



Richmond Cars Limited

Employment and Skills Plan - Richmond Motor Group - Unit 9, Salt Box, Bognor Regis (planning ref BE/135/18/PL)

March 2022

Background

Richmond Motor Group currently operates 8 sites, predominantly on the south coast between Havant and Southampton as new and used car showrooms. Each site also has a service workshop and parts operation. The group currently employs 442 people through 6 legal entities the largest of which is Richmond Cars Limited centred in Portsmouth. During 2021, 11 new jobs were created with the addition of Havant and a further 22 by growth at existing sites. The group holds Hyundai, MG, Skoda and Suzuki franchises.

The following table details the number of employees at each of our existing sites.

Site	Dec-20	Feb-22
Botley	38	45
Fareham	58	55
Guildford	45	46
Havant		11
Newmans	16	18
Portsmouth Drayton	28	18
Portsmouth Main	164	185
Southampton	60	64
Grand Total	409	442

Richmond Cars Limited acquired land at Saltbox, Bognor Regis in late 2021 have originally entered into a purchase agreement with the developer since 2018 when the location was identified as a prime location for a future dealership. Construction of a 3 franchise car showroom is planned during 2022 with a scheduled opening date of August 2022, just in time for the vitally important September registration change for new cars. Agreement has already been reached with Hyundai and MG to create franchise operations at this new dealership with a third manufacturer yet to be appointed. Both Hyundai and MG have a significant electric and hybrid vehicle product range in their existing portfolio and plan a number of future technology offerings over the next couple of years.

Assumptions Relating to Employment and Future Growth

The start up budget that has been prepared by the business considering the anticipated new and used vehicle sales opportunity in the Bognor Regis area as well as the size of the existing car parc for service and aftersales. At start up 26 new jobs will be created to operate the site. This number will increase in 2023 to 44 as the business becomes established and adds a third franchise. From year 3 the site would be expected to grow to a similar size to other Richmond businesses and employ in excess of 50 staff dependent on financial viability.

Department		Aug-22	2023
Service	Master Technician	1	2
Service	Technician	3	6
Service	Apprentice Technician	0	2
Service	Managers	1	1
Service	Advisor	2	3
Service	Driver	1	1
Parts	Supervisor	1	2
Overheads	Managers	1	1
Overheads	Sales Administrator	1	2
Overheads	Accounts Assistant	1	2
Overheads	Receptionist	1	2
Overheads	Cleaner	1	2
Overheads	Forecourt Operator	1	2
Retail Sales - Hyundai	Managers	1	1
Retail Sales - Hyundai	Sales Executives	5	5
Retail Sales - MG	Managers	1	1
Retail Sales - MG	Sales Executives	4	4
Retail Sales - TBC	Managers	0	1
Retail Sales - TBC	Sales Executives	0	4
		26	44

Strategic objectives for skills and development within the group:

To deliver on our vision and values we will focus on 3 main strategic objectives.

- We will continue to use local educational institutions to ensure that the training and development we deliver to our employees is aligned with demand and is able to adapt to the changing needs of our business.

Richmond Motor Group has a strong and proven record of developing and training their employees through various qualifications to ensure career progression. We use many providers to upskill our employees and future proof for any skills they will need in the future in order for the business to grow. We use a mixture of local colleges for education and qualifications and local training providers for courses.

Apprentice technicians will be in place during 2023 as the group currently employs 14 at other sites. The group also has had apprentices that have successfully completed courses in Accounting and Human Resources.

- Enabling all of our employees to achieve their potential.
- Empowering people to progress within employment, including access to better higher paid opportunities

The group have created many jobs in all of the areas we are located. Richmond Motor Group started in 1995 with just 30 employees; we are now a Richmond Family of over 440 employees. Richmond Motor Group takes pride in the continuing development of our employees. As a group we are committed to supporting our employees with Wellness programs and Employee Assistance programs.

Recruitment from the local area

New employees will be recruited from the local area by an advertising campaign currently under development by the marketing and communications team at Richmond Motor Group. Our aim is to achieve positive outcomes for local people through the recruitment and development of all employees.

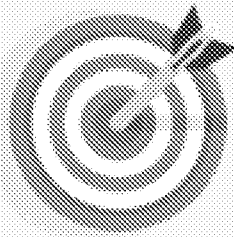
We will recruit for the new employees via varying means:

Attending any careers fairs/visits to local colleges.

Advertising in the local area and online job boards (targeted at the local area)

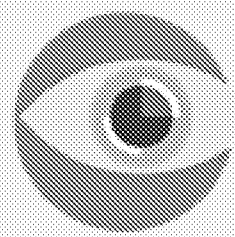
Recruitment days held in the local area.

Company Mission Statement and Vision and Values



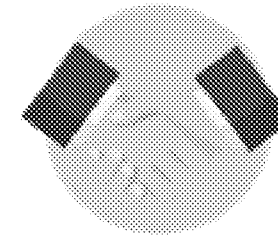
OUR MISSION

Our mission is to be the leading family run motor retailer in the UK by providing an exemplary and unique experience together with the best quality products and services, all driven by the family values at the heart of our business.



OUR VISION

- To build customer loyalty by delighting our customers, turning them into advocates of our brand.
- To be the automotive employer of choice by offering our team members real opportunities for career growth and development.
- To expand our portfolio of brands and services, becoming every manufacturer's partner of choice.
- To be a profitable organisation at the forefront of the retail experience, embracing change and investing in new technologies.



OUR VALUES

- Treat colleagues and customers like friends and family.
- Strive for excellence every day, and be accountable for our results.
- Build open and honest relationships with no blame culture.
- Recognise, reward and celebrate success.

Summary

Richmond Motor Group has a proven record of developing car dealerships on the south coast. The group have created many jobs in all of the areas we are located. Richmond Motor Group started in 1995 with just 30 employees; we are now a Richmond Family of over 440 employees. Richmond Motor Group takes pride in the continuing development of our employees. As a group we are committed to supporting our employees with Wellness programs and Employee Assistance programs.

The Bognor Regis site is planned to be a class leading multi franchise car showroom showcasing the latest electric and hybrid technologies on offer from leading motor manufacturers.