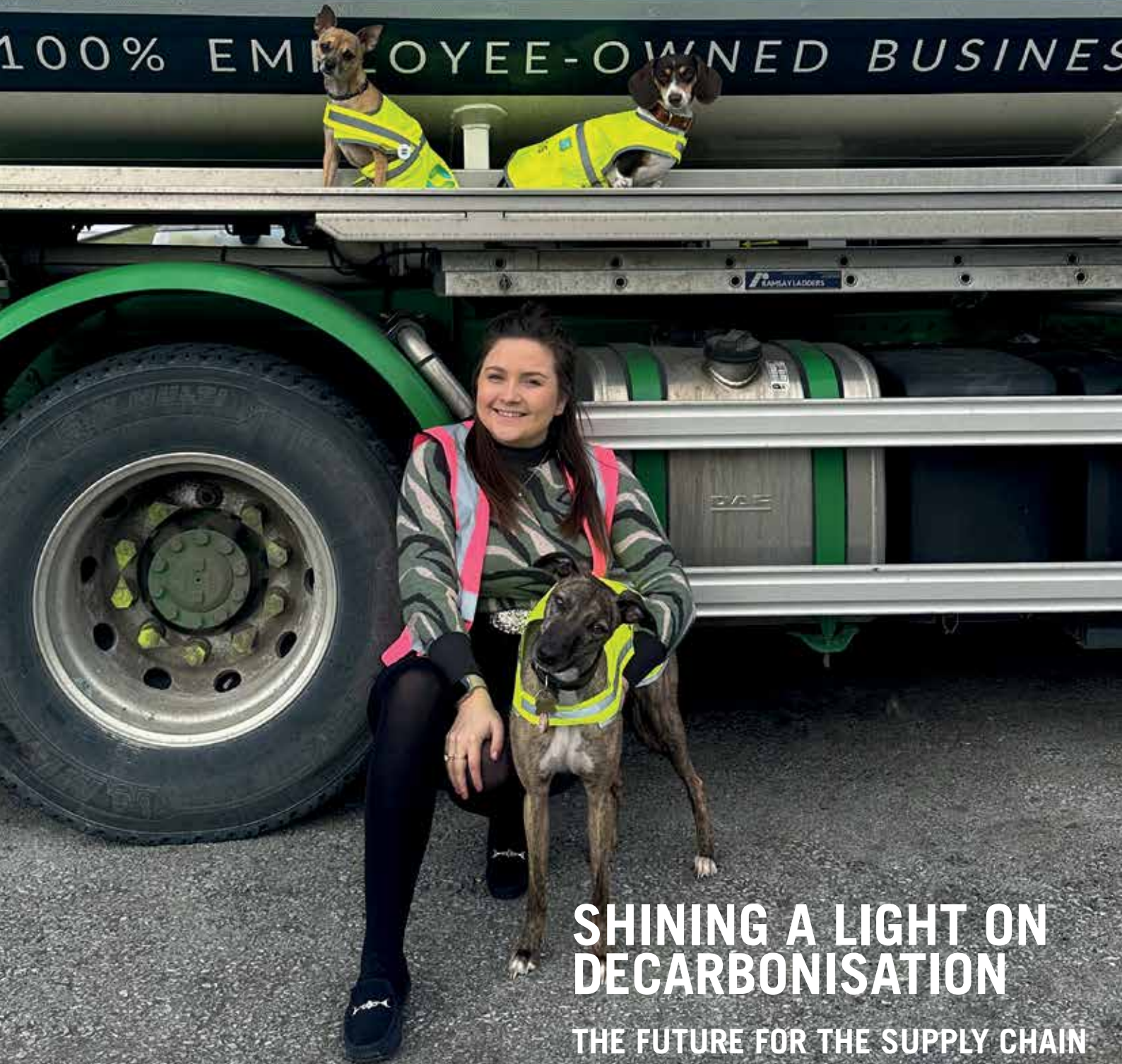


# Fuel Oil News

JUNE 2024

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DECARBONISATION**

**THE FUTURE FOR THE SUPPLY CHAIN**

**REALIGNING YOUR BRAND**





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## Three things never to discuss in polite company

Something we've all been exhorted, from a very early age, is to never discuss politics or religion in polite company. In a bid to avoid escalating a war of words, it is a list that is often expanded to encompass many more topics, such as sex and money, when associated with the family dinner table.

As this issue goes to press, we finally have a date for the General Election. Whilst the election itself comes as no surprise, the short notice did for many (seemingly even Rishi himself who had made a promise to secure new legislation just the day before he awoke with a date that I can only conclude popped into his mind in his sleep, since it immediately made his promise an impossible one.) But, politics, that's not an issue I'm going to get into here although we will be considering likely impacts on our sector of the energy aspects of the party's manifestos in future issues.

Just for completeness, I will avoid religion too. 'Politics and religion? But that's only two', I hear you protest.

Well, the third I have in mind is decarbonisation of home energy. Whether discussion is around the

reason for it being an imperative of our time, or the means by which to achieve it, it is a topic that seems to see most usually-rational human beings lose their ability to be so.

As Mark Twain famously said: In religion and politics people's beliefs and convictions are, in almost every case, gotten at second-hand, and without examination, from authorities who have not themselves examined the questions at issue but have taken them at second-hand from other non-examiners, whose opinions about them were not worth a brass farthing."

The same could be said to be true of beliefs around the climate crisis and decarbonisation of heat and energy.

However, many in this industry have devoted considerable time and headspace to not only considering both but to building beliefs based on thorough examination. We would love to hear those thoughts as we continue this transitional energy journey – regardless of the politics of the Government.



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# Fuel Oil News

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

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### On the cover

In celebration of 'National Take your Dog to Work Day', this fantastic vote-winning cover photo from Craggs Energy features Emily Yates, Kevin the Chihuahua, Beasley the Dachshund and Noodle the Lurcher! More photos on pages 26 & 27.



### In this issue

Thinking of rebranding? Turn to pages 17 to 19 to hear from those who have. Pages 23 to 25 shine a spotlight on solar's role in transport decarbonisation and we consider how the Boiler Upgrade Scheme impacts on your customers on pages 28 & 29.

## Onroute Truckstops launches new loyalty app

Onroute Truckstops has just launched its new loyalty app, Onroute Extra. This generous scheme allows drivers to collect points on purchases made at any Onroute Truckstop, then redeem them in the cafe or shop, or convert them into Amazon vouchers.

### Online ordering

The Onroute Extra app can be used to order food online, either using at-table ordering in the cafe, or pre-ordering your meal to collect at an agreed time. Drivers get 50% off their first app food order when they sign up and can start collecting points straight away. Points are awarded for money spent on fuel and AdBlue, parking and showers, food, drink and shop items. App users will also receive additional rewards such as exclusive offers, discounts and extra bonus treats.

### Saying thank you and giving back

Onroute Truckstops General Manager, David Hatherell said: "At the moment, we know money is tight for many of our drivers. Onroute Extra is a great way of thanking them for their loyalty and rewarding them for using our services by giving something back. We're here for drivers and work hard to support them by offering a warm welcome, 24/7 refuelling, safe parking and well-maintained facilities so they can relax and refresh before continuing their journey."

### Sign up and start saving today

It's easy for drivers to sign up. Simply download the app from the App Store or Google Play Store and register to start saving.



## Green Fuels Ltd – celebrating Royal success

Green Fuels Ltd is one of just 145 companies recently granted a Royal Warrant by His Majesty King Charles III.

Prior to His Majesty's Coronation, Green Fuels Ltd. had held the Royal Warrant for The Prince of Wales, since 2013.

The team at Green Fuels Ltd. have been integral to the successful launch of Firefly Green Fuels. Firefly specialises in a process which converts sewage sludge into SAF.

James Hygate, CEO, said: "We're thrilled to have been awarded a Royal Warrant by



His Majesty King Charles III for the supply of renewable fuels. His Majesty has long been a supporter of our work, and we feel very lucky to have a King that is as dedicated to abating climate change as we are.

"The whole team at Green Fuels Ltd. are incredibly proud to have received this prestigious honour."

## Valuable insights from the other side

Bedfordshire-based distributor Bedford Fuels recently hosted a 'Teams on Tanker' day, for the BoilerJuice Supply Team to get valuable 'hands-on' experience.

Extremely grateful for the opportunity to better understand supplier challenges, Steph Robertshaw, Supply Operations Manager for BoilerJuice, shared the teams appreciation:

"The team thoroughly enjoyed the hospitality of the Bedford Fuels drivers," Steph commented. "A special thank you to Paul, Martyn and Anthony for affording us the opportunity to build upon the team's existing knowledge and enable them to better understand and resolve supplier queries."

BoilerJuice's Supplier Relationship Manager for Bedford Fuels, Cayle Price-Murphy commented: "As part of our business focus on delivering best service to customers and suppliers, we continuously develop our teams' skills. This was an ideal opportunity to do so."

BoilerJuice team members shared their days.

**Vicky:** What a brilliant day! I was with the fabulous Aaron, and we went out in 'Rico' his orange 4-wheeler. I learnt so much and gained first hand insight on what it's like to be a driver. I even met a BoilerJuice customer and had a chat about adding delivery instructions and W3W to future orders as his tank was very hidden and the property not signposted.

**Neil:** I had a really good day, Sim was friendly and professional. We encountered all manner of obstacles, including a Rottweiler (who was, thankfully, very friendly), chickens, a moat, nettles and one tank that had a million and one plant pots stacked around it. Great day,

but thank goodness I don't have to start work



at that time of day normally!

**Eilish:** What a really great day! It was interesting to witness lots of different drops; we even played a little game of 'first one to find the tank wins', as there were a lot of big gardens and no clear delivery instructions. Mark is an amazing driver, very knowledgeable too, he really goes above and beyond. It was a really great day – thank you Bedford Fuels!

**Emma:** I had an absolute blast and made a really good friend. Honestly, such a good day, I'm so thankful for the experience.

**Jan:** I had the best day ever! Thankfully, no failed deliveries and no unsafes. How bouncy are these 4-wheelers?! Colin is such an asset to Bedford fuels – I learnt so much from him, and we sang our way to each drop.

**Adam:** It was interesting to see the endless scenarios a driver can encounter, with both new and well-known drops. It makes you appreciate the challenges they face each day.

**Sophie:** It was good to experience deliveries and to see how issues can arise.



# Argent Energy earns gold and silver health and safety awards

The second-generation biodiesel manufacturer has been awarded two prestigious honours at the RoSPA Awards 2024.

The accolades, for exemplary health and safety, demonstrate the company's commitment to ensuring the highest standards across its sites. Argent Energy's Oil Terminal location in Ellesmere Port, won a RoSPA Gold Medal for 2024 after achieving eight consecutive gold awards. Argent Energy's Stanlow Site, was awarded the RoSPA Silver Award for its exemplary health and safety standards during the period of 1 January 2023, to 31 December 2023.

Louise Calviou, Argent Energy's CEO, commented: "Congratulations to everyone at Argent for this achievement, and to our teams at Argent Oil Terminal and Stanlow for their

outstanding efforts in health and safety.

"These awards and recognitions underscore the hard work, vigilance, and dedication of every team member across the organisation, highlighting our ongoing commitment to upholding the highest safety standards."

## Vital awards

RoSPA is a leading voice in health and safety that campaigns to reduce avoidable accidents. Its awards programme is celebrating its 68th year as the UK's largest and most impactful, with almost 2,000 entries annually from over 50 countries, impacting over seven million employees.

Julia Small, RoSPA's Achievements Director, said: "We congratulate Argent Energy for winning a prestigious RoSPA Award and showing an unwavering commitment to



Louise Calviou, CEO Argent Energy is presented with two RoSPA awards.

keeping employees, clients and customers safe from accidental harm and injury".

Bryn Jones, Safety, Health and Environment (SHE) UK Manager at Argent Energy said: "These awards are great recognition of our ongoing commitment to health and safety across all our sites. They serve as a foundation to inspire our employees to enhance our existing culture and strive for further improvements in SHE practices."

# Greenarc unveils Lancashire's first HVO pump

To celebrate the occasion, a ribbon-cutting ceremony was held at Greenarc's Padiham depot. Greenhaul, a leading haulage company and valued Greenarc customer, was the first business to utilise the new pump and their HGV truck became the very first vehicle in Lancashire to be filled with HVO at the Padiham site.

"We're excited to be part of this inaugural moment with Greenarc," said Michael Pope, Operations Manager at Greenhaul. "Having access to HVO via a fuel card is a massive step forward in reducing our environmental impact, and perfectly aligns with our commitment to sustainable practices.

"We look forward to a continued partnership with Greenarc as we explore even more



Representatives from Greenarc, LCM Environmental, and Greenhaul at the HVO pump launch.

sustainable transportation options together."

## Paving the way for a greener future

This initiative extends beyond just HVO. With support from fuel infrastructure partner LCM

Environmental, Greenarc has also strategically expanded its network to include AdBlue, a solution that tackles nitrogen oxide emissions from diesel vehicles.

"The launch of Lancashire's first HVO pump, alongside the introduction of AdBlue to our network, represents a significant milestone for Greenarc," said Kevin Jackson, Commercial Sales Manager, who had the honour of cutting the ribbon. "These developments directly support our mission to ease the world's journey to clean energy and make it a reality. We're confident that this new infrastructure will empower businesses across Lancashire and the surrounding areas to embrace sustainable fuelling options for their transport and operational needs."

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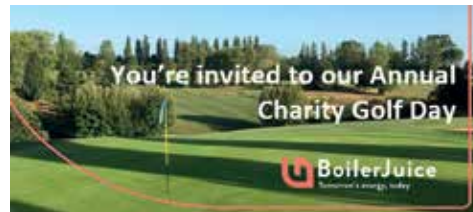
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Images from last year's successful charity golf day.



## BoilerJuice prepares for its annual charity golf day!



The charity golf day, hosted last year by BoilerJuice, was such a huge success they have planned another for 2024!

Head of Supply for BoilerJuice, Zoe Blackhall, said: "Last year was a fantastic day. The suppliers thoroughly enjoyed it and we even had a couple of 'non-golfers' take part, which was brilliant!"

"We look forward to this being an annual event with those in the industry, and it's great to raise money for charity at the same time."

This year, the BoilerJuice Annual Charity Golf Day 2024, will be held at the Bedford and County Golf Club on the 16th July. They'll be lots of fun, golfing (with prizes!), food, drink and networking opportunities.

Once again, BoilerJuice will be supporting their local children's charity – Dreamdrops. Dreamdrops makes a real difference to sick children and their families by providing all the little (and large) extras that may be needed in healthcare situations but are not covered by public funds.

If you would be interested in joining the annual BoilerJuice golf day then please do email Carl at [carl.bingham@boilerjuice.com](mailto:carl.bingham@boilerjuice.com) to book your place.

# Tankquip

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## Taking a Distinguished Gentleman's Ride with IFC Inflow

On the 19th May, Greg Clarke, Technical Director at IFC Inflow, took part in The Distinguished Gentleman's Ride. Greg was riding his prized Royal Enfield bike to raise awareness for men's cancer and mental health.

Greg said: "I am delighted to be taking part in the 2024 Distinguished Gentlemen's Ride for such a worthy cause. Prostate cancer and men's mental health is so incredibly important and not talked about nearly enough, so I am grateful to have the opportunity to help raise awareness to the subject.

"I am especially pleased to be taking part with my new bike, "Emilie" the Royal Enfield in dapper dress with all the other "gentlefolk". Yes, we have lady riders as well!"

<https://www.gentlemansride.com/fundraiser/GregClarke570721>





# UM Terminals invests millions in its Liverpool terminal

UM Terminals has made a multi-million-pound investment in its Regent Road terminal in Liverpool, one of its key strategic terminals and home to its head office.

The improvements form part of the company's strategic growth plan to ensure its breadth of product expertise, bulk liquid storage capability, value-add services and sustainability credentials remain industry-leading.

Made over recent months, the investment also facilitated the onboarding of new customers, ensuring the business was able to meet their specific requirements. A number of storage tanks have been upgraded to keep up with demand.

One major enhancement is the introduction of dual dock loading with customers now able to load and discharge cargo at Huskisson Dock and Canada Dock, reducing delays due to congested shipping berths.

## Introduction of heat pumps

The investment has also supported UM Terminals' expansion into a broader range



of products which now includes chemicals, industrial oils, vegetable oils, fertiliser and key growth areas of biofuels and biofuel feed stocks.

The company is also migrating to low carbon tank heating technology as part of the wider UM Group's sustainability strategy. This investment includes the introduction of industrial ground and water source heat pumps to reduce its carbon footprint.

Phil McEvoy, Managing Director of UM Terminals, said: "Regent Road is a key strategic terminal, and this multi-million-pound investment will ensure that it will continue to meet and exceed the expectations of existing

and new customers.

"We talk a lot about how we are willing to invest in the right opportunities to ensure the facilities and services we provide match our customers' requirements. We pride ourselves on the quick turnaround from customer enquiry to product in tank, finding the right solutions to meet their varied logistical challenges.

"This significant investment at Regent Road covers four key bases – meeting the needs of our customers, including new ones we are onboarding, ensuring our capabilities are the best they can be, having the right capacity and meeting our sustainability obligations."

# 2M Group trial HVO fuel in Suttons Tankers collaboration

Working with logistics partner, Suttons Tankers, the Group has embarked on a six-month HVO trial.

As key industry players, both companies recognise their responsibility to deliver sustainability. In this latest trial, delivery vehicles from the 2M Water Treatment business will run on a blend comprising 37% HVO instead of conventional diesel in order to reduce emissions.

## Proven reduction

A recent trial by Suttons Tankers using HVO on a selection of its fleet, proved to reduce carbon emissions by 80%. The first four weeks of the trial with 2M Group has seen emissions reduce by 3.8 tonnes so far.

Suttons are using HVO certified by the Zemo Partnership with the sustainability of the feedstocks and supply chain certified by



ISCC – International Sustainability and Carbon Certification.

Mark Johnson-Treherne, 2M Group of Companies Logistics Manager, says: "We are delighted to be trialling HVO as an alternative fuel in our vehicles. By entering this 6-month trial with Suttons, we are aiming to reduce our environmental footprint with innovative solutions whilst providing the same quality service for our customers."

## Dedicated to sustainability

Rajat Bhardwaj, Suttons Tankers ESG Manager, commented: "We are excited to be a part of

this significant milestone in our sustainability journey.

"The results of our HVO fuel trial highlight the strides we are making towards reducing our environmental impact. The reductions in net greenhouse gas emissions demonstrate how effective HVO fuel is for driving sustainability within our operations.

"This reaffirms our commitment to integrating environmental considerations into our growth strategy. Moving forward, we remain dedicated to advancing sustainability initiatives that benefit Suttons, its customers and the communities it serves."

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# Record fundraising at Essar-sponsored Chester Half Marathon

Hot conditions for this year's event failed to deter the nearly 6,000 runners and army of spectators who took to the streets of Chester and countryside beyond for the Essar Chester Half Marathon.

The event, in its 42nd year, supports charities and local communities and was hailed an outstanding success with a record amount – in excess of £700,000 – estimated to have been raised by the runners.

Marshall Smith, this year's winner, commented: "The atmosphere was incredible..." and the first woman to cross the line, Abigail Howarth, agreed: "...the support was brilliant out on the course and the whole event was really well organised."

Race Director Callum Shields, said: "We are absolutely delighted with the number of athletes, volunteers and supporters and, of



course, our sponsors, who have all played their part in making it such a remarkable day."

"We would like to give thanks to our title sponsor Essar, and associate sponsors, Mitchell Group, Innospec, High 5, AWOL, Brecon Carreg, Go Fund Me and Farralls. We could not host the event without the amazing volunteers, organisations and groups, who give the race its unique and friendly character. All these people have helped us to deliver a memorable and

inspirational event for Chester."

Deepak Maheshwari, Chief Executive Officer of Essar sponsor EET Fuels, said: "This year, we're celebrating 100 years of keeping Britain moving so we're delighted with the record number of entries and turnout for this year's race.

"We would like to thank Active Leisure and all of the runners, volunteers and supporters for making this such an epic event."

## DISTRIBUTOR DIARIES

### THE LATEST UPDATES FROM OUR DISTRIBUTOR COMMUNITY

Send your latest news to [claudia@fueloilnews.co.uk](mailto:claudia@fueloilnews.co.uk) or [margaret@fueloilnews.co.uk](mailto:margaret@fueloilnews.co.uk)

#### WCF – Coast to Coast Corporate Challenge 2024

Members of the Executive Board at WCF are challenging themselves to walk, swim or run 171 miles each – the equivalent of the coast to coast – over the course of 6 weeks, to raise money for rural communities in Cumbria.

The Coast-to-Coast Corporate Challenge 2024 is organised by the Cumbria Community Foundation to celebrate their 25th anniversary.

Jo Ritzema, Managing Director said: "WCF are long-standing supporters of the Foundation and wanted to do something to support them in their anniversary year. With the Executive Board already sharing their own Strava group, this walk, swim or run charity challenge seemed like the perfect activity to do.

"We established the group to challenge us all to be more active and viewing our individual activities keeps us all connected as we travel round the country to the various WCF businesses.

"There is also an element of healthy competition so, hopefully, this will sustain us as we strive to be top of our leader board. We encourage walk and talk meetings so there will be plenty of those during the month of June. We are aiming to raise at least £1,000 and WCF will match what we raise supporting the Foundation even further."

You can sponsor Jo and the team at <https://cumbriafoundation.enthuse.com/pf/jo-ritzema>



## London Marathon success for Greenarc's James



James Johnson, Client Manager at **Greenarc**, the Halifax-based business that supports customers with the move towards clean energy, has recently completed the London Marathon.

Completing the London Marathon in a time of 3 hours 25 minutes, James was raising money for Hope for Children. Greenarc was incredibly proud to sponsor James and to contribute to his fundraising efforts.

James said: "I'm still absolutely buzzing after conquering the London Marathon! Huge thanks to Greenarc for their incredible support and

sponsorship. It meant the world to be able to raise vital funds for Hope for Children.

"I'm so grateful to my colleagues, friends, and family for their generous donations – together we smashed the target! Here's to making a difference!"

Congratulations James!

Read all these stories and more in full at [www.fueloilnews.co.uk](http://www.fueloilnews.co.uk)



## MechTronic - charity Three Peaks Challenge

Ben Firth, Sales Engineer at **MechTronic Ltd**, is continuing to raise money for local charities in 2024. At the end of May, Ben will be completing the Three Peaks Challenge!

Ben explained more about his plans: "On May 31st, I will set off on a weekend challenge. I will be climbing the National 3 Peaks hoping to raise valuable funds for The Matthew22 Fund.

"The Matthew22 Fund was set up in October 2023 to raise vital funds for selected charities in memory of Matthew Hollingworth who sadly passed away from bone cancer on the 16th February 2022.

"Initially set up as a special fund for the Bone Cancer Research Trust, we have raised over £30,000 for charitable causes. One of the charities that Matthew22 raises funds for is the Childhood Eye Cancer Trust (CHECT), which is the charity I fundraised for last year and continue to support personally.

"To donate to my fundraiser this year, please visit [justgiving.com/page/benfirth-3peaks](http://justgiving.com/page/benfirth-3peaks) and to learn more about the Matthew22 Fund and Matthew's story, please visit [matthew22.org.uk](http://matthew22.org.uk)

Good luck to Ben. We'll let you know how he gets on!



## Craggs Energy – Lee completes the Manchester Marathon!

**Craggs Energy**, the West Yorkshire-based distributor, is proud of their driver Lee Westwell for completing the Manchester Marathon. Lee, a driver at the Craggs Energy's Padiham depot, took part in the marathon on the 14th April without any preparation!

Lee explains more: "This was my 2nd Manchester Marathon in a row but this time as a club runner for Clayton-le-Moors Harriers. I completed the marathon in 5 hours 6 seconds.

"It's not the world's fastest time but I didn't do any training. I took a free place due to a fellow club runner getting injured at the last minute so I only knew I was running the marathon 5 days before the race!"

## WCF North East – proudly supporting Andy's Man Club

**WCF North East**, the Peterlee-based distributor, is incredibly proud to be supporting Andy's Man Club, a charitable organisation that coordinates weekly peer-to-peer support groups for men in the UK. It aims to help and improve mental health in men through self-help peer-to-peer interaction. All groups are free to attend with no registration required.

The club was founded after the death by suicide of Andy Roberts who gave no indication to his family that he was suicidal so his brother-in-law, Luke Ambler, and mother, Elaine Roberts, founded Andy's Man Club in the hope men who struggle to open up would have a safe space to do so.

The first session ran in Halifax in 2016, with 9 men in attendance. The groups all follow the same model and are now available in hundreds of locations nationwide – from Plymouth to Aberdeen. The charity aims to have a location within 30 minutes travel of any man in the UK.

Natalie Grogan, Internal Sales Coordinator, at WCF North East, who highlighted the work Andy's Man Club is doing and wanted to promote the charity said: "I am extremely proud that WCF Fuels North East are supporting Andy's Man Club. As fuel distributors, our wagons are out on the road all day supplying to building sites, factories, farms, and domestic properties. By helping to spread the word and raise awareness of Andy's Man Club and men's mental health then we can hopefully reach out to anyone who might need this support."

Lucas from Andy's Man Club added: "We are extremely grateful to WCF North East for their decision to place Andy's Man Club logos on the decals of their fuel wagons.

"As a donation-led charity, we prioritise the money we receive for opening new groups and ensuring existing groups run smoothly, we do not budget for external advertising. The fact that WCF have very generously created what are in effect mobile billboards advertising our service is fantastic. Who knows who will see this when the wagons are out and about, it could be somebody who just needs a nudge to access support and turn their life and situation around."

To find out more email: [info@andysmanclub.co.uk](mailto:info@andysmanclub.co.uk) or visit [www.andysmanclub.co.uk](http://www.andysmanclub.co.uk)







## Centre Tank Services Ltd – welcoming a new General Manager

Centre Tank Services is delighted to introduce new General Manager, Harkesh Bains.

Lauren Cordelle, Creative Marketing Executive at CTS, said: “We would like to give a big warm welcome to Harkesh Bains, or Kesh to you and me, who has recently joined the team as General Manager.

“He has over 20 years’ experience in senior management with a background in managing sales and operations teams in retail, B2B and the automotive industries for businesses such as Vodafone and V12.

“Harkesh was employed after Gurdeep, our previous Sales Manager, moved to Saudi Arabia to start our Middle East division. With the CTS group growing through acquisitions, the role was developed into a General Manager role to take on some more of the day-to-day commercial functions from MD Matthew Terry.

“If you’re a customer or supplier and haven’t yet met with Kesh, we expect you will see him at a meeting or trade show soon!”

Harkesh added: “I am thrilled to have joined CTS as General Manager, the team has been so welcoming. I’ve been out to meet with many customers and suppliers to get their feedback on products and their business needs, as well as working with my new team to develop procedures and our goals going forward.

“I can’t believe how much I’ve learnt about the fuel industry in such a short amount of time! I am excited to contribute to our growth plans and further cement CTS’s position as a leader in the industry.”

Welcome to the industry Kesh!

## Craggs Energy – fresh fruit for everyone!

Craggs Energy, the West Yorkshire-based distributor, would like to say thank you to Emily Yates, Operations and Transport Manager, for her excellent idea! Emily has introduced a weekly fresh fruit delivery for the offices and depots at Craggs.



Emily said: “I was excited to implement this new idea for the Craggs family, and this week we had our first delivery of fresh fruit for the offices and depots.

“It has gone down a treat so far and it is great to be able to provide healthy snacks to keep us all going during the busy days in the office and out on the road!”

What a great idea!

## Rix set to conquer the Three Peaks for charity

A team from Rix K9 Fuels, the Gainsborough-based distributor, is looking to go that extra mile for charity by raising more than £5,000 for the Lincs & Notts Air Ambulance by completing the national Three Peaks Challenge of climbing the UK’s three highest peaks – Ben Nevis in Scotland, Scafell Pike, England, and Snowdon in Wales – in under 24 hours.

Not only must they summit and descend all three mountains within the time limit to be successful; they will also have to complete a drive of more than 460 miles from the north of Scotland to North Wales.

The challenge has been organised by Craig Belshaw, Account Manager at Rix K9 Fuels. Craig is a seasoned marathon runner and hill walker and was keen to support the air ambulance after meeting with the crew and finding out more about how they operate.

Craig said: “As a business, we’ve long supported Lincs & Notts Air Ambulance but that has mainly been through displaying their logo on the back of our tankers and shaking a bucket at local agricultural shows.

“I recently met with the crew and found out it costs £4,000 for each call out. The service gets no government funding, so relies on donations from individuals and businesses to carry out the amazing works it does.

“Hearing this made me want to do more serious fundraising for the service and we settled on trying to complete the National Three Peaks.”

The team includes representatives from Rix K9 Fuels, part of the Hull-based national fuel supplier Rix Petroleum – as well as other businesses including the Lindum Group and ABP.

Initially, they had a target of raising £4,000 which would be enough to pay for one mission, but an influx of early donations has prompted the team to want to smash through the £5,000 barrier.

## Supporting a local charity

Rix K9 Fuels provides agricultural fuels and lubricants to scores of farmers across Lincolnshire and Nottinghamshire, and it is these people, Craig said, who rely on the air ambulance service the most.

“The road network around us is not great. It’s all minor roads and B-roads, so if a farmer has an accident, their best bet is the air ambulance because it can land in a field,” he said.

“That means it is vital we have this service here. The crew are amazing, they can do open-heart surgery by the side of the road if they have to – whatever it takes to ensure people get the critical care they need. We should all be very proud of them and support them as much as we can.”

Lincs & Notts Air Ambulance Corporate Partnerships Manager, Joe Harper, said: “We are incredibly grateful to Craig and his team for supporting us by taking on this incredible challenge.

“The first three months of 2024 have been our busiest start to a year on record. And we know the demand for our service will continue to increase as the days get longer.

“We will need £13 million this year to keep our helicopter in the sky and our fleet of critical care cars on the road, providing a 24/7, 365 days a year service. As we receive no Government funding, we really do rely on our local communities and businesses in Lincs & Notts like Rix K9 Fuels to support our work.”

The team will be undertaking the challenge on Friday 24th May. If you would like to donate to Rix K9 Fuel’s National Three Peaks Challenge, visit <https://www.justgiving.com/page/rix-3-peaks>.



Rix (L-R) Craig Belshaw, Nicole Foster, Steve Griffiths, and Beth Griffiths be taking part in the National Three Peaks Challenge



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# Tria Energy: leading Ireland's HVO-first drive



Tria Energy has diversified dramatically from its origins as Tria Oil, a legacy fossil fuel company, to become a leading supplier of low carbon liquid fuel across the UK & Ireland. In the Irish energy market, Tria Energy is spearheading the drive for an HVO-first model, advocating for the uptake of HVO as a direct, drop-in, renewable replacement for diesel, that reduces harmful gases and CO2 emissions by up to 90%.

The industry continues its campaign for increased support for HVO uptake, and Pat Murnane, Group Operations Manager for Tria, joined a roundtable discussion at the UKIFDA EXPO in Liverpool in April, to speak on the progress made, and future trajectory for, a greener Ireland. In his well-received contribution to the discussion, Pat suggested he had been invited to speak as 'an oil distributor that has done something a bit different'.

When Margaret Major, Publishing Director for Fuel Oil News caught up with Pat and the Tria team at the EXPO, it quickly became apparent how much of an understatement that is, as they shared more insight into their own approach to accelerating the HVO roll out.

Tria Energy is the only provider of a full turnkey solution to certification, including verification, with the ISCC (International Sustainability & Carbon Certification), to ensure companies have all the necessary documentation related to carbon savings.

Pat joined the company three years ago, starting in sales and moving rapidly into a management role, around the time HVO first came to Tria as an opportunity. In June 2021, the distributor became the first company to import HVO into the Republic of Ireland on a mineral oil traders license. Looking back over the last three years, Pat comments: "It's fair to say that we had a lot of finding our way in the dark. I know myself and Micheál (Kirby – Founder and Chairman of the business) and a couple of our colleagues walked around the industry EXPO two years ago and we walked away saying this was the HVO show. It seemed



everybody had their ear trying to figure out how to take advantage, how to diversify.

"On that journey we have had to bring both the Irish government and the customers along with us. It has been a journey of constant excitement, but also a lot of hard work."

## A shared journey

Every member of the Tria Energy leadership team exudes a passion to not only drive uptake of HVO but to also assist those customers making the transition to maximise the benefits of their switch to this clean fuel. And it is not just their customers that Tria is keen to support; the company relishes its role of supporting other distributors to diversify and future proof their businesses.

"We all know the benefits of HVO," Pat states. "As a direct drop-in replacement for fossil diesel with zero modifications it is a simple change process for the end user if they want to do the right thing."

But Tria Energy sees a bigger opportunity, as Pat explains: "Right now, in the Republic of Ireland we see it as a viable alternative to electrification, which requires a huge investment in fleet or in transitioning home energy systems.

"HVO offers an opportunity to decarbonise

immediately and without the significant CAPEX (Capital Expenditure) considerations."

It also offered Tria an opportunity to diversify and grow in the liquid fuel market – one that is not always easy to operate in.

"Every distributor knows how tight the kerosene market can be," Pat comments. "It is a dog-eat-dog game. HVO is a tough game as well, but it has a vital role to play in moving us to a clean future."

The deep passion for the potential for HVO becomes clearer as Pat shares a story from the Tria journey that has, clearly, had a big impact.

"I was speaking with our founder Micheál Kirby when he came back from the Bloom Festival," Pat begins. (For those not familiar, Bloom is Ireland's equivalent of the Chelsea Garden Show and Tria supplied HVO to all the generators last year.) "Micheál could not get over how kids between the ages of six and ten were coming up to him asking how much CO2 per kilogram can be saved by switching fossil diesel for a product like HVO," Pat continues, remembering his surprise at the shift in youth mentality given that, at the age of ten his mind was occupied with such important considerations as: "Will I win my next football game, does that girl sitting the other side of the classroom actually like me or not and who

is on the next soccer magazine cover.”

Clearly inspired, the sense of ‘responsibility to do the right thing for next generations’ was established and became ‘a big change driver for us’ Pat shares.

“It continues to help us when we are making key decisions in our business as well and our key statement is that we are not selling fuel – we are selling a service.

“We have really drilled into that concept over the last two years and it is at the core of our company. We want growth, but we want our customer to be at the centre of that growth and at the centre of everything we do.”

## We’re not just selling a litre of fuel

“From the start, we built the business on the principle of doing the right thing by the customer. Keeping this as our company focus has seen us become one of Ireland’s main HVO distributors, but has also led to the introduction of a new audit trail within our business.

“We are ISCC certified and verified, and we ensure our customers get the certification and verification they need to offset their carbon footprint and carbon savings with their verifiers.

“We are moving away from the traditional emphasis of ‘selling a litre of fuel’ and moving to support our customer through the transition as much as we can. The buyer has changed. They are coming out of universities, such as Oxford or Cambridge with sustainability degrees. The role has changed. You’re no longer selling a litre of fuel, you’re now dealing with the sustainability manager.”

And it is not just the customers that are on a transitional journey. “We have also had to diversify our team,” Pat explains. “This hasn’t been a simple process. As a management group we did not have all the answers and we had to bring in new team members with specific skill sets and knowledge that would help us grow in the emerging market. We know heating oil, diesel, petrol... – we’ve been doing that for 30 years, but we also knew we could move HVO. We had the intellectual horsepower, but we needed a few key members to come into our team to help us move that forward.

This is the point where Tria went beyond ‘tweaking’ the business and made a significant cultural shift. Pat explains how this encompassed bringing in people with new skills for renewable liquid fuel, sustainability and engineering. “We now have eight people fully focused on HVO in our business including people like Ged Kennedy (formerly Green Biofuels) who brings a wealth of knowledge.

“We also have had a change at director level with our board director, Patrick Kirby,



stepping up to a new CEO role in the company. He brings an abundance of energy and commitment and his experience in the US tech market over the last nine years has challenged our team to think outside the box.”

Throughout my conversation with Tria, Patrick reinforces Pat’s enthusiasm with an almost evangelistic zeal, leaving no doubt over the impact he has had on the pace of change at the business – a change fully embraced by Pat and the broader management team.

“The fuel industry can be really, really slow to adapt,” Pat observes. “One of the most common statements that my directors would feedback to me, whenever change was attempted, was ‘but we’ve always done it this way’. “That is one statement that just has not existed in Tria in the last two years,” Pat adds, with evident relief. “There’s no point. If we’re going to protect ourselves and future proof, we have to be forward thinking.”

Pat is also keen to look forward with others, actively seeking to bring fellow distributors along on the journey and he has a clear message for them: “I encourage you to follow Patrick’s lead and embrace change. Any distributor that has worked with us will tell you that Tria is not interested in doing this alone, we want to bring others with us. We want to support your business.

“The liquid fuel industry in Ireland has been at the centre of a considerable number of homes for many generations, and that can continue, thanks to the excellent work being done by key members of the industry to offer a real solution. We have a genuine opportunity to future proof our businesses.”

What else is needed to enable distributors to grasp this opportunity to future proof their business in this way, I ask?

“What do we want from the government?” Pat considers. “In the oil game, it all comes down to price. Half a cent is the make and break on any litre of oil and can change your bottom line. But, while price is important to us, what we want from government is support, and when that support does come, clear direction on that support.

“As a company, we are three years down the line of bringing this product to the table.



We have the solutions ready to go. There is no silver bullet. There is a place for heat pumps, there is a place for every other type of industry in this as well.

“We have countless companies that, when we present the benefits of HVO, the service we can provide, the certification and verification, they are happy to proceed and make the switch. The final part of the sale is on an excel sheet bottom line – what’s this costing me?

“We need that support for companies, to make the decisions easier, because we have the solutions there ready to go. The Government has caused so much confusion in the last two years with vat, excises, rebates and the diesel rebate scheme that have just made it awkward.

“I would like to see the government ask industry leaders what the best route forward is, involve us and there will be solutions ready to go the following morning.”

## What is the future for Tria?

“It’s all about the team. We have evolved a team that has supply nous and engineering nous as well as being able to answer issues around storage, supply, certification, logistics etc. A traditional oil company has two areas – operations and sales – now you also need engineering, certification and audit.

“We will continue to challenge the status quo, to differentiate between simply selling HVO and giving customers all the info they need to claim the certification as a full migration partner. This is where we have differentiated ourselves.”

Taking a unique approach to the HVO challenge, Tria Energy has established itself as a company in the vanguard of liquid fuel transition. However, our conversation was a real insight into an energy company where the dramatic evolution taking place encompasses so much more than a change of fuel.

With geographical expansion and a new brand just around the corner, we will hear further about developments, beyond involvement in Ireland’s HVO success, in a future issue, as we continue to follow Tria Energy’s exciting journey navigating the liquid fuel transition.



# Stanlow celebrates a century of powering Britain

**EET Fuels, formerly Essar Oil UK, which owns and runs the Stanlow Manufacturing Complex, has announced plans for a series of events, charitable donations and community celebrations over the course of the summer, to mark the Centenary of the Stanlow Refinery.**

Established in 1924 as a bitumen production site, Stanlow has been a vital pillar of the UK's energy sector for a century, providing essential products and transportation fuels and delivering economic growth.

Centenary celebrations will last several months with a series of events and initiatives that recognise Stanlow's significant contribution to the Cheshire community, the North West region, and the UK as a whole. At the same time, the Company will use the occasion to recognise, celebrate and give thanks to the communities connected to Stanlow while demonstrating its long-term commitment to support these communities long into the future.

EET Fuels will celebrate colleagues, both past and present, and acknowledge the generations of men and women who have operated the refinery with dedication, powering growth and innovation across

the UK's manufacturing and transportation industries, and the economy as a whole. The Company will work with local organisations to bring to light the history of Stanlow and share the importance of Stanlow to the UK economy.

## A transitioning heart

Prashant Ruia, Chairman of EET, commented: "For a century, Stanlow has kept Britain moving. We are immensely proud of the refinery's heritage and its unwavering commitment to supplying high-quality products and fuels safely and reliably. We want to recognise the thousands of colleagues who made this happen.

"And the Stanlow story is only just beginning. The massive transition strategy we are implementing, with the ambition of making Stanlow the world's first low carbon refinery, as well as the UK's leading producer of hydrogen as part of the HyNet consortium, is set to re-position Stanlow and the North West of England for the next 100 years and beyond, ensuring this iconic facility remains at the very heart of the UK's industrial future."

## A brief history

Stanlow was established by Shell to focus predominantly on blending and distributing imported oil products. In 1924, the plant expanded its operations to include manufacturing bitumen and specialty solvents. Manufacturing has taken place at Stanlow since 1924. The need for refined fuels during World War II led to the production of aviation spirit at Stanlow – a vital component of the war effort. In 1949, recognising the importance of refineries being closer to customer markets, construction began on a fully-fledged crude oil refinery. This refinery was completed in 1952.

## Development under Essar ownership

Essar Group acquired Stanlow in 2011. Since then, Essar has nurtured the close ties it has with its communities and invested over \$1 billion in improvement initiatives.

Today, the Stanlow refinery remains a key national asset, with over 20,000 litres of crude entering the refinery's operations every minute. Every year, Stanlow produces over 16% of the UK's road transport fuels and remains a prominent supplier to some of the North West's major retail fuel brands and supermarkets, Manchester Airport, leading commercial airlines and the region's trains and buses.

Stanlow employs over 700 people and a further 700 indirectly as part of the local supply chain. It also offers graduate and apprenticeship opportunities.



## Transformation and decarbonisation – the next 100 years at Stanlow

In February 2023, Essar announced Essar Energy Transition (EET) to drive the creation of the UK's leading energy transition hub in the North West of England at Stanlow. EET plans to invest a total of US\$3 billion in developing a range of low carbon energy transition projects over the next five years across its site at Stanlow, between Liverpool and Manchester.

In 2024, Stanlow entered a new century and a new chapter under a new name to reflect its ambitions for the future. In January, Essar Oil UK, the owner of Stanlow, rebranded to EET Fuels to manifest this new chapter as a key part of EET. It is committed to delivering on its ambitious plans to build an energy transition park at its site in the North West, becoming the UK's first low carbon refinery. Through its state-of-the-art Industrial Carbon Capture and Hydrogen Fuel Switching projects, EET Fuels looks to achieve these ambitions by 2030.

EET Fuels is committed to sustaining the long-term future of Stanlow. It will play a major role in accelerating the UK's low carbon transformation, supporting the government's decarbonisation policy and creating highly



skilled employment opportunities at the heart of the Northern Powerhouse economy, thereby securing the long-term future of this vital UK infrastructure asset.

In a further testament to Essar's commitment to the region, the Stanlow site also includes EET Hydrogen (formerly Vertex Hydrogen), the UK's leading hydrogen production project founded in 2022. EET Hydrogen is developing 1 GW of blue hydrogen for the UK market, with follow-on capacity set to reach 3.8 GW.

As a key component of EET, Stanlow continues to remain a hub of long-term, high-skilled employment, innovation and decarbonisation in the UK, while providing a blueprint for other refiners globally to decarbonise their operations.

## Deepak Maheshwari, CEO, EET Fuels, said:

"Stanlow has continuously adapted and innovated over the past century to meet changing social, environmental and market needs and expectations. We are committed to securing the refinery's continued success for generations to come, while also playing a leading role in the UK's transition to a lower-carbon economy."

**In our next issue we look forward to sharing further insights into life at Stanlow as we hear from those working on projects across the complex.**



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# Rebranding: reasons, process and impact

REBRANDING HAS BEEN ON THE INCREASE IN THE DOWNSTREAM INDUSTRY IN RECENT MONTHS, WITH MANY BUSINESSES FINDING THEMSELVES IN THE POSITION OF HAVING RECENTLY REBRANDED OR ACTIVELY PREPARING FOR A REBRAND.

CLAUDIA WEEKS, COMMUNITY CONTENT LEAD FOR FUEL OIL NEWS, SPOKE TO THOSE IN THE INDUSTRY THAT HAVE ALREADY TAKEN THIS STEP, TO FIND OUT MORE ABOUT THE PROCESS, THEIR REASONS FOR REBRANDING AND THE IMPACT IT HAS HAD ON THE BUSINESS.

## The reasons for a rebrand

Chris Isaac, Head of Marketing at BoilerJuice, gave his thoughts on the reasons for the recent rebrand at the company: “We knew the BoilerJuice brand identity needed to change to better reflect the values and ambition of the business. For a long time now BoilerJuice has invested in our teams and in our tech, but also in our marketing and internal communications.

“We have changed a lot as a business in the last few years and we wanted the brand to reflect that. We’ve become more customer-focused and more forward-looking, and our rebrand emphasises both of those elements. We live it, so our customers needed to see it. We needed to reflect it in our identity.”

Danielle Rocha, Digital Marketing Executive at Compass, also shared the reasons for a rebrand that will be completed later this year: “Our specific goals include enhancing our brand’s resonance with environmentally conscious businesses, fostering trust and confidence in our guidance for fuel needs, and differentiating ourselves in a competitive market through a refreshing, purpose-driven identity.”

IFC Inflow is another industry company that has gone through the rebranding process recently. Emmy Krishna, Marketing Coordinator, reflected on the reasons for this: “We have come a long way during the last 36 years, and our business has evolved. We felt it was time to sit down and spell out our brand values that represent the company as we are today. The rebrand was a natural progression from this.”

Another business reflecting on their desire for a rebrand is the Suttons Group whose Marketing Manager, Jessica Russell, said: “Suttons took the decision to evolve its strapline as they are committed to driving positive change by promoting sustainable practices and minimising its environmental



impact in alignment with the UN Sustainable Development Goals. The new strapline demonstrates our commitment to being a truly sustainable business.”

## Why rebrand in 2024?

Increasingly popular across the sector, 2024 is a year that has already seen many businesses taking steps towards a rebrand.

Jessica shared the reasons behind the timing: “Suttons has made progress with its journey to becoming as sustainable as possible in recent months. The Tankers division has its own ESG policy based on the ROAR strategy—Reduce, Optimise, Alternate, Replace—designed to transform and reduce its carbon footprint.

“The International division is delighted to have received a silver sustainability rating from ESG experts EcoVadis which recognises its commitment to being a truly sustainable transport provider to its customers.

“Suttons is leading the way with alternative fuels in the bulk haulage industry and is also using 100% renewable electricity at all its owned sites, significantly reducing its Scope 2 emissions.

“Its UK Tanker division has adopted a combination of fleet investment and improvement in driving style and reduced fleet CO2 emissions by 13,900 Mt – as a result – equivalent to removing over 3000 gasoline-powered passenger vehicles from the road for a year. With all these steps towards



sustainability, we felt that the rebrand simply had to be in 2024.”

Compass is planning to complete its rebrand this year, as Danielle explained: “The timing of the rebrand in 2024 was strategic for several reasons. Firstly, it coincides with our relocation to new premises and the expansion of our infrastructure to offer HVO fuel, providing a perfect opportunity to introduce a new identity aligned with these advancements.

“Additionally, market trends and consumer expectations are increasingly favouring sustainable alternatives, making it an opportune moment to showcase our commitment to environmental responsibility.”

Chris at BoilerJuice added: “This has been a three-year project for BoilerJuice. In fact, our fantastic network of suppliers had the new logo and brand revealed to them two years ago. So, we had already made the change and had committed to our new brand identity a while ago.

“We had anticipated launching to our customer base earlier, but we had to do it at the right time and in a way where we could commit the resources required for a successful launch.

“2024 was also the 20th anniversary of BoilerJuice. This then became part of our launch plan as we celebrate what we have achieved for off-grid households and what more we will be doing for them in the future. April then became the right time for

several reasons, and we managed the launch smoothly as a result.

“There were some concerns. Would our oldest, most loyal customers take to the change? Would the new interface impact our sales? Would the launch require technical down-time? Those were the kind of questions we faced but we were able to mitigate those concerns through research, testing, phasing some changes, extensive quality assurance reviews, and detailed launch planning.”

## Consulting employees

Chris explained why employee opinion on the rebrand was important: “We have a strong employee engagement culture at BoilerJuice and a transparent feedback process. We are always gathering opinion on our products and services.

“Our employee opinions fed into the rebranding brief as did qualitative and quantitative research among our customers. Teams that had more direct input were marketing, product, senior management and business intelligence.”

## The process

IFC shared how they began the process of rebranding: “We used external consultants who guided us through the process of defining our own brand. They showed us a few exercises where a group of us got together and talked and really got to the bottom of who we are as a company and what we wanted to communicate about IFC Inflow.

“We then worked with the agency to put together a visual representation of the brand that we had defined.”

Danielle explained how the process for Compass was similar: “The rebranding process was a collaborative effort involving both internal and external resources. We engaged external consultants with expertise in branding and marketing strategy to provide fresh perspectives and guide us through the process.”

BoilerJuice also had a similar experience: “We hired external consultants and an agency to help us through the process. We wanted specialists to guide us from the outset. We had a lot of ideas internally and needed an external perspective to help shape them.

“There were also two main areas the external team helped with. Firstly, we worked with them to rewrite our brand guidelines and our mission statement as well as to capture our values and our unique proposition and represent them in the final assets. Secondly, we worked with them on our launch plan.”



Suttons Group also engaged external consultants (Studio Up North) to support them with their rebrand and were delighted with the result.

## The importance of brand heritage

With the rebranding process clearly an exciting time and an opportunity to focus on the future pathway for a business, Claudia asked whether reflecting on the past and the importance of brand heritage was also of consideration.

Danielle at Compass reflected: “Our brand heritage played a significant role in shaping our identity and guiding the rebranding process. While we sought to modernise our brand to reflect our forward-thinking approach and sustainability focus, we also wanted to honour our history and the relationships we have built with customers over the years.

“Striking a balance between innovation and continuity was key to ensuring that the rebrand resonated with both existing and prospective customers while maintaining a sense of trust and familiarity.

“Our strapline “Navigating the Nation’s Fuel Supply” encapsulates our role as trusted advisors, guiding customers confidently in the right direction for all their fuel needs. Every aspect of the rebrand, from the visual identity to the messaging, reflects our dedication to excellence and our vision for a more sustainable future.”

Chris at BoilerJuice agreed that keeping the values of the business is important: “BoilerJuice has a reputation among our



customers in two key areas: providing hassle-free convenience and good value. That’s the real heritage and brand equity we didn’t want to lose.

“In fact, the old brand actually didn’t reflect those important aspects enough so the rebrand really enhances the best of the old and gives comfort that we’ll continue to be great at those, but we’ll go even further – with even better value and, most importantly, even more convenience – the mission is total peace of mind to off-grid homes, today, but also tomorrow in their journey to a more sustainable future.”

Agreeing that rebranding has enabled IFC to reflect the core values of the business, Emmy said: “Our values of safety, expertise and people all went into the consideration of the new brand. For example, we incorporated safety yellow into our logo and our branding, so safety is now always at the very heart of everything we do.”

## The target audience

A key reason for a rebrand can be a change in the target audience of the business. Claudia asked whether this was a consideration:

Emmy reflected: “At IFC Inflow, our target audience has grown. Our range of fall prevention products means we have opened ourselves up hugely in what we offer and who we cater to, so we now speak to entirely new groups of people on top of the loyal customers we have been working with for the last 36 years. It feels like the natural time for a rebrand to encompass our existing and new customers.”

However, a change in the target audience for BoilerJuice wasn’t the main concern for a rebrand as Chris explains: “Our target audience hasn’t changed. We are always developing our products and services to adapt to the demands of our customers, but essentially our off-grid audience want to warm their homes without anxiety.

“They don’t want to run out of oil, they don’t want complexity when getting a quote and ordering, they don’t want to spend



ages researching prices. They also want to know where to come to stay informed. The audience hasn't changed, but they are, rightly, becoming more demanding – and this brand emphasises our commitment to investing to meet those demands.”

### Delivering the outcome

Chris shared the stages of the rebrand for BoilerJuice: “A series of phased changes to our website and email designs had been ongoing for a while leading up to “the big day”. This included the testing and research I mentioned earlier and put less pressure on the launch day, but also eased customers in.

“Our website, where we bring customers and suppliers together, is key for us as a platform business. We cannot afford for that to have down time, customers are quoting and ordering with us 24/7. We launched our website first at 10am on 17th April and then, within 45mins, everything had switched to the new logo and colour scheme (amongst many other elements).

“Email is a key marketing channel for us and changing our email estate was also a big task requiring a lot of skill to change in line with the website.”

Emmy shared the launch process for IFC Inflow: “We announced the rebrand internally in a company meeting in December 2023, but we wanted to launch the brand externally alongside our new website. As a result, we announced the new website along with the new branding in April across all our social platforms (and in an advert with Fuel Oil News of course!).

“This also coincided with exhibition season, so we were able to feature our new branding at the UKIFDA show just a week after we launched.”

### The response

Asked how the rebrand has been received, Chris replied: “Internally it's been fantastic! The team at BoilerJuice are delighted to have launched the rebrand -it better represents what we do. It's also great that now, after a gap, both our customers and our supplier network are all seeing the same brand.

“As I write this, we're only two days in to launching our rebrand so it's very early to gauge the customer response, but we're very optimistic and watching it closely.”

Jess added: “At Suttons Group, our customers have been very receptive to the change and acknowledge that the new strapline is in line with our current ESG initiatives.”



### Promoting the business after a rebrand

Marketing the business once a rebrand is completed is of utmost importance for the new branding to become recognisable and respected.

Compass is yet to officially launch its rebrand, but Danielle shared the plans for promoting the business once they have: “Following the initial rebranding launch, our focus will be on sustaining momentum and building upon the foundation established by Compass. This includes ongoing marketing and communication efforts to reinforce our brand messaging, engaging with our customers, and attracting new business.”

Delighted with the rebrand at IFC Inflow, Emmy added: “We are really proud of the brand and the materials that we have produced so we are really excited to show them off! Our customers can expect to hear plenty from us over the next few months and see some examples of the new literature we have produced and more.

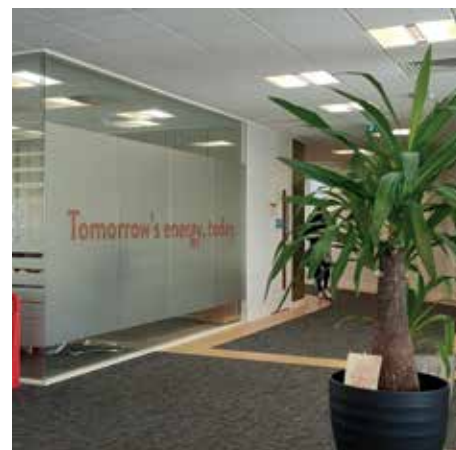
“Of course, we also had the UKIFDA show which was a great opportunity to share the rebrand within the industry, and we've got a few more shows coming up that we're looking forward to!”

Chris at BoilerJuice added: “It's going to define everything we do. We'll be evolving it over time. In the medium term we have a clear promotion plan for the first two months and ideas beyond.

“We also have a design and product roadmap for numerous business quarters which expands on what we've done so far. We want to support this brand launch with product and service launches too – but I can't tell you much more than that right now, it's top secret!”

### The future

Claudia asked how long the businesses would expect a rebrand to be in place. Is the



aim to have a long-lasting brand that builds recognition or is rebranding to be expected more often nowadays as businesses keep pace with changes and developments?

Danielle shared: “Our goal with the Compass rebrand is to establish a long-lasting brand that will continue to gain recognition and resonate with customers for the next 10-15 years at least.”

With refreshing honesty, Emmy said: “I can't say we've given much thought to the next rebrand for IFC! But I like to think that we have built this new brand on values that will continue to hold and be relevant through whatever changes we might see in the industry or in the company for at least the next 10 years.”

Chris concluded: “I couldn't predict too far ahead, BoilerJuice is an agile business and will always evolve based on the needs of our customers. But I see this as a rebrand to take us through the next 5-10 years for sure.

“We are positioned both to deliver on our promises today and to help our customers towards a sustainable tomorrow, whatever that might look like.

“There is a lot choice for customers as they try to reduce their carbon footprint, while also wanting reliability and good value in this high cost-of-living and tense geo-political environment. It can be stressful and a hassle.

“This rebrand allows us, more than ever, to give our customers confidence and to trust us with their off-grid energy needs for the future.”

Thanks to BoilerJuice, Compass, IFC Inflow and Suttons Group for sharing their thoughts on the rebranding process.

In an ever-changing sector, rebranding will continue to be a key strategy for businesses planning for the future. If you have plans to rebrand that you would like to share with the Fuel Oil News community then please contact: [claudia@andpublishing.co.uk](mailto:claudia@andpublishing.co.uk)

# A DAY IN THE LIFE...

Chris Isaac

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 **CHRIS ISAAC**, HEAD OF MARKETING AT BOILERJUICE, TO DISCOVER HOW CHRIS SPENDS A TYPICAL DAY.



## MY ALARM GOES OFF AT...

7am if I'm working from home, 5.50am if I'm in the office.

## THE FIRST THING I DO IS...

Shower. Always.

## I PREPARE FOR THE DAY AHEAD BY...

Having a list written the day before. There's too much chaos getting the kids ready to have any 'me time'. A large coffee helps though.

## I CAN'T LEAVE THE HOUSE WITHOUT...

The keys-wallet-phone check.

## MY TYPICAL DAY –

Whether I'm in the office or at home, the day will start by looking at our trading numbers from the previous day. Logging in to our suite of reporting dashboards and looking through all the key metrics.

Sometimes things need urgent attention and then your day's plan will change.

The other must do is a quick look over our latest customers reviews – there's always value in listening to your customers: both good and bad.

Most days have meetings lined up. Probably half the working day is in meetings: these can be with my marketing team, some with the product team about our development roadmap, some with management from across the business, some are workshops and creative sessions.

Outside of these, I have time to work through my action plan for the day. I try and focus on just one or two key objectives in a day beyond the meetings. These objectives will be balanced between near-term trading goals and medium-to-long term strategy.

Throughout the day I'm checking in on trading: which channels are doing well, which regions, how many quotes are we getting, what is conversion like, etc...

The day ends with a plan for tomorrow and prioritisation.



## MY MOST MEMORABLE WORK MOMENT...



Since it's so recent: the BoilerJuice rebrand in April.

## THE WORST PART OF MY JOB...

Fire-fighting. Thankfully it's rare, but we all have moments when unexpected events demand our attention and require quick fixes. BoilerJuice is great in that everyone rallies round to put these fires out fast and effectively.

## THE BEST PART OF MY JOB...

Seeing marketing campaigns succeed. Whether it's A/B tests to improve our website, new Google campaigns, lifecycle marketing enhancements or fast-turnaround email campaigns – seeing the team's work come to fruition and watching the orders come in is the best bit.

## I RELAX AFTER WORK BY...

Family time, then a good film and a glass of red wine.

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

Evening meal – preferably a good curry.

## On My Bedside Table Is...

Always a good book. Right now: Dissolution, C J Sansom (not for the first time).

## THE LAST THING I DO EACH DAY IS...

Turn off the lights.

## I'M NORMALLY IN BED BY...

Midnight.







# A week is a long time.....

I always like starting this column without resorting to a good old political cliché, but Harold Wilson in the 1960s was right – *a week is a very long time in politics*. In fact, given the current state of affairs, a few months must seem like a decade.

In just a few months, we have seen a new Taoiseach in Ireland, and new First Ministers in Northern Ireland, Wales and, most recently, Scotland. Many of these changes have come about partially as a result of net zero or climate change policies. In fact, we may see a change of leadership in every country where UKIFDA members operate by the end of the year.

Some of the most recent changes will impact this industry – the delay in implementing the clean heat mechanism across the UK, and the abandonment of the interim climate targets in Scotland, while both correct, are actions that will affect us, pushing several crucial decisions into the space of the next government.

As Humza Yousaf rightly pointed out, politics can be a brutal business. For our industry, these can be challenging and uncertain times. Having made arguments to one set of leaders, we must now reiterate our arguments to a new set of leaders, a task that UKIFDA is currently undertaking with urgency, especially as we approach upcoming elections.

One of the things all political parties will now be doing is poring over data from previous voting intentions and recent results and they will be building a picture of their ideal voter and those they need to turn.

The rural vote will never be more crucial in both the UK and Ireland, and it surprises me that political parties have largely ignored this crucial segment of society to date.

## In Ireland, we are looking at the data again.

Ireland is legally committed to reducing greenhouse gas emissions by 51% by 2030 and to achieving economy-wide carbon neutrality by 2050. This requires immediate emissions reductions in every sector. Energy used for heating and cooling accounts for 24% of Ireland's greenhouse gas emissions, but the current pace of decarbonisation falls short of the cuts required.

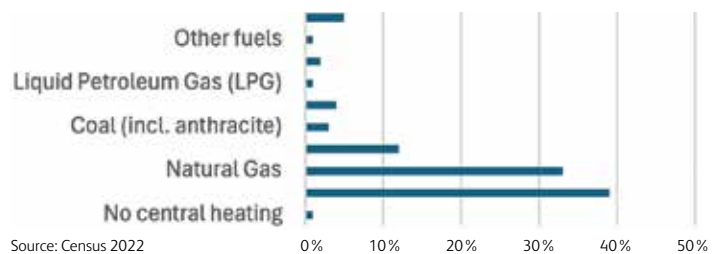
It is clear additional solutions will be required to meet these targets. The National Heat Study, while identifying the installation of heat pumps as a major contributor to decarbonisation, also described other technologies that have the ability to deliver decarbonisation, particularly in homes in rural areas that are currently using oil heating.

One of these technologies identified in the study was the use of Renewable Liquid Fuels (“bio-liquids”), which we believe can have a significant impact on decarbonisation targets quickly, cost effectively and has the support of rural communities.

You only have to look at the data to see that oil heated homes and the people who live in them are different.

Of the 1.8m residential homes in Ireland, 39% (714,000) of homes are heated by oil.

### How Ireland is heated



A significantly higher proportion of oil heated homes are in rural areas compared to all homes in Ireland. 28% of all Irish homes are located in the County of Dublin but only 6% of all oil heated homes.

The rural concentration in Ireland is quite unique in the European context.<sup>i</sup>

	All homes		Oil	
<b>Town</b>	1,080,837	64%	282,709	41%
<b>Rural Area</b>	616,828	36%	403,295	59%

Source: Census 2016

15% of oil heated homes were built before 1945 and are deemed as “Traditional”.

These buildings are generally constructed with vapour-permeable materials and do not incorporate barriers such as damp-proof courses, vapour barriers and membranes, and the like, which are considered standard in modern construction. For this reason, traditional building fabric is often referred to as ‘breathable’ construction, which both absorbs and readily allows the evaporation of moisture. Therefore, some approaches to energy insulation retrofit are not suitable as they would cause damage to the structures and adversely impact the internal living environment and the health of its occupants.<sup>ii</sup>

Age of Building	All homes		Oil	
<b>Before 1919</b>	154,290	8%	62,911	9%
<b>1919 to 1945</b>	113,788	6%	43,559	6%
<b>1946 to 1960</b>	132,276	7%	47,786	7%
<b>1961 to 1970</b>	122,685	7%	50,397	7%
<b>1971 to 1980</b>	224,733	12%	111,159	16%
<b>1981 to 1990</b>	185,556	10%	85,136	12%
<b>1991 to 2000</b>	267,186	15%	109,990	15%
<b>2001 to 2010</b>	450,817	25%	170,943	24%
<b>2011 to 2015</b>	49,160	3%	16,834	2%
<b>2016 or later</b>	93,128	5%	8,702	1%
<b>Not stated</b>	43,109	2%	6,760	1%

Source: Census 2022

A much higher proportion of oil heated homes are detached or semi-detached (89%) compared to the national average.

More than one-third of Irish dwellings are in rural areas and 93% of these dwellings are either detached or semi-detached. The combination of high numbers of rural dwellings makes retrofit project aggregation more challenging in Ireland.<sup>iii</sup>

Detached dwellings usually have a greater floor area than other dwelling types; they also have high surface area to volume ratios and thus have a greater heat loss than other house types of the same construction period.

	All homes		Oil	
<b>Detached house</b>	715,133	42%	445,404	65%
<b>Semi-detached house</b>	471,948	28%	165,422	24%
<b>Terraced house</b>	284,569	17%	61,595	9%
<b>Flat or apartment in a purpose-built block</b>	172,096	10%	4,596	1%
<b>Flat/apartment in a converted dwelling</b>	32,049	2%	4,603	1%
<b>Not stated</b>	21,870	1%	4,384	1%

Source: Census 2016

As a result of the above locational and construction data, the energy efficiency ratings of oil heated homes are lower than the national averages.

Dwellings built since 2015 are considerably more energy efficient than prior constructions. A BER score of A was given to 99% of dwellings built between 2020 and 2022 and to 96% of dwellings built between 2015 and 2019. In contrast, only one-third of dwellings built between 2010 and 2014 received an A rating.<sup>iv</sup>

Fuel Type	Energy Rating													
%	A	B1	B2	B3	C1	C2	C3	D1	D2	E1	E2	F	G	
<b>Heating Oil</b>	1	2	4	9	12	14	14	13	11	6	4	5	5	
<b>Total</b>	13	2	4	8	11	12	11	10	9	5	4	4	6	

The average age of residents in oil heated homes is significantly greater than the national average. This is important when payback periods of schemes are analysed. Older occupants tend to have less incentive to invest in energy efficiency with a long payback period.

Age group of reference person	All homes		Oil	
<b>Under 25 years</b>	45,977	3%	8,295	1%
<b>25 - 29 years</b>	77,813	4%	17,732	2%
<b>30 - 34 years</b>	131,743	7%	34,518	5%
<b>35 - 39 years</b>	178,314	10%	54,341	8%
<b>40 - 44 years</b>	206,451	11%	69,942	10%
<b>45 - 49 years</b>	196,813	11%	73,424	10%
<b>50 - 54 years</b>	187,148	10%	75,687	11%
<b>55 - 59 years</b>	173,201	9%	74,605	10%
<b>60 - 64 years</b>	157,763	9%	69,691	10%
<b>*65 years and over</b>	481,505	26%	235,942	33%
<b>*Of which</b>				
<b>65 years and over not living alone</b>	292,524	16%	149,885	21%
<b>65 years and over living alone</b>	188,981	10%	86,057	12%

Source: Census 2016

These numbers are important in the context of disposable income. Rural and old householders have significantly less disposable income compared to the national average.

Median equivalised nominal disposable income (€)*			
	2021	2022	2023
<b>State</b>	<b>25,707</b>	<b>26,851</b>	<b>27,597</b>
<b>65+</b>	23,254	23,046	25,986
<b>Rural areas</b>	24,308	25,260	26,826

The data shows, and what the politicians need to grasp, is that oil heated homes in Ireland and those living in them are significantly different from average homes in Ireland.

Oil heated homes tend to be more rural, detached, built earlier, have lower energy efficiencies, higher heat losses and older residents with lower disposable incomes.

Therefore, more than one solution will be required to meet the decarbonisation targets.

A week is a long time in politics, but data survives the span of most political careers.

<sup>i</sup> <https://www.climatecouncil.ie/councilpublications/councilworkingpaperseries/Residential%20retrofit%20review%20report%20FINAL%20WEB.pdf>

<sup>ii</sup> Ireland's Long-term renovation strategy, Irish Government 2020

<sup>iii</sup> Ireland's Long-term renovation strategy, Irish Government 2020

<sup>iv</sup> <https://www.audit.gov.ie/en/find-report/publications/2023/8-performance-of-certain-residential-retrofit-schemes.pdf>

<sup>v</sup> <https://www.cso.ie/en/releasesandpublications/in/silc/informationnotecensusrevisions-silc2020to2022/>.





# TRANSITION TALK

## 3ti is a company whose motto is to ‘Leave Something Better Behind®’

A CERTIFIED B CORP, 3TI IS ONE OF A GROWING GROUP OF COMPANIES REINVENTING BUSINESS BY PURSUING PURPOSE AS WELL AS PROFIT. WORKING TO CREATE A BETTER PLANET FOR EVERYONE, 3TI WAS CERTIFIED BY B LAB, THE NOT-FOR-PROFIT BEHIND THE B CORP MOVEMENT, FOR HAVING MET RIGOROUS SOCIAL AND ENVIRONMENTAL STANDARDS THAT REPRESENT ITS COMMITMENT TO GOALS BEYOND SHAREHOLDER PROFIT.

ACCORDING TO 3TI, SOLAR CAR PARKS (SCP) ARE THE PERFECT OPPORTUNITY TO TAP INTO AN OTHERWISE UNDERUTILISED RESOURCE, PROVIDING AN IMMEDIATE SOLUTION TO THE UK’S NEED TO RAMP UP THE ROLLOUT OF SOLAR AND ELECTRIC VEHICLE CHARGING INFRASTRUCTURE. WITH THE UK NEEDING TO DOUBLE ITS ELECTRIC CAPACITY OVER THE NEXT DECADE, EVS PLUGGED IN AT WORKPLACES, DESTINATIONS, FLEET DEPOTS AND DELIVERY HUBS CAN HELP SUPPORT THE GRID BY BALANCING PEAKS IN ELECTRICITY SUPPLY AND DEMAND.

HERE, CEO OF THE COMPANY, **BEN MARCHANT**, SHARES HOW 3TI IS USING ITS UNIQUE THREE TECHNOLOGY (“3T”) APPROACH, INTEGRATING SOLAR, BATTERIES AND EV CHARGE POINTS TO HELP ORGANISATIONS GENERATE ONSITE RENEWABLE ENERGY FROM UNDERUTILISED SPACE - ON ROOFTOPS AND CAR PARKS - TO REDUCE ELECTRICITY COSTS AND DECARBONISE TRANSPORT.

### Key milestones along the way

Since our inception in 2019, 3ti has become synonymous with ground breaking achievements in the renewable energy sector, quickly establishing ourselves as the UK’s leading specialist in the design, financing, build and operation of EV solar car parks. Distinguishing ourselves from other energy and EV charging companies, we offer bespoke SCP installations with integrated EV charging and Battery Energy Storage Systems (BESS) that generate and store clean electricity to power buildings and EV chargers.

May 2022 marked the launch of Papilio3, our innovative multi-award-winning, pop-up mini SCP. In a short space of time, Papilio3 has set the standard for premium destination and workplace EV charging solutions that maximise existing grid connections, while addressing the growing demand for accessible and convenient charging in areas with medium-long dwell times. Rapidly deployed in one day, Papilio3 is able to charge up to 12 EVs simultaneously and is ideally positioned to boost the rollout of EV charging infrastructure and help decarbonise the transport sector.

We have installed multiple SCPs and EV charging hubs across the UK for a range of organisations. Examples include Silverstone Circuits, Eastbourne District General Hospital, Bristol Airport, the Ministry of Defence, JP Morgan Chase and Bentley Motors, to name just a few. More recently, we also debuted a pioneering low-carbon, wooden-framed large-scale SCP at Five Rivers Health & Wellbeing Centre in Wiltshire.



Collectively, our SCPs and Papilio3 installations have delivered over 14,000 electric vehicle charges in the UK, from Salisbury to Crewe to Inverness.

Yet, as we celebrate our fifth anniversary, we feel like we’re just getting started. For example, we recently announced that we are leading a pioneering £2 million ‘V2X Fast Hub’ project which aims to integrate bi-directional DC charging and associated power management systems using our Papilio3 mini SCP and EV charging hub. This ground breaking project will demonstrate how EVs plugged in at workplaces,

leisure destinations, fleet depots and delivery hubs can help balance peaks in electricity supply and demand, generate revenue for EV drivers whilst enhancing the quality and life expectancy of their EV batteries, and overcome misconceptions about the negative impact of EVs on the grid network.

### Where did the motivation originally come to be a company that makes a positive contribution to decarbonisation?

3ti was founded by the late Tim Evans, who sadly passed away this year. Tim

was a visionary leader and left behind a legacy that is deeply interwoven with his passion for making a positive contribution to decarbonisation and his unwavering commitment to making the world a better place through the rollout of solar energy.

With a background in farming and renewable energy, Tim was driven by a desire to confront the challenges of climate change head-on, from changing the public's mindset of EV charging to opening up new opportunities for businesses to be more environmentally friendly while saving money on energy. His belief in the power of renewable energy to transform our world for the better is embodied in 3ti's motto to 'Leave Something Better Behind®'.

A core principle for the 3ti team is altering EV drivers' mindsets to move away from the traditional forecourt refuel 'stop to charge' model of rapid chargers and adopt a more convenient and sustainable 'charge where you stop' mentality. Rapid charging networks won't accelerate EV uptake and commonly fail to deliver the advertised rate of charging, which is inconvenient; A convenient charge is one where you plug in and walk away, coming back when it suits you to a car that's fully charged ready for your next journey. What's more, a sustainable charge is one that uses the lowest carbon electricity, doesn't reduce vehicle energy efficiency or reduce battery lifetime.

Over the last few years, 3ti has emerged as a leader in the renewable energy, battery storage and EV charging sectors. Tim's determination was instrumental in guiding the company to success, winning six industry awards in the last 18 months and leading a pioneering, government-funded V2X research and development project.

Tim's legacy will always inspire us as we remain dedicated to advancing his mission – to drive innovation in renewable energy, battery storage and electric vehicle charging to achieve net zero, faster.

## Tell us more about your decision to achieve B Corp status and what it means to the team

Enabling clean, low-carbon, low-cost energy is part of 3ti's commitment to providing the UK with sustainable, effective solar and battery-boosted destination and workplace EV charging.

We are extremely proud to have become



B Corp certified last year. It recognises our continued effort to promote positive change for the planet across our entire business, from governance, workers, the community, environment and, of course, our customers.

In the spirit of B Corp, we continue to reduce our carbon footprint and roll out new innovations, including introducing new carbon-friendly SCP structures that use wood instead of steel. Following this, we look forward to sharing more new innovations and plans in the near future that will allow us to further champion sustainability and maintain our position as a leading B Corp organisation.

## Share a little more about the 3ti approach – how are you making a difference?

Our mission is to get businesses and vehicles 'Driving On Sunshine®' by deploying large-scale solar arrays with integrated EV charging in car parks, on rooftops and other underutilised land, while growing an extensive and reliable EV charging network in less accessible locations through our Papilio3 solution.

We use our unique three technology "3t" approach, integrating solar, BESS and EV charge points to help organisations generate onsite renewable energy from their existing sites. This approach provides secure, consistent, clean solar energy for businesses while delivering low-carbon, fast EV charging infrastructure for employees, suppliers, customers and the general public.

Solar energy from car parks is a low-cost, low-carbon and innovative way to power

buildings and EV chargers, enabling customers to generate their own renewable energy and work towards achieving net zero emissions.

## Can you share a little around costs / funding and any support available to companies looking to implement one of your solutions?

Through a 'Charge-as-a-Service' rental model, our Papilio3 unit simplifies installation, reduces up-front costs and the need for a long-term commitment. The result is a commercially attractive, replicable and scalable premium EV charging solution that maximises existing grid connections for a multitude of organisations, including medium dwell-time workplaces, destinations, return-to-base fleets and delivery depots. The provision of EV charging at amenity and business locations maximises revenue generation and enables the faster rollout of EV charging, while simultaneously reducing the burden on carbon-intensive rapid charging infrastructure.

Pre-fitted with a range of innovations and safety features, including motion lighting, CCTV, advertising screens and full accessibility for wheelchair users, Papilio3 can be installed in less than a day. This means organisations can install 12 EV charge points in one go that can be rented on a monthly basis from 3ti, eliminating the extensive up-front costs and installation time associated with delivering conventional EV charging stations.

In addition to Papilio3, our SCPs are suited for large sites with significant energy demands, turning otherwise underutilised spaces into valuable renewable energy generating assets,



providing businesses with greater control over the cost and carbon intensity of their electricity plus security of supply. SCPs can be fully funded through a fixed-term Power Purchase Agreement, with the energy off-taker paying monthly for the electricity generated onsite and for EV and BESS services provided by the installation.

### **Talk us through the contribution you have made to transport decarbonisation – key wins, clients, partnerships, results.**

To date, our installations have generated over 10 gigawatt-hours of solar power – enough electricity to power over 3,500 households for one year – saving our customers over £3 million in reduced energy costs and more than 2,000 tCO<sub>2</sub>e, the equivalent of planting nearly 45,000 trees.

We continue to develop our products to be as environmentally friendly as possible. For example, one of our recent SCPs for Wiltshire Council has been constructed with sustainable Glulam timber beams – renewable, recyclable wood laminations bonded together to offer a natural alternative to steel or concrete. Three times stronger and a third lighter, it uses a tenth of the energy it would take to produce an equivalent steel beam, contributing to a more sustainable building process.

In addition, our Papilio3 innovation is built around a recycled shipping container and can be easily transported almost anywhere. Each Papilio3 has an installed capacity of 19.3kWp and can produce up to 18MWh of electricity in year one, equivalent to 64,000 EV miles, saving 3.6 tCO<sub>2</sub>e.

### **Do you believe electrification is the future for all transport?**

Net zero can only be achieved by electrification with renewable energy. EVs are cheaper, faster, much more enjoyable to drive and infinitely cleaner than petrol and diesel vehicles, especially when powered directly by solar.

Solar power offers numerous advantages for motive power applications. Firstly, it's renewable, drawing from the sun's abundant and inexhaustible energy. This contrasts with finite fossil fuels, providing a sustainable energy source. Secondly, solar power is environmentally friendly, emitting no greenhouse gases or pollutants, aiding in climate change mitigation and reducing air pollution. Thirdly, it's cost-effective, with lower



operational costs compared to traditional fossil fuel sources once infrastructure is in place.

Solar power also promotes energy independence by reducing reliance on imported fuels, particularly beneficial for countries with limited domestic resources. Additionally, its versatility allows for installation in various locations, offering flexibility in design and application. Solar systems are scalable to meet diverse energy needs, from residential to commercial and industrial. Contrary to popular belief, solar power suits most scenarios; its myriad benefits make it a compelling choice across many applications, especially motive power.

### **How do you feel the decarbonisation of transport be best accelerated?**

The UK has around 70,000 car parks with some 13 million public and workplace parking spaces across a range of locations, including offices, shopping centres, train stations, offices, sports venues and factories. If just 20% of these spaces were converted to SCPs, annual solar generation would be around seven terawatt hours of electricity. To put this into perspective, this would replace all the UK's remaining coal-fired and oil-fired stations power stations.

To meet the UK's 2035 electrification targets, we need five times as much solar capacity, 23 times as many EV charge points and around £50 billion of upgrades to the grid to connect them all alongside the electrification of heating. That's a lot of money, and we're already below target. That means we need new technologies that enable this energy transition to happen much faster.

This is also important when you realise that approximately 50% of UK households are unable to charge an electric vehicle at home. Destination and workplace SCPs are a cost-effective and accessible way of providing charging infrastructure to those wanting to

make the switch to electric vehicles. In such cases, public areas like car parks become crucial, contributing to achieving net zero targets by 2050 and establishing optimised electric vehicle charging infrastructure ahead of the ban on new petrol and diesel vehicles.

Supporting SCPs across the UK is not just an eco-friendly choice; it is a strategically imperative one. While the sun may not always shine, solar power is already playing a key role in the UK's journey towards a net-zero future.

### **What would your message be to companies that have not yet started on their decarbonisation journey?**

We would encourage any business to embrace solar power to cut costs and carbon emissions. Solar arrays, installed in spaces like car parks, act as renewable energy power stations, offering a solution to rising energy costs and carbon footprints. These systems not only provide stable energy prices and reduce supply concerns, but also satisfy rising demand for electric vehicle charging, attracting more customers and colleagues.

Companies can save up to £1,000 per space per year with a solar car park. For instance, a 250-space car park can save up to £250,000 annually. Innovative funding models enable facilities to secure energy, cut emissions, and offer EV charging without upfront costs, turning existing space into revenue streams. For landlords, EV charging becomes an additional income source, akin to Wi-Fi or amenities.

With nearly 50% of UK households unable to charge EVs at home, solar car parks offer a sustainable, affordable charging solution. Facility managers risk missing out on energy cost savings and EV charging revenue by not investing in solar and EV charging points. Any UK business can embrace solar power, visibly commit to decarbonisation and achieve net-zero goals whilst benefitting financially.

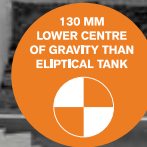
### **What does the future look like for 3ti?**

The future shines brightly for 3ti as we embark on numerous large-scale solar projects, roll-out Papilio3 units and expand into new markets to get even more businesses and EVs 'Driving on Sunshine®'.

*Ben Marchant has 14 years' experience in the energy sector. Joining 3ti as one of its first employees in 2019, Ben was COO before being appointed CEO in 2024.*



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# YOUR FURRY FRIENDS AT WORK

To celebrate 'National Take your Dog to Work Day', which will be held on June 21st 2024, we decided to dedicate the cover of this, our June issue, to our furry friends.

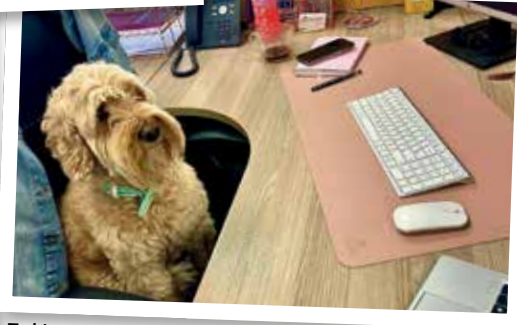
Inspired by a fantastic cover image from August 2022 featuring LCM Environmental who operate a 'dog-friendly' policy to improve mental health and well-being at work, we invited you to submit your favourite photos of your own pets at work. And you certainly delivered! A fantastic selection made it so tough for the FON team to choose their three favourites to put to a public vote that four made it to the final.

Voting was extremely close, with Craggs Energy narrowly beating New Era Energy to the coveted prize of featuring as this issue's cover stars. The runners up were Ford Fuels and WCF Chandlers – both featured in this gallery.

A huge thank you to everyone that sent in photos. We absolutely LOVED them all and hope you enjoy the selection here.



The three musketeers from Craggs



Teddy watching the orders come in for WCFChandlers



Runner up: Doug checking everything is ready



Runner up: the conscientious Bowie in his high vis at New Era's depot and on the forklift

Daisy supervising



Helping with the harvest



Lee Crellin with co-driver Roxi



Runner up: David Ford's dog Leo, guarding the show stand at Moreton in the Marsh Show



Teamwork at WCFChandlers

# Energy select committee visits the village at the heart of the industry fuel campaign

The latest development in the UKIFDA and OFTEC led Future Ready Fuel campaign saw the Energy Security and Net Zero Committee pay a visit to Kellehand, in Cornwall, the HVO-fuelled demonstration village that has been at the heart of the drive for support for renewable liquid fuels.

Vicky Ford MP, Lloyd Russell-Moyle MP, Mark Pawsey MP and Barry Gardiner MP met with campaigning fuel distributor Mitchell and Webber, who organised the visit to the Cornish village where it has converted around 30 buildings to HVO as part of a demonstration project, as well as Ken Cronin, CEO UKIFDA and Paul Rose, CEO OFTEC.

The visit was welcomed as an opportunity to further showcase the benefits of renewable fuels with the visiting MPs able to hear firsthand the experience of switching home heating from kerosene to HVO. They were introduced to local residents who have converted to the renewable fuel, and visited the local pub, church and school which have also made the transition.

Kehelland, a small community with a primary school and a Methodist church which also acts as a village hall and community hub, is representative of numerous rural villages in Cornwall. Like many others, it is not connected to the gas main, relying instead on kerosene-powered boilers for heating.

The MPs were told of the positive impact the fuel has had in the community and had the opportunity to see the fuel delivered by a road tanker which was also running on HVO.

## The Kehelland community experience

David and Jane Biggs, who have been using HVO for over two years, spoke with the committee about their experience. They highlighted how the cost of insulating the property to make it suitable for a heat pump could be upward of £70,000. "HVO has allowed us to transition to a cleaner and better fuel without the expense of substantial rebuilding costs of any of the alternatives", they said.

The government is pushing for properties to transition away from their existing heating systems to install costly new heat pump systems. However, Mitchell & Webber, believes that renewable heating fuels containing HVO offer an alternative solution as evidenced by the trials.

The distributor, along with many in the industry, is voicing its support for recent government legislation and discussions in parliament around the alternative fuel, which also saw a private members bill to reduce the duty charged on renewable liquid heating fuel pass.

The MPs also visited Kehelland School, the only school in the UK using HVO. The school secretary, on behalf of the headteacher Ellie Watkins, commented that HVO had proved to be a very effective solution. The committee also heard that the school didn't have the budget to switch to other technologies or the time to manage the disruption this would bring.

"As the only school in the UK using this renewable fuel, we've seamlessly operated on HVO for over two years without encountering



any issues. Given our budget constraints, introducing other technologies would simply be unfeasible. Moreover, why would we consider changing a system with a remaining lifespan of 20-30 years? While we actively teach our students to contribute to environmental preservation, we can proudly assert that as a school, we are effectively reducing our carbon emissions and practising what we preach.'

Stephen and Nicki Thomas in the village have also been using HVO for over two years. The granite in their property, which was built in the 1800s, combined with no cavity wall insulation means a successful heat pump conversion would be very difficult to achieve.

They explained to the committee many properties were in a similar situation: "We have found that HVO has worked more efficiently with no major changes or upfront costs. For our granite property, any alternative heating solution would be financially prohibitive and too disruptive."

## On demand heating

The Committee also visited the Kehelland Methodist Church to meet Andrew Geake. He demonstrated the heating controls that allowed users of the community hall and chapel to have on demand heating for set amounts of time.

"This renewable fuel can do the same job as heating oil whilst saving nearly 90% CO2 emissions. We have the ability with our boiler system to have on demand heating and to set the minimum time necessary with minimal pre heating", Andrew said.

## Growing pressure

With the committee hearing similar feedback from numerous other residents, pressure on the government to support renewable liquid fuels for home heating grows.

Around 150 oil heated properties across the UK have switched to HVO as part of the industry demonstration project. The project has been a huge success with the industry ready to roll out the fuel more widely.

Despite its adoption of an 'electrification-first' policy that would see oil heated households switch to heat pumps, the deadline for the ban on the installation of fossil fuel heating systems was pushed back





from 2026 to 2035 following pressure from both consumers and cross-party MPs. According to the government's online calculator, some off-grid properties could face costs of over £20,000 as well as significant disruption to make the switch.

OFTEC and UKIFDA are calling for the government to instead support the use of HVO as an alternative.

John and Robert Weedon, of Mitchell & Webber, commented: "We were delighted to host the visit for the Select Committee so they could hear firsthand from the residents about their positive experience switching to HVO. We very much hope that decision makers in government will listen to the messages from the residents, School and Church who represent not just Kehelland, but the majority of properties in rural off grid areas in the UK.

"The property owners have shown that as well as the huge costs to upgrade rural homes to make them suitable for other technologies, they remain unconvinced that technologies such as heat pumps will actually work in a retro situation. It's clear they are unwilling to take a gamble when they have a perfectly usable and proven system that can decarbonise in a simpler, more cost effective way with a renewable fuel."

### Industry bodies urge the Government to deliver on consultation commitment

The Government's amendment to the Energy Bill committed to a consultation on a Renewable Liquid Heating Fuel Obligation (RLHFO). After nine months without further progress, OFTEC and UKIFDA are urging the government to publish the consultation immediately to provide clarity for consumers.

Ken Cronin, UKIFDA CEO, said: "It was important to showcase how successful decarbonisation can be undertaken in rural areas when you combine a mix of customer choice, trust, cost effectiveness, least amount of disruption and significant buy-in from local communities. All of these were on show during the visit and it was great to see the Committee visiting individual homes, but also villagers stopping them in the street to support the renewable liquid fuel initiative."

Paul Rose, OFTEC CEO, added: "The visit was a really useful session and it was great to see the MP's spending time directly engaging with the public to understand their specific needs and concerns with regard to low carbon heating. I think it quickly became apparent that peoples' needs are different and the range of buildings in the village shows that a number of technologies are required if the UK is to achieve net zero heating."

As the visit concluded, Mitchell & Webber extended an invitation to other energy ministers and officials and is hoping to engage further with the government in a bid to highlight the benefits of HVO.

"We would greatly appreciate further engagement with ministers and officials from the department, and we extend an invitation for them to visit Cornwall."

# Certa doubles number of HVO-ready forecourts

Certa has launched HVO pumps at three more of its forecourts bringing the total of HVO-ready Certa outlets to six.

Certa was the first energy operator in Ireland to open a fully-fledged HVO fuel station when it made the fuel available at the pumps in its forecourt in Liffey Valley in October of last year. The expansion doubles the number of Certa forecourts now supplying the low carbon biofuel at their existing pumps alongside petrol and diesel.

### Škoda Ireland partnership

The latest expansion comes as the company continues to partner with Škoda Ireland on a new joint campaign aimed at creating awareness of the benefits of using HVO as a replacement for diesel and encouraging existing owners and would-be buyers of new diesel cars to make the switch.



The awareness campaign was launched in March and sales of HVO at Certa's Liffey Valley forecourt in Dublin have risen by 29% in the last two months, suggesting an increased awareness of the benefit of the fuel and an increased willingness among diesel car owners to source it.

The total car market in Ireland has increased by 6% for the first four months of 2024. The most recent figures showed that sales of diesel models rose by 11%, the first increase after four consecutive years of decline, with 1 in 4 cars sold in Ireland now a diesel. Škoda is the biggest supplier of diesel cars in the Irish market and, recognising the potentially important role of HVO as a transition fuel, is encouraging existing diesel car owners as well as buyers of new to consider HVO as an alternative.

### Price match offer

As it is a relatively new fuel, HVO biofuel is usually sold at a slightly higher cost than diesel. However, Certa currently has an offer which matches the prices and is in the process of upgrading its network of 41 unmanned, pay@pump forecourts to offer HVO.

In addition to the existing six, Certa is planning to have four more forecourts HVO-ready by the end of this year.

In Ireland, HVO is expected to meet a large proportion of the increase in biofuel supply to decarbonise the transport sector and is considered a vital transition fuel as electric powered vehicles continue to become more mainstream.

Orla Stevens, Managing Director of Certa said: "At Certa, our goal is to make it easy for motorists to transition to HVO as a renewable alternative to diesel. HVO's benefits are well-established, and we believe drivers of diesel cars will switch to using HVO if they are aware of it and are able to access it.

"As part of our campaign with Škoda, we announced that we are in the process of increasing the availability of HVO and we are now pleased to confirm that we have six HVO-ready forecourts with a further four coming on stream very soon.

"Motorists wanting to use HVO just need to look out for the pink nozzle at the pumps."

# Dedication to customer service delivers industry success for WCF Fuels

WCF Fuels is an independent oil distributor owned by its employees, operating a fleet of around 80 tankers from 12 strategic storage depots, they cover areas such as Norfolk, Lincolnshire, Humberside, Northumberland, Lancashire, and Cumbria.

WCF Fuels comprises four independent fuel brands: Allan Stobart's, WCF Chandlers, WCF Fuels North East, and WCF Fuels North West. The team have recently been praised for their exceptional customer service.

Charlotte Carratt, Head of Sales and Marketing at WCF, explains how this focus grew from a desire to differentiate in an increasingly commoditised sector.

## Rising to the challenge

In today's fuel industry landscape, where customers are increasingly price focussed, standing out and retaining loyal customers is no easy feat. However, WCF Fuels has risen to the challenge, setting new standards for exceptional customer service, and leaving a lasting impression on our customers.

Fuel distribution is often perceived as a transactional business, where the primary focus is on delivering the product at competitive prices. However, at WCF Fuels, we firmly believe that true success lies in prioritising the needs and satisfaction of our customers above all else. In an industry where price is a driving factor, we have chosen to focus on building long-lasting relationships with our customers based on trust, reliability, and exceptional service.

## What does exceptional service look like?

It's our unwavering commitment to putting the customer first in everything we do. From the moment a customer contacts us to enquire about our services to the efficient delivery of their fuel, our entire team is dedicated to ensuring that every interaction exceeds expectations. We understand that in today's fast-paced world, customer convenience and satisfaction are paramount, which is why we go above and beyond to tailor our services to meet their unique needs.

But providing exceptional service isn't just about meeting customer expectations—it's about understanding their needs and pain points. That's why we take the time to actively listen to our customers, gathering feedback through platforms like Feefo and using it as a roadmap for continuous improvement. Every review, whether positive or constructive, is seen as an opportunity for us to learn and grow, refining our services to better serve our customers.

## Award winners

Our dedication to service excellence hasn't gone unnoticed. WCF Fuels North West received the 'Customer Service Business of the Year Award 2023' at the Lancashire Business View's Red Rose Awards. Additionally, Allan Stobart Lubricants and Fuels earned the Feefo Exceptional Service badge for 2024, one of only 32 business to be honoured, making this recognition truly exceptional.



WCF Customer Service Team - Sian on left and Louise on the right.

WCF Chandlers is proud to have won Feefo's Platinum Award three years in a row, while WCF Fuels North West has secured it for four consecutive years.

## Every member plays a crucial role

At WCF Fuels, our team takes immense pride in the work they do, knowing that each delivery made, and problem solved contributes to our reputation for excellence in customer service. From our drivers who ensure safe and timely deliveries to our customer service team who handle enquiries with care and efficiency, every member of the WCF family plays a crucial role in our mission to provide exceptional service.

But our dedication to customer service doesn't stop there. We understand that investing in our team is essential to delivering the level of service our customers deserve. That's why we provide ongoing training and support to ensure that every member of our team is equipped with the skills and knowledge needed to excel in their role. By nurturing a culture of continuous improvement and empowerment, we empower our team to deliver the best possible service to our customers, day in and day out.

As we look to the future, WCF Fuels remains focused on our customers. With a consistently high Net Promoter Score reflecting customer satisfaction and loyalty, we are confident in our ability to lead the way in the fuel industry. By staying true to our core values, we are setting a benchmark for excellence in the industry.

Congratulations to all the team at WCF Fuels. If you have delivered exceptional service that sets you apart from others in the sector then please do let us know about it – [claudia@andpublishing.co.uk](mailto:claudia@andpublishing.co.uk)







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# Boiler Upgrade Scheme: the impact on off grid heating



The Boiler Upgrade Scheme (BUS) is a government grant initiative which opened in May 2022 with approved funding of £450m, up to 2025, to encourage 90,000 homeowners in England and Wales to adopt supported low carbon heating technologies – air source heat pumps (ASHP), ground source heat pumps (GSHP) and bio-mass boilers – to displace existing fossil fuel heat sources such as oil fired central heating.

From October 23rd, 2023, the subsidy level for the installation of ASHPs and GSHPs was increased. In December 2023 an additional allocation of £1.5 billion for 2025-28 was announced.

Following the scheme launch, Alan Black, Principal Consultant of Oil Heating Consultancy Services Ltd, was disappointed in the failure of government to recognise HVO-fuelled boilers as an alternative low carbon heat technology under the scheme. Having monitored the uptake of the BUS since launch, Alan considers here the impact on the oil heated sector where the number of BUS subsidised installations (up to and including March 2024) stands at 4806 oil fired installations displaced – an average of 240 pcm.

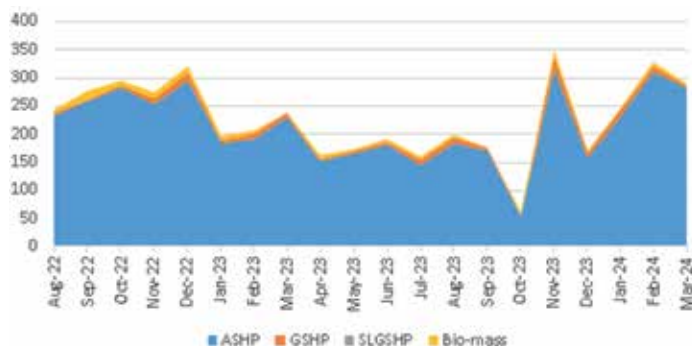
The BUS requires submission of an approved installer application for a voucher which, if all scheme criteria are met, can be redeemed for the following grant funds, paid to the installer to offset installation cost:

Grant funding		
	May 22 – 22nd Oct 23	23rd Oct 23 – to date
ASHP	£5000	£7500
GSHP	£6000	£7500
Biomass	£5000	£5000

## Monthly impact on the domestic oil-fired market

Since the launch of this scheme I have been monitoring the monthly published statistics to identify the impact that it is having on the domestic oil heating customer base. My findings (up to and including March 2024 BUS published data) are as follows:

BUS monthly oil displacements



The average number of oil installations displaced each month under the BUS has increased as a consequence of the uplift in grant funding from £5k to £7.5k for heat pumps and the scheme average now stands at c. 240 oil systems displaced every calendar month.

The Oct/Nov 2023 trough and peak shown above indicates the transition between the original £5k grant and the increased £7.5k grant when applications for the £5k grant vouchers stopped and existing

vouchers were not redeemed, with applicants waiting for the new £7.5k grant to be available for the same installations.

The increased impact of the higher level grant continued into February 2024 where 329 (a 58% increase over February 2023) oil fired installations were displaced via BUS, but, the numbers have dropped back to 290 in March 2024. These 290 oil-displacing BUS funded installations are broken down as follows:

## March 2024 – breakdown of technology adopted was:

ASHP	281
GSHP	7
SLGSHP	0
Biomass	2

The total number of BUS Voucher applications received (May 2022 – March 2024) stands at 37,879. From these applications 32,504 vouchers were issued, but only 24,313 voucher redemption applications were received by the scheme.

These figures could indicate that the potential scale of the scheme funded installations after two years stands at only circa 40k units and, of that number, only circa 13.5k remain which could be converted into actual installations as a consequence of the increase in grant funding and the relaxation of the fabric first BUS scheme requirements.

<https://www.gov.uk/government/statistics/boiler-upgrade-scheme-statistics-march-2024>

## May 2022 – March 2024 inc.

By the end of March 2024, the cumulative total number of oil installations displaced (oil customers lost) under the BUS stood at **4806**. These have been replaced with:

4515	Air source heat pumps (ASHP)
163	Ground source heat pumps (GSHP)
2	Shared loop ground source heat pumps (SLGSHP)
126	Biomass boilers

BUS cumulative oil displacements



## Comment

In terms of the impact on the oil-fired sector, this data could also be considered to equate to:

- 4806 future replacement oil tank sales lost
- 4806 future replacement oil or liquid fuelled boiler sales lost
- >5500 oil boiler service and maintenance visits lost per annum or 137,500 chargeable visits lost over the next 25 years
- > 5000 replacement atomising nozzles sales lost per annum or 125,000 sales lost over the next 25 years
- > 3600 replacement flexible oil line sales lost per annum or some 90,000 sales lost over the next 25 years.
- Etc., etc., etc.

With the scheme 2-year average rate of displacement now 240 oil systems (oil customers) per calendar month, this is the minimum number added to these figures each month going forward.

Has the industry considered these figures in terms of the resultant financial losses to industry businesses? Have distributors estimated the number of heating oil deliveries and the value of liquid fuel sales that they have already lost, based on the BUS published data, or estimated likely future losses going forward until domestic end users are given access to a decarbonised alternative liquid fuel heat future?

### Where?

A request to the then government department BEIS, resulted in the publication of a table, in December 2022, of previously unpublished data. This data identified the how the number of displaced oil-fired installations varied by geographical region. In summary, the largest numbers of displaced oil-fired systems are distributed as:

South West England	> 27%
East of England	> 21%
South East England	> 16%

**Note:** A further request has been submitted to DESNZ for this published data to be updated. Following an initial refusal, an updated edition of this report has now been published which highlights geographical areas of impact on oil-fired markets.

Whilst the c. 5k oil customers displaced to date is a relatively small number, it should not be considered inconsequential or lead to complacency since, when these are concentrated in small geographical areas they can have a significant impact on the local market.

<https://www.gov.uk/government/statistics/ad-hoc-request-on-the-number-of-boiler-upgrade-scheme-redemptions-by-fuel-type-displaced-and-region>

### At what cost?

#### Prior to the BUS grant uplift

The average gross cost of each installation of these measures (before grant) were (as at end of February 2024):

ASHP	£13,332
GSHP	£27,189
SLGSHP	£25,324
Biomass	£16,399

N.B. These costs do not include any additional building or fabric upgrade costs which may have been incurred by the householder as a pre-requisite to installation of the measure.

Taking the number of ASHPs and GSHPs installed, prior to November 2023, multiplying by the mean cost of installation at that time and deducting the then available grant funding gives the net minimum amount of money spent by each former oil heated customer. It is important to note that the Government has announced the scrapping of the prerequisite fabric first approach to these installations

which will reduce the overall cost of an install.

Up until the end of October 2023 the net costs to the consumer to displace their oil fired heating were as follows:

ASHPs	£ 8,271 (3216 installations)
GSHPs	£20,802 (102 installations)
Shared loop GSHPs	n/a
Biomass boilers	£11,925 (100 installations)

When multiplied by the number of installations, the total amount of money spent, to the end of October 2023, by former oil sector customers to do away with their oil fired heating was: **£29,913,840**

#### Post the BUS grant uplift

Completing the same analysis for the period November 2023 – March 2024 inclusive, gives the minimum net cost incurred by our customers after the new grants have been applied.

November 2023 - March 2024 inclusive the net costs (after grant) to the consumer to displace their oil fired heating were as follows:

ASHPs	£ 5833.00 (x 1299 installations)
GSHPs	£19,855.00 (x 61 installations)
Shared loop GSHPs	£18,786.00 (x 2 installations)
Biomass boilers	£11,542.00 (x 26 installations)

When multiplied by the number of installations, the total amount of money spent, since the end of October 2023, by former oil sector customers to do away with their oil fired heating is: **£ 9,125,886**

Adding the pre-BUS uplift total to that post-BUS uplift gives the total net (after grant) amount of money spent by former oil-fired customers to decarbonise their heating system through the removal of their oil-fired installation under the BUS at the end of March 2024 . This stands at: **£39,039,726**

### Why?

With this level of financial commitment, it can be argued that, for the 5k former customers that have already made the switch from oil, as well as those continuing to do so, the prime driver is, contrary to the view of many in our industry, decarbonisation itself, and NOT the cost. This begs the question: why have 5k former oil customers spent over £39 million pounds of their own money to displace perfectly good 'HVO-ready' oil fired heating systems?

Is it because the liquid fuel carbon reduction option offered by our industry in the guise of the Building Regulations recognised and approved BS EN 15940 HVO to PAS 5420 is not readily available because it is deemed 'too expensive'? With the number of oil systems displaced in the affluent South West, East and South East of England this may not have been the case at all?

When applied to the ppl differential between kerosene and HVO, £39m could have bought an awful lot of 90% carbon reducing HVO!

This report was compiled and submitted by Alan Black Oil Heating Consultancy Services Ltd. Reference links contained within text. Updated 03.05.2024.

**Have your say: In our next issue we will be hearing further views on the drivers of domestic decarbonisation and on the challenges around uptake of HVO at scale. What are your thoughts? We would welcome your views on this report as well as your broader views on the best routes to decarbonisation of the oil-fired heat sector. Drop me a line: [margaret@fueloilnews.co.uk](mailto:margaret@fueloilnews.co.uk)**





# INDUSTRY INSIGHT

## Overcoming challenges: building a better future for the chemical supply chain

THE CHEMICAL BUSINESS ASSOCIATION'S (CBA) SUPPLY CHAIN TRENDS SURVEY FOR Q4 2023 AND Q1 2024 BOTH SHOW SIGNS OF INCREASED OPTIMISM WITHIN THE CHEMICAL INDUSTRY. WHILST THIS, AND REPORTS FROM THE ONS THAT INDICATE THE UK ECONOMY IS OUT OF RECESSION, ARE ENCOURAGING IN THE CURRENT ECONOMIC CLIMATE, THE INDUSTRY STILL NEEDS TO OVERCOME A VARIETY OF CHALLENGES IF IT IS TO PUT THE FUTURE ON A FIRMER FOOTING. **TIM DOGGETT**, CEO OF THE CBA, EXAMINES THE CURRENT STATE OF THE CHEMICAL SUPPLY CHAIN AND DISCUSSES THE INDUSTRY-WIDE INITIATIVES THAT ARE BEING IMPLEMENTED TO REINFORCE IT.

### A critical industry

It is no overstatement to say that the chemical supply chain is one of the most critically important global industries. Not only does it play a role in the manufacture of over 97% of the world's products; but innovation within the industry has led to the development of new materials, medicines, products and processes that continue to deliver enormous benefits across almost every other sector. Indeed, without the ongoing efforts of the chemical supply chain, modern life would come to a standstill.

As a result, when the supply chain faces disruption, the impact is widespread, preventing the production and supply of the goods that everyone depends upon. Fuel oil supply disruption, for example, would cause significant issues for the logistics and transport sector, and this, in turn, would have major repercussions for all the industries. This makes it vital that associations and stakeholders within the sector work tirelessly to address the issues that can lead to disruption.

### Lasting effects of 'Brexit'

The UK's exit from the EU has resulted in a raft of challenges for chemical businesses on both sides of the border. Whether importing or exporting, adopting the formalities and administrative requirements that this created compelled companies to introduce new systems, processes and approaches to business and trade with the EU. These changes have involved considerable time and resources, incurred additional costs and led to unavoidable delays. In some instances, companies set up entities in the EU while, in extreme cases, others simply discontinued certain trade lanes or moved their entire operations to the continent.

These changes are ongoing, with the second phase of the UK's new Border Target

Operating Model (BTOM) only coming into effect as recently as 30 April 2024. Aimed at protecting the UK's biodiversity and predominantly affecting the food industry, it will also impact chemical companies that import plants and plant products as part of their production processes. While it is designed to streamline customs processing, some smaller companies have said these new checks alone could cost them over £200,000 a year<sup>1</sup>.

Besides adapting to new regulations, a further issue was the lack of infrastructure to support them. The lack of border patrol staff and checkpoint facilities, for instance, caused long delays at ports and roads being gridlocked. The checks that are now necessary have negatively affected 'just in time' supply chain models and any resulting delays impact production lines for businesses and potentially put perishable produce at risk.

Moreover, where infrastructure improvements have been made, the government is levying charges to pay for them. For example, April 30 saw the introduction of the Common User Charge for importers of animal products, plants and plant products to cover the cost of updated controls and systems.

Another ongoing challenge is the widening gap between UK and EU laws and regulations. With there now being both a UK and an EU REACH, multiple regulations can cause significant problems, complication and confusion, with companies potentially unable to source materials, export, import or manufacture them, or simply making them commercially unviable.

Brexit has also impacted the labour market, with fewer EU nationals now working in the UK. According to the University of Oxford's Migration Observatory, the number of EU nationals working in the UK peaked at 2.66 million in 2019 and had fallen by 7% by

2022. At the same time, the new immigration system restricts the employment options of EU workers. This has led to a labour shortage in the chemical supply chain, with the lack of HGV drivers proving a specific problem, albeit a chronic and global phenomenon.

### The effects of conflict

As a global industry, events in one country can have a direct and far-reaching impact on the chemical supply chains of others. The Russia-Ukraine war has been hugely disruptive, with both countries being major suppliers to the sector. Sanctions on Russian suppliers, the closing of the Nord Stream 1 gas pipeline, the disruption to both land and Black Sea supply routes, army recruitment and the conflict itself have resulted in energy price rises, goods shortages, transport delays and labour shortages, especially with east European HGV drivers, many of whom are Ukrainian and who joined their military at the start of the war.

More recently, the conflict in the Middle East, particularly the attacks on shipping in the Red Sea has led to further problems. As a result, shipping lines are understandably reluctant to see their crews and vessels risk passing through the Suez Canal and have rerouted them around Africa, a move that makes transportation more costly, extends delivery times and impacts the productivity of vessels. Additionally, any conflict in the Middle East also has the potential to affect global oil prices.

With so many challenges facing the chemical supply chain, industry stakeholders and the associations that represent them are developing partnerships and working with other organisations to implement a range of industry-wide initiatives to reinforce the sector. At the same time, they are embracing their responsibility as a voice for change, lobbying for practical solutions to today's challenges.



### Tackling UK REACH

One area of common concern is UK REACH. Here associations have played a leading role in assisting their members and the wider industry through lobbying and support. This has included lobbying the UK Government about the practicality and operability of UK REACH, as well as voicing concerns over the need to duplicate testing and costs to comply with UK REACH regulations.

After much perseverance, these efforts led to the Department for Environment, Food and Rural Affairs (DEFRA) agreeing to consult on extending deadlines and to consider a more workable and affordable model. This Government advocacy continues, with associations and other key organisations providing expert advice to the committees investigating a solution. In the meantime, associations are also providing their members with training, one-to-one advice services, and other resources.

### Building a stable, skilled workforce

Skills shortages are a potential issue for the chemical industry. There are several factors to consider on this, including the demographics and future retirement of skilled industry professionals, the lack of awareness of the careers and opportunities that are available, and a poor perception of the industry in general, in particular for younger generations. Considering the spectrum of skills the chemical supply chain needs, addressing these factors now is vital for the industry's long-term stability.

To attract new talent, associations, industry stakeholders and other organisations are working hard to change the way it is perceived. This includes countering the stereotypical views people have of it and promoting the valuable contributions it makes in virtually every aspect of our daily lives.

At the same time, there are efforts to establish the industry as an employer of choice, making young people more aware of the variety of careers the sector offers, the pathways to them, the long-term opportunities and the positive contributions they can make. Furthermore, work is taking place to improve retention by encouraging employers to offer vocational training, skills programmes and continuous learning options that lead to better career development opportunities for their staff.

With the younger generations increasingly seeking employment with businesses that are sustainable and which put equality, diversity and inclusion into practice, companies within the sector are updating their policies in line with these values, making them more attractive to future talent.

With regard to sustainability, for example, the Responsible Care (RC) programme is a long-established global initiative that provides an ethical framework for the safe and sustainable use and handling of chemical products.

Other initiatives are also bringing positive change. The CBA People & Skills Hub (P&SH), which unites stakeholders from across the sector with education partners, thought leaders and sector experts, has been successful in fostering knowledge sharing, skills development and career development opportunities.

Participants, also have access to outreach programmes, resources and networking opportunities. The CBA Future Council, meanwhile, enables young industry professionals to share knowledge and experience of the wider supply chain. It also holds events to promote the sector and in 2023 alone, it engaged with over 17,500 young people at over 25 events.

Generation Logistics is an industry led initiative that seeks to improve recruitment by raising awareness of the career opportunities right across the logistics industry, including not just roles in HGV driving, but also warehousing, engineering, IT, sales, marketing, HR and much more. Supported by the Department for Transport and involving more than 40 prominent associations and organisations from across the sector, it aims to promote the various pathways into the industry, such as direct entry, apprenticeships and graduate programmes. Highly successful during its first year, the campaign reached 3.3 million engagements by September 2023.

Another similar initiative launched by the CBA, Generation STEAM, has a goal of inclusivity and to ensure young people are empowered to build bright futures in the chemical supply chain industry, regardless of their background and skills. Generation STEAM adds the letter A to the traditional STEM focus, with A standing for Arts, or indeed other words such as Ability, Attitude or Ambition.

This reflects the need for creativity and innovation within the chemical supply chain and aims to attract a broader spectrum of talent that the industry needs in today's world – and in the future – especially as Artificial Intelligence only continues to rapidly evolve and expand.

Organisations such as the CBA are not only focusing on future generations and recognise the merits in embracing seasoned professionals, over the age of 50 and that employers must create a workplace that values and utilises the talents of all employees, regardless of age.

The CBA 5050Vision highlights the value of this segment of the workforce and showcases the benefits of retaining and actively engaging with these experienced individuals, who can offer a wealth of knowledge, expertise, and institutional insight, whilst driving innovation, enhancing safety protocols, and mentoring the next generation of talent. At the same time, it is looking to attract those that may be returning to work after a career break or indeed looking for a career switch.

Throughout its long history, the chemical supply industry has always had to overcome challenges, not least, two world wars and the Great Depression. Most recently, however, major challenges like the pandemic, Brexit, skills shortages and the conflicts in Ukraine and the Middle East have come in rapid succession, each bringing their own issues.

As a proactive association, the CBA actively supports its members and the industry at large in addressing today's challenges. In doing so, it represents and lobbies for the industry at the highest levels, implements initiatives that provide tangible benefits and delivers vital training and advice.

<sup>1</sup> <https://www.bbc.co.uk/news/articles/c72pz0vjd57o#:~:text=New%20checks%20brought%20in%20under,the%20European%20Union%20from%20Tuesday>





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# PORTLAND MARKET REPORT



## THE ETERNAL INFLUENCE OF BLACK GOLD.

The South American continent has long been associated with oil exploration. Although not quite as synonymous as the countries of the Middle East, the likes of Venezuela, Brazil and Colombia have long supplied the world's oil needs. The second world war, in particular, saw the Latin American oil industry become an enthusiastic supplier to the Western powers such that, by 1945, Venezuela had become the world's 3rd largest oil producer (after USA and Russia).

Tiny Guyana, on South America's North East coast, played no part in any of these developments. With no oil and gas industry and a population of just 800,000 (less than Glasgow), this sleepy part of the continent was a long way from the hustle and bustle of global energy markets. But all this was to change in 2015, when ExxonMobil struck Black Gold in the Atlantic Ocean, 120 miles off the Guyanese coast. The Stabroek field stretched over an area of 27,000 sq kilometres and, initially, was thought to hold 2bn barrels of crude. Furthermore, the oil discovered was of the highest quality ("light & sweet"), meaning it would fetch the highest prices at refineries. In one stroke, the fortunes of this English speaking, cricket-mad corner of South America had been transformed.

Today, Stabroek is estimated to hold over 11bn barrels and, by the 2030s, it is estimated that Guyana will become the fourth largest offshore oil producer in the world. The commercial riches of the field are clearly vast. At today's oil price (\$90 / bbl), the oil field has a value of around \$1trn and, with current production levels of 500,000 barrels per day (bpd), it is already generating around \$16bn of revenue per annum. Unlike most newly discovered "mega-fields" Stabroek is not state owned (mainly because Guyana never had a state owned oil company) and, instead, is an operating tri-venture between Exxon Mobil (45%), Amerada Hess (30%) and China's National Offshore Oil Corporation (25%). With little experience in negotiating oil concessions, Guyana's Department of Energy nonetheless played a canny hand in its negotiations with these giant multinationals, insisting that, once capital costs have been recovered (over several

years), 50% of oil revenues would go into the country's newly created National Resource Fund (NRF).

This fund is already sitting on a \$2.4bn pot and in the first quarter of 2024 alone, the NRF was topped up to the tune of \$600m in royalty payments (roughly the same amount that the country spends annually on public healthcare). With oil revenues now responsible for 30% of Guyana's national spending programme, public finances are undergoing seismic changes, whilst the country overall is experiencing astonishing growth. Traditional unemployment levels in Guyana have been in excess of 15%, the average salary is circa \$400 per month, and 48% of the population subsides on less than \$5 per day. But last year, GDP growth was 38% and the year before

**"7.5% OF ADULTS ARE INVOLVED IN AN INDUSTRY THAT DIDN'T EXIST 10 YEARS AGO."**

(2022), it was a staggering 62%. The IMF is now forecasting that Guyana will be the fastest growing economy in the world for the next 5 years! In terms of jobs, 8,000 nationals are already directly working for the oil and gas industry and a further 25,000 are indirectly employed by the associated supply-chain and service industries. In themselves, these figures may not seem huge, but with a population of 800,000, it means that 7.5% of adults are involved in an industry that didn't exist 10 years ago! Forecasts vary wildly as to how many more jobs will be generated as the oil fields develop, but they will be significant.

Ultimately, the exploration, production, transportation, storage, processing and exporting of oil are all physical, actual jobs and it will be a while before AI can do the work of manually moving drill bits from shore to rig!

The Guyanese people are unsurprisingly

excited about their future, but it goes without saying that all kinds of pitfalls lie ahead. Oil prices rise, but almost always spectacularly fall at some point. Demand ebbs and flows with the tide of global consumption and the steady electrification of transport may mean there is less need (or price incentive) to bring the full 11bn barrels out of the ground. Guyana could also be struck by the "resource curse" that has blighted so many Petrostates, where over reliance on oil production becomes damaging.

Such economies grow to be hugely imbalanced, as the oil industry hinders the development of alternative sectors. And when oil prices rise, Petrostate governments are famous for "splashing the cash" and thus stoking inflation, before finding themselves hugely in debt when prices fall. Often, these countries don't see their national wealth increase at all and instead end up suffering perpetual economic crises and are left more politically unstable.

The exemplar par excellence of all this is neighbouring Venezuela – once the world's 3rd largest oil producer (and still the holder of the largest oil reserves), but now confined to producing less than 500,000 bpd for the likes of North Korea and Cuba, via decrepit facilities. They are watching the developments in Guyana with envious eyes, and have recently renewed their claim on the vast Essequibo region, whose waters conveniently include over half of the new Stabroek Oil Field. They have even hinted at potential military action to reclaim the land, which is as predictable as it is depressing.

Where there is oil, it seems, there will always be geo-political strife...

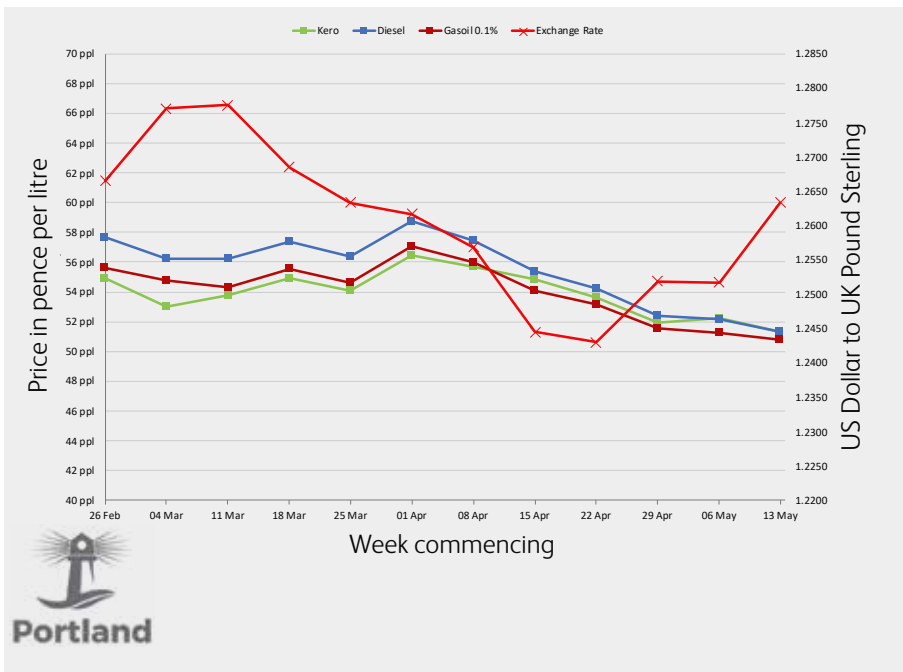
For more pricing information, see page 34



## Wholesale Price Movements: 19th April 2024 – 18th May 2024

	Kerosene	Diesel	Gasoil 0.1%
Average price	52.37	52.61	51.76
Average daily change	0.53	0.48	0.48
Current duty	0.00	52.95	10.18
<b>Total</b>	<b>52.37</b>	<b>105.56</b>	<b>61.94</b>

All prices in pence per litre



Highest price **54.07**  
Mon 22 Apr 24

Biggest up day **+1.26**  
Fri 26 Apr 24

**Kerosene**

Lowest price **50.89**  
Wed 15 May 24

Biggest down day **-1.19**  
Wed 01 May 24

Highest price **54.54**  
Fri 26 Apr 24

Biggest up day **+1.07**  
Fri 26 Apr 24

**Diesel**

Lowest price **50.91**  
Tue 14 May 24

Biggest down day **-1.16**  
Wed 01 May 24

Highest price **53.67**  
Fri 26 Apr 24

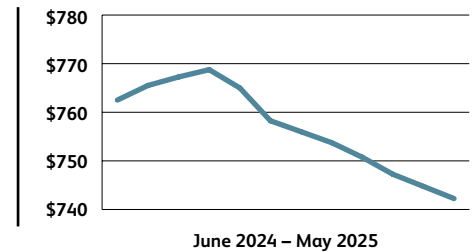
Biggest up day **+1.10**  
Fri 26 Apr 24

**Gasoil 0.1%**

Lowest price **50.36**  
Wed 15 May 24

Biggest down day **-1.30**  
Wed 01 May 24

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
Scotland	55.07	64.96	109.06	62.78	69.41	113.33
North East	54.02	63.59	108.14	64.76	67.74	111.28
North West	55.59	66.19	110.53	63.00	70.06	113.34
Midlands	54.09	64.12	108.60	61.35	68.20	112.01
South East	54.19	64.08	108.58	69.16	71.20	111.54
South West	54.54	63.92	108.42	64.19	68.00	111.12
N. Ireland	54.65	65.29	n/a	61.78	70.29	n/a
Republic Of Ireland	68.41	70.72	110.00	74.78	74.90	113.48
Portland	52.40	61.64	105.29			

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 JUNE'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 **LYNN CASSON**, GENERAL MANAGER AT WCF CHANDLERS.

## "MAKE TIME FOR YOURSELF"

**LYNN CASSON**

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

Most of my career has been spent in the fuel industry with WCF, serving customer needs, leading teams, and driving continuous improvement.

### Describe yourself in 3 words.

Resilient, determined, competitive.

### What were your childhood / early ambitions?

I always wanted to be a showjumper when I was young, I just needed the horse!

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

My dream job would be working outside with animals, probably dogs or horses, or I'd have a dog sanctuary where unwanted pets could live out their lives.

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

'Trust your gut'.

### Share your top tips for business success.

Make sure everyone is on the bus with you and make time for yourself; you can't deliver to your full potential if you don't.

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

The role I'm in now and the current team I have at WCF Chandlers.

### Tell us your greatest fear.

My biggest fear would be living a life with regrets.

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

Ambition.

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

The challenge and the people I work with. Whilst I have been in my current role for 5 years, I have worked for WCF for 29 years and I still love what I do.

As employee owners, we all have a personal stake in the future of the business and its employees, and have a hand in developing the next generation, and exploring their curiosity is really rewarding.

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

Integrity.

### What are you most likely to say?

Yes (to cake).

### What are you least likely to say?

No (to cake).

### Describe your perfect day

Walking in the Lake District with my family/friends and dogs and



finishing in the pub with a large glass of Sauvignon.

### Do you have a favourite sports team?

No. I love watching any sport but particularly motorsports – it's been a shared passion over the years, with my husband and friends all following FI and rallying.

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

Mental health crisis and climate change, both a concern for our future generations.

### Cheese or chocolate?

It's close, but it has to be chocolate.

### Share your greatest personal achievement.

My daughter – she makes me a better person. I also did a 64-mile charity walk in 2 days which was pretty brutal on the feet.

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

Litter, unnecessary pet breeding when rescues are overflowing, middle lane drivers, labels that won't peel off... I could go on.



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

The film 'The Holiday', I've lost count of the number of times I've watched it.

### If you were elected to government what would be the first law you'd press for?

It has to be around reducing childhood poverty, which is criminal in the modern world.

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

Well done you, the hard work paid off!

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

To climb the UK Three Peaks this year.

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

My husband (he's far more resourceful than me).

Music.

A knife.

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

I have a twin (not identical) and I do dog agility as a hobby with my 4 border collies.





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