claim (note 2 at base)

2019	2020	2021
£4,502	£5,037	£5,349

### Hidden claims costs

By definition, hidden claims costs are slightly more difficult to quantify, but that doesn't make them any less significant or damaging to your organisation and, when you actually add up the totals involved, it's easy to see why focusing on managing claims can have a dramatic impact on your bottom line.

The International Loss Control Institute says that for every £1 an insurer pays out, the uninsured costs to the business can be more than £83.

Even if the hidden cost was 'only' treble the insured claims cost, it's still a significant amount that you have to find through extra sales or cost reductions.



### Minimising fleet insurance costs

The approach to impacting the total claims cost is split between reducing the number of claims your drivers are involved in whilst also reducing the costs of each claim.

In the next article from OAMPS Hazardous Industries, specialist industry provider of services to support and protect sector businesses, we will look at how to minimise the likelihood of your vehicles being involved in claims.

The sole purpose of this article is to provide guidance on the issues covered. This article is not intended to give legal advice, and, accordingly, it should not be relied upon. It should not be regarded as a comprehensive statement of the law and/or market practice in this area. We make no claims as to the completeness or accuracy of the information contained herein or in the links which were live at the date of publication. You should not act upon (or should refrain from acting upon) information in this publication without first seeking specific legal and/or specialist advice. Pen Underwriting Limited and OAMPS, part of Pen Underwriting Limited, accepts no liability for any inaccuracy, omission or mistake in this publication, nor will we be responsible for any loss which may be suffered as a result of any person relying on the information contained herein. OAMPS is part of Pen Underwriting Limited which is authorised and regulated by the Financial Conduct Authority (FCA number 314493). Registered Office: The Walbrook Building, 25 Walbrook, London EC4N 8AW. Registered in England and Wales. Company Number: 5172311.

1 Driving For Better Business, <https://www.drivingforbetterbusiness.com/wp-content/uploads/2018/04/DfBB-Risk-Guide-2018.pdf> 2 WTW (2022) UK motor claims inflation on the rise with added pressure from delayed injury settlements, UK motor claims inflation on the rise with added pressure from delayed injury settlements – WTW ([wtw.com](http://wtw.com)) 3 Fleet News, <https://www.fleetnews.co.uk/fleet-management/risk-management/what-is-the-true-cost-of-a-collision-experts-explain>



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# Delivering SAF at scale: a sector investing in future production



HOW TO SOLVE A PROBLEM LIKE AVIATION? AMONG THE MANY CHALLENGES THE UK WILL FACE IN MEETING ITS NET ZERO TARGET, PERHAPS NONE IS MORE TECHNICALLY CHALLENGING THAN THAT CONFRONTING THE AVIATION SECTOR. **ELIZABETH DE JONG**, UKPIA CEO, CONSIDERS THE VARIOUS ACTIONS BEING TAKEN BY THE UK DOWNSTREAM TO FIND THE SOLUTIONS AS WELL AS THE BROADER DECARBONISATION BENEFITS OF SAF PRODUCTION.

While batteries have a big role to play in reducing emissions of small and, perhaps, larger road vehicles, the physics of a heavy battery simply won't cut it for aircraft, so the role of low carbon liquid fuels is going to be vital. And the UK downstream is already making efforts to deliver the fuels we'll need.

Recognised as a 'hard to decarbonise' sector, UK Government has looked to get ahead of the game by setting a target that 10% of aviation fuel must be sustainable by 2030. It has also set an ambition to have five Sustainable Aviation Fuel (SAF) plants under construction in the UK by 2025.

- **AIR BP AND ESSO ARE SUPPLYING SAFS AT SCALE TO UK AIRPORTS**
- **ABSL AWARDED £2M FOR DEVELOPMENT OF PROTOS PLANT IN CHESHIRE TO MAKE SAF FROM MUNICIPAL WASTE**
- **FULCRUM BIOENERGY ANNOUNCED £600M PLANT ON SITE AT STANLOW BY END 2026**
- **VELOCYS IS DEVELOPING PLANS FOR A SAF PLANT AT IMMINGHAM**
- **PHILLIPS 66 SUPPLYING BA FROM HUMBER WITH SAF (CO-PROCESSED WASTE OILS)**

Among some of the early projects, Phillips 66 Humber Refinery near Immingham is producing thousands of tonnes of SAF that are powering British Airways flights. The SAF is produced from sustainable waste cooking oil feedstock at the refinery, and British Airways will add it into the existing pipeline infrastructure which feeds several UK airports including London Heathrow.

Using the existing infrastructure to deliver these low carbon alternatives is an efficient and cost-effective move to meet the early needs

of net zero, which is true for all our fuels, not just for aviation. But the outlook for attracting the investment needed for the UK SAF plants remains uncertain unless the Government creates a more business-friendly environment, according to UKPIA analysis.

## UK manufacturing is disadvantaged against competitor countries

So how does the UK business environment stack up against its competitors? UKPIA research shows that the UK downstream fuels sector has higher carbon costs and poorer incentives to develop low carbon technologies than its international competitors. Our analysis suggests the energy and carbon costs are in fact almost double that of our US competitors.

Our work shows the carbon costs associated with the UK Emissions Trading Scheme (UK-ETS) have been consistently higher than our competitors in the EU, China, and South Korea while US Gulf Coast states don't even have such a scheme.

UK gas costs are higher than those facing our competitors in Northwest Europe, and more than twice as expensive as key US states such as Texas. And for electricity, the picture is similar, as UK industry faces higher costs than industry in competitor countries including France, Germany, Netherlands, and Belgium.

As well as higher costs, countries and regions around the world are putting in place support policies to drive decarbonisation, including SAF manufacture as well as Carbon Capture, Utilisation and Storage (CCUS), and renewable ground fuels.

For example, the US Inflation Reduction Act (US-IRA) is looking like a huge draw to US investment.

## Challenging policy complexities

An important aspect is that the US-IRA incentives continue after 2030, which is far beyond most UK incentives. Furthermore, UK support schemes are often a great deal more complex than those in other countries. Well-designed incentives are therefore needed to make the business case for investing in the UK as attractive as that of our competitors such as the US or EU.

Unfortunately, the knock-on effects of not making the necessary changes to policy could see the UK missing out on economic growth from net zero technologies. It could even lead to increased overall emissions as UK consumers are forced to buy higher carbon fuels imported from abroad.

But it is not all doom and gloom. The need for SAF is well recognised and fuel companies are already delivering. Some major airlines are using existing infrastructure to deliver imported SAF and specialist SAF plants are also being planned in the next few years. And both those delivering now, as well as those planning to deliver SAF in future, can see an opportunity. Policy support is also beginning to catch up, including the March 2023 announcement of the detailed Department for Transport (DfT) SAF Mandate consultation.

## Towards UK SAF incentives

To deliver the SAF volumes the UK will need – DfT has set an ambition of around 1.2 million tonnes in 2030 – requires many incentives to support their delivery. Such incentives and enabling policies are already beginning to be seen. We have had the update to the Ministry of Defence owned aviation fuel standard in 2020 (DEFSTAN 91-091), which allows up to 50% SAF content in jet fuel. In



addition, we have had the Green Fuels Green Skies competition in 2021 through which eight companies shared a £15 million fund to develop new SAF plants across the UK. And, most recently, the Advanced Fuels Fund first phase committed £165 million to SAF manufacturers at the end of last year with a further competition for £55 million announced in March 2023.

But, as the UK's ambition continues to grow, a clear and robust legal framework for the use of SAF in the UK will be fundamental to the business cases for investing in SAF facilities. The announcement in 2022 of UK Government's intention to introduce a SAF Mandate in 2025 offers some of the needed certainty but details are still subject to the March 2023 consultation, which leaves a very tight timescale for parliamentary process. It's vital the Mandate includes clarity on supplier obligations in the short, medium and long-term and whether these are calculated on a greenhouse gas (GHG) reduction basis as well as any financial penalties for non-compliance.

Government's work on the Mandate and any other incentives that might be on their way, will need to factor in what other countries are doing too. The US and EU have already developed their own mandates and are offering other support. There are many ways the UK Government could support this new manufacturing sector to get off the ground, including tax credits for domestic production, contracts for difference, grant funds and exemptions from other policies like emissions trading (carbon prices).

### Production and feedstocks

Most kerosene-based SAF – which also has potential to decarbonise the heating sector – used today is hydroprocessed esters and fatty acids (HEFA) which require oily feedstocks. The UK Government is committed to using only waste for this, so HEFA for low carbon fuels used in the UK is derived from used cooking oil or tallow. In other parts of the world, HEFA is

made from crops such as oilseed rape or palm.

Even if we allow for biodiesel use reducing as road vehicles increasingly electrify, UK Government says there is not enough waste-derived HEFA feedstocks for the SAF contribution to net zero aviation to be delivered through this technology alone. Therefore, it is proposing to cap the amount of HEFA that can contribute to the SAF Mandate, with a requirement for Power to Liquid (PtL) SAF to help fill the gap in supply.

PtL fuels don't need biomass or other feedstocks that may have limited availability or come with risks of environmental damage. They do need a lot of energy though, both for production of hydrogen and, in some cases, for the capture of carbon. As a result, PtL is currently one of the most expensive SAF production methods, and UK Government is carefully considering its impacts on future UK energy requirements.

The good news is that SAF manufacture creates other potential transport fuels such as renewable gasoline, kerosene and diesel. But a total ban on internal combustion (including hybrid) engines in 2035, and potential measures to eliminate the use of kerosene in home heating, risks there being no market for these fully renewable low carbon fuels (LCFs) even if they are produced effectively as a by-product of SAF. A failure to change this risks these LCFs potentially being treated as waste, increasing costs to the SAF consumer.

In fact, our analysis of future demand suggests that a range of LCFs will be needed to reduce greenhouse gas (GHG) emissions at the scale required. That's why we believe that UK Government should take a 'technology neutral' approach to decarbonisation rather one which focuses on any specific technology such as electric batteries or heat pumps. We would then have an effective route to decarbonising aviation in line with UK Government ambitions.

### In conclusion

Last year the UK Government announced

ambitious plans for the first ever net zero transatlantic flight using solely SAF, heralding a new era of low carbon aviation. The Virgin Atlantic flight will take off from London, Heathrow and land in New York, putting the UK at the forefront of SAF aviation. It is expected to be fuelled by SAF made primarily from waste oils and fats, such as used cooking oil.

The UK was also one of the first countries to make net zero a commitment in law and the Glasgow COP meeting in 2021 was at the forefront of promoting SAFs with enough of the new fuels delivered to cover all British Airways' flights between London, Glasgow and Edinburgh during the UK COP26 conference. But early progress does not guarantee the UK will stay ahead.

SAF is a low carbon fuel that all agree will be needed and the UK has made positive early steps. Yet, as this industry begins to lift off, we must remember that UK industry competes in an international marketplace, where investment decisions are made on the comparative merits of global projects. Our analysis suggests investments will be made abroad instead of here in the UK unless Government takes action.

If the UK does not develop the necessary, strong business environment, there could be major knock-on effects for investment in decarbonisation technologies such as SAF. The country could miss out on the business growth opportunities offered by net zero technologies, and security of supply could be put at risk by reliance on additional imports.

To produce SAF at scale, UK Government needs to consider a wider range of clear and sustainable incentives to supply SAF rather than fossil fuels. But, with the right policy support – strong support mechanisms in addition to the Mandate as well as using low carbon fuel technologies beyond just SAF – we firmly believe that UK SAF production could flourish, helping the UK achieve its net zero ambitions in a way that both benefits the UK and reduces global emissions.



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# Further expansion for OTODATA as tank monitoring uptake accelerates

Otodata has been a key player in the tank monitoring industry for over ten years. The goal of the company has always been to produce a monitor with very low cost of ownership to make large-scale implementation affordable for all fuel resellers.

Otodata is expanding into Europe with its launch of a European-specific product, and Margaret Major, managing editor Fuel Oil News, spoke with André Boulay, President of Otodata, to find out what the company is bringing to the European fuel distribution sector.

André takes up the story: We're proud to say we design, develop, manufacture and sell our award-winning tank monitors, management software, and mobile app to businesses worldwide. All our monitors provide precise, extremely reliable data, carry industry leading warranties, and are compatible with all read-ready dial equipped tanks.

## How did the tank monitor offering come about?

Otodata was a broad IOT service provider, and our tank monitoring solutions became extremely popular due to their low cost and robustness. So, we narrowed our company's focus to provide unsurpassed tank monitoring hardware and software to our clients, domestically and internationally.

## When did you realise the opportunity existed for large-scale implementation in the fuel distribution sector?

In Otodata's early days, interest in tank monitoring was stronger than we initially expected. We met with 12 retail propane companies to identify the precise needs and levels of interest.

Initially the concern with tank monitoring was about helping companies avoid run outs, but we soon learned that tank monitoring



had more uses than previously thought, like maximizing efficiency through a detailed understanding of each customer's consumption. Existing solutions were expensive and weren't very easy to roll out. We developed an affordable and easy to install solution, an offer that they just couldn't pass up.

## What did you need to change about your tank monitor to facilitate this implementation?

We already had an affordable solution, but we did add a HAAS (hardware as a service) offering for companies that didn't want the upfront capital investment.

## Why do fuel resellers partner with OTODATA?

Bottom line, the hope to achieve a rapid return on investment through improved efficiency, better forecasting and finally, improved customer service and retention.

## Has the solution continued to evolve?

We are continuously evolving. We learn a lot by speaking with our customers. They all have slightly different needs depending on their size, location, product, service type etc.

In fact, our hardware, software and applications have been designed and enhanced, in a way, in collaboration with our customers, based on their needs and wants.

## What geographical areas did you cover initially and where now?

Since we began as a Canadian-based company, we started in Canada but now our primary market is the United States and we have branched out into Central and South Americas.

This year we have released a European specific product to enable us to service all of Europe and beyond.

## Why the European expansion?

After servicing all of the Americas, natural evolution was for us to move into Europe. We acquired two companies overseas and designed our European portfolio to service all of our customer needs in LPG, lubricants, industrial gas and solids.

## Recent years have seen a rapidly accelerating uptake of tank monitors making it a commonplace solution now.

### What do you put that down to?

I'd say the industry is finally catching up to employing smart solutions. It seems that everyone today is using software, smart devices, and apps to keep tabs on things and make their lives easier. This was the inevitable next step.

## With several options in the market is there anything unique you can highlight about the OTODATA solution or the way OTODATA works with customers?

Our hardware technology is unique, offering features that set us apart from the competition such as dual SIM, hybrid battery packs, dual cellular technology, longest battery life and many other advanced features.

## What's next for OTODATA?

We are currently very focused on the fuel industry, but we intend to service other industries that manage solids, waste material, and more.





## UKIFDA SHOW & CONFERENCE

The FIRST UKIFDA Show & Conference is taking place on 10th May 2023 at CBS Arena, Coventry (formerly Ricoh arena). There is an onsite hotel, several bars and casino.

With the headline sponsor, Phillips 66, already in place, the exhibition space sold out, a one-day conference and dinner for up to 500 people – all pulled together with the support of the hugely popular interactive WHOVA event App.

Demand has been high so we are urging companies and individuals to pre-register to secure delegate tickets and to book for the Show Dinner.

To register to attend Show 2023 Delegate Registration - UKIFDA visit [ukifda.org/show-2023-delegate-registration](https://ukifda.org/show-2023-delegate-registration)

See who is exhibiting and Read the latest Show & Conference news visit [ukifda.org/update-ukifda-show-conference-2023](https://ukifda.org/update-ukifda-show-conference-2023)

UKIFDA is pleased to announce that the inspirational Great British gold medallist Amy Williams will be the after dinner speaker at the 2023 UKIFDA Show Dinner.



To find out more about the Show Dinner visit [ukifda.org/show-2023-dinner-and-awards](https://ukifda.org/show-2023-dinner-and-awards) or contact Dawn Shakespeare at [ds@ukifda.org](mailto:ds@ukifda.org) to book your tickets.



# PORTLAND MARKET REPORT

APRIL  
IN VIEW

## IS THE ANSWER BLOWING IN THE WIND?

As we discovered last month, the economics, the 'green payback' and the public perception of solar energy are all fundamentally sound. But what of its renewable 'big brother', wind, which is currently being developed on a far greater scale? How efficient is this form of power generation and how commercially viable? How politically charged is it and, more fundamentally, can the mass building of giant steel windmills ever be considered as truly green?

Harnessing wind energy relies on more basic technology than solar panels and, broadly speaking, wind turbines are relatively simple pieces of kit. They are made up of 3 main parts: the tower, the blades (designed in the style of an aeroplane wing) and the 'nacelle' (engine housing for the generator and driveshaft). The kinetic energy of the wind is channelled in a circular motion to create rotational energy via an electrical generator. The generator transfers that energy into a gearbox, which factors up the wind's 25-50 revolutions per minute (rpm) to 1,500 rpm for the generation of electric current.

**“EXTRACTION OF IRON ORE AND LIMESTONE ARE CLEARLY NOT ENVIRONMENTALLY FRIENDLY PROCESSES”**

Whilst the engineering principles of a turbine are straightforward, the physical stresses placed on 100m steel blades travelling 500m every second, make for a far from ordinary structure. Reinforced steel (for the tower), concrete (for the base) and fibreglass composites (for the blades) are required to the tune of around 1,500 tonnes (total) per windmill. This means that for every turbine produced, a hefty carbon price has to be paid. Combined, steel and concrete manufacturing contribute over 15% of the world's CO2 emissions, whilst the extraction of iron ore (steel) and limestone (concrete) are clearly not environmentally friendly processes. Finally, the assembly and transportation of the turbines themselves rely on giant fuel guzzling machines

(trucks, ships, cranes etc).

To entirely replace fossil fuel electrical generation over the next 25 years, it is estimated that a minimum 10-fold increase in the number of wind turbines will be required, across the world. This, by definition, means that our carbon footprint will get dramatically bigger, as we manufacture the units to ultimately take us to the promised land of zero-emission electricity. Inevitably there will be much debate around whether "getting worse to get better" is the right approach, but equally, there should be no doubting the efficacy of wind turbines once they are up and running. The latest 15-megawatt (MW) bladed behemoths can power over 2,000 smartphones in one single rotation and, over a standard 20-year lifetime, these turbines will generate more than 25 times the energy that it takes to produce them in the first place.

Wind power also has a key geo-political benefit over solar, which is that the industry is not controlled by China. With turbines, it is actually the Europeans that lead the way, and the Americans are catching up fast on the back of Joe Biden's 'New Green Deal', which promises 60,000 new wind turbines over the next 10 years. China's position is still predictably strong, with around 45% of global turbine manufacturing, but almost all of these are serving China's huge domestic market. Plus, there is a large difference between a 45% market share and the 70%+ Chinese domination that exists in the global solar industry.

There is always a 'however' though, and the Achilles heel of wind power is what happens when the wind doesn't blow. Unlike solar panels which can, more or less, generate electricity every day (even on cloudy / rainy days), wind turbines frequently generate zero electricity. This means that, for electrical grids to maintain baseload at all times, there has to be a gas-fired power station lurking somewhere in the background, ready to fire up on a windless day. This obligatory 'reserve' of fossil fuel power dramatically changes both the environmental credentials and the cost basis of running a wind-farm.

Despite this, there can be no doubt that wind power over the last 15 years has been

extremely successful in displacing fossil fuel generation and this trend is absolutely set to continue. On most days, at least 10% of Britain's electricity comes from wind power (sometimes that figure is much higher – up to 40%) and this compares to 2010, when renewable generation was basically zero (less than 1% on any given day). Looking ahead, 80% of (planned) incremental power generation in Europe will be from renewable sources, which means that emission-free electricity is genuinely attainable in our lifetime.

**“THE ACHILLES HEEL IS WHAT HAPPENS WHEN THE WIND DOESN'T BLOW.”**

This will be an incredible achievement, but the time really has now come to inject a little more honesty and reality into the green debate. Let's drop the ludicrous idea of immediate 'carbon neutrality' as it is simply not possible – other than in the greenwash imaginations of marketing departments and PR advisers. To decarbonise the grid at speed means the world's carbon footprint is going to get worse before it gets better, and this absolutely highlights why effective CO2 storage is now imperative. Heavy industrial processes come at a high carbon cost and carbon sequestration is the best way to deal with this problem here and now. Moreover, the general public needs to understand this compromise, along with what a decarbonised energy future looks like. If this doesn't happen, then cynicism, scepticism and general opposition will prevail.

For more pricing information, see page 38

Portland  
[www.stabilityfromvolatility.co.uk](http://www.stabilityfromvolatility.co.uk)

# Heating future: prospects for kerosene and HVO



## Clarity needed:

The construction of a comprehensive, nationwide gas transmission grid in the early 1970s, to accommodate North Sea natural gas, quickly resulted in gas becoming the overwhelmingly dominant energy source for space heating with a market share in the region of 80-85%. In comparison, oil's share is around the 5-6% mark and various forms of electric (storage, portable, etc.) around 10%.

The need to achieve net zero GHG emissions by 2050 implies a radical change in a sector which has seen extraordinary stability over the past 40 or so years. The Government, through its 'Heat and Buildings' strategy, published in 2021, signalled its clear preference for heat pumps as the principal energy source for space heating, but a lot of clarity is still needed regarding alternatives where heat pumps are not appropriate and/or impractical.

We will now look at the future prospects for two of these 'alternatives'.

## Kerosene:

This product heralded the age of the oil industry in the late 19th century when it was sold as lamp oil. The balance of probability is that its use as the principal fuel for aviation, in the form of Jet A/A-1, will outlast the use of all other refined oil products as fuels (as opposed to feedstock), especially in the hardest to decarbonise long-haul aviation sector.

Its use as a heating fuel is largely confined to the UK and Ireland, with the major, mainland European markets, in Germany, France and Belgium, using mazout, a heating gasoil grade. Currently, in the UK as regular burning oil, it accounts for around 15% of kerosene demand.

When considering its future prospects in

the space heating sector it is instructive to refer to comments in the following:

### • UKPIA, Future Vision (2019):

The industry association makes two clear statements about the intention to cease the supply of heating oil for properties off the gas grid in 'the 2020s':

- Under 'Options for decarbonisation' – to phase out high carbon, fossil fuel heating for new and existing buildings and housing off the gas grid during the 2020s.
- Under 'All scenarios' – the use of liquid fuels for space heating will fall to very low levels in the 2020s and is only retained for buildings (mostly historical) which are difficult to retrofit, to be replaced by other energy carriers, especially renewable electricity and green hydrogen

### • Government Heat and Buildings Strategy (2021):

This long-awaited document contains a 'ten-point plan ambition', one of which is 'to start by phasing out the installation of fossil fuel heating systems in properties not connected to the gas grid'. Alongside this strategy, there will be consultation on ending the installation of high-carbon fossil fuels to heat homes that are not connected to the gas grid in England from 2026 and non-domestic buildings not connected to the gas grid from 2024.

Households will not be forced to remove their existing boilers, instead an approach will be aligned to markets and consumer behaviour to minimise costs and disruption.

It remains to be seen both how the above translate to concrete actions, as well as the timescale thereof. A plausible scenario suggests that the heating oil market could decline by around 30% to 40%, from the current 2.2

billion litres, by 2026/7 and to near-zero by 2030, with a progressive acceleration in the rate of decline in the latter part of the decade, as existing heating oil outlets switch to alternative energy sources. A big unknown will be the measure of 'official' acceptance that there will be a future role for bio-kerosene - which brings us conveniently on to HVO.

## HVO:

Interest in HVO has soared in recent years as a replacement for road diesel and, increasingly, from a lower start point, in the aviation sector as a sustainable replacement (SAF) for Jet A/A-1. There have also been a number of successful trials as a successful replacement for kerosene as a heating boiler fuel. What these applications have in common is that HVO has almost the same chemical structure as middle distillates derived from oil refining, so it can be used in engines and plant that are designed to run on petroleum distillates, with no blending required, and is therefore an ideal drop-in fuel.

It also has excellent cold flow properties, good storage stability (no oxidation due to absence of oxygen) and ignition/clean burning qualities (Cetane No @ 70).

In trials, in both transport (vs diesel) and heating (vs. kero) it has delivered GHG reductions of up to 90%.

However, there are some significant, and related, hurdles to be surmounted, among others:

- Availability- total production was assessed to be circa 8 mln tonnes at the start of last year and, according to French biodiesel broker, Greenea, capacity is projected to increase rapidly over the next 3 years to somewhere in the 28-30 mln mt range by mid/late decade. While this could more than amply service UK

heating oil requirement, there are the very substantial, competing demands potentially emanating from both aviation and ground transport 'in the mix'.

- Intrinsic to the above is access to a reliable, continuous supply of feedstocks of the requisite credentials and provenance, be they waste, used cooking oil, animal fats, vegetable oils, etc. to be able to support a viable sector.
- A major current challenge is the cost of HVO, which is principally driven by (a) lack of scale (vs. hydrocarbon liquid fuels) and (b) feedstock cost. Achieving that scale rapidly will go part of the way to addressing this challenge.

At the moment there are three kinds of HVO production facility:

- Bespoke/ stand-alone greenfield plants-established and dedicated to HVO production
- Former oil refineries converted to bio-refineries; Total have converted two former petroleum facilities in France to bio-refining facilities, as have ENI in Italy and Phillips66 in California.
- Co-processing at existing oil refineries, where renewable fuels are processed through an existing HDS unit, with the only additional infrastructure required being that to

accommodate feedstocks. An example of this is the Phillips 66 Humber refinery.

Particular benefits of the second and third categories, above are:

1. Ability to achieve greater production scale, relatively quickly.
2. The output can be fed in to an established 'downstream' supply chain and route to market, supported by established distribution and sales / marketing expertise.

Oil refining capacity in the developed economies exceeds market requirement, and this 'overhang' is likely to become larger as the energy transition gathers pace. So, there must be a commercial logic to utilising these facilities more widely, either through conversion to bio-refineries or co-processing at existing refineries, to speed up the transition through greatly increased production of sustainable, low carbon liquid fuels. It is beginning to happen but needs to be accelerated.

This decade is almost certain to witness the full phasing out of kerosene as fuel used for space heating. It does not follow that there is not an important role for a low carbon liquid fuel, such as HVO, to replace it. There are sufficient quantities to cover what is a relatively

modest market requirement and trials have 'proved' the technology, although cost remains a problem to be addressed.

The case for such fuels to support the energy transition has been accepted in official circles for both ground transport and aviation. Why not also for heating in buildings, helping to reduce the GHG emissions therefrom (which account for 25 % of the total)?

It's been generally accepted that the effective combating of climate change requires a suite of solutions over different time frames. Sustainable, low carbon liquid fuels are part of this suite; clarity around Government intentions is needed to give both direction and momentum.

**ROD PROWSE**, worked for 30 years across the full spectrum of the downstream oil sector, in both the UK and USA, which has included leadership positions in both retail and wholesale fuels businesses. Rod draws on his extensive knowledge of this global industry to bring us 'Industry Insights'.



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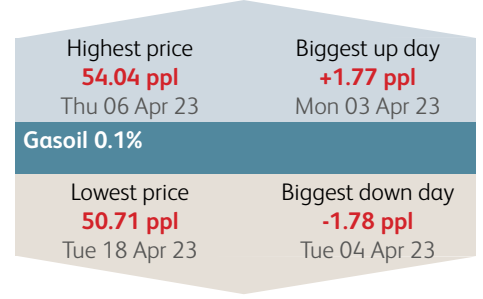
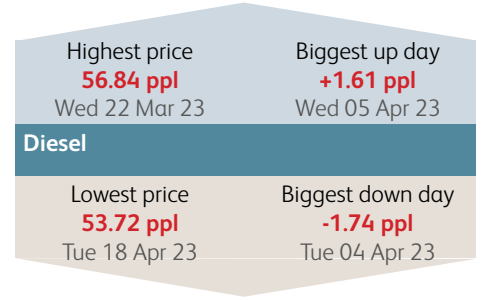
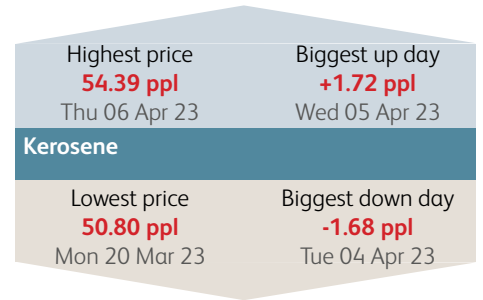
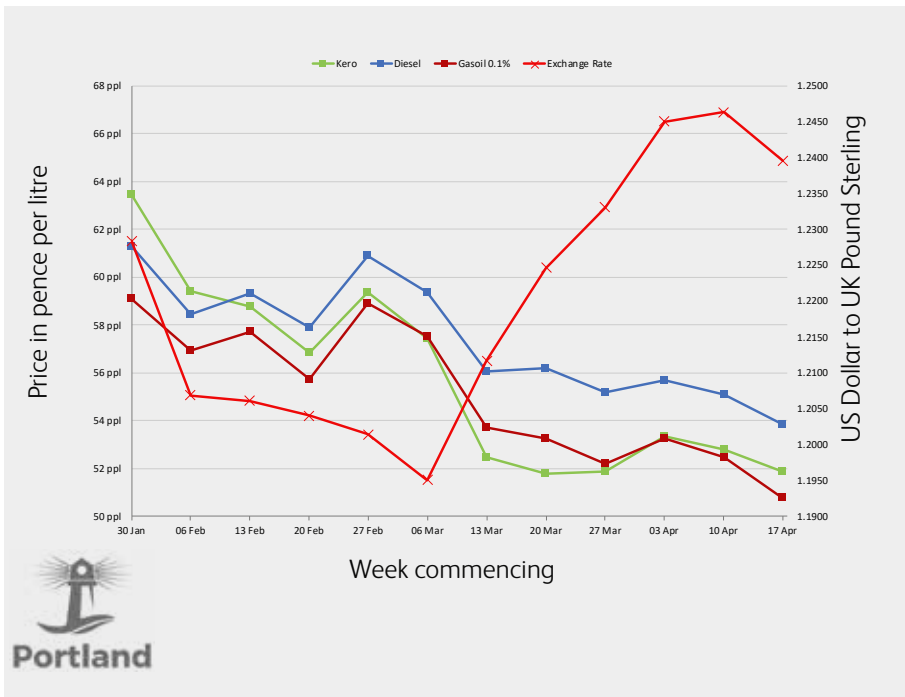
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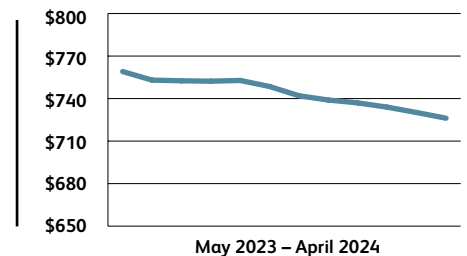
## Wholesale Price Movements: 19th March 2023 – 18th April 2023

	Kerosene	Diesel	Gasoil 0.1%
Average price	52.34	55.40	52.59
Average daily change	0.76	0.66	0.85
Current duty	0.00	52.95	10.18
<b>Total</b>	<b>52.34</b>	<b>108.35</b>	<b>62.77</b>

All prices in pence per litre



Gasoil forward price  
in US\$ per tonne



## The Fuel Oil News Price Totem

	Trade average buying prices			Average selling prices		
	Kerosene	Gasoil	ULSD	Kerosene	Gasoil	ULSD
<b>Scotland</b>	57.06	67.54	112.72	65.05	72.16	117.13
<b>North East</b>	56.01	66.17	111.80	67.15	70.49	115.05
<b>North West</b>	57.58	68.77	114.19	65.25	72.79	117.09
<b>Midlands</b>	56.08	66.70	112.26	63.60	70.95	115.78
<b>South East</b>	56.18	66.66	112.24	71.70	74.07	115.30
<b>South West</b>	56.53	66.50	112.08	66.54	70.74	114.87
<b>Northern Ireland</b>	56.64	67.87	n/a	64.03	73.07	n/a
<b>Republic of Ireland</b>	70.40	73.30	113.66	76.95	77.64	117.26
<b>Portland</b>	54.39	64.22	108.95			

The price totem figures are indicative figures compiled from the Portland base rate using calculated regional variances.

Buying prices are ex-rack. Selling prices are for 1000 litres of kero, 2500 litres of gas oil and 5000 litres of ULSD (Derv in ROI). Prices in ROI are in €.

Wholesale prices are supplied by Portland Analytics Ltd, dedicated providers of fuel price information from refinery to pump.

For more information and access to prices, visit [www.portlandpricing.co.uk](http://www.portlandpricing.co.uk)

WELCOME TO MAY'S EDITION OF OUR SPECIAL MONTHLY FEATURE WHICH GIVES YOU THE OPPORTUNITY TO 'MEET' AN INDUSTRY FIGURE AND, HOPEFULLY, TO DISCOVER ANOTHER SIDE TO THEM BEYOND THE WELL-KNOWN FACTS. THIS MONTH WE CHAT WITH **RAMSAY MACDONALD**, DIRECTOR AT RM SOLUTIONS LIMITED – PROGRAMME MANAGEMENT AND CONSULTANCY/NON-EXECUTIVE DIRECTOR.



## “BAD EGGS DON'T GET FRESH.”

**RAMSAY MACDONALD**

### Please give your career history in 25 words or fewer.

Graduate entry- Mobil – Sheffield to Sevilla, then joined BP- Milton Keynes, to Edinburgh. Sold terminals to and joined Certas, latterly with Essar – now working freelance.

### Describe yourself in 3 words.

Competitive, determined and thrawn (Scots with no direct translation into English).

### What were your childhood / early ambitions?

I wanted to be Prime Minister – I was named after one, and my parents had high expectations!

### Describe your dream job (if you weren't doing this).

Always fancied a sports agent job or anything football-related, really.

### What's the best business advice you've ever received?

So much from my time at Mobil: "Reputation is all important", "always say no, if in doubt" (as you can then go back later

with a yes – not so easy the other way round) and "bad eggs don't get fresh!"

### Share your top tips for business success.

You have to "turn up" and don't leave anything on the pitch. Believe in yourself, never accept that you are second best, ever – but stay humble. Don't ask folks to do something you wouldn't do. Customers are more important than management. Don't tell lies.

### What's your most recent business achievement of note?

Setting up RM Solutions and working with some great clients. If you hit a roadblock, we can help you find ways round, over or under it – most times.

### Tell us your greatest fear.

That I outlive either, or both, of my kids.

### Which is most important – ambition or talent?

Ambition. With ambition and drive you can do anything. Talent without application will fail.

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

At last, I have a boss I get on with!

### Which is the quality that you most admire?

Integrity.

### What are you most likely to say?

Have you not done that yet?

### What are you least likely to say?

We've always done it this way!

### Describe your perfect day.

Hard to beat a good day's skiing with family, friends, or total strangers. Not necessarily in Scotland though.

### Do you have a favourite sports team?

Rangers.

### What's the biggest challenge of our time?

People lie with impunity.

### Cheese or chocolate?

Cheese.

### Share your greatest personal achievement.

Having two marvellous sons and being together for 30 years with my wife.

### What's your pet hate or biggest irritant?

Greed and waste, in equal measure.

### If you were on 'Mastermind' what would your specialist subject be?

One of capitals of the world, European history or petrol filling stations of Great Britain!

### If you were elected to government what would be the

### first law you'd press for?

I believe in mandatory ID cards to digitise our public services and I'd also make it mandatory to vote.

### If your 20-year-old self saw you now what would they think?

They'd be pleased I am still much the same person with the same likes in music, films, jokes etc. and dislikes but they'd be disappointed that I hadn't read more or been more politically active.

### What is number 1 on your bucket list?

Patagonia, just ahead of Brazil.

### What 3 things would you take to a desert island?

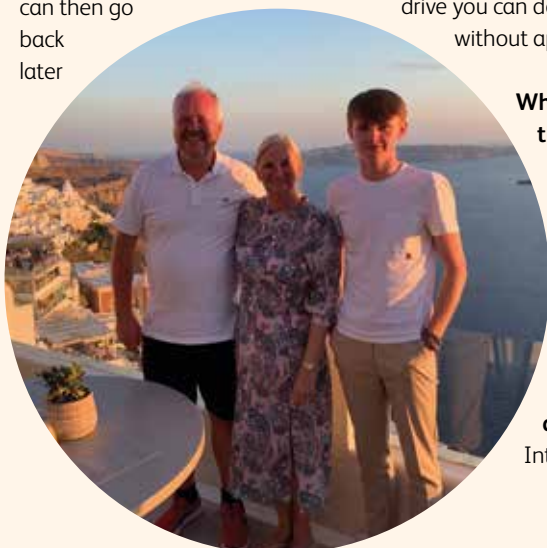
Binoculars, a rifle and a big hat.

### Tell us something about you that people would be very surprised by.

I have had a keen interest in birds since aged 7. Recently I got up at 7am on a Sunday morning to see some Waxwings. Last saw those 38 years ago.

### Who would you most like to ask these questions of?

At the moment it has to be President Zelensky.



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