

About Lloyd Ltd

Our Journey, Our Heritage

Lloyd Ltd was founded in 1964 by Ralph Lloyd as a Ford tractor dealership based in Carlisle. The business established its roots in the agricultural machinery industry and within a year of being founded, became the first business to take up residency on Kingstown Industrial Estate in the North of Carlisle.

As Lloyd Ltd grew, Ralph took a step back from the business to allow his son, Barry, to take the reins. Barry had worked in various areas of the business including sales and the workshop, meaning he was ideally placed to lead the Company forward. Since then, Barry's two sons, George and Henry, have played an active part in the business with George now being Lloyd Ltd's Managing Director. George, like Barry, has had experience in nearly every department of the business, allowing him to expand his knowledge and get to know the reality of many roles within Lloyd Ltd.

Over the years various depots and franchises have been added to the business meaning that Lloyd Ltd now has 9 locations across the North of England and Scotland and over 40 different franchises. Spanning the agricultural, construction, ground care & lawncare and materials handling machinery industries, Lloyd Ltd is now a one-stop shop for our customers, and with the addition of 4x4 vehicles and an equestrian supplies shop, the business has something for everyone.

Although Lloyd Ltd has grown significantly over the years, this growth has been steady and pragmatic. The Lloyd Family have continued to invest heavily in the business through building new premises, upgrading existing buildings and developing staff through training and learning to help our careers thrive. This makes Lloyd Ltd an industry leading business for both our employees, customers and suppliers and allows us to be the best in the business.

As you begin your journey with Lloyd Ltd, you join this great history at an exciting time of growth. We hope your career flourishes as much as Lloyd Ltd has since 1964 during your time with us.

Vision

Our vision is:

To be leaders in our field.

Mission

As a company, our mission is:

**Helping you build and grow by providing first-class service
from a family-run business.**

Core Values



Our People/Our Leaders

At Lloyd Ltd all of our management team are approachable and hold an open-door policy so we can all communicate easily with each other and to ensure that we offer a welcoming atmosphere at all times.

During your employment at Lloyd Ltd there are some key individuals you may interact with within our management team. Get to know some of their names and faces below:



George Lloyd
Managing Director

George Lloyd:

Start Date with Lloyd Ltd – August 2007

About his role – George is our Managing Director. He is responsible for overseeing all areas of the business and making decisions about strategy, future plans and direction. George travels around all the depots regularly so you are likely to see him out and about in your place of work often.

Background – George has experience in nearly every department of the business. He has expanded his knowledge over the years by taking a steady approach to learning all aspects of the business and has gained hands-on experience to help understand the reality of many roles within the Company.



Barry Lloyd
Chief Executive

Barry Lloyd:

Start Date with Lloyd Ltd – During 1969

About his role – Barry is our Chief Executive at Lloyd Ltd. He spends his time overseeing larger projects for the business and guiding employees along their journey with us.

Background – Through his many years with the business Barry has worked in variety of roles, from the workshop as an apprentice, to the parts department, the accounts department and many more. This has given him a real oversight of how every department within the business operates.



Jonathan Bell
Dealer Principal - Penrith
& Lancashire

Jonathan Bell:

Start Date with Lloyd Ltd – September 2016

About his role – Jonathan is our Dealer Principal at our Carlisle Depot. He is responsible for overseeing all the departments in the depot, including managing employees, reviewing finances and monitoring stock and performance.

Background – Jonathan joined Lloyd Ltd as a Sales Representative at our Penrith depot and was later promoted to Dealer Principal at the depot. During 2023, he transferred to the same position at Carlisle, before moving back to oversee our Penrith and Lancashire areas. With a background in sales and agriculture, Jonathan has great expertise to support the business.



John Marston
Dealer Principal - Carlisle

John Marston:

Start Date with Lloyd Ltd – June 2012, but previously worked for Lloyd Ltd from 1988 to 1996 and 1999 to 2005.

About his role – John is our Dealer Principal at our Penrith depot. His role involves managing a team of Sales Representatives, depot support employees and directing our parts and service departments. John also oversees depot performance and ensures all targets are met.

Background – John began his career as an Apprentice Engineer in our Carlisle depot before moving into Agricultural Sales. Following a few years away from Lloyd Ltd, John re-joined the business in sales and built up a strong customer base. In 2023 he was promoted to the role of Dealer Principal at Penrith, and has since moved closer to home to become Dealer Principal at Carlisle.



Stuart Dalton
Dealer Principal - Dumfries

Stuart Dalton:

Start Date with Lloyd Ltd – November 1993

About his role – Stuart is our Dealer Principal at Lloyd Ltd Dumfries. He oversees the department managers in the depot, alongside a team of Sales Representatives, including our Isuzu pick-up Sales department, whilst also monitoring stock levels and performance.

Background – Stuart joined Lloyd Ltd as a Sales Representative at our Dumfries depot before later becoming the Dealer Principal in 1999. Over the years he has gained great experience to support the depot through building relationships with employees, customers and suppliers alike.



Stewart Crighton
Dealer Principal - Kelso

Stewart Crighton:

Start Date with Lloyd Ltd – March 2016

About his role – Stewart is the Dealer Principal at our Kelso depot in the Scottish Borders. He also oversees our small aftersales depot in the Lothians. In his role Stewart is responsible for tasks including managing a team of employees, monitoring depot finances and developing relationships with customers and suppliers.

Background – Stewart began his career as an Agricultural Engineer giving him a great understanding of aftersales. He later joined an agricultural machinery manufacturer initially as an Area Service Manager before moving into the sales aspect of the business. His experience across sales and aftersales provide the ideal understanding to undertake his current role to a high level.



Lewis Barr
Dealer Principal - Newcastle

Lewis Barr:

Start Date with Lloyd Ltd – July 2015

About his role – Lewis is our Dealer Principal at Lloyd Ltd Newcastle in the North East of England. Lewis splits his time between tasks including managing employees, monitoring the depot's finances, controlling stock levels, and building relationships with stakeholders.

Background – Lewis joined Lloyd Ltd as an Agricultural Sales Representative after completing a degree in Countryside Management/Rural Studies at Newcastle University and working in a local Parts Department. Lewis's family run a dairy farm giving him the perfect understanding of the agricultural industry and our customer's needs. In 2023, Lewis was promoted to the role of Dealer Principal at our Newcastle depot.



David Greedy
Dealer Principal - Bishop
Auckland

David Greedy:

Start Date with Lloyd Ltd – December 2010

About his role – David is the Dealer Principal at our Bishop Auckland depot. David oversees the busy depot whilst also looking to ensure department efficiencies, correct stock levels and leading staff by developing performance. David continues to develop great relationships with our customers, employees, and suppliers alike.

Background – David began working at Construction Plant in Stockton-on-Tees. Lloyd Ltd acquired this business in 2013 when David was employed as a Parts Manager, having previously undertaken the roles of Parts Advisor and Yard Assistant. In early 2020, Construction Plant transferred to our Bishop Auckland site where David continued in the role of Parts Manager for a growing team. In January 2023, David was promoted to the role of Dealer Principal at the depot.



Sam Verry
Head of Finance

Sam Verry:

Start Date with Lloyd Ltd – October 2012

About his role – In the role of Head of Finance, Sam is responsible for managing all finance and accounting operations, whilst preparing and directing financial budgets and forecasts and developing strategic plans for the business. Sam is also Company Secretary for the business and has an oversight of the HR, Transport, IT and Purchasing departments.

Background – Sam joined Lloyd Ltd as an Accountant having gained practice experience in two local accountancy firms. Being ACA and AAT qualified Sam has great experience in the accounting sector, both through recognised qualifications and hands-on experience.



Simon Burton
Group Aftersales Manager

Simon Burton:

Start Date with Lloyd Ltd – January 2020

About his role – Simon is responsible for overseeing all Parts and Service departments within the Company. Working alongside the Dealer Principal's he ensures we have the right staffing levels, the departments are running effectively and efficiently and are performing well financially, amongst other important tasks. Simon also takes responsibility for overseeing our Alnwick aftersales depot.

Background – Simon joined Lloyd Ltd with extensive experience in the aftersales from working in both parts and service departments predominantly in the motor industry. Simon's experience in both working within and managing aftersales departments gives him the ideal experience to drive our parts and service departments forward.



Emily Naylor
HR Manager

Emily Naylor:

Start Date with Lloyd Ltd – September 2017

About her role – Emily is responsible for managing Lloyd Ltd's HR department. Within the department all aspects of HR are dealt with including recruitment, employee relations, training & development, reward and payroll. As part of her role, Emily also provides support on looking after health and safety and insurance matters.

Background – Emily joined Lloyd Ltd after achieving a first-class honours degree in Psychology at Newcastle University. Having developed a vast range of experience in generalist HR and payroll, Emily was promoted to become Lloyd Ltd's HR Manager in January 2020.



Chris Naylor
Financial Controller

Chris Naylor:

Start Date with Lloyd Ltd – July 2011

About his role – Chris is responsible for overseeing various functions within the accounts department whilst also preparing monthly management accounts and completing projects to support the wider business. As part of his role, Chris provides financial guidance to management to ensure the financial success of the company.

Background – Chris joined Lloyd Ltd after completing his school education at a local sixth form. Joining the business as a trainee within the accounts function, he has progressed throughout the department to his current role of Financial Controller. During this time, he has also completed the AAT qualifications and the nationally recognised, CIMA qualification for working in accounting in industry.



Simon Holmes
Group Groundcare &
Lawncare Sales Manager

Simon Holmes:

Start Date with Lloyd Ltd – July 2006

About his role – Simon is responsible for overseeing the groundcare and lawncare sales departments across the business in conjunction with the Dealer Principals at each depot. As part of his role, he maximises sales and profitability by working closely with the sales team and manufacturers to ensure continued successful performance for the business.

Background – Simon has undertaken several different roles during time at Lloyd Ltd including sales and management. With his specialist area being groundcare and lawncare machinery, his current role gives him the ideal opportunity to mentor Sales Representatives and instil his passion for the industry.



Chris Stephenson
Group Constructions Sales
Manager

Chris Stephenson:

Start Date with Lloyd Ltd – August 2017

About his role – In conjunction with the Dealer Principals, Chris is responsible for managing the construction sales departments at each depot. As part of his role, he works closely with the Sales Representatives to develop customer relationships and maximise sales, whilst also monitoring stock of machinery and communicating with manufacturers.

Background – Chris joined Lloyd Ltd after spending most of his career within the motor industry in sales and management roles. Having developed an understanding of the construction industry and gained extensive product knowledge from our manufacturers, Chris is able to guide the construction sales sector of the business successfully.



Sue Colling
Marketing Manager

Sue Colling:

Start Date with Lloyd Ltd – April 2004

About her role – As Marketing Manager, Sue is responsible for managing all marketing activities for Lloyd Ltd. From developing social media content to producing marketing campaigns to writing press articles, Sue coordinates and creates and coordinates all of Lloyd Ltd's marketing content. Sue also manages our social media presence and website and ensures brand consistency.

Background – Sue joined Lloyd Ltd with a wealth experience from marketing roles across various sectors. Sue has developed great relationships with various stakeholders of the business and ensures the company's marketing strategy is relevant to our customers and manufacturers alike.



Leah Lishman
Operations Manager

Leah Lishman:

Start Date with Lloyd Ltd – November 2018

About her role – Leah is responsible for overseeing health and safety and procurement for the business. As Operations Manager, Leah provides support and advice on health and safety enquires and ensures safe working practices for the company. Leah also coordinates the procurements of site overheads and handles supplier contracts.

Background – Leah joined Lloyd Ltd in the Accounts Department working in our purchase ledger function, before moving to our Newcastle depot to work as Branch Co-ordinator. During her time at Lloyd Ltd, Leah has gained a variety of experience making her ideally placed to have taken on her current role in September 2023.



David Wardle
Transport Manager

David Wardle:

Start Date with Lloyd Ltd – August 2023

About his role – As Transport Manager, David is responsible for ensuring the legal compliance of our vehicle fleet. David is the key point of contact for all transport compliance queries and has responsibility for the business's operators licence.

Background – David has an extensive background in transport and managerial roles making him ideally placed for his role within Lloyd Ltd. With experience in ensuring drivers and vehicles are fully compliant with transport legislation he is able to manage his area of expertise to great success.



Barry Wiggett
Head of Warranty

Barry Wiggett:

Start Date with Lloyd Ltd – January 2019

About his role – As Head of Warranty, Barry manages our small warranty team at the Carlisle Head Office. Barry oversees and assists with machinery warranty claims, liaises with manufacturers and resolves internal warranty queries.

Background – Barry joined Lloyd Ltd with extensive aftersales experience from a career within the motor industry. Working within parts, service and warranty departments, Barry has also completed numerous manufacturer courses developing his skills and experience within these areas.

Our customers

Our internal and external customers are key to the success of our business, it is our continuous engagement and the consistent first-class service delivery that has successfully supported our business growth over the years.

Whether you represent Lloyd Ltd as an employee or are a new or returning client we aspire to ensure that you feel welcome, respected, supported and valued for the contribution that you bring. To ensure that this is embedded in our culture we have policies and procedures that advocate our objectives.

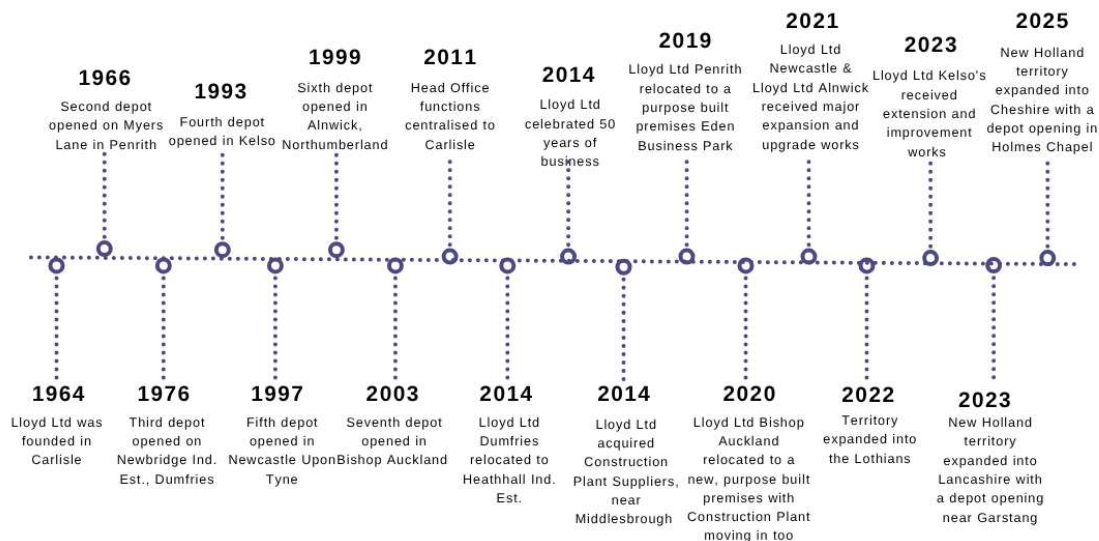
In addition, we ensure that our current or prospective vulnerable customers whose ability or circumstances require us to take extra precautions in the way that we sell and provide our products or services in order to ensure that they are not disadvantaged in any way.

Please refer to our Vulnerable Customers Policy for further details.

Our Services

At Lloyd Ltd we can offer the full package to our customers, from selling machinery and parts, through to providing maintenance and servicing support for the range of products we offer. Today, Lloyd Ltd is one of UK's largest New Holland machinery suppliers with a territory spanning from the East and Mid Lothians in Scotland to across the North of England.

Check out our timeline to see how we have grown over the last 60 years.



We offer the full package to our customers and every department plays a vital role. Learn more about our different services below.

Sales

At Lloyd Ltd we are proud to be one of the largest dealers in the UK for some of the world's leading manufacturers of machinery. With extensive experience of supporting the agricultural, construction, groundcare and lawncare sectors, our knowledge and expertise is second to none.

Offering an extensive range of new and used equipment from manufacturers including New Holland, Manitou, Bobcat, Develon, Honda and many more, our Sales Representatives are ideally placed to help our customers find the right equipment for their needs.

Our Sales Representatives undergo extensive internal and manufacturer training to be the best in the business at knowing our customers' needs and completing our sales processes effectively to ensure that we provide top-quality customer service at all times.

Service

Our service departments are responsible for servicing and maintaining our customers' machinery. For our customers, whatever equipment or machinery they rely on to support their farm, business,

organisation or home, it is essential to protect the investment they have made. Keeping that machinery regularly serviced is an essential part of achieving that aim.

At all our Lloyd Ltd branches we have experienced Engineers who have undertaken extensive and regular manufacturer training to ensure that they are the best people to maintain and repair any agricultural, construction and groundcare equipment.

Alongside our teams of Engineers, our busy service office employees work to contact customers, liaise with Engineers and complete service related paperwork to ensure the smooth and efficient running of the service departments.

Our workshops are equipped with the latest tools and diagnostics to make sure that the most up-to-date techniques and software updates can be applied.

We appreciate that the machinery our customers use is fundamental to their operations so, where required and appropriate, we are able to come to their premises to carry out service and repair work on site, reducing the downtime of the equipment and ensuring that productivity can be resumed at the earliest opportunity. We also offer out-of-hours emergency servicing and repairs as needed.

The seasonal nature of agricultural, construction and groundcare machinery usage means that we are particularly busy in the off-season, with Winter Servicing being an essential part of the facilities we offer to minimise disruption to our customers at essential times for their operations and to maximise the effective working of that machinery in the following season.

Parts

At Lloyd Ltd we understand that the smooth running of agricultural, construction and groundcare machinery is fundamental to the success of our customer's farm, business or organisation's operations.

To ensure that we provide our customers with the support they expect and deserve, our parts departments stock thousands of essential parts and accessories to reduce potential downtime and get that equipment back to full performance as quickly as possible. These parts are then used internally by our workshops and purchased by external customers.

All our manufacturers offer express parts delivery services, which we support with our region-wide parts delivery van to get parts to our branches and customers promptly, while our parts specialists are able to work with our customers to identify and replace essential parts with a minimal impact on productivity. Whatever our customers' requirements, we are here to help.

Head Office – Accounts, HR, Marketing, Warranty, Transport & Purchasing and IT

At Lloyd Ltd, our Head Office functions are predominantly based at our Carlisle depot.

Our Accounts team provide a service to all our depots and support the wider business by completing key, important responsibilities. Our Accounts department is made up of four functions; sales ledger, purchase ledger; administration and management accounts.

This busy department works behind the scenes to ensure the smooth running of the wider business through tasks such as paying suppliers, sending customer invoices, preparing financial information, setting budgets and maintaining the Company's finances.

Our HR department is responsible for areas such as recruitment, reward, employee relations, training & development and payroll. This small team are always contactable with any employee related issues.

Our Marketing department is responsible for managing all of our marketing activities, from social media to press articles and organising company events. This department ensures brand consistency across all marketing material with the majority of the content being created in-house.

Our Warranty department works to support our service departments by administrating and submitting machinery warranty claims to manufacturers. They liaise both internal and externally to ensure strict warranty guidelines are adhered to at all times.

Our Transport and Purchasing department ensures transport compliance at all times across the business and work to ensure that the Company is procuring suitable goods and services. This department, in conjunction with the HR department, also take care of health and safety and insurance matters.

All of our Head Office functions visit our depots on a regular basis to provide support and guidance with business issues and to ensure best practice and consistency. They are all responsible for important responsibilities within the Company and ensure that their specific areas are run efficiently and correctly in line with business processes.

Our Communication Strategy

Our communication strategy has been developed to ensure that we can deliver important information to you in a quick and effective way. This may include general business updates, upcoming events or specific information that may affect the way that you carry out your daily duties.

It is imperative that you take the time to regularly review any information that has been sent to you, to ensure that you keep up to date with all business matters that may affect you within your role.

This information would be communicated using the following methods:

- Email
- Noticeboards
- Lloyd Hub (i.e., intranet)

In the event that you would like to share any information internally, this should be approved by the HR Department.

Our Certifications Standards

As Lloyd Ltd operates within financial markets we are expected to be honest, fair and effective so consumers get a fair deal. To ensure that we meet our obligations as a company and provide the relevant guidance for our employees we adhere to the standards set out by the Financial Conduct Authority (FCA).

You will receive the relevant training and support if your role is impacted by any of these regulations and should you have any further questions you should contact the accounts department.

The FCA operate to ensure that these markets work well for individuals, for businesses and for the economy as a whole.

They do this by:

- regulating the conduct of around 50,000 businesses

- prudentially supervising 48,000 firms
- setting specific standards for around 18,000 firms

Firms and individuals must be authorised or registered by the FCA to carry out certain activities.

Before they grant authorisation, firms must demonstrate that they meet a range of requirements. They then supervise these firms to make sure they continue to meet standards and rules after they're authorised. If firms and individuals fail to meet these standards the FCA have a range of enforcement powers they can use.

If UK markets work well, competitively and fairly they benefit customers, staff and shareholders, and maintain confidence in the UK as a global financial hub.

Their operational objectives are to:

- protect consumers from bad conduct
- protect the integrity of the UK financial system
- promote effective competition in the interests of consumers

Their role is defined by the Financial Services and Markets Act 2000 (FSMA) and they are accountable to the Treasury, which is responsible for the UK's financial system, and to Parliament.