



**TRUCKSTOP
@ASHFORD**

OPEN ROAD

AUTUMN 2020

INTRODUCING OUR **NEW** SEASONAL NEWSLETTER



COVID-19 UPDATE

Let me begin by thanking each and every single one of you for your commitment, dedication and hard-work during the COVID-19 pandemic.

Throughout these unprecedented times, you have been an inspiration to all of us and we are truly grateful for the service you provide, ensuring those most vulnerable get what they need, when they need it.

We have all witnessed the affects personally and within our industry and our hearts and thoughts go to everyone who has lost someone due to COVID-19.

Thank you also to our staff who have worked in accordance with Government Guidelines in an effort to keep our customers as safe as we can.



BUSINESS UPDATE

We've re-branded, launched our new website. moved to an incredible new building and, on top of all that, we were able to provide a top tier service that saw us be nominated for, and win, Truckstop of the Year 2019.

We are thankful to each of you that use our facilities and we hope that you like our newsletter which will keep you updated throughout the year.

Darren

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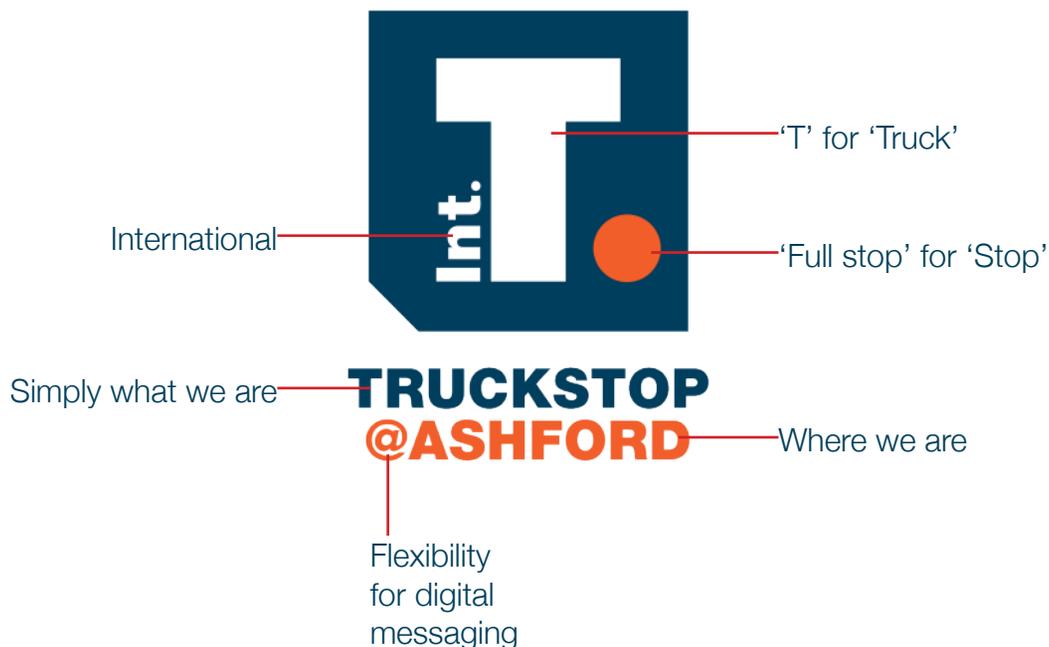
WE CHANGED OUR LOOK!

We have been working very hard behind the scenes to rebrand the Ashford International Truckstop. Our aim was to create a brand that was visually strong, easily identifiable and had potential to be translated across our print and online material.

We wanted to incorporate the 'family' blue of the GSE Group to keep an element of the group present. To complement the darkness of the blue we chose a bright orange to really pop from the logo as soon as you see it!

How did we get to our logo?

After going back and forth to the drawing board we fell head over heels for the strength of this logo and how it portrayed us - who we are and what we do.



We hope that you love the logo as much as we do!

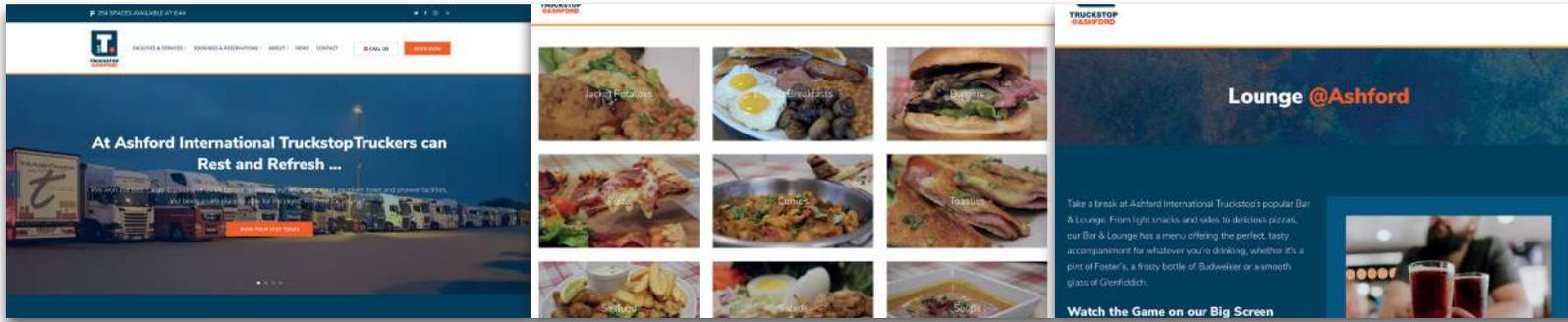
For those of you who regularly visit us you will notice the change in our brand identity. We've not only changed our look, but also our tone of voice and the way in which we communicate with those most important to us - you.

We have threaded the new look into our uniforms, our facility, our online presence and we look forward to the future and the new and vibrant way in which we can engage with you!



OUR NEW WEBSITE

Take a look at www.ashfordtruckstop.co.uk



Our new website is everything we hoped it would be and much more!

Not only did we want to carry our new brand identity throughout, we made it our priority to make our website more user friendly so that your journey with us is as seamless as possible.

- Each area of our facility has a dedicated page on the website so that you can easily find the information that you are looking for
- You can still reserve your space on our 'Book Now' section which will automatically take you to mytruckparking.com
- You can still download our main menu and bar menu so that you can decide what you want before arriving with us!
- Subscribe to our newsletter and automatically be sent an electronic copy so you can be sure you will always be kept up to date
- Access our social media pages by clicking on the icons across the top of each page
- Our real time 'spaces available' number is still there as we know how invaluable this is for you, and it is displayed across the top of each page so you always have access to this vital information
- Stay up to date with the latest Travel & Traffic information.

Book & pay online 24 hours a day!

Next generation reserved truck parking is here

Download our **FREE MyTruckParking App**

Download on the **App Store** | **GET IT ON Google Play**

YOUR NEW HOME-FROM-HOME

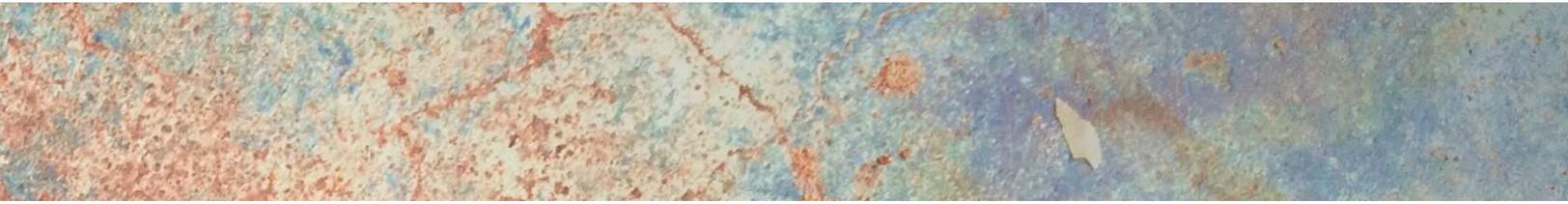
If you follow us on social media you will have seen the progress that has been made at the all-new Ashford International Truckstop.

Everyone involved has done such an amazing job and we have all been very excited to get this moving so we can move into our new home!



Did you know?

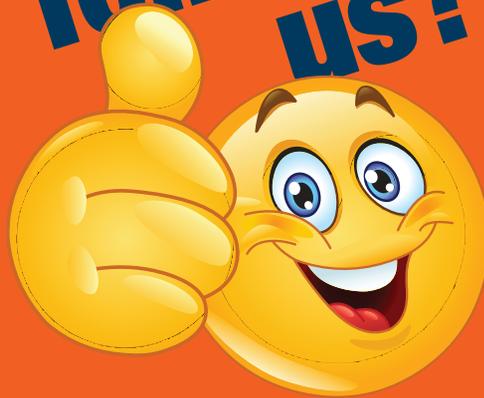
- We are located less than 500 metres from Junction 10/ 10a off the M20, ideal for access to the Channel Ports and the county's motorway network
- The overall size of the new lorry park is 20 acres and will provide 660 HGV parking spaces
- **The all-new Ashford International Truckstop is the largest truckstop in Europe!**
- The service building is 2,612sqm providing 1,734sqm of ancillary truck service facilities (catering facilities, toilets, showers, gym), and a control and check-in booth
- The truckstop also includes:
 - A shop
 - Accommodation, so you don't have to always sleep in your cab
 - Relaxation booths where you can sit and enjoy some quiet time
 - Free WiFi
 - Bar
 - Sports TV
 - Arcade
 - A quieter garden space on the west side of the building.
 - Laundry facilities



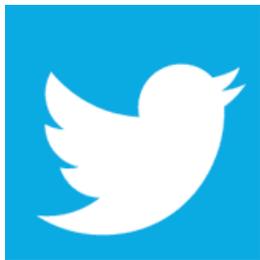
We hope this feels like a **home-away-from home** for you and that you make the most of the facilities during your stay with us.



**‘Are you
following
us?’**



‘You should be!’



AITruckstop1

Our social media platforms are growing and it's all thanks to you - our amazing customers who follow us!

Social media is only one of the ways you can communicate and engage with us. You can also call us, or simply fill in the easy to complete online contact form and one of the team will get back to you as soon as they can, with any query you may have.

On our social media you'll see what we're up to, and you'll also have the opportunity to take part in one of our competitions when these run - **so be sure to stay tuned!**



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ASHFORD INTERNATIONAL TRUCK STOP

Winner of the 2019 LARGE TRUCKSTOP OF THE YEAR AWARD

PRESENTED BY TRUCKSTOP NEWS, THE NATIONAL PAPER FOR TRUCKERS



SPONSORED BY **CROUCH RECOVERY**



We were delighted to have been awarded Large Truckstop of the Year 2019!

This is something that we are very proud of and it is testament to the hard work and dedication of each one of our team members.

We strive to provide you with the very best level of service and are pleased that our facilities are valued so highly by our customers.

From the whole team here at Ashford International Truckstop **thank you all very much!**



CHARITY & COMMUNITY

Here at Ashford International Truckstop we strongly believe in giving back to our community. We are extremely honoured and humbled to be able to help some fantastic charities within our local area to assist in helping them continue to do the great work that they do.

We are proud of where we come from and are constantly looking at ways in which we can contribute to our local and surrounding areas.

Christmas can be a difficult time for some people and the whole team wanted to give something back to the local community, to those who need it.

We were incredibly happy that we were able to donate food, toys and gifts to three wonderful charities.

The Salvation Army, Ashford

They do such an incredible job all year round and last Christmas they were there to ensure that no one was left homeless, hungry or lonely over the holidays.



Last Chance Animal Rescue

They look after and provide for animals of all types, and we had to pull ourselves away after cuddles with these two little guys!



Childhood First

They provide year-round specialist care, education and treatment.





During these unprecedented times we have been keen to support where we can. We have been delighted to work with Eurotunnel and DAF Trucks to provide truckers with some real appreciation for your continued hard work.

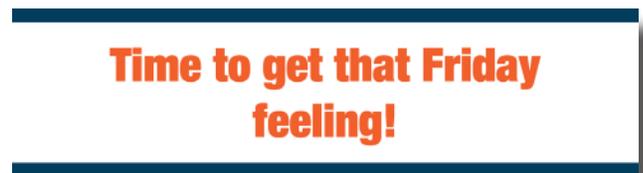
With Eurotunnel they gave a voucher to all truck drivers using the tunnel crossing from Mainland Europe which entitled them to £8 to spend in the restaurant area and a free shower.



With DAF Trucks we were pleased to give all truck drivers a free tea or coffee, not once, but twice!



We have also launched our own 'thank you' - all drivers who arrived with us on a Friday until 17th July 2020 received a free tea or coffee and a free shower.



We were also really happy to donate 12 bottles of wine and two bottles of spirits to Ashford Scrubbers!

These were raffled off by them to raise money for making scrubs for health workers during the COVID-19 pandemic.



OUR CHOSEN CHARITY

In support of



We are delighted to announce that Ashford International Truckstop has chosen Combat Stress as our chosen charity!

Combat Stress is the UK's leading charity for veterans' mental health.

For over a century, the charity has helped former servicemen and women deal with trauma-related mental health problems, such as anxiety, depression and post-traumatic stress disorder (PTSD). Today, Combat Stress provides specialist treatment and support for veterans with complex mental health issues.

A small but significant number of those leaving the Armed Forces develop mental health problems and struggle to leave the battlefield behind. Without the right help, their lives can become desperate. Anxiety, anger, depression, isolation and, in some cases, suicide can tear families apart, destroy relationships and devastate lives.

Combat Stress' treatment doesn't just transform lives, it saves them too. When a veteran asks for help, the charity develops a programme of treatment and support to meet the individual needs.

During lockdown, the need for Combat Stress' specialist services has been critical. Although clinical staff are unable to meet veterans in person, the charity has adapted and enhanced its phone and digital services to provide 1-1 therapy sessions, introduced a range of online resources, and offered access to an online peer support community. **Combat Stress' 24-hour Helpline has remained available to all veterans and their families for confidential mental health advice and support.**

Combat Stress is heavily dependent on donations to ensure it can continue delivering lifechanging treatment to veterans. There are lots of ways to support the charity – run a race, become a member of their cheer squad, hold a cake sale, skydive, sign up to make a regular donation – the list is endless. To find out more, visit <https://www.combatstress.org.uk/support-us>.

Combat Stress wishes to thank everyone at Ashford International Truckstop for their support.

A Veteran's Story - Meet Pete

"Without Combat Stress I would be dead, or doing life in jail...and I mean that"

"I first joined the Army when I was 16, to get away from home. There were 10 kids in my family, it was horrible!

"In 1975 I was deployed to Northern Ireland for an 18-month tour. It was during the height of the tensions, and it was a really difficult time. I ended up getting a compassionate discharge in 1977 over an incident that took place there."

Pete spent the next three years trying to settle into civilian life but found it tough. Not knowing anything else, he re-enlisted in May 1980 and spent the rest of his Army career in the Royal Corps of Transport, transporting men and equipment across Europe.

Throughout this time, he battled with mental health issues without really realising it, but it wasn't until he retired from the Army that things began to reach breaking point.



"I think it was a combination of things that triggered it, but it definitely stemmed from that incident back in Northern Ireland.

"I started to get angry at the slightest thing, even kids playing outside was like a red rag to a bull. The paranoia was just as bad. If I saw a conversation going on behind closed doors in the office, I was convinced people were talking about me, it became obsessive.

"My family had to suffer through my mood swings, I was terrified about what I might do.

"Then there was this one particular moment, talking to my mate about this guy who I really didn't see eye to eye with, and well...all I'll say is that the stuff I was saying drove him to tell me about Combat Stress."

For eight months the Combat Stress helpline number sat in his phone, but eventually, 11 years after leaving the Army, Pete made the call.

"You don't want to admit that there is a problem, but I knew it had got to the point where I was going to do something really stupid if I didn't get help."

Pete was soon diagnosed with PTSD and underwent a range of treatment programmes including our six-week PTSD Intensive Treatment Programme, and an anger management course.

"It was a relief to know that there was actually something wrong with me, and that I wasn't just a horrible b*****d. It was a difficult process, but it has changed my life. I still have moments, but I now have the tools to overcome them.

"Quite simply, without Combat Stress I would be dead or doing life in jail...and I mean that."

During his time at Combat Stress, Pete discovered pyrography, the art of wood burning, and has become extremely competent at his newfound hobby. He has rediscovered his drive and passion for life, with the days of moping around feeling sorry for himself a thing of the past.

Pete has also gone on to feature in the Combat Stress 100 film, documenting the heartrending stories of military veterans and their struggles with PTSD, to raise awareness and inspire others to seek help. He worked diligently as veteran spokesperson at the film's premiere in Liverpool and on air with ITV and the BBC.

When asked what he would say to other veterans out there struggling with their mental health, Pete was very blunt. "Make the call. You're not going to get anywhere trying to do it on your own."



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www.mytruckparking.com