

Name
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TURN OVER TO MEET
OUR NEW CEO

An Update From Our Group Chairman, Stephen Greenfield

Dear Members,

Welcome to our Summer Members' Newsletter.

I am pleased to inform you that after a wide-ranging and in-depth selection process, the Board have recently made two senior executive appointments.

On Monday 1st July, Colin Bailey joined us as our new Chief Executive Officer (CEO). Colin is an experienced CEO having spent his entire working career in agricultural businesses. He impressed the Board with his commitment to the co-operative ethos, understanding of the challenges ahead for the agricultural and rural business sector, and his enthusiasm for the new opportunity of leading BATA. You will find a letter from Colin introducing himself in this newsletter.

Likewise, on Tuesday 9th July, we were joined by Andrew Wiseman as our new Chief Financial Officer (CFO). Andrew is a qualified Chartered Accountant who has had roles leading the finance departments of some substantial commercial businesses covering operations in manufacturing, retail and distribution.

The Board would once again like to place on record their thanks to our interim Executive team for all of their good work in steering the business over the last 9 months.

The agricultural show season is now well under way and with Malton and Driffeld Show already under our belts, you will find the BATA team at Ryedale & Egton over the coming weeks.

Kind regards,

Stephen Greenfield
BATA Group Chairman

Introducing our New Chief Executive, Colin Bailey

Dear Members,

I am delighted and excited to be your new CEO, it is a challenge and an opportunity that I relish. I am clear that the role must support the people within the BATA Group, give you, the membership, a clear sense of why you belong, and deliver products and services that delight our customers.

My early childhood was spent in Swaledale and thereafter I have had a lifelong connection with Yorkshire through a family home in the Dales. I was fortunate to move back here permanently nearly ten years ago. To find a role rooted in Yorkshire and operating up here is a great surprise and a joy for both me and my family.

My whole career has been spent in agriculture and food following an obsession with farming as a boy. It has centred around fresh produce growing, processing, packaging, and marketing, predominantly to high street retail customers, but also to wholesale customers, processors and, more recently, meal solution providers. I have worked in and with businesses across the UK, and have created and built businesses in Spain, Holland, and Italy.

I join a group with some great people, trusted products and brands, a track record of performance, and a clarity of purpose for the future. The recent past has been difficult for everyone involved with the group; I need to have an ear to this but must also ensure that we concentrate on looking forwards at the opportunities we have with our solid business foundations. Fuel, Country Stores and Feed Milling are our core businesses, and we are fortunate that there are growth opportunities for all three.

As members, some of you are barely involved with BATA, for others, we are a key customer and supplier. I want to understand this and ensure that more of you see us as an integral part of your businesses. We will be in touch with members to understand where we can fit in to your supply chains, or indeed how we can fit better if we are already involved. Whether it be price, specifications, service, technical support, or any other factor that is holding our trading back with you, we want to know.

Change and uncertainty have been ever present throughout my career, and today is no different. For me, it has always been essential to face the changing trading landscape with great suppliers and customers. We, at BATA, are in the mix with this, and want to face the future together with you. Through greater participation from our membership, we can deliver better, wider, and more cost-effective services to you all.

I look forward to meeting some of you as I travel around and engage with as many stakeholders as possible. If there is anything specific that you would like to talk to me about, please contact me directly either by phone or by email. When summer eventually arrives, I hope that you have a good one.

Yours sincerely,

Colin Bailey
BATA Chief Executive
cbailey@bataltd.co.uk



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