



OUTCO

OUTSTANDING OUTDOOR MAINTENANCE

PROTECTING PROFIT AT THE FORECOURT

How Proactive Outdoor Estate
Management Reduces Cost, Protects
Revenue and Enhances Customer
Experience for Automotive Retailers

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INTRODUCTION

For automotive retailers, the dealership estate is far more than a collection of buildings, parking areas and landscaped spaces. It is the first physical interaction customers have with a brand, a workplace for employees, a showcase for vehicle stock and a significant business asset that directly influences revenue, safety and operational performance.

Every dealership expects wear and tear across its estate. Heavy vehicle movements, changing weather and daily customer traffic all contribute to the gradual deterioration of outdoor assets.

The real cost isn't that defects occur, it's when they're left too long.

A small pothole becomes a resurfacing project. Blocked drainage becomes flooding. Damaged fencing becomes a security issue. Worn line markings become a safety risk.

Proactive Reactive Works help dealerships intervene early, protecting assets, reducing repair costs and keeping sites safe, compliant and customer-ready.

THE COST OF WAITING

Outdoor assets naturally deteriorate over time, but delaying repairs almost always increases the eventual cost.

Research by the Asphalt Industry Alliance estimates UK drivers suffer **£1.7 billion** worth of vehicle damage from potholes every year.

For dealerships, deteriorating surfaces can lead to:

- ✓ Customer vehicle damage
- ✓ Trip hazards
- ✓ Emergency repairs
- ✓ Reduced parking capacity
- ✓ Poor first impressions

Repairing isolated defects early is significantly more **cost-effective** than replacing large sections of surfacing after deterioration has spread.

The same principle applies across every external asset.

The earlier defects are addressed, the lower the overall lifecycle cost.

£1.7
BILLION WORTH OF
VEHICLE DAMAGE
FROM POTHOLES
EVERY YEAR

Small Issue	Potential Consequence
Small pothole	Large resurfacing project
Blocked drain	Flooded forecourt
Damaged fence panel	Complete fence replacement
Faded line markings	Customer confusion & safety risks





FIRST IMPRESSIONS INFLUENCE
BUYING DECISIONS

Customers begin judging a dealership before entering the showroom.

A clean, well-maintained estate communicates professionalism, attention to detail and confidence.

Conversely, damaged hard surfaces, neglected landscaping and poor external presentation can undermine the premium experience dealerships work hard to create.

- Routine Reactive Works help maintain:
- ✔ Professional presentation
 - ✔ Safe pedestrian routes
 - ✔ Clearly defined parking areas
 - ✔ Secure vehicle compounds
 - ✔ Welcoming customer environments
- Protecting the external estate protects the brand.

LOOKING BEYOND INDIVIDUAL REPAIRS

The most effective estate management strategies focus on **protecting assets**.

Reactive Works should form part of a wider estate management programme that combines planned inspections, prompt repairs, grounds maintenance, winter services and lifecycle planning.

This integrated approach provides better visibility of estate condition, allows maintenance budgets to be planned more effectively and reduces the likelihood of unexpected failures.

SUPPORTING EVERY SEASON

External estates require different types of attention throughout the year.

Spring and summer present opportunities to maintain landscaping, repair winter damage and refresh line markings.

Autumn provides the ideal time to clear drainage systems, inspect hard surfaces and prepare sites for colder weather.

Winter requires proactive planning to maintain safe access during snow and ice.

UK businesses **lose over £1 billion each year** through disruption caused by snow and ice,

while around **21 million working days are lost** annually due to winter weather.

Professional winter maintenance, based on site-specific weather forecasting and timely gritting, helps businesses remain safe, compliant and operational during challenging conditions.

By combining Reactive Works with Grounds Maintenance and Winter Services, dealerships can protect their estates throughout the entire year rather than responding to seasonal issues individually.

£1bn

LOST EACH YEAR
DUE TO SNOW
AND ICE



DOWNTIME COSTS
MORE THAN THE REPAIR

THOUSANDS
OF POUNDS OF
POTENTIALLY LOST
REVENUE

The cost of repairing an asset is **only one part of the equation**.

Operational disruption often represents the greater financial impact.

Temporary closures can affect::

- ✔ Vehicle collections
- ✔ Workshop bookings
- ✔ Customer parking
- ✔ Test drives
- ✔ Deliveries

A single unavailable workshop bay can represent **thousands of pounds of lost revenue over several days**, before repair costs are even considered.

Planned Reactive Works **minimise disruption** by allowing repairs to be scheduled before defects become operationally critical.

EXAMPLE

If repairs to a collapsed drain require a section of the workshop entrance or customer parking area to be closed unexpectedly, dealerships may need to reschedule service bookings, relocate vehicles and redirect customers.

While the repair itself carries a direct cost, the operational disruption, lost workshop capacity and impact on customer satisfaction can be considerably greater.



SAFETY, COMPLIANCE
AND LIABILITY

Slips, trips and falls account for around **one-third of all reported workplace injuries** in Great Britain, making them one of the most common causes of incidents requiring employer intervention.

Common external hazards include:

- ✔ Uneven surfaces
- ✔ Potholes
- ✔ Loose kerbs
- ✔ Standing water
- ✔ Damaged steps
- ✔ Poor visibility from overgrown vegetation

Beyond the immediate safety risk, incidents may result in:

- ✔ Personal injury claims
- ✔ Legal costs
- ✔ Increased insurance premiums
- ✔ Reputational damage

Routine inspections and prompt Reactive Works help reduce these risks while supporting compliance with an organisation's duty of care.

1/3

OF ALL
REPORTED
WORKPLACE
INJURIES ARE
MADE UP OF
SLIPS, TRIPS,
AND FALLS

A SMARTER APPROACH TO ESTATE MANAGEMENT

The most successful dealership groups don't wait for assets to fail.

They combine:

- ✓ Routine estate inspections
- ✓ Prompt Reactive Works
- ✓ Planned Grounds Maintenance
- ✓ Winter Services
- ✓ Technology-driven reporting

By identifying and addressing issues early, dealerships can extend asset life, reduce costly emergency repairs, maintain compliance and deliver a consistently professional customer experience.

TECHNOLOGY AND SMARTER ESTATE MANAGEMENT

Technology is helping dealerships manage Reactive Works more efficiently.

Live job tracking, GPS verification, photographic evidence and downloadable service reports provide complete visibility across every site, reducing administration while supporting compliance and faster decision-making.

By combining technology with responsive Reactive Works, dealerships gain greater control over their outdoor assets, enabling them to identify emerging issues earlier, prioritise maintenance more effectively and protect the long-term value of their estate.



CONCLUSION

Wear and tear is inevitable. Escalating repair costs are not.

Addressing emerging defects early through proactive Reactive Works protects dealership assets, reduces lifecycle costs, minimises operational disruption and creates safer, more welcoming environments for

customers and employees alike.

When supported by planned Grounds Maintenance and Winter Services, dealerships can maintain customer-ready estates throughout the year while reducing risk and protecting long-term asset value.

For more information on outdoor estate management solutions contact OUTCO at 0800 0432 911 or visit our website at outco.co.uk.

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