



Haines Watts' Mike Lloyd has worked with Pebley Beach for over 15 years. In this time, they have grown up and grown out

Life's a beach



The relationship between Mike Lloyd, partner at Haines Watts in Swindon, Westbury and Trowbridge, and the family that owns Pebley Beach has been a long and successful one. Since he first helped the car services and sales company when he was fresh into the profession, Mike has witnessed Pebley Beach change – almost beyond recognition. This is something the present managing director, Dominic Threlfall, is happy to recognise. “If you were to look at Pebley Beach at its inception in 1974, and compare it to where we are today, the difference is immense.”

The firm began its journey with Dominic's father, Roger, at the helm. Ten years after it was founded, it made its first expansion by taking on the Lancia franchise for the Swindon area. By the time Mike joined Haines Watts in 1995, he had already helped Pebley Beach develop its footprint. “Going back to the early 1990s, they decided to go with another franchise and eventually settled on Suzuki. I did a lot of work with Roger on the deal and they've had it ever since.”

The move was a huge success and the dealership is now one of the largest Suzuki franchises in the country. Growing beyond the original site in Wroughton, south Swindon, it

developed three further sites in the surrounding area.

Doctor on call

Dominic says that the relationship Pebley Beach has enjoyed with Mike has been an important part of this success. “The best way to describe our relationship with Mike is that he's always on call, whenever you need help. Sometimes I don't need his advice for a month or more, but whenever I do, I know I can just pick up the phone and I'll get the help I need.”

He also pays tribute to the wider team he is able to call on when necessary. “Often I'll talk through an issue with Mike and he'll briefly outline several options before recommending a specialist I can speak to. There's a whole team there whose skills I can access through one simple phone call, who will be able to give me more detailed advice on my issue.”

Franchising for the future

Taking on the regional Hyundai franchise in 2003 felt like the final piece in the jigsaw. Just back from a trip to the manufacturer's headquarters in Korea, Dominic is highly optimistic about what the coming years hold.

“I'm very excited about the future prospects for Hyundai and for the rest of the group as well. Crucially,

we've no longer got all our eggs in one basket. That was something Mike always warned us about. But we are now in a position that's prudent for the future.”

The firm's relationship with Haines Watts is a key part of that security. “Although it's a professional relationship,” Dominic explains, “it's really more than that as well. I know when I call Mike up he'll give me honest advice. I know if I ask to meet up – say for lunch or in the evening – he's always willing to take the time to do so. He'll be there whenever I need to talk through something that's playing on my mind.”

This is something Mike strongly believes in and he is adamant that growing companies need to be supported. “I first worked with this company over 16 years ago and we've been working together ever since. I'm sure that continuity helps them look forward with confidence and I'm glad we can be a part of that.” ■

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