

PUBLIC RELATIONS AND PLANNING

**DIDN'T
THEY DO
WELL?**

OUTSTANDING effort by two members of our Liverpool District staff was rewarded with an outright win for Jeff Scott and a commendable third place for Katrina Jack in the final round of The Electricity Council Public Speaking Competition held a short time ago in London.

Jeff was presented with the magnificent "Faraday Shield" trophy, which will remain with our Board for the next 12 months. This is the second consecutive year that the top trophy has been awarded to a member of the MANWEB staff, Tomos Llewellyn Davies, from Aberystwyth, bringing it home last year. Jeff also received a replica of the shield to keep for himself, and a cheque for £150.

Our Liverpool team might have "done the double", like their footballing namesakes, had it not been for Kate going into "extra time". She blames it on her Liverpool sense of humour, saying: "I put in a couple of amusing lines, thinking that they would raise a titter. The audience, however,

* Continued on page 2

MANWEB Management Conference themes

"MUCH more could be done by Area Electricity Boards to help the public recognise our industry as efficient, socially responsible and caring," declared Ray Dafter, the Electricity Council's Central Director for Public and Overseas Relations, one of the guest speakers at this year's MANWEB Management Conference.

Venue for the Conference was the elegant Burton Manor College, in the village of that name, on the Wirral, just a few miles from Head Office. The two-day function was attended by Board management staff from Head Office and Districts (now somewhat fewer in number than they

used to be, following the progressive streamlining of the management structure).

There were two main themes—"Planning in the ESI—where are we going?" and "Public Relations". Principal speaker on the former topic was Terry Boley, Central Director, Corporate Development, for the Electricity Council.



Pictured at Burton Manor College, from left to right: Board Chairman Bryan Weston, guest speaker Ray Dafter, MANWEB Press and Information Officer Keith Baldwin and Board Secretary Colin Leonard

Ray Dafter should have spoken on the Public Relations theme on the second day, but the pressing issue of lower electricity prices dictated an after-dinner presentation on the first evening and a hurried return to Millbank.

Ray opened his slide-backed presentation with the simple statement that, in the past, the industry had not taken Public Relations sufficiently seriously. Much more could be done,

and he congratulated Board Chairman Bryan Weston on the speed with which he had recognised this fact.

Posing the question "How are we perceived by the public?", he said that it might be easy to be influenced by impressions conveyed by the media, but in the main "news" was the unusual, and as far as we were concerned that meant occasions when things went wrong.

Continued on page 2

PRICES DOWN

Negotiations which have resulted in cheaper power station coal are benefiting customers without delay in the form of lower-cost electricity.

Details on page 3

ICE SPECTACULAR SKATING COUSINS

SUPPORTING the sporting activities held recently to raise funds for Africa's needy, a highly-successful "Skate Electric" Sport-Aid World Ice Spectacular was staged at the National Exhibition Centre in Birmingham.

Sponsored by The Electricity Council, the event attracted a glittering galaxy of international skating stars. A host of Olympic and World Champions took part in this unique presentation. A special dispensation from the International Skating Union allowed, on this occasion, for professionals and amateurs to skate together.

A few days earlier, another top-class ice-skating performance was achieved when Steven Cousins from Deeside won the title at the St. Ivel British Primary Champion-

ships. Steven is the son of Dave Cousins, the Board's Liverpool District Installation Engineer.

A 14th birthday treat for Steven was a trip to the "Skate Electric" show, where it was arranged for him to meet his famous namesake, Robin Cousins, a former British Primary Champion.

"I suppose it is possible that our families could be related," commented Dave. "Our respective fathers both lived in Bristol. I have never really delved into our genealogy."

He told us that his son Steven showed determination and dedication in aiming for his goal to become an Olympic champion. "He trains at the local Deeside rink for around 25 hours every week, starting at six in the morning before he goes to school."

Continued on page 2



Steven and Robin Cousins



Jeff Scott, right, receives the Faraday Shield from Cyril Wickstead, competition chairman and former Chairman of the Eastern Electricity Board. Below: a happy Kate Jack



Congratulations to Roy Fallows, an installation inspector in our North Mersey District, who was awarded the British Empire Medal in the Queen's Birthday Honours List.



At the Management Conference, from left to right: Tom Hamilton (Administration Services Manager) with speakers Jim McLennan, Richard Gales, Terry Boley, Doug Willacy, Arthur Ellinson and Colin Leonard

III From page 1

PUBLIC RELATIONS AND PLANNING

Scientific market research, however, was a much more reliable guide to the real opinions of the public, and this had proved that the electricity industry was viewed in a much more favourable light than some public enterprises—although gas had a slight edge on us. There was a need to improve that situation.

Many groups of opinion-formers, including the media, politicians, pressure groups and international bodies, all contributed to public opinion, and all should be the targets of our public relations efforts. He cited co-operation with the British Medical Association in the production of the hypothermia film *The Bitter Cold* as an example of what could be done.

The Electricity Council's corporate advertising drive on the theme of "Energy for Life" was proving to be very valuable, but there was much scope for Area Boards to project themselves as caring and socially responsible bodies, including the involvement of staff in the wider aspects of community life.

Earlier, Terry Boley, the other guest speaker, had looked at the problems associated with planning. He began by making the point that electricity's share of the total final energy market in the UK was still only about 14.5 per cent—but that it was slowly and steadily growing.

Electricity use was closely linked with changes in the national economy, especially in the industrial sector, and industrial output and electricity sales were closely paralleled. These two factors were not yet back to the pre-slump peak of 1978/80, but they were moving in that direction.

Gas sales had boomed, however, taking the dominant place in the domestic central heating and water heating market, but electricity was now making excellent progress as far as new homes were concerned, and this trend was worrying the gas industry. Our fastest-growing sector, however, was that of commerce.

All these trends indicated that our share of the final energy market was likely to continue to increase, creating further gradual growth in the demand for electricity.

Asking how accurate our sales forecasts were likely to be, Terry made the point that previous forecasts for seven years ahead had proved very inaccurate, with a long period of "over-forecasting".

As a result, a good deal of generating plant had been built before it was really needed. There was enormous scope for error when trying to forecast demand seven years ahead, but, although there were unlikely to be problems over the next two years, it seemed likely that there would be a need for a substantial building programme thereafter.

Various options were open—new nuclear stations (preferably PWR), an extension of existing coal-fired stations, or building new coal-fired stations with a new design of highly-efficient sets. Others included the Severn Barrage scheme (now looking a more realistic economic proposition) and energy management schemes to reduce peak demand.

Looking at the use of power station fuel, the speaker said that even if there was an increase in nuclear generation we would still be burning around 70 million tonnes of coal in the year 2000. Without nuclear plant that figure would rise to 85/90 million tonnes. At present, nobody knew which was most likely.

Summing up, he said that sales would continue to grow. Investment would increase, manpower would continue to fall (but more slowly) and change would continue.

Mr. Boley's talk was supported by papers on various aspects of planning within MANWEB, presented by Board Secretary Colin Leonard, Management Services Manager Arthur Ellinson and District Managers Jim McLennan and Doug Willacy. The delegates then split up into groups to discuss training and District organisation within the Board.

On the second day of the Conference, the delegates again split into study groups to consider public relations in the aftermath of Ray Dafter's talk.

The reports-back made a variety of points, but running through them was a call for more effort, improved motivation and training of staff and, above all, the deployment of more resources in the drive to improve the public perception of MANWEB.

In overall charge of the Conference was Deputy Chairman Richard Gales, welcoming and introducing the speakers and chairing the discussion sessions.

Winding up at the end, Board Chairman Bryan Weston spoke on two main issues—the price of power station fuel and the negotiations with the Coal Board which led to the recently-announced price reductions, and the nuclear scene.

On this latter point, he said that we would need to order one new power station a year from 1987 onwards, warning that if these were not nuclear stations then Britain's capacity for nuclear construction might disperse and that a great deal of money might have to be spent on fitting "scrubbing" equipment to coal-fired plant.

Mersey Barrage —the prospects

THE prospects of a Mersey Barrage were examined by the Deputy Chairman towards the end of the Conference.

He said that latest studies suggested that a barrage would be financially viable. The alternative locations being considered for siting a barrage were between New Brighton and Langton Dock and between Rock Ferry and the former Herculaneum Dock. A barrage in the former location would probably house 27 turbine generators having a total capacity of 620 megawatts, and have an estimated energy output of 1.3 terrawatt hours per year, whilst a barrage at the latter location would house 21 turbine generators having a total capacity of 480 megawatts and an estimated energy output of 0.97 terrawatt hours per year. Using the "diaphragm wall" technique to build the barrage, and scrap supertankers to contain the sand-filled construction area, the estimated cost would reduce to the order of £400 million.

The studies suggested that a barrage would have a real rate of return in excess of eight per cent from the sale of electricity alone and, on this basis, further research was proposed to ascertain whether there were any remaining insuperable difficulties. The prospect of a Mersey Barrage was a very attractive one, and it was good news that responsibility for the project was being taken over by the newly-formed Mersey Barrage Company.

MINI-EMCONS FOR ALL MANWEB STAFF

FIRST in a special series of "MINI EMCONS"—Energy Marketing Conferences—especially prepared for all members of the MANWEB staff, was held at Head Office over a two-day period a short time ago.

Engineering, Financial and Secretarial staff were invited to one of the 90-minute presentations from their Commercial colleagues. In short, sharp, to-the-point talks they explained the MANWEB Corporate Marketing Strategy and identified the role that all members of the Board's staff can play in support of energy marketing.

"We must, if we are to achieve further growth in electricity sales, increase significantly the overall effectiveness of our marketing operations," commented Commercial Director Peter Hopkins. "These 'MINI EMCONS' explain the challenge we all face as employees of MANWEB."

He told 'CONTACT': "Wholehearted support from every member of our staff is essential if our energy marketing teams are to achieve their targets and help our Board survive against strong competition which will intensify with the privatisation of British Gas."

"Electricity is the fuel of the future in the home, in commerce and in industry. All our Commercial staff are convinced of this. We now have to convert the sceptics among the Board's staff. We really should all believe that selling electricity is in the national interest and helps to

provide work for many people—over 5,000 of us in MANWEB for a start!"

He went on to say that when a colleague is assured that electricity is best, then they should help to persuade their neighbours and friends. "They may even make more friends when they discover that Economy 7 really is a bargain tariff, especially following the recent reduction in prices."

Our Commercial Director made an appeal when he said, "If any member of the Board's staff is still uncertain, they should ask questions of my staff. They will be told the truth and given factual information on just what good value for money electricity really is."

He stressed that he was not trying to turn every employee into a salesperson, but considered that, by knowing more about what electricity could do to help our customers, they could assist in its promotion. He also said that all employees should be aware that for many applications—heating, cooking, water heating, etc.—customers do have a choice. It was important therefore to give the highest possible standards of service and for us all to be good ambassadors.

Similar "MINI EMCONS" are planned for our staff in each of the Board's ten Districts.

As a final thought—no matter what job we do in MANWEB—when the media publishes stories praising the Board for its record-breaking results and achieving profits, we must all feel a touch of pride to be working for such an organisation. And altogether we can make it better still!

● From page 1

SKATING COUSINS

It all started eight years ago, when Dave and his wife, Val, let Steven go for half-a-dozen introductory skating lessons. He soon felt completely at ease on the ice and became the first youngster to graduate from the rink's Saturday morning beginners' class to become a British champion.

A few of weeks ago, Steven did a spot of exhibition skating in an event to mark the Deeside Festival, then went on to represent Wales against Scotland in an ice-skating international.

The "Skate Electric" Sport-Aid World Ice Spectacular was a huge success for the "live"

audience and millions of TV viewers. The whole show was sponsored, on behalf of the electricity supply industry in England and Wales, by The Electricity Council.

Central Marketing Director Jack Taylor commented: "We are proud to play our part in staging and promoting this major Sport-Aid event to help to relieve

famine in Africa. Our sponsorship of the 'Skate Electric' World Ice Spectacular will ensure that proceeds from the television, ticket and programme sales will go directly to the Band-Aid Trust and UNICEF."

Ice skating has a very close connection with electricity, which makes it possible for the freezing, lighting, heating, sound, television and many other services essential to this increasingly popular sport.

Maybe at some future "Skate Electric" spectacular, one of the stars of the show will be Steven Cousins!

* From page 1

DIDN'T THEY DO WELL?

roared with laughter, and this took up valuable time, and I took an extra 20 seconds or so to conclude my remarks."

Unfortunately, this put her into third place in the Women's Section, but she was awarded a £75 cheque.

Kate joined the Liverpool District staff in 1974. She is single and works as a clerical assistant, processing requests for the repair of electrical appliances and equipment. She enjoys reading, listening to music and is a budding author. She has written one novel, yet to be published, and is half-way through a second.

Jeff is a 1st engineer, Industrial, in the Liverpool District Energy Marketing section. His wife, Carole, also works for the Board as a

clerical assistant in the Mid-Mersey District offices. Jeff, like Kate, joined the Board in 1974 and was a sales representative at Warrington for a few months. Then he transferred to become a Technical Staff Trainee when he studied for his B.Sc., and went on to gain his M.Sc. He enjoys caravanning and is a supporter of the Liverpool football team.

The competition, held annually, aims to encourage effective public speaking and expressive verbal communication. It is open to all members of the Board's staff under 35 years of age.

Someone could make it a "hat-trick" for MANWEB if he or she could win next year's competition. Now is the time for all eligible men and women to start practising. Plenty of help will be available.

If you would like to build your self-confidence and impress an audience with your carefully-rehearsed words of wisdom, then get in touch with Bill Bartlett (senior engineer), in the Management Services section at Head Office, internal telephone 2063.



Outside our Widnes shop with the balloon-filled "Fiesta" prize car we see, from left to right: Derek Edwards, Maria Hibbert (sales assistant), Margaret Jackson and Bernadette Gaskell ("Focus" demonstrators)

World Cup in Focus

THE Board's shop in Albert Road, Widnes, was selected as a display venue for the Ford "Fiesta" car prize in the nationwide competition sponsored by Focus TV and Video Centres as part of the Mexico '86 celebrations.

In this Focus World Cup Fiesta, a month's free rental was offered on selected TVs and

videos and, with every rental taken out during the set period, a free football was "thrown in". By answering a few simple questions, customers could enter the competition to win a brand-new Ford "Fiesta".

While the car was on show at Widnes, our shop supervisor, Derek Edwards, took the opportunity to raise a little extra cash for local charities. He filled the car with balloons which were sold off to youngsters for a nominal amount. Later, with added donations from MANWEB and Focus staff at the shop, cheques for £25 each were handed over to representatives of the Cystic Fibrosis and Mentally Handicapped Funds.

Long Service

WE offer our congratulations to the following members of the Board's staff who have completed, during the month of June, 40, 30 and 20 years' service in the electricity supply industry.

40 YEARS—Dee Valley District: **Vernon Jones** (craft attendant). Mid-Cheshire District: **Ivor Williams** (craftsman, jointing). Oswestry District: **Cyril Wilkinson** (driver).

30 Years—North Mersey District: **Ronald Woodward** (general duties assistant). Mid-Cheshire District: **George Gibbins** (craftsman, overhead lines). Oswestry District: **Norman Mason** (meter operative). Transmission: **Frank Fishwick** (craftsman, overhead lines).

20 YEARS—North Mersey District: **Alfred James** (general duties assistant). Liverpool District: **Bernard Hewson** (foreman, Stores) and **David Rowe** (meter attendant). North Wirral District: **Frederick Nolan** (meter operative). Clwyd District: **Cyril Wynne** (meter operative).

Flying start

FOLLOWING a year of buoyant appliance sales in MANWEB shops, 1986/87 has got off to a flying start.

The value of appliances sold during April was a massive 57 per cent up on the same month in 1985. The microwave oven boom continues, with 1,141 sold (357 last year)—an increase of 219 per cent! Washing machines and clothes dryers also did particularly well, with sales more than doubled, and these were backed up by big increases in respect of freezers, cleaners, direct space heaters and, of course, storage heaters.

CHEAPER COAL— CHEAPER POWER

AT last month's Board Meeting, proposals to reduce electricity bills were approved. These have been made possible by negotiations dealing with the cost of power station coal, following the collapse of world oil prices.

Most of Britain's electricity is generated in coal-fired power stations and the benefit of the lower coal prices is being passed on to MANWEB's customers in the form of cuts in electricity prices.

These will come into effect from 1st July and will be shown as a "Fuel Price Reduction" at the bottom of the quarterly bills. All domestic customers, including those on slot meters, will benefit by a reduction of one-fifth of a penny for each unit of electricity used since their last normal meter reading.

For commercial and industrial customers billed on a monthly basis, the "fuel price adjustment" clause in their tariffs will take into account the price reduction.

The average householder, using 3,500 units a year on the standard domestic tariff, will be a little over £7 a year better off. People using electric storage heating on the Economy 7 cheap night-rate tariff will do even better, because the reduction in unit price amounts to a cut of nearly ten per cent in the cost of night-rate units. An Economy 7 customer using a total of 8,300 units a year will save more than £16.

Monthly-billed industrial and commercial users can expect to save around five per cent, taking the year as a whole.

Commented MANWEB Chairman Bryan Weston: "We are delighted to be able to pass on these savings to our customers with the greatest possible speed. They mean that electricity continues to become better and better value for money."

"Over the past four years, the price of electricity to the domestic user has risen by a total of only a little over eight per cent. During the same period, the Index of Retail Prices has risen by more than 19 per cent. Electricity is now proving an inflation-beater. More and more of our customers—in the home, in industry and in commerce—are recognising this hard fact, and are switching over to electricity for everything from home heating to industrial processes."

"This is a very happy day for the Board and staff of MANWEB."

AIM FOR MORE MEDALLIONS

SALES of storage heaters to individual homes were higher during the 12 months ended March 1986 than in any other year since the boom in 1971. This fact demonstrates that the general view of our customers has moved considerably in favour of the economy provided by electric storage heating.

"Unfortunately, this view does not appear to be held by some of the companies who build homes, as 'Medallion' Award sites are not coming in as fast as we expected," said Mike Potts, our Mid-

Cheshire District Energy Marketing Engineer.

This year will see increased emphasis in the promotion of the "Medallion" Award concept to the house-building trade. Mid-Cheshire District took the first step along this road when

three members of staff went along to a social evening organised by the Area Building Employers' Confederation held recently near Northwich.

Here, over 50 members and their wives were treated to a microwave oven demonstration by Judith McIntyre (Energy Marketing assistant). Informative talks were given on the changing energy scene and the "Medallion" Award scheme, by Mike Potts and Robin Sharvin (2nd engineer).

The presentation was very well received, and it was felt that the opinions of the builders in the audience had moved towards the acceptance of the "Medallion" idea.

The President of the Area Confederation, Derek Bridge, expressed his appreciation of the MANWEB effort, which had certainly helped to make the evening a success.

On the business side, a most satisfactory outcome was that Mid-Cheshire District staff are now working on designs and specifications for "Medallion" Award on two housing sites.

At the "Sell Medallion" social evening, from left to right: Mike Potts, Judith McIntyre, Derek Bridge and Robin Sharvin



The Great Economy 7 Staff Challenge

"THE Great Economy 7 Staff Challenge", publicised at a mini-exhibition held for Head Office staff in the restaurant last month, offered a 'Money Back Guarantee' to any employee who opted to change from their standard domestic tariff to Economy 7.

Commercial Director Peter Hopkins said: "The Board will guarantee a refund of any money lost if you don't make a saving on your electricity account over a 12-month period."

At the exhibition, special offers were made on a wide range of the latest slim and attractive storage heaters for the home, and on fuel-economy water heating timers. Another bargain was a plug-in time switch for only £9.50.

"All staff have only until the end of August to take advantage of these marvellous offers," continued Mr. Hopkins.

An innovation was the computer print-out for individual homes, showing the capital costs involved when installing various types of insulation to conserve energy and save money on fuel bills.

Finally, by ticking the right boxes on a simple question form, staff visiting the exhibition were able to enter a free competition with prizes awarded on each of the five days.

Helping things to run smoothly was Steve Griffin (2nd engineer), who told us that over the ten hours during which the exhibition was open, 18 members of staff converted to Economy 7, 16 storage heaters were sold, together with 22 water-heating timers and 32 plug-in time-switches.

At the time of going to press, the "Challenge"

exhibition has been to our North Mersey and North Wirral Districts. Its tour will continue as follows:—

District	Commencing
Liverpool	Monday, 7th July
Mid-Mersey	Monday, 14th July
Dee Valley	Monday, 21st July
Oswestry	Monday, 28th July
Mid-Cheshire	Monday, 4th August
Clwyd	Monday, 11th August
Gwynedd	Monday, 18th August
Aberystwyth	Tuesday, 26th August

MANWEB ENERGY MARKETING CONFERENCE

BRIGHT MARKETING
FUTURE FOR MANWEB

Bryan Weston

BOARD Chairman Bryan Weston, in buoyant mood, after welcoming everyone to the Conference, gave a brief preview of the figures expected in our annual report for the year just ended. He congratulated staff in the Contracting and Marketing sections for achieving results way ahead of targets set.

He also commented on the laudable increase in our unit sales, stating that they had reached an all-time record.

"MANWEB is well on the way towards achieving its financial target without any prospect of an increase in electricity prices next year," continued Mr. Weston.

He raised another factor affecting future tariffs when he spoke of the electricity industry's efforts to gain a discount agreement with the National Coal Board in the wake of collapsing oil prices.

Turning to report on recent Board Meetings, our Chairman said that when considering Energy Marketing, with its potential for selling and the resources available, it was decided to step up our activities in this sector of our business.

Board Members had also discussed MANWEB's public relations strategy. "We must be more out-going," commented Mr. Weston. "If we talk more openly about our policies and achievements, we will make many more friends among our customers." He suggested that Customer Care, coupled with good communications, would ensure success in the field of public relations in the electricity supply industry.

"We are a 'high-tech' industry, and we have to live up to a very high standard," he said.

"MEETING the Challenge" was the theme for the MANWEB Energy Marketing Conference held recently in Chester. Nearly 200 delegates—mainly Commercial staff, with a sprinkling of colleagues from other departments—were informed, entertained and encouraged by a variety of speakers. The packed programme ran smoothly under the chairmanship of Commercial Director Peter Hopkins.

In a brief reference to the Russian power station incident, Mr. Weston said that this would surely be used by the opponents of nuclear power.

"But should we deny ourselves and future generations the benefits of our own safe nuclear power programme?" he asked.

He suggested that every aspect of our lives had mixed blessings, and went on to say that strong lobbies existed for and against nuclear generation.

Among some very interesting facts and figures he listed was that the average garden contained more radioactivity than would be produced when supplying the householder with electricity for their lifetime from a modern nuclear power station.

In conclusion, Mr. Weston—from personal experience—praised the Board's Economy 7 tariff. He challenged all members of the MANWEB staff to take a careful look into the comfort and cost-saving which could be achieved by changing to the Economy 7 tariff.

"Even if you have oil, gas or solid fuel in your home now, it could pay you to install a couple of electric storage heaters in the hall and the lounge, using cheap-rate electricity on the Economy 7 tariff," he urged.

consumption by efficient use—"Getting more for your money," he said—was of the essence in our strategy.

"We are beginning to see the pattern which is already more pronounced in some other Western nations—total energy consumption is declining with the impact of conservation, but electricity consumption is increasing," he stated.

Referring back to the MANWEB successes, he warned that this could easily lead to complacency.

To help to combat this, he said that this year—for the first time—energy marketing is being recognised as a corporate responsibility, one in which all staff have a part to play. "As a measure of this commitment, corporate marketing has been identified as a key issue in this year's Operating Plan and, as a result, more active and positive support should be forthcoming from colleagues in other departments throughout the Board."

Having outlined the fundamental challenges facing every member of the Board's staff, Bryan detailed particular achievements and underlying challenges in specific markets, from the domestic customer to our largest industrial user.

"I believe that the next few years are going to present a greater challenge than ever, especially with a privatised and revitalised gas industry," he concluded. "If their new domestic tariffs are an illustration of their intentions, our challenge starts today!"

Speaking of our targets through to 1989/90, he said that not only are they achievable, but they will be achieved. "These figures recognise that no successful business ever stands still."

"With active and positive support coming from colleagues throughout MANWEB, we can do no other than continue to grow."



Peter Hopkins

OUR selling in the commercial premises market was the subject of the paper which was given by Doug Gregg (senior engineer). He opened by stating that, despite the difficult economic conditions over the past few years—particularly on Merseyside—a commendable increase in load achievement went from 15 megawatts in 1980 to 42 megawatts last year.

"I suggest that these figures reflect the true potential for future growth in an extremely diverse market," he commented.

Doug went on to indicate the salient points of the central strategy being applied in the commercial market.

He said that emphasis would be given through the cook-chill systems, with increased interest being shown by the N.H.S. and local education authorities. "At the moment, we are negotiating for around 14 megawatts of cook-chill systems in the MANWEB area. These would supply approximately 60,000 meals a week."

The potential market from these two authorities producing about four million meals each week would achieve a load of 850 megawatts.

"No way is there a better story for the use of electrical techniques than with cook-chill systems," he stated.

He spoke of space and water heating being our second-largest market sector, and went on to introduce the BETA Award campaign for commercial customers, similar to the "PEP Award" for the industrial sector.

He informed his audience of the proposed promotions for reverse-cycle heat pumps used for cooling the internal environment in the summer and then for heating in the colder months.

"Selling electricity in the commercial market is a considerable challenge," he said. "The market is complex, with a variety of buildings requiring many different electrical techniques, with the skill of the salesman paramount. We must continue to go out and attack the market if we are not to be swamped by the approaches of our competitors."

He disclosed that in the MANWEB area we have more than 10,400 shops, over 4,000 offices and approximately 10,000 catering customers. These give us the opportunity for sales of energy-saving systems and appliances to meet the customers' needs.

"We are in a position to bring forward the better, brighter buildings of the future, by selling efficiently and promoting further the sales of electricity," he concluded.

Demanding targets

THIS part of the presentation was brought to a close by Malcolm Cooper (senior engineer), who covered that sector of our Commercial section with which most people can readily identify—the domestic scene.

He listed the key areas of selling to achieve the "very demanding" targets set for this year.

On the privately-built "Medallion Homes" front, he said that, nationally, the industry had clocked up more than 80,000, and the time was now right for us to "build on this success". He then outlined the Board's plans to persuade more builders in our area to "Go Medallion".

With "Civic Shield" dwellings built by local authority and housing associations, Malcolm said that we had a potential market of some 8,000 homes in our area.

He moved on to report on the MANWEB success story of Economy 7 water heating, with a jump from 32,000 to 48,000 customers in just

NEXT came a triple presentation covering the Energy Marketing Sales Plan in the industrial, commercial and domestic areas.



John Walker Doug Gregg Malcolm Cooper

Opportunities for
active
Public Relations

First on the rostrum was John Walker (principal engineer, Industrial), who opened brightly with confidence and conviction that, with the successful solid foundation already laid, we could look forward to another record-breaking year.

He too stressed the importance of corporate marketing, with the emphasis on public relations. "Each year presents various opportunities to enhance our public image by improving customer awareness of our activities," he commented. Referring to the first issue of *Business Power Link* published to coincide with the conference, he said: "This has been produced with the full co-operation of our Press and Information section, who are fully switched on to corporate marketing."

"Together, we are planning a much higher profile on local radio and in the press and trade journals."

John spoke of other aspects of corporate marketing and mentioned the new mobile exhibition caravan to be introduced into our Board later this year. The unit will have its own power supply and video facilities and should be used by our Districts at trade shows and exhibitions, etc.

Turning to the targets set in our industrial market, John said that an uplift of 43 per cent over last year's achievement showed confidence. To reach this figure, he spoke of the District collaboration which was required with Head Office staff.

He went on to outline the aids and support material for three specialised campaigns, aimed at industrialists during the current year—Process Heating, Steam and Hot Water Raising and Space Heating.

Referring to the "PEP Awards", he stated that, during the first two years of the competition, MANWEB had secured one quarter of all the National awards—"a tremendous accolade to our Industrial Sales Engineers".

Bringing his remarks to a close, John spoke of the newly-established MANWEB Demonstration Centre at Bromborough, stressing its use to all Districts. He changed gear to talk of the electric vehicle market and of forthcoming promotions.



Bryan Ogden

Continued
growth with
targets
exceeded

CONTINUING with the "Meeting the Challenge" theme, Energy Marketing Manager Bryan Ogden warned that we are all faced with more than usual uncertainty arising from the impending privatisation of the gas industry. "Whilst no one knows what lies ahead, we need to be prepared for a more vigorous challenge in the market from our major competitor."

He outlined the Board's achievements over the past few years in halting the decline in electricity sales and attaining targets. "This is our fourth successive year of growth in direct electricity sales," he went on. "Last year we reached an all-time high, with MANWEB sales exceeding 200 Gwh for the first time ever."

Explaining that the overall target had been exceeded in every market sector, Bryan congratulated all staff on a job well done, with application and effort applied to all the tasks confronted.

Speaking on the apparent conflict of objectives to achieving electricity growth with society's overall need to pursue reductions in energy

12 months. "While we still have a job to do in convincing our customers that they don't have to use storage heaters to benefit from Economy 7, this success must have been a big factor in the recent survey, when 96 per cent of people who were asked said that they had heard of, or were aware of, the Board's Economy 7 tariff"

As a slight diversion in his presentation, Malcolm introduced 11-year-old Colin Ellis, the captain of one of the winning teams taking part in the recent "Economy 7 Mini-Sevens Rugby Tournament", sponsored by MANWEB. Young Colin made the comment that, in the competition, there were no losers, because with Economy 7 everyone is a winner!

Malcolm then resumed with a few words concerning the activities in the field of load protection—making sure that we keep our existing customers.

In closing, he spoke of moves being made to consolidate our dealings with trade allies and help teachers in schools, by providing a free computer education disc as an aid to educating and motivating youngsters on electrically-related subjects.



Corporate Marketing for all staff

Bob Hodson

MANAGER of our Dee Valley District, Bob Hodson, opened the afternoon session, expressing some points of view concerning corporate marketing.

He stated that his concept of the phrase was a united body of people making sure that, from the customers' viewpoint, every aspect of the organisation they worked for presented a good image.

He urged that this should be clearly understood and vigorously applied by all members of the MANWEB staff in their day-to-day dealings with our customers.

Any one of the wide range of activities carried out by MANWEB staff could be of vital concern to an individual customer. Failure to do the job satisfactorily could cause disproportionate damage to the Board's reputation as a whole.

"An organisation the size of MANWEB will never completely avoid problems with its customers," he went on. "The skill is in keeping the customer informed in an honest, efficient and courteous manner."

"We in MANWEB are a big team," he continued, "but only a few have their hands on the rope. We face strong, healthy opponents. One of them—gas—could get even stronger in the short-term. What we need is everyone on the rope, pulling in the same direction!"

Bob spoke of successful market-orientated companies achieving their objectives simply through customer satisfaction.

"That is what I believe MANWEB should do," he stated. "In our competitive situation, everyone is involved. We all serve the customer and we must never forget it."

Stressing that commitment to a winning team was vitally important, he commented that all staff must be instilled with a sense of purpose, pride and pleasure in having a job to do in a forward-looking industry facing some challenging and powerful opposition.

"Good communications are essential," he said, "but they must be tailored to the task and the group concerned."

"To achieve this, MANWEB management needs to respond with some inspired leadership," he said. "A manager cannot convince his staff that Economy 7 is beneficial if he doesn't choose it himself!"

Staff will only be good ambassadors if they feel a sense of purpose, have scope for making contributions, feel part of a team and get personally involved. "That is where our leadership is required," he urged.

In conclusion, Bob said that MANWEB staff could make an outstanding contribution to securing additional electricity sales if we all act

in a corporate way. "We should not rely solely on our front-line troops in the Commercial department. They do a great job, but they really need wholehearted support from all of their colleagues."

He suggested that managers should ask their staff three simple questions—Are you convinced of the need to expand our business? Are you convinced of electricity's case? Are you prepared to assist?



Denis Farquhar Peter Falcon Stan Hawtin

New concepts in metering

A CROSS-TALKING double act between our Commercial Director, Peter Hopkins, and Charlie, a cartoon character on the screen, led to a novel presentation from three more members of the Board's staff.

After introducing Denis Farquhar (Technical Engineering Manager), Charlie chipped in with leading questions concerning new concepts in metering technology.

In explaining one aspect, Denis said that our customers would, in the future, enjoy the benefits of low-price electricity at weekends as well as the seven-hour overnight as at present. "That means even better energy efficiency in your home," he said.

Denis went on to talk of other developments from the security-guarded prepayment meters, the use of a credit card in place of coin of the realm, and then on to the new multi-functional re-programmable metering panel now being installed for many industrial customers.

"For our really big customers," he continued, "we have a metering installation which makes it possible for us to take readings down telephone lines using an ordinary British Telecom system."

Bringing his remarks to a close, Denis said that MANWEB has led the field as far as metering techniques are concerned. "We can look forward to the future with every confidence," he stated.

Help from Financial

THE next non-Commercial speaker was Peter Falcon (Financial Manager, Expenditure and Stores)—again supported by Charlie, with his quips and questions.

Having confirmed that he was a disciple of the Commercial cause, Peter stated that he was endeavouring to set up a Marketing climate among the staff in the Financial section who have direct customer contact.

He intimated that, with the new telephone exchanges being installed, customers would be able to dial through to the department they wanted, without going through the main switchboard. "Staff should then be able to deal quickly and efficiently with customer enquiries," he commented.

Peter went on to speak of aspects of staff training which would include job rotation and telephone-answering techniques.

When questioned about meter readers and collectors calling on all our customers at least once a year, Peter retorted, "I would like to be able to say that all 300 of our meter operatives would become super salesmen, but, to be fair, our sales of energy last year was around £700-million and the collection of this revenue depended upon us having good, efficient and regular readings and collections to prevent cash-flow problems."

He went on to say that an idea of having information cards printed with the names of various contacts at local District Offices was being looked into. Should a customer ask the meter reader for information on electrical appliances, charges or repairs, then the card could be produced.

Peter then made reference to changes introduced at the Board's Central Warehouse at Queensferry to increase the storage capacity, so enabling the Board's Marketing section to

make early purchases of electrical goods to take advantage of special prices.

He brought his comments to a close with a few reminders on ways our customers could pay their electricity bills. He also spoke of his section's role in the meter modernisation programme and its attack on meter fiddlers.

He assured his Commercial colleagues that the Financial section's theme—"Good customer relations promote successful marketing"—would be passed on to every member of the staff.

Shop link with customers

THIS segment of the programme was concluded by Stan Hawtin (Commercial Purchasing Officer), introduced by Charlie as "the Scourge of Suppliers and the Duke of Discounts".

An essential part in the supply industry's link with its customers is through the 900-plus shops throughout England and Wales. "Shop staff are expected to do much more than sell appliances," he went on. "They have to deal with enquiries relating to supply and service, tariffs, methods of payment, change of tenancy, advice on appliances and the efficient use of energy."

Stan went on to say that each week thousands of information and promotional leaflets are handed out through the shops as a steady flow of customers come in to pay their electricity bills.

In presenting the friendly face of our industry, our sales team actively bring to the customers' attention the benefits of Economy 7 and load-building appliances. "Sales of appliances during our last financial year reached nearly £21-million and we recorded a net profit of £1.6-million," he commented.

Looking to the future, Stan said: "We try not to stand still. Appliance retail performance is still a bit like football... you are only as good as your last result."

Bringing his remarks to an end, Stan made a plea for energy sales staff to make a conscious effort to get to know their local shop supervisors and staff. "Encourage them to identify with your Marketing effort and ensure that they feed you with energy sales leads. If you have been successful, tell them."

"Build a relationship based on mutual trust and advantage. After all, they know as well as you that we all work for the same industry and we can make a positive contribution to each other's success."



Promotions through electronic communications

Bill Gaywood

THE final speaker on the full day's programme was the Board's Advertising and Publicity Officer, Bill Gaywood.

He spoke of the revolution which had taken place in the field of communications over the past few years, stating that while our advertising messages are still carried on leaflets, in newspaper advertisements and account stuffers, visual display was now being exploited more and more.

This modern method was usefully demonstrated in his presentation which was liberally sprinkled with slides and videos.

First was a compilation video of commercials concentrating on promotional material appearing during the coming year. These covered the domestic, commercial, industrial and agricultural markets.

He informed his listeners that, nationally, four top advertising agencies promoted the products which we sell and the services which we provide.

Another film showed how the latest electric storage heaters are being marketed. He referred to one of our Board's most successful campaigns in recent years—"Buy Now Pay Later". He said that every opportunity was taken to punch home the Economy 7 message and that many of

our TV commercials are directed towards specific groups in our society.

The new corporate marketing campaign, which began appearing on our TV screens a short time ago, has the theme "Energy for Life". When it first appeared, it caused headlines in the trade press, with comments like "the slumbering giant awakes". Bill went on to say that he believed, like many of his colleagues, that we needed this form of promotion to give our industry the futuristic public image it deserves.

"Corporate advertising is designed to bring a large organisation into the public eye," he continued. "Many successful worldwide companies have used and are still using this technique."

Finally, Bill took the opportunity to screen the All-Electric Picture Show, a very successful and entertaining 17-minute film produced jointly by MANWEB, Norweb and the North West Region of the CEGB.

"This was not advertising in its purest sense," concluded Bill. "It is simply a story of our industry. It was first screened at the opening of the Greater Manchester Exhibition Centre a short time ago. Here over 10,000 visitors enjoyed the show. The film highlights what Electricity Boards can do when they set their sights high and staff co-operate and help each other to help the customer."

A very successful and invigorating Energy Marketing Conference concluded with some brief remarks from Peter Hopkins.

BEHIND THE SCENES

The staging of the Conference was in the hands of Bill Gaywood, while administrative arrangements were all handled by George Roberts, from the Energy Marketing section at Head Office.



George Roberts

It's all Commercial —again!

NO doubt this cry will go up from many of our readers after glancing through this centre-page feature.

But I ask you to take another look and re-read the summary of what was said at the Conference regarding our future and the Board's future as a successful organisation with customer care in mind.

It really does concern you as an employee of the Board.

Whether you order materials and supplies, sell them, deliver them, install them, read meters, send out bills, bank the cash, spend the cash on new orders—any one of many different jobs within MANWEB—the activities of our Energy Marketing section is important to you—vital to us all.

Having people choose electricity is essential for our continued existence and growth.

A relatively small number of employees within the Board devote all their time and efforts to selling energy. They need the help, co-operation and sustained support of all their colleagues to achieve success for MANWEB—that means you and me.

Editor

Transatlantic singing dates

MEMBERS of the world-famous Froncystyle Male Voice Choir are winging their way to Canada to perform in a series of concerts at the Expo '86 World Fair being held in Vancouver.

Two of our colleagues in the Dee Valley District will be joining them—Emyr James, baritone and deputy conductor, who is the District records draughtsman, and baritone Glyn Davies, an electrical fitter based at Legacy depot.

Their tour begins on 5th July and they sing at the Fair every day for a week, culminating in a joint concert with the Vancouver Bach Choir.

The choir then moves on to give two performances in Victoria, the capital of Vancouver Island, before journeying across the border to Seattle in the U.S.A., where they will give two more concerts and appear on Channel 9 TV.

Emyr told us that, despite the busy schedule, the choir members hope to get a couple of days free for sightseeing before they return home on 21st July.

Looking forward to their trip, Glyn Davies, left, and Emyr James



Bridge players call

MANWEB are looking for bridge players to form teams to compete in the Electricity Supply Industry Championships for 1986.

The competition venue is MANWEB Head Office at Chester, and will be held on

11th October, 1986. Entry is open to all Board staff, both present and retired, and their immediate families. In addition, each team may include one associate member of any ESI sports and social club.

Being the host Board, MANWEB want an entry which is good both in numbers and quality. If you can win a trick or two and fancy some stimulating competition, contact either John Rogers, Head Office Computer section, telephone (internal) H.O. 2231, or Gren Roberts, Welfare Services, telephone (internal) H.O. 2142.

Learn to sell yourself

AN Electricity Council correspondence course, sponsored by MANWEB, gives a chance for all members of our Board's staff to learn how to develop their self-confidence and the ability to sell themselves.

It is not just sales staff who can benefit from this six-month Salesmanship Training Course, due to start in October. Anyone taking the course will increase their knowledge of the industry and of the appliances which MANWEB sell. They will learn how to marshal their thoughts and present logical arguments to overcome objections, and how to deal with customers.

The basis of the course is six booklets; one will be sent to you each month. Each one contains information on different aspects of selling techniques. To ensure that you are not isolated, monthly discussion groups are held with a senior member of our Commercial staff, so you can practise what you have read and resolve any queries.

There is an examination at the end of the course, with written and oral sections. Successful candidates will receive a Certificate.

Good selling is not having the "gift of the gab". It is learning to listen and detect what people want, and satisfying their needs, so even the quietest people can become good at selling. And the methods used by sales staff can be applied to almost any aspects of communications. Why not have a go? It will only cost a little time, and it could help your prospects of promotion in MANWEB.

Enrol today. Contact Jean Lavender, 2W1, Head Office, internal telephone H.O. 2649, before 11th August, 1986.

LEAGUE AND CUP DOUBLE

Board Secretary Colin Leonard, left, congratulates Barry Hart-Davies, captain of "The Kiddies" team, on their success in winning the Chester Sports Club Snooker League and the Knock-Out Competition. The team members, from left to right, are: Richard Bromley, Andrew Hughes, Kevin Gee, Mark Hollowood and Wilf Jones



HELP! EMERGENCY!!

Dial '333' on your internal 'phone

Did you know that the fastest way to summon help on MANWEB premises is to dial 333 on the internal telephone?

The emergency number is printed on the dial of every internal telephone. It rings a separate telephone in the operators' switchboard and will receive top priority. If you pick up the outside 'phone, you have to take your turn.

In a rough spot-check, over half the people we asked did not know the number, and most opted for the outside line and ask the operator for 999.

So, for any sort of emergency—fire,

ambulance or police—the rules are dial 333 on the internal; when the MANWEB operator answers, you should:—

1. State who you are
2. Where you are
3. Your telephone number
4. Which service you require
5. The exact location where the service is needed
6. Send someone to guide the emergency service to where they are required.

REMEMBER—DIAL '333'

(Aberystwyth District only—Dial '33')

RETIREMENTS

Mr. A. EYRES

AFTER a lifetime of service in the electricity industry, the very popular Engineering Manager in North Mersey District, Albert Eyres, has now retired.

"Known as a 'boss' and a 'friend', he was a great help to me when I took over as the District Manager," commented Jim McLellan, when he presided over the farewell presentation ceremony for Albert.

A very large gathering of colleagues, past and present, and friends from other Districts and Head Office heard Jim outline Albert's career—helped along with the occasional correction from Albert himself.

It was revealed that he started work in 1935 as an apprentice with a Liverpool company. During the war years, under the "Essential Works Order", he transferred to shipbuilding and repair work at various ports and shipyards around the country.

He returned to work for short periods at Metropolitan Vickers in Manchester, and the English Electric Company in Liverpool, before joining MANWEB in 1948 as an electrical engineering draughtsman at Head Office, then in Love Lane, Liverpool.

Various promotions took him, in turn, to Warrington, Liverpool Central District, Area 1 Office, Liverpool South becoming the new Liverpool District. He was appointed as North Mersey District Engineer in 1977.

In addition to representing management on Advisory and

Works Committees, Albert has been an active member of the Institution of Electrical Engineers for many years. He began as a "Student Member" and progressed through the classes of membership to reach Chartered Engineer status. This year he is Chairman of the Mersey and North Wales Centre of the IEE, automatically making him a "Member of Council" for a two-year period.

In his youth and into middle age, Albert's sport was cricket. He was a class batsman for the Electric Supply Club at Thingwall Road, Liverpool. He later became the Club's Captain, Secretary and Chairman, and is now its President. After cricket came golf, and, in retirement, he hopes to reduce his handicap and do battle with his son, Roy.

Albert and his wife, Ann, recently celebrated their ruby wedding anniversary. They met, many years ago, while dancing—a pastime they may yet take up again.

Many colleagues paid tribute to Albert's friendship and his ability as an engineer. Their subscriptions bought, as the main parting gift, a golf trolley. Commercial Engineer Ken Appleton presented Albert with a set of golf balls suitably inscribed "Economy 7".

We join with Albert's friends in wishing him and his wife, Ann, many years of active, healthy and happy retirement together.

Popular Engineering Manager Albert Eyres, left, with his wife Ann, receive good wishes from District Manager Jim McLellan



Mr. D. KERNAN

WHEN he recently retired from his post as the Board's Education and Training Manager, Dennis Kernan brought to an end his second career, having served in the Royal Navy from 1939 until 1971.

He left with the rank of Lieutenant Commander, to become MANWEB's Training Instructor. A period of secondment to the Management Services section was followed by

his return to Education and Training, eventually to head the section.

Before leaving us, Dennis attended three separate presentation ceremonies—two at Head Office and another at Hoylelake Training Centre.

In retirement, he hopes to devote more time to his hobbies of bird-watching and photography.

Miss M. ADAMSON

LONG-SERVING member of our Head Office Financial section, Marion Adamson, has now retired after 41 years' service in the electricity supply industry.

She began her career with the former Mid-Cheshire Electric Supply Company and finished up as an administrative assistant in our Cash Control section.

Within this period, Marion has worked at Sandway House and our former offices at Eversley, prior to her move to Chester.

She is single and lives with her mother and sister. She enjoys walking and gardening. We hear that she was a keen tennis player in her younger days.

Marion Anderson receives her 40-year Long Service Certificate from our Chairman, Bryan Weston, watched by Alan Wadcock (Financial Manager, Income)



WHEN the news of the impending early retirement of Mary Burdis from our Mold shop became public knowledge as Clwyd District colleagues collected for parting presents, many of the regular customers to the shop in the High Street dropped in with farewell cards and good wishes for her future.

Mary, a very popular and long-serving member of the Board's staff, began her working life in April 1946 as a short-hand typist in the Flint Offices of the former North Wales Power Company.

She transferred to the old Mold shop, near the Crosville

depot, 22 years ago, and was first into the new premises in the early '70s.

Her colleague at the shop, Audrey Bullough (part-time sales assistant) commented: "Mary has been fantastic to work with. Although she wasn't in charge, she must have helped to train about half-a-dozen shop supervisors—and trained them well! We are all sorry to see Mary—our 'unofficial boss'—leave us."

Mary loves gardening at her

THE premature retirement for a popular member of our Liverpool District staff, Anne Swanson, brought mixed feelings for Gerry Haughan, District Manager, when he said: "I feel pleased for Anne, in that she can now look forward to having a rest and time to herself, but I also feel sadness that she is leaving us."

Anne began her career with MANWEB in 1954 at Derby

House, in the Area 1 days. She took a three-month temporary appointment as an addressograph operator. This "temporary appointment" has lasted for 32 years—possibly a contender for entry in the Guinness Book of Records!

In 1967, she moved to Lister Drive, to work in the Customer

Accounts section and, latterly, as principal assistant in Debt Control.

Anne enjoys knitting, reading and car travel.

At her farewell presentation, Mr. Haughan said: "You can now relax and take life at a steadier pace. Colleagues working in your section are well aware

of the pressures and difficulties which some of our customers bring to us.

"Anne has dealt with all complaints firmly and fairly. She has always been a conscientious worker and we will certainly miss her," he concluded.

Many parting gifts came from friends and colleagues who joined in wishing improved health and many years of happy retirement ahead for Anne.



Anne Swanson, right, poses for a farewell picture with Manager Gerry Haughan and friends from the Liverpool District

Miss A. SWANSON

Miss M. BURDIS

home in Flint, and enjoys holidaying "anywhere in the world". She also knits, sews and is a dab hand at embroidery. In retirement, she aims to take up voluntary work with the local Citizens' Advice Bureau.

Friends at Mold subscribed to present her with a parting gift of an electric garden strimmer, while District staff gave her a knitting machine. No doubt both will be well used!

All wish Mary many happy years of "busy" retirement.

Sales staff at our Mold shop gather round as colleague Mary Burdis receives a farewell handshake from Keith Leonard (District Sales Supervisor)



Mr. N. E. HAYES

IT was farewell to the 1st engineer in the Installation section of Dee Valley District, Neil Hayes, when he retired after more than 31 years' service with MANWEB.

Neil started work as an apprentice electrician 50 years ago with a Birkenhead firm. He served in the R.A.F. during the war and worked as an electrician for a Liverpool company until he joined MANWEB as an electrician in 1954.

He participated in the Manual Workers' Training Scheme and

Commercial colleagues at Dee Valley District gather to wish a happy retirement to Neil Hayes, centre right, and his wife, Sybil

became an assistant commercial engineer in 1963, in the former Wrexham District.

Neil is married and he and his wife, Sybil, have one son. Sybil is a former saleswoman and demonstrator with the Board. Neil's main interest is climbing and he has tackled the rock faces of Wales, Scotland, the Lakes and Europe, although he now restricts his interest to hill-walking.

Friends and colleagues contributed to the farewell gift of a pair of Oriental vases, which reflected the shared interest of Neil and Sybil in antique crystal and china.

Mrs. H. M. MATTHEWS-BELLIS

FRIENDS and colleagues came together at Head Office to say farewell to Mary Matthews-Bellis, a clerk in the Finance Department, on the occasion of her retirement.

Mary and husband, Tom, who works for a local engineering firm, have four children—three girls and a boy, all grown up—and five grandchildren. Her son and one daughter have settled in Canada with their families, and Mary plans to visit them.

Retirement will give Mary more time for voluntary work with RAF Association Clubs. We understand she enjoys a game of darts—no doubt she throws "Red Arrows"!



Ms. M. WILLIAMS and Mrs. F. HAWORTH

A DOUBLE departure from the Head Office Revenue section occurred with the retirements of Marjorie Williams (administrative assistant) and colleague Florence Haworth (clerk).

Marjorie joined us 37 years ago, to work at the Dee Valley District Office. There she stayed until 1972, when she made her move to Head Office.

She holds a City and Guilds Certificate in Cordon Bleu Cookery and reckons that she knows the name of every tea-shop in Great Britain! Marjorie has been active in youth work and now enjoys walking and gardening. Since her teens, she has travelled extensively in

Europe.

Friends and colleagues presented her with a number of parting gifts, including a Coalport country cottage and a crystal bowl.

Florence worked as a comptometer operator with National Coal Board prior to joining the MANWEB staff to do the same job. Later, she transferred to the Revenue section.

Her husband, Eddie, works for British Steel at Shotton, and their married daughter, Christine, is an accountant with Cheshire County Council.

Friends from the office subscribed to present Florence with farewell gifts.

We see here Marjorie Williams and Florence Haworth, centre with friends from the Revenue section



CONTACT FREE ADS

FOR SALE

CARAVAN SPARE WHEEL—4.5J x 3 x 25.4. Tyre 155SR13 SP Radial, £25. D. Ellams, Frodsham 33862.

EUROPA FRAME TENT—12 ft. x 8 ft. 6 ins. with inner tent (3-person) and sun awning, 12 ft. x 5 ft. 6 ins. £70. D. Ellams, Frodsham 33862.

HOSTESS TROLLEY—as new. Cabinet doors. £60 o.n.o. Jean Dyer, internal Tel North Wirral 256 or 051-327 3007 after 6 p.m.

KNITMASTER '321'—punch-card knitting machine, knits lovely lace, Fair Isle, picture jumpers, etc. Includes patterns, wool, instruc. manual, etc. £85 o.n.o. Tel. H.O. 2454—Sue Norman.

MOTOR VEHICLES

FORD SIERRA—1.6L 1983, 5-door, 34,000 miles, 5-speed gearbox. Red with beige trim, £3,250. Tel. H.O. 2507.

LAND ROVER—Reg. NCC 787R, 44,000 miles, S.W.B., petrol, overdrive, F.W.H., sunroof, and many extras. Tel. Gwynedd 2129—Ian Barraclough.

VAUXHALL ASTRA—1200L, 1982—X. Immaculate condition, 25,000 miles. £2,500. Tel. Deeside 821600—Cerys Hughes.

HOUSES FOR SALE

ASTON PARK—Well-built semi. Two reception rooms, large kitchen with archway to dining room, with patio doors to garden. Three good-sized bedrooms, one with mirror wardrobes. Tiled coloured bathroom. Cavity wall insulation, fully double-glazed, gas central heating. Garage. Many extras. Greenhouse/conservatory. Reduced to £28,000. Tel. Chester 49592.

MYNYDD ISA—Near Mold, 3-bedroomed semi, gas central heating, detached brick garage, fully fitted kitchen with pine ceiling. Fitted wardrobes. Includes most carpets and curtains. Approx. ¼-acre garden—all fenced. Quiet cul-de-sac, near schools, etc. Built 12 years ago. £24,500 o.n.o. Tel. Mold 55593.

RHYL—off Tynewydd Road. Modern 2-bed. detached bungalow. Full gas central heating and double glazing. Large lounge, fully fitted kitchen/

diner, plumbed for auto. dishwasher, half-tiled bathroom/wc. Garage with centrally heated workshop/utility room at rear. To include carpets. £24,500. Tel. H.O. 2074—Stuart Carr.

WANTED

ELECTRIC TYPEWRITER—wanted for cycling club, will pay fair price. T. Donnellon, Meter Reading North Wirral, Prenton. Tel. North Wirral 239.

HOLIDAYS AT HOME

ABERYSTWYTH—Six-berth caravans from £35 per week (ten per cent discount for e.s.i. staff). Mains electricity, cooker, fridge and private toilet. Site facilities include a clubhouse, swimming pool, shop, restaurant, sauna, children's play area. Within easy walking distance of beach and town centre. Tel. 0970 3596 (Tomos Davies) after 5.00 p.m.

CHWILOG—Near Pwllheli, self-catering modernised country house to let, in peaceful, quiet position. Near to beaches. Apply to Mrs. A. Roberts, "Derlwyn", Chwilog, Pwllheli, Gwynedd. Tel. Chwilog 558.

CRICCIETH—overlooking village green. Sleeps 6. Colour TV. Beach and shops 2 mins. Tel: 076671 2614 (Ann Tudor).

LLANDUDNO—Guest house in town centre. B & B and evening meal. Tel: Llandudno 77898 (David Williams).

PORTHMADOG—Gwynedd. Holiday bungalow to sleep six. Easy reach of the beach and mountains and the Ffestiniog Rly. Tel. Cecil Jones—Porthmadog (0766) 2519.

TALACRE BEACH—Luxury eight-berth caravan. All mod. cons. Electricity and gas, colour TV, flush w.c. and shower. On site with clubhouse, with swimming pool, tennis, bowls, etc. Tel. North Mersey internal 172/174 (Sue Wilson).

SOMERSET—A modern and spacious ground-floor flat for four people in the village of Berrow, situated on the Somerset coast within easy reach of Weston-super-Mare, Cheddar Gorge and the beautiful Quantock countryside. Tel Alan and Jean Fear, 0278 786899.

CROSSWORD Winners and solution next month



Hello Colleagues...

I want to tell you all about my unforgettable day when I fulfilled a dream. I flew on "Concorde".

My "dream" began when, in the wee small hours (0040 to be exact), I, along with other excited passengers, boarded a coach at Liverpool Airport bound for Heathrow, where "Concorde" was waiting to fly us back to Liverpool. We stopped *en route* at Watford Gap Service Station at 0300 for refreshments etc. I chose to have just a coffee—I felt quite ill seeing people tucking into egg/chips, beans/chips, sausage/chips at that unearthly hour. Oh well, "it takes all sorts" as the saying goes.

I have digressed... On leaving the till after paying for my coffee, lo and behold!, I spotted a MANWEB colleague—Dave Price (*Senior Engineer, System Management, Head Office*). He looked up in astonishment when I asked if I could join him at his table, but they do say that "Concorde makes the world smaller"! We chatted and chatted about our eagerly-awaited flight in "that magnificent flying-machine". We then parted company, Dave to travel on a different coach.

As I returned to my coach, guess what! Another MANWEB face suddenly loomed before me—that belonging to Eddie Quinn (*Engineering foreman in Liverpool District*). I began to think that I was on a MANWEB outing!

Dave Price and I met up again at Heathrow Terminal 1 at 0515 hours. It was strange to find such a very busy airport with the air of a "ghost town" at that hour; it did not come to life until about 0630 hours. As Dave and I shared breakfast at 0715, I remarked how little we knew—when I served him tea during his visit to my District Manager earlier in the week—that we would be enjoying a hearty breakfast together a few days later!



Brenda Millington with TV-am's sparkling Ann Diamond

FLY ME TO THE MOON

by **BRENDA MILLINGTON**
(Liverpool District Manager's Secretary)

After breakfast, Dave suggested a walk to the other terminals. We walked some distance to Terminal 2, and that was quite far enough for me, thank you! Dave, however, continued to Terminal 3—it was all right for him, he wasn't the one with the high heels! We had to report to the "Concorde" desk (Terminal 1) at 0830 hours and, as I turned to leave the desk, who should be approaching but the lovely Anne Diamond of TV-AM's *Good Morning Britain*. I am an avid viewer of this programme, and impatiently wait each morning for it to commence at 0615, so you can imagine how delighted I was to see her. She and I talked for a little while—she really was enchanting. Dave took a photograph of us by the "Concorde" desk.

My fellow-travellers and I were directed to the departure lounge, where we met the other celebrities who were to join our party. They included Debbie Greenwood, presenter of *BBC Breakfast Time*, Russell Grant (oh, my stars!) and, from *Brookside*, were "Damon Grant" and "Harold Cross" (this time without Ralph!). We were all served coffee—Anne Diamond served my coffee.

Eventually, we were ushered from the departure lounge on to a bus and transported to "Concorde". What a glorious sight she was, glittering in the April sunshine, and oh how proud I felt as I "gracefully" walked up the boarding steps, feeling like Her Majesty, to be greeted by a very handsome British Airways Officer with a welcoming "Good Morning, Madam".

The door closed and "Concorde" began to move. As we taxi-ed along the runway, nearing the great moment of "take-off", the pilot heightened the excitement with a tantalising preview of the flight ahead. The aircraft then came to a standstill, and the pilot waited for permission from Tower Control to proceed. The tension was almost unbearable until the pilot announced: "Ladies and Gentlemen, we are now taking-off". Colleagues, I will never, never forget that moment. It was sensational! Just like a rocket soaring into space!

Throughout the flight we were thoroughly spoiled by the charming hostesses, who pandered to our every whim. Being the extrovert that I am, I couldn't contain my excitement. I was simply bubbling over, much to the amusement of those lovely ladies, one of whom couldn't resist taking a photograph of me.

The pilot, a mine of information, held us spellbound, until—all too soon—we approached Liverpool. But the excitement was not over yet! What a thrill it was when the pilot twice swooped low along the River Mersey and over Aintree Racecourse where, from 500 feet, we viewed the preparations for the Grand National which was only a matter of hours away. Alas! At 1100 hours we touched down at Liverpool Airport. Our fantastic flight had ended, but I was still "up in the clouds" as I walked down the steps, and have been ever since.

(Copyright reserved)

CONTACT EXCLUSIVE OFFER! FOR MANWEB PRESENT AND RETIRED STAFF

BREVILLE
**8-up Snack 'n
Sandwich Toaster**



'CONTACT'
STAFF
PRICE
£15.95

The Breville SG101 four-slice toaster, seals and cuts the sandwiches in half, making eight tasty snacks in two minutes. The plates are non-stick and there are indicator lights to show when the toaster is ready for use.

This toaster is now being offered to MANWEB staff, present or retired, at a special staff price of £15.95, during July only.

Fill in the coupon below to reserve your sandwich toaster, and remember to state from which shop you propose to collect and pay for it. Please allow 14 days for delivery to the shop.

To: Andrew Critchley, MANWEB Purchasing Dept.,
2W1 Head Office, Sealand Road, Chester CH1 4LR.

Please reserve Breville SG101 8-up sandwich toaster/s
at £15.95 each. I will pay and collect from the MANWEB shop at:—

NAME

WORKPLACE (FORMER IF RETIRED)

INTERNAL TEL. (HOME IF RETIRED)

N.B.—OFFER CLOSES 31st JULY, 1986.

THE SPORTING CHANCES by Mitch

