

# Good Garage Scheme appoints new marketing manager

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The UK-wide Good Garage Scheme has appointed Anndi Sheppard as its new Marketing Manager.

Fine Arts graduate Anndi, joined the Good Garage Scheme in October 1999 as a graphic designer before taking on additional marketing responsibilities.

She has played a key role in the success of the Good Garage Scheme's marketing campaigns, including national and local TV and radio advertising which has helped raise the profile of the organisation nationally to motorists, while highlighting the benefits of membership to thousands of good garages.

Anndi said: I'm pleased to be taking on the marketing manager role with the Good Garage Scheme and building on the substantial work that has established the organisation's reputation to motorists and garages alike both regionally and throughout the UK.

Good Garage Scheme Marketing Director Rachel Greasby added: Anndi is a huge asset to the team and has made a significant contribution to raising the profile of the Good Garage Scheme since its launch. I'm thoroughly looking forward to continuing working with her in her new role to further enhance awareness of the Good Garage Scheme.

The Good Garage Scheme is also developing its social media activity with the help of 22-year-old final year Coventry University Communication and Media student, Laura Huet.

I'm thrilled to be putting my knowledge into practice, including project management, social media, research and copywriting skills, creativity and enthusiasm, commented Laura.

Launched by Forté over four years ago, the Good Garage Scheme operates as a self-regulatory body for independent workshops and MOT centres throughout the UK to ensure the best industry standards are maintained.

It now has over 2,800 members who adhere to a strict Code of Conduct and offer an Industry Standard Service and operates a customer feedback system which highlights the areas of best practice and areas for improvement identified by motorists using member garages for work.

A five-star rating system is produced for each member garage on the Good Garage Scheme website [www.goodgaragescheme.com](http://www.goodgaragescheme.com), based on the feedback forms, to help potential future customers find the best workshop in their area.

Nationally, the Good Garage Scheme receives around 12,000 customer feedback forms every month while member garages that fail to submit any feedbacks are investigated and potentially removed from the scheme.

Good Garage Scheme members already enjoy a host of benefits including an online booking service for customers, major marketing campaigns, free legal support and discounted insurance.

Rachel added: Good Garage Scheme members enjoy a host of benefits to help in their day-to-day operations. Our previous TV advertising and marketing campaigns have also been very

successful in helping drive motorists to member garages and workshops. Working with Anndi, we intend to build on that success in the future, promoting the work of our membership as quality and trustworthy independent garages and workshops that can deliver exceptional service to customers.

– Ends

Editor s note:–

The Good Garage Scheme was set up to serve independent workshops and MOT centres throughout the UK to ensure the best industry standards are maintained by its members. It has over 2,800 members who adhere to a strict Code of Conduct and offer an Industry Standard Service.

Good Garage Scheme members:

- " Adhere to a strict Code of Conduct and pledge to have their customers' best interests at heart
- " Must agree what work needs doing with their customers before it is carried out
- " Work to an Industry Standard Service checklist
- " Must supply each customer with a feedback card allowing them to give their views on service directly to the Good Garage Scheme, which operates a stringent complaints procedure
- " Are subject to regular audits and face expulsion if they break the Code of Conduct

For further information, please contact:

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