

# Pressure group to target Shell

The protracted legal wranglings between promotions specialist Don Marketing and Shell (UK) have prompted Alfred Donovan, father of Don Marketing's managing director, John Donovan, to form the Shell Corporate Conscience Pressure Group, dedicated to changing Shell's "lack of interest in settling disputes amicably" and the way in which the company controls the flow of information to the people it works with.

The move is an attempt to bring together other interested parties, such as shareholders and dealers, who are "unhappy at the ethical conduct" of the company.

The group claims that it already has "a dozen individuals and companies owning shares in Shell" as members, and that "many [more] are also unhappy". Mr Donovan senior said that he felt compelled to set up the pressure group after his son found it necessary to issue High Court writs to Shell.

Meanwhile, response to Don Marketing's advertisement and questionnaire (see January issue) has been encouraging,



Don Marketing's managing director, John Donovan

according to John Donovan. In the questionnaire dealers were asked to state whether they knew that Make Money and other promotions "...were flawed" and whether they would have continued to run the promotions if they had been made aware of the fact.

"We confirmed to dealers, licensees and other operators, that information would be confidential and the response was very interesting," said Mr Donovan.

The company and its legal advisors have also prepared a

response letter, explaining Don Marketing's current legal position and elaborating on its allegations against Shell.

The letter is intended for dealers who have replied to the questionnaire, and a copy has been sent to Shell which, according to Mr Donovan, has "until midday [on January 26] to comment on its accuracy".

It states that forecourt staff could "identify the hidden prizes on a large proportion of the [Nintendo] game leaflets", and that although this had been pointed out to Shell promotions manager Andrew Lazenby who "accepted the game was open to abuse", the promotion continued. The letter describes the Make Money promotion as "seriously flawed".

Commenting on the letter, a Shell spokesman said it was one of many and that Shell "didn't intend to comment on every single letter from Mr Donovan".

"A legal process has been initiated in which Shell is participating and the company intends to see the action through court," he said.

The dispute continues.

## Clean air strategy welcomed

The Government's strategic policy for air quality, Air Quality: Meeting the Challenge, has been welcomed by the UK Petroleum Industry Association. The Government's strategy is described by the UKPIA as a positive step in improving air quality, based on scientifically-derived air quality standards, realistic timescales and analysis of cost-effectiveness to select the best options.

"The strategy acknowledges the reduction in emissions as a result of action by the oil industries," said UKPIA director general David Parker. "The UKPIA welcomes the emphasis on balancing longer-term measures with short-term proposals."

## PROPERTY NEWS

**TESCO CONTINUES ITS INEXORABLE** march on what it sees as the UK's prime petrol and supermarket sites with a planned £10 million development in Braintree, Essex. The proposed site will include a petrol station and class A1 supermarket with landscaped parking for 600. Tesco is also spending an estimated £8m on a petrol station and supermarket in Oxford. Outline plans for the site include a petrol station, and A1 supermarket featuring a coffee shop. And £10m is the price of a supermarket and petrol station in West Road, Bath if detailed plans comprising a supermarket, petrol filling station, car parking and service areas are approved.

**KUWAIT PETROLEUM LTD** has submitted detailed plans for a £500,000 Q8 petrol station also in Brentwood, Essex. The development will include a shop, car wash, and jet wash as well as four pump islands, if the plans meet with approval.

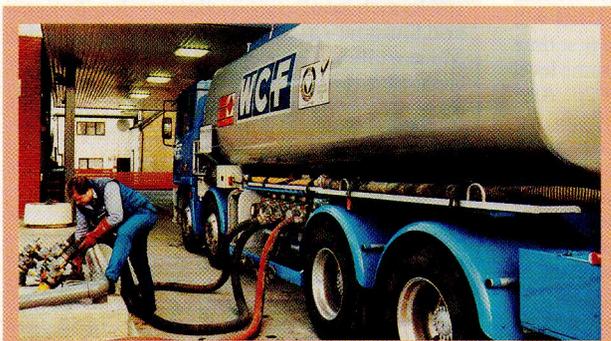
**TAIN IN THE HIGHLANDS** is the proposed site for Tain Motors' £500k petrol station, showroom and workshop which has just been granted outline planning permission. The site features a car showroom, vehicle workshop, car wash, and a restaurant with parking spaces as well as a filling station.

**CHELVERTON PROPERTIES LTD** HAS submitted outline plans for a £9m superstore and petrol station situated in Llandudno, Gwynedd, on the site of former mud flats, which will form one of three similar sites planned for the Llandudno area. The development comprises an eight-island petrol filling station and car wash, a supermarket with 380 car parking spaces, a park and ride with space for 378 cars and an extensive flood defence scheme.

**FREEMAN STREET, GRIMSBY**, is the site for a £500,000 petrol filling station on land formerly occupied by a two-storey car park. Detailed plans have been submitted for a canopy-covered three-island filling station and sales kiosk. In addition, there is proposed car parking space for 280 vehicles.

**OUTLINE PLANS HAVE BEEN SUBMITTED** for a motel and filling station worth £5.3m on the A429 in Cirencester. Included in the scheme is a 40-bedroom motel, a filling station with sales building and associated car parking, and landscaping.

**MEANWHILE IF THE NATIONAL RIVERS** Authority can rule out the possibility of underground water contamination, an £8.5m supermarket and petrol station comprising 3,321sq m supermarket, 304 sq m coffee shop, six-island canopy-covered filling station and 58 sq m sales kiosk will be constructed in Crescent Road, Faversham, Kent. In addition, Kent County Council must sign a highways agreement before approval of the plans is granted.



The Fuels Division of WCF Ltd has just taken delivery of the first of four 26,000-litre tankers provided on contract hire by Ryder plc. The vehicle, an ERF EC10 8x4 rigid, is to be maintained by Ryder under an eight-year contract hire agreement. It will be based at WCF Fuel Division's depot at Ayr, Strathclyde.

The three other tankers will operate from bases in Edinburgh, and Carnforth, Lancashire. All four will be used to deliver petrol and diesel to filling stations throughout Scotland and the north of England.

"Ryder showed professionalism and a quality approach," said WCF Fuel Division general manager Robert Gill. "The company provides first class maintenance and support with the flexibility to meet our needs. We're confident that we have all the back-up we need."