

Hi All,

On 5th October 2020, fuel was 24p/litre, today it is 50.5p/litre. So there's an 110% increase, before we take account of the unfolding energy crisis, driver shortage, the impending Universal Credit cut and furlough wrap-up. It's going to be a bleak Christmas for some - of course, I'm sure everyone on the cc knows that already.

I set up Fuel Round in May 2019, to reduce heating oil prices. In a nutshell, technology is applied to introduce efficiencies into the order and delivery process, and to blend the convenience of independent buying with the power of group buying. In practice, this means that customers can get discounted oil easily and discreetly, and without the need to undermine suppliers' margins. Both of these points are key - people have pride and time pressures, and supplier margins are already low.

Fuel Round has 850 members and consistently obtains a 12% reduction in the price of heating oil. The service is free to use, is highly accessible - online, by social media, email, text and phone, and wherever possible, uses local oil suppliers.

Initially confined to BT31 and BT33, and later to BT30 we now have made the service available across N Ireland, with first order-close date on 10th October. As a successful first order/discount is important (to create buzz), I am asking for your soonest help to get the word out, please - this week. Ideally, I'd like you to do the following

- Follow our new Twitter page: <https://twitter.com/FuelRound>
- Follow/like our Facebook page: <https://www.facebook.com/fuelround/>
- Follow our new Instagram page: <https://www.instagram.com/fuelround/>

There are links to information below, and anyone who'd like to chat to me, or maybe have a group Zoom, just let me know.

- What is Fuel Round? <https://fuelround.co.uk/fuelround?src=rj>
- Results to date [https://fuelround.co.uk/price\\_comparisons?src=rj](https://fuelround.co.uk/price_comparisons?src=rj)
- Customer reviews [https://fuelround.co.uk/customer\\_reviews?src=rj](https://fuelround.co.uk/customer_reviews?src=rj)
- Fuel Round registration form <https://fuelround.co.uk/register?src=rj>
- My bio on LinkedIn: <https://www.linkedin.com/in/mcgovernjames>

Very best,  
James McGovern  
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