



## Welcome to Motor Trade Today; a newsletter designed with the Motor Trader in mind

If you do have any feedback on this newsletter or would like to feature in a future edition of Motor Trade Today then do get in touch on [motortrade.today@footmanjames.co.uk](mailto:motortrade.today@footmanjames.co.uk)

### Featured Garage: Charles Ware's Morris Minor Centre Ltd

This month's 'Featured Garage' is Charles Ware's Morris Minor Centre Ltd; a Morris Minor specialist, who specialises in the repair and restoration of Morris Minors and other classic cars.

We visited Zac Ware, son of Charles Ware, to ask him a few questions regarding his business and the motor trade industry in general.

#### Tell us about your business?

We provide a specialised service in the restoration, care and repair of Morris Minors and other classic cars. We offer a complete range of new and used Morris Minor parts and spares and have unrivalled experience and specialist expertise. We cover all aspects of restoration including bodywork/spraying, trim and upholstery, welding and mechanics.

The majority of our customers are based in the UK and have owned their cars for a long time, but we have also seen young drivers having an interest in these vehicles. They come to us for parts and expert help as they like the idea of restoring these cars themselves. We do also have a few customers abroad and have a loyal customer base.

#### Tell us about your background, how did you get into the motor trade industry?

This business was originally my father's passion, having worked in the building trade Charles Ware was an avid supporter of conservation in the building industry having campaigned against the demolition of buildings in Camden and the Georgian houses in Bath.

He spotted a gap in the market for Morris Minors in 1976. With the close of production a few years earlier, he recognised this much loved vehicle was still in popular demand.

Myself, my first passion is music, I am lucky enough to be able to make a living in music being a guitarist for the Proclaimers but I do enjoy the restoration side of the business.

#### Can you give us some history about how the business came about and how it has evolved?

My father set up this business in Bath, initially buying and selling Morris Minors. Over the years this has developed to include restoration and has further expanded to selling the parts Worldwide. Today trading from Bristol the business has been passed to me and I continue the legacy of this iconic British vehicle.

#### What is the most usual or interesting vehicle you have worked on?

Morris Minor was the first British car to sell a million units. In 1960 a limited edition of 350 Minor 1000's were made celebrating the Millionth Minor produced, all finished in lilac paint and had white and gold leather seats with special 'Minor 1000000' badges, approximately 40 are known to have survived to date. We currently have one of these rare Minor Millions in our workshop undergoing restoration.

#### What do you most enjoy about the motor trade business?

Seeing the vehicle come in as a rusty wreck and leaving the workshop having with a new lease of life. From wreck to riches!!

What better way to reduce your carbon footprint than to restore a classic car which is cheaper to run and insure and is enjoyable to drive.

We use traditional hand crafted techniques and have some exceptionally skilled people, some have been here over 30 years.

I believe we provide something durable which is a part of our British heritage.

#### How would you say the motor trade industry has changed over the years?

It's much more difficult to get staff with the skills. We were looking for a panel beater recently and it took a little time to find someone who had the skills and was used to the physical work involved.

#### Where do you see your business in 10 years?

We have such great skills here and experience in classic car restoration we would love to apply these skills to other marques of cars. Charles Ware's is synonymous with Morris Minor restoration but we do also restore many other marques of classic cars and I see our business expanding more into these areas.

We are also looking to enhance our online parts buying offering. (Continues overleaf)



Many thanks to Zac Ware for taking the time to speak with us. You can find out more about Charles Ware's Morris Minor Centre Ltd by visiting their website: [www.morrisminor.org.uk](http://www.morrisminor.org.uk)

If you would like your garage to feature in our 'Featured Garage' section then please contact us on: [motortrade.today@footmanjames.co.uk](mailto:motortrade.today@footmanjames.co.uk)

# Staff in the Spotlight

This month as part of our 'Who's Who at Footman James' feature we interviewed Andy Fairchild - Managing Director.



**What is your job title?**  
Managing Director

**What does that involve?**  
Setting the strategy for the business and supporting all of our people to deliver great customer service.

**How long have you been in insurance?**  
Since I graduated really aged 21. I've had some time in banking and doing some consultancy but mostly insurance.

**Do you have any insurance specialisms?**  
I've always loved retailing insurance. It's had a

couple of 'revolutions' even in my career - over the telephone & on-line distributing.

**How did you get into insurance?**  
Royal Insurance had a big centre in my hometown of Peterborough and I just walked in and said 'give us a job'.

**What was your first car?**  
A Morris Marina in orange! My girlfriend's Dad put a spoiler on the back. No, really!!

**What is your dream car?**  
One of my mates had a British Racing Green MG and I always thought he was cool. Must get one at some stage.

**What do you think is the biggest challenge for a broker?**  
Staying totally and utterly customer focussed when there are so many distractions.

**Can you tell us a bit about you outside work?**  
I love sport. I've played lots of football, rugby

and cricket. The loves of my life are split between my family and Peterborough United FC.

**If you were a vehicle, what type would you be and why?**  
I'd like to think the Volvo P1800, specifically the 'Saint' car (which we supported the restoration of the original), stylish, cool and aged well! Although I'm a bit more of a Morris Minor, old, reliable and in some instances a bit rough around the edges!

**What tips would you give to motor trade businesses?**  
Apart from insuring with us - I would say the challenges are similar to ours - staying customer focussed at all times and enjoying the challenges and camaraderie of the classic vehicle movement.

## And the winner is...

'As one of the UK's leading classic car insurance brokers we were delighted to have our first ever presence at Mechanex, Donnington, towards the end of last year.

Known as the regional aftermarket tradeshow targeting auto repair professionals, it is a showcase for all the latest diagnostics, parts, tools and equipment.

It was a huge success for our Motor Trade team who are already a well known name on the specialist vehicle show circuit.

To celebrate our presence at Mechanex we launched a competition, offering one lucky winner the chance to walk away with a tool kit worth more than £500. The winner, MOT garage owner John Lamb was over the moon with the prize - which he kindly gave to his apprentice!

The competition was enthusiastically received and our congratulations go to John and his staff!

The next Mechanex show will take place in Manchester on 20 and 21 May - look out for us.

Lucky winner John Lamb (left) pictured with John Radford - Commercial New Business Executive.



## Featured Garage: continued from front page



**What would you say are the challenges for your business in the future?**

The reducing numbers of Morris Minors and trying to source parts causes its own challenges. We are looking to expand restoration out into other marques such as the older Mini cars.

**Has the current economic times impacted on your business?**

In 2007 we did feel the effects of the credit crunch but today Morris Minor is seen as a more desirable vehicle and is one of the cars of choice that a classic car collector wants in his collection.

**If you were prime minister for the day, what would you do to help the motor trade industry?**

The encouragement of the apprenticeships scheme in the industry and government support to help businesses with this is something I'd look at.

Also breaks in taxation to help businesses grow and invest would also be useful.

**What vehicle would you most like to own?**  
One that works !!

**What advice or tips would you give to someone who is just starting in the industry?**

In the vehicle restoration industry you will need more than a desire to set up a business to make money, you also need the passion and a real love for what you do. It's not a quick way to make money; it is loads of hard work and dedication.

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**Footman James**

We share your passion

## EVENT CITY, MANCHESTER 20-21 MAY 2014

Are you an active auto repair professional or have an interest in fixing motors?

If you are, join Footman James on the 21st of May for Mechanex 2014, taking place at Event City in Manchester for all the latest on diagnostics, parts, tools and equipment. You'll get the chance to test out cutting-edge innovations and learn by demonstration from the experts. You will also get the chance for individual interaction with industry specialists and parts suppliers.

For more information, visit: [www.mechanex.info](http://www.mechanex.info)