

GOOD NEWS ON SALES FRONT



Commercial Director Peter Hopkins and Brunning Advertising Chairman Frank Casey

Operating plan published

THE MANWEB 1986 Operating Plan has been published, and it lays emphasis on improving customer service, co-ordinating the marketing approach, improving communications and cutting waste of resources.

The plan has been compiled by Arthur Ellinson, Management Services Manager, and his staff. We have published the major elements of the plan in this edition of 'CONTACT' as a separate pull-out page.

Mr. Ellinson commented: "I suspect not too many of us were surprised to read in the March edition of 'CONTACT' that the 'grapevine' was the main source of information about MANWEB for many staff. There is plenty of room for communications to be improved and I hope that this edition of 'CONTACT', with its pull-out page highlighting the Operating Plan, will go some way to ensure that our staff have the facts regarding major planned developments in MANWEB during 1986.

"In many important ways, MANWEB's future is closely bound up with ours. It is encouraging to note that this year's plan is characterised by two words—confidence and challenge."

In his foreword to the report, MANWEB Chairman Bryan Weston comments: "Our confidence in the future for MANWEB and the Electricity Supply Industry is reflected in this plan. It is up to all of us to ensure that we achieve improvements in our sales and in the service which we offer our customers."

Mr. Ellinson appealed to staff to play their part in achieving better communications and read the "plan". If you want to know more, or have questions about MANWEB plans for your work-place, ask your supervisor or section head. Copies of the full plan are available locally. It will also be discussed by your LJCC.

SALES of electricity and of domestic appliances have shown a welcome increase during the year 1985/86. The good news was given by Commercial Director Peter Hopkins and Appliance Marketing Manager Warwick Saunders to sales supervisors at their conference.

Addressing an audience of sales staff and as large a representation from other Board departments, an enthusiastic Peter Hopkins revealed that, subject to final confirmation, it looked as though total electricity sales in the MANWEB area would show a six per cent increase overall. There was a rise in domestic sales of around four per cent, Commercial sales rose by six per cent, but the most encouraging for Mr. Hopkins was the increase of about seven per cent in industrial sales.

He commented: "Industrial sales are the barometer of the area's prosperity. It means that the wealth of the area is improving. Even when we take out the sales of electricity to our two largest customers, ICI—which is the biggest electricity customer in Europe—and the

Shotton Paper Mill, we still have a three per cent rise in industrial sales."

The sale of appliances and the profits from them had reached new targets, Warwick Saunders told the conference at the Queen Hotel in Chester. "Our estimated appliance

sales for last year were £21 million and our operating profit was £1½ million. That is an increase of 17 per cent in sales and 37 per cent in profit."

The rate of growth put MANWEB high up the league table of Boards which, together with the growth of the past three years, was something for which the Board staff could be proud. Sales were up from £14½ million to £21 million and profits up from £440,000 to £1½ million. The profit also represented a return of ten per cent on the capital employed in shops, beating targets set and a better return than a building society!

The Commercial Director was able to inform his audiences that the Board had met the financial targets set by the Government—in fact slightly exceeding them, and showing around half a per cent profit.

Mr. Hopkins was delighted with the number of storage heaters sold, but warned against complacency: MANWEB had yet to pass its peak year, 1969/70, and some boards had.

● Continued on page 4

Energy Efficiency Officer from the department of Energy, Robin Gardner, left, with Bryan Ogden, centre, and Rob James, energy marketing engineer, at the Industrial Centre opening



Industrial Demonstration Centre opens

OPENING the MANWEB Industrial Demonstration Centre at Bromborough, Wirral, Mr. Robin Gardner, Energy Efficiency Officer for the North West, commented that he believed that this was the first initiative of its kind in support of the Energy Efficiency Year and the "Monergy" theme.

"MANWEB has shown the way forward in providing, in the small area covered by the Centre, so many techniques for saving energy and money." He went on to congratulate the members of the Board's staff who had the foresight to initiate and bring the scheme together.

"We in our country must become more energy efficient," he urged. "Our industry should be better than most. There is a potential of energy saving of £7-billion in Great Britain. The world-wide markets for our goods is tremendous and industry must gear itself to it."

"This Centre is not just to exhibit and demonstrate energy saving equipment to the Board's customers, but it also gives manufacturers the opportunity to show off their latest products and techniques."

In bringing his remarks to a close, Mr. Gardner said that "Monergy '86" was only a start and should be treated as an on-going effort.

Earlier Bryan Ogden, MANWEB's Energy Marketing Manager, said that the work carried out at the Industrial Demonstration Centre concentrated on electrical energy being used effectively and efficiently. "We, as an Electricity Board, are in the business of selling electricity in an energy-efficient manner to provide benefits for our customers and for the country."



Above are members of Warrington shop, from left to right: Carmel Knight, Joan Bradley, Dave Wilcox (supervisor), Mark Hodgetts, and Dot Litherland being congratulated by Julian Jenkins, District Sales Supervisor

Below are the successful team from Caernarfon shop, left to right, standing: Derfel Hughes, Ceri Simkiss, Lynda Hughes (supervisor), Susan Williams and Ian Jones. Seated is Menai Owen



MANWEB FARM-ELECTRIC HND COURSE PRESENTATION

A SERIES of lectures by MANWEB and Farm Electric Centre staff have been incorporated into an HND course at the Welsh College of Horticulture at Northop, North Wales. Sowing the seeds for electric growth is part of the MANWEB plan to bring greater energy efficiency to farming and horticulture in the years to come.

Four lectures, each presented twice, stress the efficient use of electricity and how to maximise the use of low cost day/night tariffs. The first of the lectures, presented by MANWEB Industrial Development engineer Roger Glover, introduced the students to the electricity supply industry, and explained the application of electricity in horticulture

A description and explanation of electrical terminology was the subject of the second lecture, one of which was given by Roger Glover and the other by John Walker, Principal Load Development Engineer at Head Office. Load Development engineer Ian Hamilton was the last of the MANWEB trio, and

growing. He was able to explain the latest developments at the national centre, and give some idea of the trends in electric thinking in horticulture.

The Northop College has welcomed the MANWEB support and the feed-back from the students has been gratifying to Board staff. The students were pleasantly surprised at the range of publicity literature, handbooks, films and assistance which are available from MANWEB agriculture and horticulture specialists.

he presented the third lecture. He gave the students an insight into computer control.

The final and fourth in the series was presented by John Wier from the Farm Electric Centre. His lecture on horticulture showed the wide range of applications for electricity in

Ian Hamilton, left, watches as colleague Roger Glover presents course notes to the College Principal, Cyril Mitchelmore, and the Vice-Principal, Gordon Limb



Unique contest for MANWEB shops

MANWEB shops at Warrington, Caernarfon and Knutsford were the winners of a unique competition staged among the Board's 58 retail outlets.

Judging was based on points awarded for window display, cleanliness and tidiness in the shop area, correct pricing of the appliances on display and neat appearance of the shop staff. "If they were not wearing their identification badges, points were deducted," commented Bill Wakelin, the Board's Sales Controller.

The competition was divided into three sections. Warrington took the trophies among the nominated large-sized shops. Caernarfon came top of the group of selected medium-sized shops and Knutsford took first place in the section devoted to the small-sized shops.

A large shield, to be awarded annually, was presented to each of the winning shops, together with a smaller trophy which they retain. Staff also received

a hamper of "goodies" and were treated to a night out at a local hotel.

Knutsford shop staff, left to right: Sheila Bradshaw, Jim O'Rourke (supervisor) and Jean Smith



NEW DISTRICT MANAGERS

FOLLOWING the move of Bob Hodson to take over the post of District Manager at Dee Valley, his chair at Rhyl has now been filled by the appointment of Doug Willacy as District Manager at Clwyd, moving from the same post at Gwynedd District.

In turn, the new Gwynedd District Manager is Dick Owen, formerly Engineering Manager at Dee Valley. The new appointments were operative from 1st May.

Long Service

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

40 YEARS—North Mersey District: **Jim Kelly** (foreman meter operative). Dee Valley District: **Don Jones** and **Joe Merryweather** (craftsmen electricians). Clwyd District: **Mary Burdiss** (sales assistant, Mold shop). Gwynedd District: **Roland "R.J." Hughes** (2nd engineer, Load Development). Head Office: **Glyn Bellis** (2nd engineer, System Management) and **Geoff Price** (senior engineer, Plant and Construction).

30 YEARS—North Mersey District: **David Mellor** (craftsman joiner). Dee Valley District: **George Edge** (craftsman joiner). North Wirral District: **Colin Hough** (foreman, Contracting), **Eric Upton** (craft attendant) and **Phil Wearing** (foreman, Civil Trades). Clwyd District: **Haydn Evans** (general duties assistant). Oswestry District: **Roy Evans** (craftsman, electrical inspection). Head Office: **Margaret Okaj** (administrative assistant, Financial).

20 YEARS—Liverpool District: **Edward Jarman** (general duties assistant), **Bernard Toolan** (meter attendant) and **Thomas Winrow** (meter operative). Dee Valley District: **Joan Hill** (sales assistant, Ellesmere Port shop). North Wirral District: **Ron Griffiths** (general duties assistant).

Catering Award for Joan

FOR her services to the catering industry, Joan Dittrich, our Catering Development Engineer, was presented with a Bronze Medal at the 101st Annual Banquet and Ball of the Cookery and Food Association at the Savoy Hotel, in London, recently.

The C.F.A. is Britain's oldest culinary association and the presentation of the medal is a rare event. Joan received it from the hands of Rear Admiral Sir Paul Greening, the Association's President.

Commented Joan: "Although this award marks my services to the catering industry, there is no doubt that it is also a mark of recognition of the advances made by electric catering. I was very proud to accept it on behalf of myself and of MANWEB."

Joan, who has been with MANWEB for 36 years, considers the most radical advances to be the improvements in food

preparation and presentation. "They have improved beyond all recognition during the past 20 years and, in this country, the standard is now the best in the world," she commented.

Joan is Vice-President and a Fellow of the North Wales Division of the Association. The Division's Chairman, Hazel Meredith, a hotelier in Colwyn Bay, was awarded a National Diploma for her services to the Association, and the North Wales Division was awarded the President's Cup for its achievements over the years, in particular for promoting the Wales Chef of the Year competition.

Joan Dittrich, with the Association's cup and her medal





Visit from local MP

Popular MP for Alyn and Deeside, Barry Jones tries his hand at the VDU terminal during his recent visit to the Head Office building. He is watched by, from left to right: Judy Bailey, administrative assistant, Bryan Weston, Chairman, John Roberts, Financial Director, Gary Scragg, executive officer and Tom Jones, former MANWEB Board member



Speakers at the Senior Staff Conference, left to right: Bryan Ogden, Richard Gales, Derrick Holman and Ron Williams

SENIOR STAFF CONFERENCES

MORE than 130 senior NJB and NJC staff attended one of three conferences held during March and April for people who report directly to NJM Managers. This meant principal and senior engineers, executive and senior executive officers at Head Office and various PAG-graded staff at District level.

The Conferences had two main themes—*Staff Motivation* and *Corporate Marketing*, and after listening to addresses from four principal speakers, the participants split up into discussion workshops to consider one or other of those themes.

In each case the conferences were opened by Deputy Chairman Richard Gales, who said that one of the purposes of the gathering was to encourage senior staff, and indirectly all staff, to identify with management and to stimulate discussion and the formulation of useful ideas.

He went on to outline the financial position of MANWEB, reviewing progress against the three main measures of financial performance agreed with the Government—net return on capital, repayment of borrowings and the performance aim of reducing controllable costs. He concluded by mentioning the four "key issues" for 1986/87—anti-theft activities, new technology and communications, efficiency and

the elimination of waste, and corporate marketing.

This last item led him to introduce the first speaker—Deputy Commercial Director Derek Holman—who, together with Energy Marketing Manager Bryan Ogden presented the theme *Must We Market?* accompanied by slides and a video on the PEP Award scheme.

The final speaker was Oswestry District Manager Ron Williams, who addressed his attention to the business of motivating staff. He advised his listeners—"*Get to know your people . . . stimulate a feeling of pride and achievement . . . communicate effectively . . . never de-motivate them with ridicule or sarcasm.*"

After the participants had departed to discuss their allotted topic in discussion groups, there was a general return and "report back", attended in each case by Chairman Bryan Weston. Spokesmen for each group summed up the main points of their conclusions, and there was general agreement that the conferences had been successful and stimulating, providing a forum for very useful exchanges of ideas and experiences.

The occasions were organised by Head Office Management Services section, and consideration is being given to repeating them in future years.

Just one of the syndicates at the conference



Bake-electric

THE tempting and taste-bud tickling aroma from those "in-store" supermarket bakeries, or the High Street "fresh-bake" shops means a bonus for the shopkeeper and the shopper—due in no small way to electricity.

Mass-produced bread and cakes from large industrial bakeries applying the economies of scale have made it very difficult for small bakeries to compete. A new breed of baking ovens which are cheap to buy, instal and run have revolutionised the trade, making it profitable for shops and giving their customers bread and cakes fresh from the oven.

Compact self-contained electric ovens need no flues or oil lines like other fuels and make the best use of space. These new multi-deck ovens have rapid warm-up times, accurate temperature control and consistent heating. They are well insulated to reduce energy loss, making them extremely economic to operate—even more so when advantage is taken of cheaper electricity by using the day/night tariffs.

The leading manufacturer of the new range of ovens is Tom Chandley Ovens, who are based in Manchester. The company have co-operated with MANWEB by arranging staff training courses and customer demonstrations at their premises.

To sell more ovens, MANWEB have mounted a "Master Baker" campaign. It is being organised from the Board's Head Office by industrial development engineer Roger Glover, who explained: "We approached the six separate associations in the MANWEB area of the National Association of Master Bakers, and will circulate their members, plus large hotels and supermarkets, with a mailing-shot and literature. We plan to visit Tom Chandley Ovens with groups of customers to let them see for themselves the latest in baking technology."

MANWEB Districts will be holding seminars which will take the form of visits to the Manchester factory.

Mitch on Monergy



"Mother doesn't think that's funny, George!"



"Are you sure the snooker uses less electricity than 'Dynasty'?"

FROM THE BOARD ROOM

INDUSTRIAL SALES

SALES of electricity to our industrial customers were up by 5.7 per cent in February, compared with the same month last year. Aggregate for the 11 months from April to February showed an increase of 7.9 per cent. Main increases in demand were from the chemicals and paper-making sectors.

APPLIANCE SALES

SALES of appliances from MANWEB shops in February were up in value by 30.7 per cent compared with February 1985.

Free-standing and microwave cookers, freezers, washing machines and clothes driers all did well. The bitterly cold temperatures experienced were reflected in the fact that direct space heater sales rose by 44 per cent and storage heater sales by 55 per cent.

Electricity museum at Manchester

Mr. Philip Jones beams over the advantages of the Kitchen of Today



ELECTRICITY Council Chairman Philip Jones recently opened Britain's first electricity museum in Liverpool Road, Manchester, on the site of what used to be the world's oldest railway warehouse—erected in 1830 at a time when electricity pioneer Michael Faraday was conducting his early experiments.

The museum—a joint venture by the Electricity Council and the now-disbanded Greater Manchester Council—embraces examples of electrical development and technology spanning more than 100 years. Those interested in the history of our industry will find a trip along the M56 to Manchester a fascinating and worthwhile experience.

In addition to many examples of electrical equipment which have been developed along the years, there are also animated displays and video films. An Electricity Gallery includes different "period" room settings

showing the expanding use of electricity in the home from 1935 to 1955 and today.

Said Mr. Jones: "One hundred years ago, when this site was a busy railway centre, electricity was a novelty . . . today electric cookers are in more than half the homes in Britain, while 90 per cent have refrigerators or fridge-freezers. The electricity supply system of Britain is the envy of the world and we are the pioneers of bringing electricity into every home."

The Electricity Gallery is open every day from 10.30 a.m. to 5 p.m. and admission is free.



Warwick Saunders, left, Bill Gaywood and the voice of "Charlie", Julian Cope, right, share a joke behind the scenes



It's all smiles from the District Sales Supervisors, left to right: Cliff Evans, Alan Beanland, Ray Hughes, Bill Wakelin (Area Sales Controller), Julian Jenkins, Vernon Collard (Marketing principal assistant) and Keith Leonard

● FROM PAGE ONE

Good news on sales front

Another record broken was the number of "off-peak" customers in MANWEB. The figure had reached 80,000, and Peter Hopkins urged all members of the Board staff to sign up customers for "Economy 7". He set a target for 100,000 to be on off-peak tariffs by the end of the new financial year. He said that he might be able to offer a prize for the 100,000th "off-peak customer" and one for the member of staff who signed them up.

Industry Year

This was 1986 and it had been designated "Energy Efficiency Year" and "Industry Year", and MANWEB were very much involved in supporting both campaigns. A new 22-foot caravan was being constructed to tour the area to demonstrate how electricity could help industry.

The "PEP" awards were another means by which the Electricity Supply Industry publicised the ways in which industrialists had been able to benefit from electricity. Over the last two years MANWEB had 25 per cent of the national award winners. It was estimated that the promotion of electricity in place of other fuels had saved the country's industry about £60 million a year in energy bills.

The drop in oil price meant that the CEBG would be able to press for a reduction in the price of coal, which should benefit all electricity customers. There was a great need to improve our relationship with customers and search for excellence in our service. Peter Hopkins anticipated a more aggressive approach from the Gas Industry, with privatisation, and MANWEB staff had to "gird up their

loins" in anticipation.

There were four key areas of "Customer Care". The Board had to combat thieves who were stealing electricity and costing customers £15 million a year. New equipment would be employed to detect and prevent theft. New technology would also be used to improve communications with customers.

Another area requiring priority was the elimination of waste. The final sector was to ensure that all departments of the Board pulled in the same direction. Mr. Hopkins told his audience that the customer had to come first and foremost: there had to be corporate marketing approach understood by everyone in MANWEB. Meetings throughout the Board would be held to make staff aware of the Board's competitive position, and their part in meeting the challenge for the future.

Warwick's Friend

Warwick Saunders brought a friend along to help him make his presentation—a cartoon character called "Charlie". Charlie appeared on half of the split screen and indulged in some witty repartee with the Appliance Marketing Manager.

Charlie looked like a giant peanut, with a face, arms and legs. His voice was a sort of refined Roland Rat and the character's mouth moved in synchronisation with the voice—all clever back-projection wizardry from Julian Cope, and no-one is telling how it works.

Sales had shown an increase across the Board, but the star performer was the microwave oven, with MANWEB

sales up 60 per cent on last year. Vacuum cleaners and storage heaters were also high on the list of top-selling appliances.

Using some humorous banter with his cartoon partner, Mr. Saunders explained the contribution of his appliance marketing team at Head Office, the advertising, stock control, shop operations and purchasing sections, all played their part in the success this year.

Congratulations

He congratulated all the sales staff on their efforts, but the five shops of Mid-Mersey had a special mention. They had come top of the sales league. District sales supervisor Julian Jenkins ran his own top shop competition, and his top shop was Northwich, with Ian Traynor and his staff taking the prizes.

Shops were being modernised, altered or moved to better premises, and all would have new fascias in the next three years. There was a new corporate image, which would be on shops, van livery and all stationery.

Looking to the year ahead in the Board shops, Warwick Saunders set an overall target of £22,500,000 for sales, a rise of seven per cent. The overall manning level in the Board shops would be increased by the equivalent of ten full-time employees.

Television and press advertising would be used in a powerful campaign to support shops' efforts to meet the target. The "buy now, pay September" campaign had already started—a month earlier than last year, so stealing the march on the opposition.

But, to continue the story on ad-

vertising, Warwick Saunders and his pal Charlie quit the stage for the Chairman of Brunning Advertising—the Board's agency—Frank Casey.

Mr. Casey showed illustrations of the early efforts in advertising, the old classic winners and losers. He then brought his audience up to date with a range of top advertising films produced by his agency.

Television was a very important medium, and much of the Board's advertising budget would be spent on it. To get the best possible results for money, co-operative campaigns had been planned with Norweb.

After showing a video recording of how an advertising brief was followed through the agency to the end-product, and showing the large number of people involved, Mr. Casey moved on to the 1986 advertising.

The idea was a gradual change—evolution rather than revolution—of the advertisements, the new theme being *Switch To Better Value*. Both press and radio advertising would supplement the TV campaign.

After lunch, it was time for the *Open Forum*, which was followed by a spectacular finale—a slide presentation using 15 projectors synchronised to a sound-track, extolling the virtues of electricity and the industry.

This sales supervisors' conference provided much for the sales staff to enthuse over, and for the other departmental members to ponder how they could help to promote a unified MANWEB to help the electricity customer. The conference was well run and, if there were any hitches, they did not show—a credit to the organiser, Advertising Officer Bill Gaywood and his team behind the scenes.

Mitch's sales front



"Mr. Wilks... he's here again!"



"There—that's better than paying MANWEB to fit one, isn't it?"



"Are you sure he's one of our regular demonstrators?"



A happy mixed group of sales, secretarial and personnel staff at the shop supervisors' conference

A section of the audience at the Queen Hotel, Chester, for the Sales Supervisors Conference

OPERATING PLAN 1986

Corporate objectives

The overall MANWEB corporate objective is to develop and maintain electricity supplies to meet customers' needs on a continuing basis and as economically as possible.

The medium-term goal is to achieve a reduction in the real price per unit of electricity sold, maintain high standards of service and an acceptable rate of return.

The objectives in the main areas of business are:—

Financial—to achieve the agreed financial targets and performance aim.

Distribution—to ensure that electricity is distributed at the minimum cost consistent with maintaining adequate standards of security.

Manpower and Productivity—to

have a highly-motivated, productive work-force, which combines the full range of skills required with the necessary flexibility to make the most effective use of those skills.

Electricity Marketing—to encourage the cost effective use of electricity by all customers.

Retail Trading—to operate the contracting and appliance marketing activities in support of the main business, and to achieve a specified level of financial return.

Key issues for 1986/7

Anti-theft plans—An estimated £15 million-worth of electricity was stolen from MANWEB last year, and considerable anti-theft measures are planned for 1986. These include extra manpower deployed on anti-theft activities. An increased effort will be made to ensure safety and security at meter positions, and there will be extended and improved use of monitoring systems.

New technology and communications—New technology will continue to play an important role in securing improvements in MANWEB's overall performance.

The main emphasis of computer developments will be the continued introduction of screen-based systems providing staff direct access to computer facilities.

Communications improvements include plans to instal digital telephone exchanges in seven District offices by 1987. This will allow customers to dial direct into enquiry units, reducing waiting-time and duration of calls.

Efficiency and elimination of waste—MANWEB performance is a subject of constant public scrutiny. Manpower represents a major element of expenditure and the search for improved

productivity is of key importance

With 1986 being "Energy Efficiency Year", it is essential that MANWEB examines its own energy consumption throughout all its operations.

Corporate marketing strategy—The Commercial Department will spearhead the marketing operations, but it is essential that all staff are made aware of the importance of marketing electricity and, during the year, a major effort to increase staff knowledge of MANWEB marketing objectives is planned. Briefing meetings and literature will equip staff to make a valuable contribution to the sales targets of all departments.

Manpower and organisation

MANWEB manpower policy has two objectives—a significant cost reduction per unit sold and the security of employment of staff.

The aim will be to match staffing levels to work-load and to make any reduction in manpower requirements by taking advantage of staff turnover. If the objectives are to be achieved, the need must continue for efficiency in flexible working practice.

The main developments for the year ahead include:—

- Stepping up planned recruitment of trainees, with the aim of taking on 60 trainees of various types during 1986/87—more than any other Board

- Reviewing existing industrial relations practices and personnel procedures to take account of revised management structure
- Developing more effective contacts with full-time trade union officials
- Implementing clerical, sales, and maintenance and repair Y.T.S programmes
- Ensuring fair consideration of the disabled and ethnic minorities when recruiting staff
- New efforts to ensure that safe working practices are maintained
- Continuing the development of staff appraisal schemes, with the aim of including more junior staff.

Organisation—The current structure of ten Districts and Head Office will remain the same in 1986/87 and, following the appointment of District managers in all Districts, it is the intention to create three assistant District manager posts in North Mersey, Liverpool and Dee Valley Districts. career development purposes.

Following the completion of the new Gwynedd District office complex during 1986/87, planning has started for the redevelopment of Mid-Mersey office, with major building work taking place over a four-year period.

Work is continuing on the Head Office site with major modifications and up-grading of buildings. This work will continue until 1987/88.

Unit losses

MANWEB's "units unaccounted for" (the number of units purchased from the C.E.G.B. but not sold to our customers) are the second-highest in the country and have increased faster than all but one of the other Area Boards over the last five years. There are three main causes of losses:—

- Losses in the distribution network
- Electricity used in our own premises
- Theft.

Of these three, **theft** is the major cause of the increase over the past ten years.

During 1986/87, special attention will be given to co-ordinating and

monitoring specific anti-theft activities:—

- We will continue our efforts to develop **contact** and **co-operation** with local **police forces**, particularly at the District level.
- The policy of requiring **security deposits** in cases of repeated interference with our equipment will be extended to all Districts.
- **Administrative support** given to anti-theft activities will be improved, including the further development and extension of **computer-based** systems.

In addition, steps will be taken to reduce our own consumption of electricity.

Meters

A meter modernisation programme will be launched to improve safety and security of MANWEB equipment on customers' premises. Out-dated and damaged equipment will be replaced and polycarbonate covers to protect metering equipment will be installed.

Initially, the work will be in areas where an unsatisfactory service position is most acute. The intention is to extend this to most of MANWEB's area over the next few years, and eventually to all new installations as standard. Wherever possible, outside meter cupboards will be used for new supplies.

Financial Targets

Return on capital—For 1986/87, MANWEB is aiming for a return on capital of 2.35 per cent as part of a target of 2.4 per cent for the three years 1985/86 to 1987/88, which has been agreed with the Government.

Repayment of borrowings—MANWEB is seeking to repay around £13 million of borrowings.

Performance aim—The Electricity Supply Industry has agreed a performance aim with the Government to reduce controllable costs per unit sold by 6.1 per cent between 1983/84 and 1987/88.

Operating profit—During 1986/87 we are aiming for an operating profit from the electricity sales of approximately £13.4 million (before monetary working capital adjustment).

Spending for the future

MANWEB's capital expenditure in 1986/87 is expected to be £34.5 million. The bulk of this money (£28 million) will be spent on the expansion and development of the electricity distribution network. The rest (around £6.5 million) will be spent on non-system items such as land and buildings, vehicles and mobile plant, computer equipment, etc. Of the £28 million system expenditure, most (around £18.4 million) will go to providing new supplies, with about £9.6 million being set aside for reinforcement of the existing network. Amongst major schemes planned for the year ahead are the building of three 132/33-kV sub-stations—at the Shell UK Refinery at Stanlow, at the Deeside Industrial Park in Shotwick, and at the Laura Ashley factory in Mochdre.

There will be increased expenditure to replace and refurbish ageing distribution equipment. Examples of this work include:—

- replacing steel-conducted 11-kV overhead lines
- rebuilding and refurbishment of 33-kV overhead lines
- rationalisation of 132-kV circuits at Connahs Quay sub-station
- the change-over of existing 6.6-kV networks to 11-kV, including major change-over work within Chester City centre (part of a five-year programme).

Work is also proceeding to complete a major review of future refurbishment requirements in LV networks and services.

OPERATING PLAN 1986

Commercial activities

Marketing electricity—MANWEB's annual marketing plan contains a full programme of events linked to both Energy Efficiency Year 1986 and to Industry Year 1986.

- We will build on the success of the MANWEB Industrial PEP Award Scheme by running a MANWEB Commercial PEP Scheme.
- Industrial Demonstration Units, using new factory premises will be established in partnership with English Estates and the Welsh Development Agency
- Local exhibitions and conferences will be organised in association with the Electricity Council Travelling Exhibition
- Local schools will be encouraged and helped to take part in the 1986 Energy Efficiency Competi-

tion—*"The Energy Factor"*

- Visits for local industrialists will be arranged at the Capenhurst Research Centre Open Week.

In the domestic market, efforts will be directed towards storage heater sales/water heating packages, in order to increase the number of customers taking advantage of the *Economy 7* tariff.

In the commercial market, specialist direct mail campaigns will be carried out to encourage space and water heating on the *Economy 7* tariff.

For the larger commercial customer, our main marketing efforts will be targeted at situations where electricity can be substituted for other fuels.

The overall aim of the energy marketing activities will be to achieve a sales target of at least 225-million units—last year's target was 190-million units.

Trading activities—The aim of MANWEB's contracting, appliance repair and appliance marketing activities is to support our main business—supplying electricity. At the same time, these activities should be profitable. include:—

- More emphasis on contracting work which is associated with energy marketing: storage heating, *Economy 7* water heating packages, showers, rewiring, rechargeable engineering work and public lighting
- Improved quality control arrangements and liaison with manufacturers to ensure even higher standards of appliance reliability
- Promotion of a new extended insurance scheme for appliances (*Surecare*)
- Starting a three-year programme to provide new shop fronts in line with the new MANWEB logo.

Serving the customer

To highlight the level of service given to our customers, a number of customer service standards have been set covering a range of activities. These include:—

Standards of supply

- Fault-related customer interruptions per 100 connected customer to be less than 65
- Average duration of fault-related customer interruptions to be less than 100 mins. a year.
- Proportion of customers whose

supply is interrupted due to faults and who are off supply for more than three hours to be less than 11 per cent.

- Supply to all customers is to be restored within 24 hours, except in extreme abnormality.
- Number of justified voltage complaints outstanding for more than one year to be less than 50
- All verified voltage complaints are to be dealt with within two years.

Delivery of appliances

- The proportion of appliances delivered within five working days of purchase to be at least 85 per cent.

Repair of appliances

- The proportion of first visits on domestic appliance repairs to be made within three working days to be at least 95 per cent.
- Proportion of repair jobs satisfactorily completed on first visit to be at least 80 per cent.

Complaints

- Level of District Manager complaints per 100,000 customer to be less than 75 p.a.

Public relations

The aim will be to increase public and staff knowledge of the electricity supply industry's policies and activities.

Achievements and successes will be publicised, and MANWEB will demonstrate an awareness of such issues as energy efficiency and the environmental, social and economic factors within MANWEB's area of supply.

The image of MANWEB as an efficient, caring organisation, capable of meeting customer needs, will be promoted.

MANWEB will develop closer links with Citizens' Advice Bureaux and other bodies. A document outlining MANWEB policies for helping customers to pay their electricity accounts will be produced.

For Welsh-speaking customers, there will be an additional use of the language, where appropriate.

As part of the development of the MANWEB public image, a new logo and corporate colour scheme has been created. This insert in 'CONTACT' is in the new colours and shows the new-look shops, van livery and stationery.

Securing income

Customer billing and cash collection methods have been speeded up with the use of new technology. Further developments taking place this year include:—

- Direct input of prepayment customer record amendments
 - Improved monthly account billing and follow-up of outstanding debts
 - A new cash input system
 - A new debt-recovery system, for debts requiring legal action
 - Extending automatic letter production facilities to the Districts.
- The other areas for review include:—
- The extended use of card-operated meters
 - The wider use of banker's orders
 - Examining the possible benefits from varying the meter-reading cycle.

The New Corporate Image

The old house-style has served MANWEB well for the last 20 years. It was conceived in the "Swinging Sixties" and was a radical change in style. Now the new challenges of today mean that something more in keeping with the new MANWEB is needed.

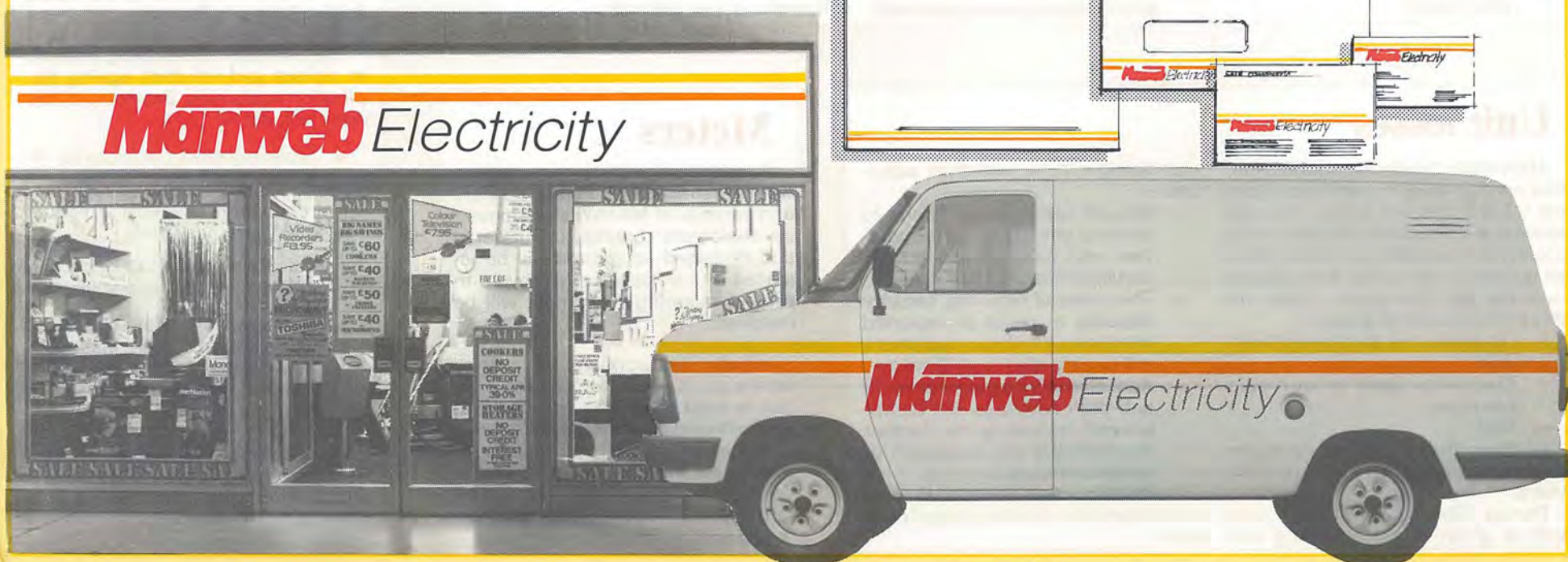
Advertising Officer Bill Gaywood was given the task of co-ordinating the new look. He called in Brunning Advertising—the MANWEB agency. He briefed them to design a complete new look which depicted the modern,

caring, commercial enterprise—the MANWEB of today.

The agency decided to retain something of the old with a modified "Manweb" in a bright red. They added orange and yellow lines to give a warm and bright look to the style. The final effect was to present MANWEB as a forward-looking friendly organisation of professional people.

The Chairman, Directors and the Board all approved the new look and only a slight modification was needed

to the original Brunning presentation. Stationery will be changed almost immediately; shop fascias and van livery will alter over the next three years to the new corporate image.



Chester's big lift



The "Flight" now landing at the Head Office building is the new dishwasher for the staff restaurant. "Flight" is the type of huge machine which had to be lifted by crane, as you can see above. It replaces a machine that has cleaned dishes for the hungry hordes for the last 17 years. Restaurant manager Graham Morris commented: "With upwards of 4,000 pieces of crockery and cutlery to wash each day, it has certainly made the job more efficient." The new machine was ordered by Welfare Officer Jim Wilcock, who supervised the manoeuvring from the crane to the kitchen

Helping hospitals cut energy bills

MANY hospitals throughout the country have adopted the cook-chill system to improve the economy, efficiency and standard of their catering operations. A new video "Cook-Chill Energy Efficient Catering in Hospitals", produced by The Electricity Council, features three hospitals taking advantage of this modern technique.

Cook-Chill is a catering system based on normal preparation and cooking of food followed by fast chilling and storage in controlled low temperature conditions. When required for the table, the food is regenerated in energy-efficient equipment. This process ensures optimum use of central kitchen

facilities.

One of the establishments featured in the video is Cranage Hall Hospital for the Mentally Handicapped, situated near Holmes Chapel in our Mid-Cheshire District. Here chilled food is delivered daily to ward kitchens and stored ready for regeneration as required for special patient needs.

"Cook-Chill Energy Efficient Catering in Hospitals" is available in VHS and U-matic formats. Copies may be obtained on free loan, or purchased (prices on application) from The Electricity Council, Film Library, 30 Millbank, London SW1P 4RD. Telephone 01-834 2333.



Pru Buckley with guest speakers Tomos Davies, left, and Bernard Bill



Joint Secretary and conference organiser Dennis Atkinson, left, and District Manager Bob Hodson, right, with oldest guest Bob Pratt, who tells us that he is 91!

CLWYD LJCC OPEN MEETING

Safety first at Clwyd

AFTER an excellent meal in the comfortable surroundings of the Dixieland pub on Rhyl's promenade, about 150 members of the Clwyd District staff and their guests settled down to their open meeting of the LJCC.

In the chair, both for the meeting and for LJCC, was Pru Buckley. She opened the business for the evening with a report on the year in Clwyd. She expressed satisfaction with the services unit that had been set up in the District to ensure a quick response to customer problems and loss of supply.

She expressed concern over the theft of electricity and stated that there had been 20 prosecutions in the District over the year. She emphasised the need for vigilance, saying: "We must make sure that people do not extract electricity illegally. It is we, as customers, who pay the bill."

Four of the District staff had received awards from the suggestion scheme, and one was to be assessed at national level with prospect of a considerable cash payment.

During the year, despite the Safetywise campaign, accidents had shown an increase. There had been 140 reported, of which 20 were serious enough to lead to more than three days off work. There had been considerable human suffering and over 600 working days lost. She urged more care to be taken.

Bob Hodson, District Manager, then introduced an old archive film, a favourite of his, which starred Michael Bentine and Deryck Guyler in glorious black and white. The film poked fun at the Gas Board and the introduction of North Sea Gas.

After this old classic comic film, it was the turn of the guest speaker, Supt. Bernard Bill of the North Wales Police, to arrest the attention of his audience. His subject was road safety.

The EEC had declared that 1986 should be Road Safety Year. There had been legislation, research and publicity to help make the Community's roads safer.

Wales had the best record in the Community for road safety and he gave credit for this to the road safety organisations and his own traffic police, who co-operated to ensure that the safety message got across to the public.

With one death every 1½ hours and an injury every 1½ minutes, there was a constant need to drive home the safety theme. He urged drivers to look

again at their Highway Code and parents to ensure that they knew the Green Cross Code, in order to teach their children properly. He was concerned that children learned the code and then saw their own parents and other adults ignoring it.

Superintendent Bill ended his talk with a film—this one in colour—called *The Killing Time*, which emphasised the need for members of the public to become proficient at first-aid.

A second unscheduled item was on the agenda—a talk by Aberystwyth's Tomos Davies, entitled *The Ballad of William Jones*. The abridged version was published in April 'CONTACT'.

The final part of the business side of the evening was the *Open Forum*. One questioner asked for smoking to be banned in the District office. Joint Secretary Denis Atkinson commented, between puffs on his pipe, that he thought it an infringement of civil liberties to ban smoking—a response which provoked some derisive comments from the audience. From the chair, Pru Buckley declined to comment, saying that she too was a smoker.

Another questioner wanted to know why Load Development staff were able to receive prizes for sales. Load Development

Engineer Ron Carter considered it an idea worth trying in an attempt to promote sales. It would have to be assessed and it may be that, if it was continued, it may not be in the same form next year.

The meeting ended with a tribute to the District Manager, Bob Hodson, by Pru Buckley,

wishing him well in his new post as District Manager of their neighbouring District, Dee Valley. He in turn thanked the staff for their support and teamwork and was sorry, personally, to be leaving them.

The evening ended with music to the sound of the Rod Taylor Disco.

Three pictures of staff and their guests at the Clwyd conference



National Badminton Championships

MANWEB were hosts to the Electricity Supply Industry Annual Badminton Championships recently. Over 170 players gathered at the Northgate Arena in Chester to fight to be the top team.

After some remarkable play, the Midlands Board beat the Southern Board in the final. The MANWEB team managed to reach the semi-final of the Plate Contest, for those knocked out after the first rounds.

Joe Pugh and Gren Roberts from Head Office were the MANWEB men responsible for organising the event.



MANWEB Chairman Bryan Weston congratulates the Midlands Board winning team

RETIREMENTS



Len and Annie Walter, above, surrounded by Head Office Finance staff

Mr. L. WALTER

TAKING early retirement from Head Office Revenue section after 36 years.

He joined MANWEB in 1950, after serving with the RAF, where he was a navigator. He was a temporary clerk in the former Sub-Area 3 Accounts, based in Chester, and has been

in the Accounts in varying levels for the whole of his career with the Board.

Len is married and he and his wife, Annie, have five children—four sons and a daughter. Away from the office, he enjoys a game of golf, plays snooker and likes gardening. He is also active in his local church.

Mrs. B. FOLEY

ANOTHER member of the Finance staff taking early retirement is Barbara Foley, from the Revenue section. Barbara has worked at Head Office for the last 15 years.

Married to Don, who works in a local Chester hotel, they

have two children, a son and a daughter—who is married and has made them grandparents with her little boy.

Gardening and history, particularly the Tudor period, are Barbara's main interests. She also likes collecting antique porcelain.

Alan Wadcock, Financial Manager, right, stands next to Barbara Foley



Gift for Gren

Secretary of Head Office Retired Group Del Hall presented Gren Roberts, right, with a tankard and the group's thanks for all Gren's help behind the scenes

Unusual Head Office visitors

Five unusual visitors appeared on the Head Office front lawn—a quintet of Shetland ponies. Naturally, they got a warm welcome from receptionist Chris Coldray, but no-one knew where they came from. Police and RSPCA could not help. Security men tried to pen them in, but they ran off. We believe they came from Waverton, ten miles or so away on the other side of Chester



Goodbye to Bob

EPEA trade union official Bob Blackburn has retired after over 20 years' association with the electricity supply industry. The last six have been as the engineers' man in the MANWEB area. The staff side of the Joint co-ordinating Council gave Bob a farewell gift. This is being presented, above, by their Chairman, EEPTU official Norman Barr, and watched by his colleagues from the Council



Mr. A. BRISCOE

A LIFETIME'S work with the electricity industry in Liverpool, which began in 1939, ended recently when Albert Briscoe, a foreman electrician with North Mersey District, retired.

Young Albert began as a messenger boy at Whitechapel shop, earning seven shillings and twopence a week! He was all of 14 years old then, and two years later began his apprenticeship. War service in the Far East intervened, after which he

returned to complete his apprenticeship.

In 1950 he moved to North Mersey District, being promoted chargehand in 1965 and foreman in 1968.

On behalf of the many friends he made over the years, Albert was presented with many gifts—including an engraved tankard from the shift electricians! A member of the Sports and Social Committee, he will continue to take an active interest in life at Bridle Road.

Les Appleton, Installation Engineer, left, wishes Albert Briscoe a happy retirement



SNOOKER AND POOL WINNERS

Secretary of the Snooker Section, Pat Byrne, left, with the winners of the annual snooker and pool contest. Jim Fisher, vice-president of the Sports Club presented the prizes to, from left to right: Gary Jaros, singles winner and doubles runner-up, Joe Pugh, pool runner-up, Dave Shepherd, snooker doubles runner-up, Cyril Jones and Gill Reeve, pool mixed doubles winners, Roger Hughes, snooker singles runner-up, Brian Carmen, pool winner, Paul Morrison, pool singles runner-up, and Colin Roberts, pool doubles winner. Not pictured are snooker doubles winners Hugh Farrow and Nigel Crossley, and pool doubles winner Ken Sudlow



Mrs. J. JONES
ALWAYS on the move, regularly driving around 100 miles a day, coping with all weather conditions and traffic problems, was a job carried out most efficiently by Jessie Jones, our Dee Valley District courier driver, who has now retired.

Despite the many difficulties, Jessie's timing could always be relied upon. Her routine journeys started each morning at the Dee Valley District offices, moving off to the Legacy depot, Johnstown, Wrexham and on to Chester shops, New Crane Street depot, Head Office, Neston and Ellesmere Port shops and back to Rhostyllen.

After another call at Legacy, she would drive on to Shotton shop, then to Head Office, New Crane Street depot, Chester and Wrexham shops and back to District office.

Jessie first joined the Board 35 years ago, to work in the canteen at Legacy depot. In 1974, she took to the road and, after covering around 300,000 miles, she was never involved



Keith Griffiths presents Jessie Jones with her farewell gift on behalf of her Dee Valley colleagues

in an accident.

For relaxation, Jessie enjoys ballroom dancing, cycling and gardening. Married to Cyril, they have a daughter, Elaine, who once worked for the Board at Rhostyllen and who has provided them with two grandchildren.

Friends around the District subscribed to present Jessie with many farewell gifts and all wished her continued safe journeys in retirement.

He joined the Cheshire Regiment on the outbreak of the last war. He was on firewatch duty in a building in Liverpool when it was hit by a land-mine. Fifteen hours later he was dug out of the rubble to spend the next 12 months in hospital.



Peter Falcon bids farewell to driver Syd Wilson, centre, watched by Queensferry colleagues

FRIENDS and colleagues were gathered in the canteen at Queensferry to bid farewell to a popular member of the depot, driver Syd Wilson.

Syd joined the Board in 1960 as a handyman and driver in Machynlleth, after serving in the Marine Commando Unit. He moved to live in Chester in

Mr. S. WILSON

the '70s and transferred as a driver to Queensferry.

Syd and his wife Glenys have two sons, one of whom is married and is a police inspector; and they also have two

grandsons. Tinkering with cars and caravanning are Syd's main interests away from work.

Much of his time will be spent in the caravan on a site near Machynlleth, where the gift of a portable colour television from colleagues, which was presented to him by Financial Manager Peter Falcon, will come in useful.

Mr. D. BIRKENHEAD

Indo-China, later renamed Vietnam.

After all the excitement, he returned to work at Pumpfields in Liverpool. Later, he moved to Lister Drive on contracting until 1976, when he became the first member of our staff to work full-time on the detection of the theft of electricity.

Still of single status, Dougie is looking forward to his retirement, so that he can catch up

on the many jobs still unfinished around his home. He also hopes to see more of his only sister, who lives in Hereford.

He told us that he is eagerly looking forward to sitting at home with his feet up and a pint in his hand while watching the World Cup matches on TV.

Dougie was wished a long and happy retirement by District Manager Gerry Haughan, when he officially handed over parting gifts from friends and colleagues in the District.



A quintet of accounts staff retiring are, from left to right: Ivor Pearson, Gwyn Jones, Joan Edwards, Denis Pritchard and Ron Clinch

Mr. I. PEARSON

STARTING work with MANWEB in 1950, in the former Area 4 office at Rhostyllen, Ivor Pearson has now retired from his post as a principal assistant in the Income section at Head Office.

He is married to Myra, who once worked in our Wrexham shop, and they have a son, Howard, who also worked for the Board some years ago in the Photographic section at Head Office.

Now, with time to spare, Ivor hopes to delve further into his interest in cars, and dabble in photography at his son's photo-function business in Wrexham.

Mrs. G. L. JONES

JOINING the ranks of the retired is Gwyneth Louise Jones, a clerk in the Income section at Sealand Road.

Gwyn spent the early years of her life in Denbigh, but came to Chester when she married her husband, Stan. They have a son, Peter, who works as a stockbroker in London.

In retirement, Gwyn will be devoting more time to gardening, painting and cooking.

Mr. A. LOVELADY

ELECTING for early retirement after 45 years' service in the electricity supply industry, Albert Lovelady, an electrical inspection craftsman, said farewell to his friends at the St. Helens depot.

Albert's first job was with the former Liverpool Corporation Electric Supply Department when he was 14 years of age. Twelve months later he had a rise, when promoted as lift attendant at the Whitechapel showroom. His qualifications for this important post, complete with blue serge suit, gold braid and brass buttons—he was the smallest lad in the office at the time!

At 16, having grown a bit, he decided on an apprenticeship. Then service with the REME intervened. He was stationed in India for a time. After his demobilisation, he resumed his apprenticeship, and qualified as a craftsman. He later transferred to the St. Helens depot.

Albert and his wife, Olive, have two married daughters. His main hobby is photography. Farewell gifts from colleagues included an electric razor and crystal glasses.

Mrs. E. J. EDWARDS

"NOW that I have the time, I shall be able to concentrate on my garden," commented Joan Edwards when she recently took early retirement from her job as a clerical assistant in the Income section at Head Office.

Joan, who enjoys walking, is married to Ken, a draughtsman at Octel. They have four children and two grandchildren.

Mr. D. L. PRITCHARD

AFTER 37 years' service with the Board, Denis Lawrence Pritchard has now retired from his job as clerical assistant in the Income section at Head Office.

During the last war, Denis served for three years as a fireman/despatch rider with the National Fire Service. He then joined the Royal Navy, and for three more years served in the Middle East and on Malta in the communications branch.

He lists gardening and reading as his main forms of relaxation. For the past 30 years he has also been very active—on a part-time basis—as secretary of the Frodsham Branch of the Royal British Legion Association and the co-organiser for the annual Poppy Day Appeal.

Married to Irene, a former member of the Board's staff at Derby House, Liverpool, and Eversley, Frodsham, they have two children, both involved in welfare work.

Mr. L. SALE

IN 1935, Les Sale, a craftsman in the Meter Test Station at Lister Drive, started work with the former Liverpool Corporation Electric Supply Department. Four years later, he joined the Royal Artillery and served throughout the war years.

He was demobilised with the rank of sergeant, and returned to work in Meter Test.

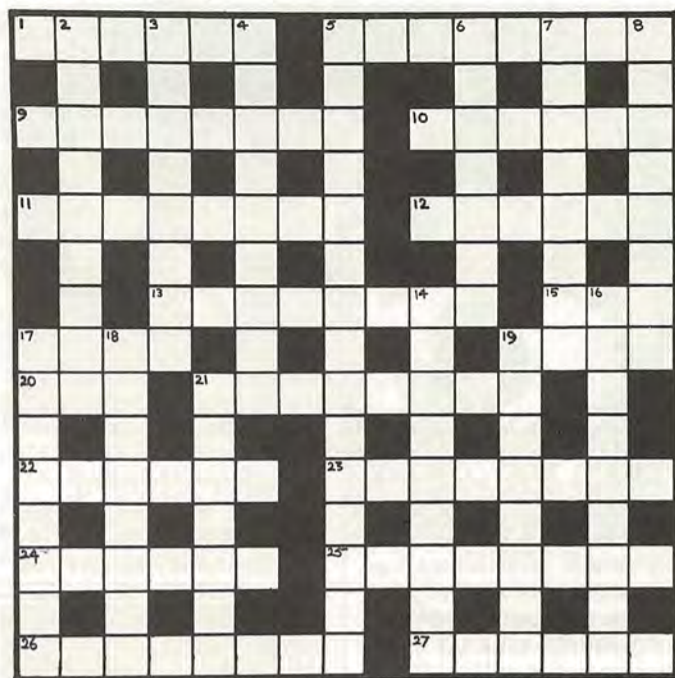
Les left our industry in 1960 and, after 14 years "outside", he came back to "The Drive".

Les Sale in the centre of a group of Lister Drive colleagues



Several retirement reports have been held over till next month, due to lack of space





PRIZE CROSSWORD

You have until the end of May to complete and return the solution to our latest crossword. Once again there will be three prize-winners of £5.00 each—the first three correct solutions to be opened.

Entries should be sent to:—

**CONTACT CROSSWORD, MANWEB HEAD OFFICE,
Sealand Road, CHESTER CH1 4LR
Closing date for entries is 30th May 1986**

CLUES

Across

- 1 Line in which one leaves oneself wide open (6)
- 5 But this bed is neither sweet nor in good order (5, 3)
- 9 Could be a long wait at the railway station (5-3)
- 10 Surprising place from which to launch an attack (6)
- 11 A teller of extravagant love stories (8)
- 12 Schoolboy look-out for the navy in a one-time musical cellar (6)
- 13 Formerly emptied without one obligation (8)

- 15 Of which Washington was not guilty (3)
- 17 "And all I ask is a tall ship and a ... to steer her by" (*Masefield*) (4)
- 19 There was too much of it for the walrus and the carpenter (4)
- 20 A resinous one hundred thousand rupees (3)
- 21 Could be a printing hiccup with the top pages (8)
- 22 Cut down on the dried fruit (5)
- 23 Bears witness to testator's will (8)
- 24 Formic edge of Giant's Causeway country (6)
- 25 The result of scrambling after what sounds like tea

- in the motel (8)
- 26 No ordeal for dogs in Battersea (8)
- 27 He could announce the state of your bank balance (6)

- 16 ... by recording its contents in writing (3, 6)
- 17 Slipshod way of putting on roughcast (8)
- 18 Get used to what sounds like a convention (8)
- 19 One of which she sells on the seashore (8)
- 21 Extraordinary film effects (7)

(Dictionary: Chambers Twentieth Century)

Down

- 2 In a short time the gunners' volunteers met up with a woman in love (9)
- 3 Oil trade produced follower of graven image (8)
- 4 Flyer with valuable top-knot (9)
- 5 Descriptive of people who have a great liking for each other (15)
- 6 London's banking street (7)
- 7 Material to cure Miss Stack of a sore throat? (8)
- 8 In a roundabout way went hence and improved (8)
- 14 Ten men act to make the law ... (9)



THE wife of a friend of a colleague from Crewe took two bags of rubbish to the local tip, only to find the gates closed.

Spotting another black plastic bag left near the gates, she decided to dump her bags too. Before leaving, out of curiosity, she peeped into the other bag and was surprised to see that it contained a microwave oven.

As her husband was electrically trained—no, he did not work for MANWEB—she decided that it would be a pity to leave it there as scrap, as her husband might be able to repair it.

She loaded it into the boot of her car and drove off. A few hundred yards down the road, she realised that she was being pursued by a police car, with lights flashing and siren blaring. She pulled in!

A policeman approached her and asked what she had been doing. She explained that she had only gone to dump some rubbish—"I have not done anything wrong!"

The policeman said that he accepted her story, but would she please open the boot and let him have his radar trap equipment back!

The name droppers

HIGH winds and heavy snowfalls often result in our work control sections getting calls from customers with supply problems.

Administrative assistant in our Clwyd District Engineering section Hugh Jones sent us a note to say that two customers who 'phoned in recently were a Mrs. Fairweather and a Mr. McBreeze.

We believe him!

CONTACT FREE ADS

FOR SALE

BARBECUE—cast iron with battery-operated spit. Used once. £25.00. Lol Williams, Blaenau Ffestiniog (0766) 81 830328.

CAMPING STOVE — twin burner, used once. £15.00. Lol Williams, Blaenau Ffestiniog (0766) 81 830328.

DRINK MAKER—Kenwood, hardly used. £10.00. Lol Williams, Blaenau Ffestiniog (0766) 81 830328.

TROPICAL FISH TANK—with breeder tank, fish, display material, light, etc., in wooden cabinet. Nice piece of furniture. Measures 42 ins. high, 37 ins. wide and 16 ins. deep. Jean Letman, Gwynedd District 3302 or Waenfawr 85683.

ELEC. UNDERBLANKET — Double, Dreamland. Never used. £15. Tel: Oswestry 655621 or Oswestry internal 307 (K. Y. Parry).

CARS

ESCORT 1300L — 1979. Reconditioned engine July '85, new clutch, starter motor and other parts. £1,295. Tel: 051-228 8055 (S. Kelly).

HOUSES

LLANDULAS, Clwyd—in the village. 3-bedroomed semi. Close to all amenities, buses, shops, etc. Storage heaters, Economy 7 water heating, etc. Good sized gardens. £22,750. Tel: 0492-517582 after 6.30 p.m. (John Hughes).

RHYL—Very attractive 3-bedroomed semi. Gas C.H., dbl glazed, garage/workshop, two patios, large enclosed garden, greenhouse, shed. Cul-de-sac position—five minutes from beach. £27,500 o.n.o. Tel: Rhyl 55940 (G. O. Williams).

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).

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.

WAENFAWR, Gwynedd—in Snowdonia National Park. Modern house, sleeps 4. May–Sept. Tel: Gwynedd internal 2182 (Miss E. Parry).

HOLIDAYS ABROAD

COSTA BRAVA — Privately-owned two-bedroom apartment, with swimming pool, at Estartit, a delightful fishing village only 300 metres from the sea. Flights arranged. Tel: H.O. internal 2140 (Denise Barlow) or Chester (0244) 28506.

COSTA DEL SOL — Fuengirola/Marbella. Studio apartment, sleeps three. Magnificent views. Shared pool. Near beach. Also available two-bedroom apartment. Flights arranged. Tel: Runcorn 76294 (Tom Johnson).

COSTA DEL SOL — Benal Madena, between Torremolinos and Fuengirola. One-bedroom apartment. Magnificent pool. Sea and mountain views. Flights arranged. Tel: H.O. internal 2808 or Chester (0244) 41097 (Joe Flanagan).

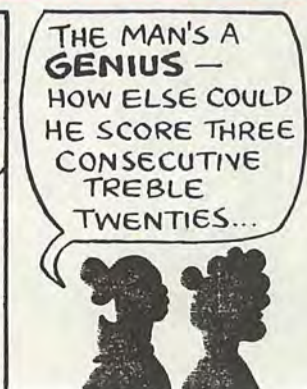
FRENCH RIVIERA — Cote d'Azur. Six-berth mobile home to let. Fully equipped, shower, toilet, cooker, fridge. Easy reach of Monaco, St. Tropez, Nice and Cannes. On-site swimming, tennis, shop, bar. 18-hole golf course six miles. Discount for electricity supply industry staff. Booking for 1986 now. Tel: 0544 267579 (M. Williams, Midlands Electricity Board).

TENERIFE — Playa de las Americas. Studio apartment to let. Sleeps 2/4. Swimming pool. Quiet location near exciting resort. Flights arranged. Tel: H.O. internal 2140 (Denise Barlow) or Chester (0244) 28506.

TENERIFE — Playa de las Americas. Luxury apartment in superb location. Two bedrooms, Terrace, pool. Tel: H.O. internal 2386 or Chester (0244) 674871 (Grace Littler).

THE SPORTING CHANCES

by Mitch



PLEASE PRINT YOUR FREE AD. ON THIS COUPON OR ON PLAIN PAPER

(BLOCK CAPS PLEASE)

Name:

Work place (or retired)

Send to: 'CONTACT' FREE ADS, MANWEB, SEALAND ROAD, CHESTER CH1 4LR.