

DATED

*James 4th*

1994

DAVID RUEBEN GEORGE TUCKER

- and -

DEREK ADRIAN TUCKER

DEED OF PARTNERSHIP

(As within)

## Focus on Leigh Park Garden Machinery

# Father and son offer a first class service

### Advertiser's announcement

ASK David or Derek Tucker of Leigh Park Garden Machinery at Bradford on Avon why their business keeps on growing year after year, and they will probably say that it is due to the loyalty of their customers.

Ask any of their 2,000-plus customers the same question, and they will tell you that the Leigh Park centre has an enviable reputation for honesty and quality of service to the public for the sale or repair/service of any type of garden machinery.

With an ever expanding range of products, Leigh Park Garden Machinery can supply all types of lawnmowers and garden machinery costing from only a few pounds to the top of the range garden tractors at up to £5,000 plus.

The family-run business was started by David Tucker in a small shop at Leigh Park in Bradford on Avon - hence its name - in 1982.

A move to the Treenwood retail park, near Budgens's supermarket, in 1985 doubled the space, with a second floor added to accommodate the growth in 1993.

Now the company has expanded again by taking over the adjoining shop unit to provide over 3,000 square feet of well equipped workshops, a comprehensive parts department and fully stocked showrooms.

Derek Tucker joined his father as partner in 1993 and now runs the sales department, while dad and his assistants run the workshops. Mum and wife Karen help out at busy periods.

To complement the wide range of new and used lawnmowers, ride on mowers, rotavators, shredders, brushcutters, chainsaws, generators and garden tools, a very successful barbecue centre was added in 1995 with plans already afoot for even more garden products.

All leading makes are available from stock and with over 35 years of combined experience in the lawnmower industry you will get first class advice on the right machine to buy, how to use and care for it whether it costs £40 or £4,000.

If you are still uncertain about making the right choice, then just ask for a free, no obligation, home demonstration, and see the machine in action, on your own garden or lawn.

For purchases of any of the new machines costing over £300 interest free finance schemes are available, subject to status.

The convenient location in Bradford on Avon offers customers ample free parking and collections and deliveries around the whole of West Wiltshire and the Bath area.

With all of this, plus many special open weekend offers this Thursday, Friday (open until 8pm), and Saturday to mark the launch of their new showroom, a trip out to see this thriving local business is recommended.

David and Derek Tucker at Leigh Park Garden Machinery, Bradford on Avon.

## WINGFIELD GOLF DRIVING RANGE

No membership needed. Everyone welcome including non-golfers. Group bookings. Inexpensive Club/Ball Hire. Light Refreshments

### MANN RODWAY

SOLICITORS FOR YOUR BUSINESS

"We congratulate David and Derek on their business expansion and wish them every success in the future!"

St. James' Chambers, 9 Union Street, Trowbridge, Wiltshire, BA14 8RX  
Telephone: Trowbridge 752335

## Candlelight

MELAMINE

The Wiltshire Times with Leigh Park Garden Machinery

All the very best for this weekend and congratulations for the continued success in their business.

## Pearces

Julian Edwards Interiors Ltd

A PERSONAL INVITATION FROM DAVID & DEREK TUCKER OF  
**LEIGH PARK GARDEN MACHINERY**  
TREENWOOD, BRADFORD-ON-AVON

★  
FREE DEMONSTRATIONS  
★  
FREE GIFTS  
★  
SPECIAL PART EXCHANGE  
★  
SALE OF USED MACHINES

Invite you to the  
**GRAND OPENING**  
of our new 1000 square feet of  
Showroom Extension  
Please join us this weekend  
**FRIDAY TIL 8.00pm**  
**SATURDAY 8.30 til 4.00pm**

★  
FREE PRIZE DRAW  
★  
FREE CELEBRATION DRINKS  
★  
LARGE FREE CAR PARK  
★  
SPECIAL OFFERS

PLUS THE CHANCE TO ACTUALLY TRY OUT SOME OF THE EXCITING MACHINES IN OUR LARGE NEW SHOWROOM



## How a North Wiltshire dealer is preparing for the new season

# Banking On a good Season

WHEN it comes to experience and training for the garden machinery business, there are a number of obvious routes into the industry.

A previous career in corporate banking however is not normally considered as a stepping stone to selling lawnmowers.

Yet that is exactly the path trodden by Derek Tucker, who is taking over the helm at Leigh Park Garden Machinery in the picturesque town of Bradford on Avon, near Bath.

Until recently, Derek was a high-flying member of the corporate team at NatWest in Bristol and the authority to lend local businesses sums in excess of £1 million.

Derek's wife, Carol, is still in banking as an assistant manager in Swindon, but he has swapped the pin-stripes for the more casual jeans and denim shirt to take over from father, David at the family garden machinery business.

Banking to Bolens - isn't that a culture shock too much to bear?

Not a bit it seems. "I'm loving every moment" says Derek "well almost every moment"

"Often my former colleagues ask me how on earth I can possibly compare being part of a large corporate finance department in a major bank, with the day to day involvement of running a small business"

"I say that in the bank, there were good days, and there were bad days"

"In a small business, where everything is hands-on, there are brilliant days, and there are absolutely awful, unbearable days"

"Everything is much more personal, the extremes are much more marked"

Derek's father, David, has had a long career in the garden machinery business. With Garden & Lawn in Bristol, then with the Flymo commercial division and with Norlett, before starting his business 15 years ago.

Today, Leigh Park Garden Machinery is a thriving sales and service business operating out of an industrial unit on the outskirts of the Wiltshire town.

The company has doubled in size over the last year having taken over the next door premises so that it now occupies 3,000 sq ft of showroom



Derek (left) and David Tucker

and service area with parking for up to 12 cars.

For someone with experience in financing the business world, Derek is very open and frank about the day-to-day problems of running a small company.

"I did not realise how difficult it is for small businesses to obtain relevant advice in running their business"

"Many are run by instinct and trial and error. That is not a bad thing, but it would appeal most bankers who only seem to be satisfied if they have proper business plans and the like"

Talking to Derek, it becomes apparent that he is keenly aware of the place of the specialist garden machinery dealer.

The company has just started to sell bar-becues in volume.

"Do they sell themselves?" I ask.

"No" says Derek "we have to even sell a spark plug here. That is why people

come to us - for reassurance and the fact that we'll talk to them about their individual needs"

"The moment the specialist loses that friendly and personal touch, that is the moment they'll cease to exist"

Derek has brought computer skills and a sense of marketing into the business, but he has not lost the personal touch that he knows will have people coming back.

A mailshot to customers inviting them to an Open Day is not from Leigh Park Garden Machinery - it is a personal invitation to attend from Derek and David Tucker.

It is the personal touch that has enabled the company to achieve a 20% growth over the past two years - growth born out of treating customers as people.

"Make customers feel at home, and at ease" says Derek "and they'll keep coming back"

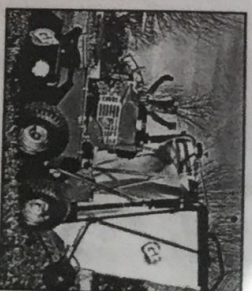
"In this business, we even have to sell a spark plug"



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 ABOVE  
 STORE ROOMS  
 1800 SQ FT  
 WORKSHOP  
 STORES  
 1800 SQ FT  
 PARKING 10  
 CARS





**Family team:** A father and son team is set to beat the recession in Bradford on Avon. Leigh Park Garden Machinery on the Treewood Industrial Estate has shown a 30 per cent growth per year for several years, says partner Mr David Tucker. He has now been joined by his 25-year-old son Derek, who has given up a career in banking to join the company as a junior partner.

F&S I 1494



■ David Tucker is joined by his son Derek in his garden machinery business at Bradford on Avon

## Now it's a family affair

DEREK TUCKER has given up his job at a bank to become a partner in his father's business.

Derek, aged 25, had set his sights on a banking career with NatWest but began to realise he could broaden his horizons and use his experience to help run his father's business

Mr David Tucker started his Leigh Park Garden Machinery business at Bradford on Avon 11 years ago, and despite the recession, trade has been

particularly brisk over the past couple of years.

The firm sells and services a wide range of garden machinery, including lawnmowers, shredders, rotavators, strimmers, and son Derek, felt that now was the right time to join as junior partner.

He said the company tried to stock machinery to meet demand and they were now stocking go-karts, having received a number of inquiries from people with large gardens.



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## About Us

Established in 1982 in a small shop in Leigh Park in Bradford on Avon, The Garden Machinery Centre has been a huge success. Initially, Dave Tucker, having spent years in the trade, set about providing a quality of service for his customers, who command a high level of consumer loyalty, a reputation for honesty, and supply products, which were good value for money. As a family owned business the next generation is raising to go at an early age.



With these principles as a philosophy the business quickly outgrew the Leigh Park premises and a move to Treenwood Business Park took place during 1985, although the name of the company was retained. In a relatively short space of time the new premises was bulging at the seams and a second floor had to be added. 1993 also saw the departure of Dave Tucker's son Derek, who joined the business to oversee the fast growing department. 1997 saw a further expansion in the business with the acquisition of adjoining premises adding a further 2500 square metres to the operation with the result that the level of repair and service was also growing dramatically and this required an increase in the number of workshop staff. Now, Millennium, further expansion is taking place with more floor space being installed to increase in facilities will hopefully cater for the foreseeable future, but will be due to increase in future growth. This additional floor space will allow for an increase in the supply of further garden products, to accompany the very successful barbecue centre.

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# Lawnmower man says thanks and goodbye

**I**N 1982 due to unexpected redundancy, my wife and I bought a corner DIY shop known as Leigh Park DIY Centre in Bradford on Avon.

DIY from a small shop was dead but using my experience from my previous job we started selling and servicing lawn mowers.

That business changed to Leigh Park Garden Machinery and is now at Treenwood Industrial Estate, Bradford on Avon.

The business grew from a 'one man band' to a limited company now employing up to seven people. Turnover then was less than £12,000pa and today tops half a million.

We have survived drought years (no rain - no grass - no mower sales), recessions and also the good times.

Throughout all of this we have always had tremendous support and loyalty from all of our customers who come from an

ever increasing area. We now sell to the third generation of some families. Derek, our son, joined his dad in 1994 and now heads the business as managing director. He has given tremendous input to Leigh Park.

I am pleased to announce my retirement at the end of August and wish to thank all of my customers, past and present, for their tremendous support and loyalty over the years and to assure them that the service will be even better from Derek and his team.

Thanks also to the *Wiltshire Times* team for its excellent editorials and advertising support over the years.

**DAVID TUCKER,**

Unit 17,  
Treenwood Industrial Estate,  
Rowden Lane,  
Bradford on Avon.











# Leigh Park Garden Machinery

## LETESIA

Seeing is believing



ESTABLISHED in 1982, Leigh Park Garden Machinery of Bradford on Avon is proud to be celebrating its 20th birthday this year.

David Tucker who set the first shop up in the Leigh Park area of Bradford on Avon, retired last year and the business is now run by his son Derek, along with 6 staff. The original plan was to provide a mower sales and repair service for the Bradford area, but since moving to much larger premises in 1986 on the Treenwood estate just off Frome Road, the business has expanded year on year.

They now supply a complete range of both new and used Lawnmowers. Ride on mowers and gardening equipment across the whole of Wiltshire and beyond, to domestic and professional users. The shop is always well stocked with

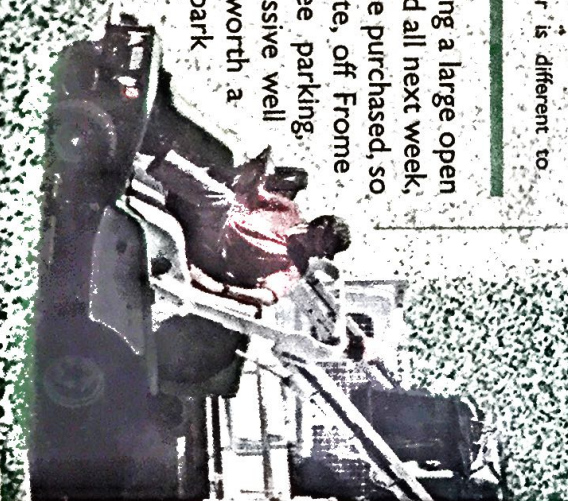
over 150 different machines, and a massive spares department to help support the on site workshop facility which copes with up to 200 mower services and repairs every month.

Derek Tucker is proud to be continuing the good work started by his father and as he explains: "I helped out on the first ever open weekend in the shop, and we still have many of those original customers coming back who remember me as a young schoolboy."

The business has changed beyond all recognition since then but we still trade on the same principles. We offer good value for money, a wide range of machinery to suit every budget, experienced staff who can give expert advice, but most importantly of all we do what we promise, and we stand by every product we sell.

Buying a new mower is different to

To celebrate the **20th Anniversary** they are having a large open day on Saturday, with many special offers continued all next week, including a free bottle of wine with every machine purchased, so why not pay them a visit at Treenwood Estate, off Frome Road, Bradford on Avon. With ample free parking, friendly and helpful staff, plus a massive well stocked show room it is always worth a visit, whatever you need from a spark plug to a new mower.



**AL-KO**  
Garden & DIY

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Electric Cultivators  
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**Leigh Park**  
Garden Machinery

17/18 Treenwood Est.,  
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Tel: 01225 862560





# *Celebrating* 20 Years In Business



replacing other household appliances, because every garden is different. Whereas a fridge, for instance, pretty much does the same job in a large or small house, it is very important to get the right mower for the size, terrain, and finish that you are looking for.

to take on: Estesia, who are part of the better know Wolf Tools Group.

The response from our customers was immediate.

After only 9 months we were awarded the best new dealer of the year award, and we have since doubled our sales in the year to date, which is an excellent achievement in this our 20th year in business.

It is too early to say if another generation of the Tucker family will one day take the business over, but by constantly moving forward this family run business is looking to continue its success

and Derek is very confident of its future.

We constantly strive to find the best products in the market place at any time, so that our customers can be confident of having the best that is available. Only last year we took on the Estesia lawnmower range because people were asking us for machines that performed better in damp conditions. After several wet summers this was becoming a bigger issue, and after visiting all the trade shows we knew there was only one product range



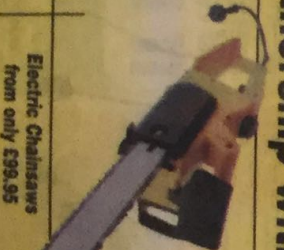
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