

# AVA NEWSLETTER

## AVA REVIEW OF 2021



**Gillian White, Crane Merchandising Systems & AVA Chair**

With 2022 fast approaching, a short message to close out the year. 2021 was certainly eventful with sufficient twists and turns to resemble a Le Carré spy novel! The “new normal” has certainly kept us all on our toes with its unpredictability!

Regardless of individual circumstances, as global citizens or business entities, COVID’s rippling effects are challenging us head-on daily! Shortages of people, parts and patience demand ever more ingenuity to problem solve; but that is what our industry is so good at doing. More positively, as the economy has re-opened, we have seen positive steps forward across the UK as the growth in unattended retailing and coffee seems to continue unabated, giving us cautious optimism for the future.

It would be remiss of me not to reflect on the sadness and loss the pandemic has caused. Many of you will have suffered and, as an industry, we have lost friends and colleagues. Thoughts to all as you grieve your loss whilst celebrating lives well lived and legacies created.

In closing, thanks to all the AVA members, those who volunteer their time freely and generously on various committees and working groups and, of course, the AVA team, David, Penny and Steve who continue to support us on a daily basis.

It just remains for me to wish you a safe, happy and healthy festive season. Here’s to 2022!

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The Vending and Automated  
retail market is worth

£2.2 billion



80%

of which sits with AVA members\*

\*AVA 2019 census

## ***AVA New Mission & Rationale***

This year saw the AVA take a significant step in its evolution with the launch of a new name, vision and purpose. With so much unprecedented change, the AVA took time to reassess its focus and reshape the name and vision to better reflect the wide range of services our members offer.

The AVA name has evolved to **AVA: The Vending & Automated Retail Association** to clearly demonstrate the full range of services its members offer to consumers around the UK. It's new vision *is for the vending and automated retail industry to meet the needs of our 24/7, on-the-go society by making high-quality, innovative food and beverage services accessible wherever and whenever people need them.*

The changes demonstrate to the industry the AVA's intent to be agile, innovative and deliver for its members against an ever-changing retail landscape. Watch out for the updated AVA Website as we move into 2022!

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### **David Llewellyn, AVA Chief Executive**

Throughout the pandemic the AVA team has worked hard to keep members up to date with the latest restrictions, legislation, and information on grants, loans and rebates.

Our recent survey showed 70% of respondents stated Newsletters and Updates from the AVA as one of the most important elements of membership.

Our unique connections to organisations such as the EVA, FPA, FDF, BCA ensures we provide timely and useful guidance on all aspects of business impacted by Covid-19. Over the period we have gained some notable 'wins' for our members.



**VAT Reduction** – without the AVA’s direct involvement Vending would not have been included in the Hospitality category at all. The inclusion meant that in qualifying sites our members were able to reduce their VAT commitment from 20% to 5%. In Practice: A site with a floor standing Coffee machine plus a cold drink vendor and a snack machine would gain £17 per week in increased revenue for the Operator – equivalent to over £800 per year for each group of machines – and this is at the Covid-19 reduced level of average weekly sales shown in the 2020 AVA Census. [AVA VAT Reduction Notice – AVA \(the-ava.com\)](#)

**Deposit Return Scheme for Scotland** – because of the work of the AVA, the legislators agreed that Operators servicing sites where vending was the only source of ‘in scope’ drinks would not be obliged to offer a deposit rebate service to the consumer. The original proposal mooted the provision of an expensive Reverse Vending Machine at every vending machine or site. Now Operators are not obliged to provide a deposit return mechanism – unless they wish to do so.

These links provide further detail and information:

[Defra Consultations: Deposit Return Scheme and Extended Producer Responsibility – AVA \(the-ava.com\)](#)

[Scotland: Deposit Return Scheme Update – AVA \(the-ava.com\)](#)

[AVA Webinar 8 Oct, 2020: Sustainability & Deposit Return Schemes – AVA \(the-ava.com\)](#)

The AVA is continuing to work closely with the other Home Nations to ensure that this same structure is implemented across the UK.

**Key Worker Status** – The AVA worked with Defra and Lord Gardiner to ensure that our colleagues were rightly categorised as Key Workers.

[AVA Business Support Service – AVA \(the-ava.com\)](#)

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### **Consultations & Lobbying:**

The AVA undertakes a wide range of lobbying and influencing activity with the assistance of its committees. The annual survey of the AVA members showed that almost 60% of

respondents see Lobbying activity as one of the most valued activities.

The committees and our consultant Mike Saltmarsh, track legislative and practical developments in the vending market and associated industries providing early warning of proposed Government action which will impact vending. They collect the data, information and background that allows the AVA to be a reliable and knowledgeable partner in discussion with Government bodies, Ministries, or related official organisations. This activity keeps members informed and pre-warned about changes and their likely business impact.

After Brexit there has been a huge increase in proposed legislation and consultations across the Home Nations – not just through Westminster. There are currently 37 different pieces of legislation in the process of being introduced. The AVA is keeping track of these and making sure any negative impact on our members is minimised or removed. No other organisation has the interests of our industry at its heart or can represent its members as closely as the AVA. Without the AVA we would have no voice.

AVA members can find out more about lobbying activity here: [Members – AVA \(the-ava.com\)](https://www.ava.com)

## AVA COMMITTEE REPORTS



### **Environment: Adrian Pratt, Benders Paper Cups**

2021 has been a year of legislative proposals that will pave the way for significant change across the vending industry. The four administrations (UK, Scotland, Wales and Northern Ireland) have all embarked on a programme of fundamental change; in the way that packaging is regulated and charged and in the way recycling is encouraged, managed and funded. They have all issued consultations on aspects of these changes and the AVA has responded to each one to ensure that the needs of the vending industry are not forgotten and that it can respond positively to improved sustainability and reducing the impact of climate change.

There are seven volunteer members of the Environment Committee which has held four full meetings and numerous working groups in the year.

The year began with initial Consultations for UK Extended Producer Responsibility, Deposit Return Schemes for England, Wales and Northern Ireland and Consistent Waste Collection for England and has ended with COP26, a renewed emphasis on carbon

emissions, and Consultations on Single Use Plastics Reduction in Northern Ireland, and England.

It has taken many hours of work to prepare evidence-based responses to each of these consultations in order to ensure that the proposals deliver the environmental benefits desired without adverse unintended consequences for the vending industry. In webinars, workshops and discussion with the Government Departments and Civil Servants involved it has become abundantly clear that there was little or no understanding of the vending market and how it operates. And in the most recent Consultation this lack of understanding extends to the products used as well.

The Environment Committee has prepared and circulated responses to each Consultation for individual members to “personalise” and return in their own right to build the voice of industry. The only way the Government in each of the Home Nations and at a National level will respond positively to the vending industry is through our mass-engagement in responding.

There is still a long way to go in the legislative process, but one positive result of our efforts so far is that the Scottish government has accepted that sites where vending is the only form of sale of snacks and drinks will not have to have a deposit return facility when the deposit return scheme is introduced. We are continuing to press for the same situation in the other administrations.

In the light of the growing requirement for operators to respond to requests for carbon emission information the committee has issued the first of its guidance on managing and reporting for Scopes 1 and 2 emissions. A working party on identifying which aspects of vending operation should be included in scope 3 is working on guidance for that aspect.

The committee has also responded to a consultation from the Competition and Markets Authority on their draft new guidelines on “Greenwash”. This will have a big impact on claims that can be made for environmental benefits. In common with the rest of the hospitality industry we responded positively to the draft which has been further improved and will come into effect in January.

There is still much to do next year. The Single Use Plastics Packaging Tax will start in April. The technical consultations for Extended Producer Responsibility, the Deposit Return Scheme for England, Wales and Northern Ireland, and Consistent Waste Collection in England will be issued in the new year. Together with consultations on reduction of Single Use Plastics these proposals will have a profound impact on all vending business.

Find out more about the AVA Environment Committee and the Member Newsletters here: [Technical Newsletters – AVA \(the-ava.com\)](https://www.the-ava.com/technical-newsletters) .

### **Technical: Richard Gilbert, Excalibur Refreshed**

If there has been one benefit of the pandemic it has been regular and 'full' attendance of virtual meetings during the year with active contribution from 14 experienced managers in technical roles on committee and regularly >85% attendance.



Despite Covid-19, we have seen continued enthusiastic attendance of the Engineers' training, which we have been able to adapt and deliver online via video call. This training provides useful guidance on the electrical competencies needed to work on machines and its success has led to it becoming the largest training course in the Vending industry. Read more about the Technical Committee

### **Vending Apprenticeships**

We commenced the trial at Wolverhampton College on Apprenticeship for industry for Hot Drinks Dispense Technician:

The apprenticeship scheme attracts government funding to train young people in specific job-centred skills. There are two ways in which companies can have an apprentice. In some parts of the country local colleges are keen to encourage apprenticeships and they have offered to tailor courses to the needs of companies. Several vending operators have benefitted from this. In this arrangement a college tutor picks out modules from the courses they are running which are appropriate for the skills that a vending engineer will need. They also guide and assess the tuition the apprentice is receiving at work and set the test at the end – the End Point Assessment – that the apprentice takes to complete their apprenticeship. The other option is the apprenticeship in Drinks Dispense which has been set up by the pub and soft drinks industries at Wolverhampton College. Here, rather than being a single apprentice doing modules from different courses, there is a cohort of apprentices from different companies doing the course together. *The first cohort is well on its way to finishing and the second is started in January 2021.*

A combined working group has been set up seeking to provide guidance on **carbon footprint** to AVA members.

Detail and first stage guidance for AVA members can be found [HERE](#)

The AVA is leading the process of revising the standard for measuring the **energy consumption** of chilled vending machines to provide means for manufacturers to demonstrate compliance with Ecodesign and Ecolabelling Regulations in both the EU and the UK. The process of revision has been supported by the technical committee.

The Committee will be reviewing and providing guidance on the Planned **Right to Repair** legislation in relation to machine sustainability.

Date for your diary: **AVA Technical Day** - 14th September, 2022 at Campden BRI. Watch your email for details.

Find out more about the AVA Technical Committee and the Regular Member Newsletters here: [Technical Newsletters – AVA \(the-ava.com\)](https://www.the-ava.com/technical-newsletters)

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## AVA Quality Audits & ISO Accreditation



AVA members agree that the reassurance for customers and clients provided by AVA Quality Accreditation is one of the most important elements of membership. Increasingly AVA members are wanting to take this further. Many use outside auditors to achieve ISO 9001:2015 accreditation, but recently a number of members have moved across to AVA ISO accreditation and auditing. Not only are AVA audits tailored specifically to the vending industry and its operations – but they are less expensive too!

### ***Jane MacDonald, Managing Director, Excel Vending Ltd:***

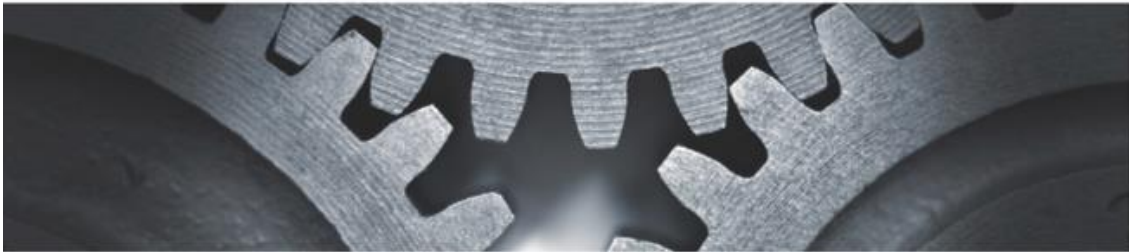
*"As one of the first vending operators in Scotland to achieve accreditation back in 1997, we fully understand the value and importance of ISO Quality Standards. However, we took the opportunity to switch our accrediting body to AVA in July 2021. We did this to support the AVA, an association of which we are proud to be active members and because it makes sense to use an accrediting body that genuinely understands the industry in which we operate.*

*I would strongly recommend any vending operator to speak to the AVA about the benefits of having their ISO accreditations managed by the people who know the industry and the challenges we face on a day-to-day basis."*

Find out more: [Quality Assurance – AVA \(the-ava.com\)](https://www.the-ava.com/quality-assurance)

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# AVA ENGINEERS' TRAINING PROGRAMME



**Electrical Competency Training** – The AVA Engineers' Competence Training Courses are designed to help companies of all shapes and sizes comply with today's legislation whilst keeping the costs to a minimum. The courses provide vending-specific electrical training for all levels of engineers, from new starters to those with years of experience looking to refresh or further develop their skills. Successful course completion also leads to a certificate of competence which is City & Guilds recognised: [Engineers' Training Programme – AVA \(the-ava.com\)](https://www.the-ava.com)

***Simon Wooldridge, Senior Engineer, Mannvend Ltd:***

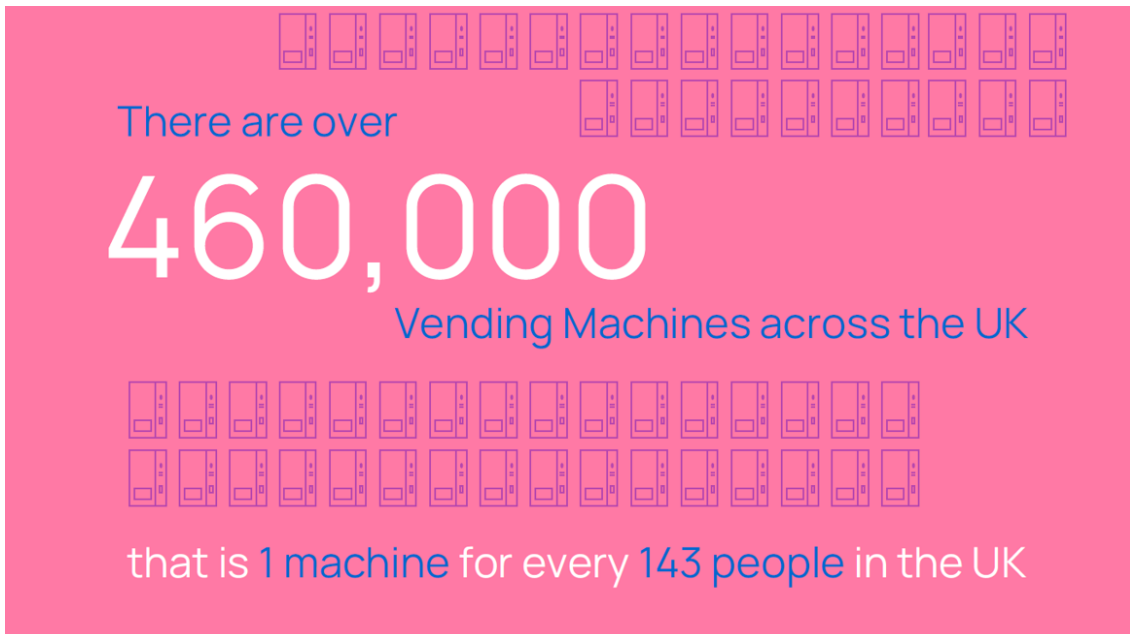
*Thank you so much for your very valuable electrical/safety course via Zoom. I have been a service engineer for 34 years and found the course to be a great refresher and reinforced many of the safety /fault finding aspects that need to be taken into consideration and applied when working on or installing various types of vending equipment.*

***Adrian Dawes, Commercial Director, Northwest Vending Ltd:***

*The early part of the day was pretty straightforward, . . . I think it tested our participants – it's been quite a while since some of our team were subjected to a classroom scenario! They were both pleased with their results.*

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### AVA Census – take part!

The Annual AVA Census provides vital data for our industry. It is regularly used as the basis for lobbying with Government, by our members to benchmark their performance against the overall industry and by potential investors to understand key trends and assess potential acquisitions.

Martin Colston will once again be carrying out the AVA Census for 2021 next year and we hope that all members will find time to complete and return submissions. The 2021 Census will, yet again, be essential to gauge and report on the ongoing impact of the Covid-19 pandemic on our businesses and the sector as a whole.

For more information – contact the AVA office or contact Martin Colston on: [martin@colstonconsultants.com](mailto:martin@colstonconsultants.com)

To keep up to date on all AVA and industry events - check out the AVA calendar [HERE](#)



The AVA has made an extra effort this year to reach a 'wider audience' with press releases as part of our ongoing plan to establish AVA accredited members as suppliers of a guaranteed quality service. Here is just a selection:

**BBC:** [Why the vending machine is making a comeback - BBC News](#)

**Retail Times:** <https://www.retailtimes.co.uk/the-vending-automated-retail-association-rebrands->

[with-new-name-and-vision-to-be-fit-for-the-future/](#)

**Daily Telegraph:** [Crisps vanish from vending machines as workers stay at home](#)

**Yorkshire Times:** [Local Authorities Still failing the vending industry](#)

**Foodbev.com :** [Support applications for many UK vending businesses 'rejected' – AVA](#)

**Financial Times:** [Why is vending machine industry not supported?](#)