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 Plus their store development plans for 2017
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'You have to sell it, you have to make it appealing – people want to have a good job.' Patrick Grant, on what local shops can learn from Savile Row Page 22 **>>**





RN Shaping the future of independent retail since 1889





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help you grow your sales





WELCOME

Patrick spoke with passion about the importance of providing a service that is local and real and being really great at one thing



hat have a Sussex convenience retailer and a Savile Row tailor got in common? Far more than you might think, as I found out at the Independent Achievers Academy gala dinner on Thursday.

Editor Chris Gamm @ @ChrisGammRN 020 7689 3378

Achievers Academy gala dinner on Thursday. Hosting the event, Patrick Grant, star of the BBC's Great British Sewing Bee, told the audience about the qualities that have fuelled the success of his tailoring business.

He spoke with passion about the importance of providing a service that is local and real, be-

ing really great at one thing, making your customers enjoy shopping with you and doing the simple things in an increasingly mundane world of purchasing.

These were just some of the qualities that saw Horsham retailer Amish Shingadia quadruple his store turnover and be crowned the IAA's 2016 overall best shop, marketing to customers and effective ranging champion. You can read business secrets from Patrick, Amish and all the other IAA stars in a 14-page special report in this issue, plus learn how they will be investing in their businesses in 2017.

I also received some great feedback on RN's refresh on the night, some of which you can read in this week's Your Views.

Presenting last week's new front page at the dinner, Newtrade managing director Nick Shanagher told how RN curates information to make it relevant to local shopkeepers and provide you with easy-to-use news and ideas to help you make good decision for your shops.

There are some fantastic examples in this issue. Find out how Premier retailer Paul Edwards created a point of difference and grew sales by 30%, despite a Tesco opening nearby. And Kate Clark gives tips on how she's grown her magazine category this year and shares her plans for Christmas.

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BREAKING NEWS



Camelot's data breach an 'in-store benefit'

A suspected data breach at Camelot could give retailers the upper hand in the battle to stop customers migrating online to play the Lottery.

That's the view of some retailers after it was claimed 26,500 online accounts had been hacked.

The incident highlights the benefits of purchasing tickets in-store, retailers told RN.

Hitesh Pandya, of Toni's News in Ramsgate, said: "I will get mileage out of it and use it with my customers. What happens online isn't always protected. People want to be quicker, but data is being lost left, right and centre."

A Camelot statement said: "Although the investigation is ongoing, we remain completely satisfied that there has been no unauthorised access to core National Lottery systems or any of our databases, which means that there has been no impact on National Lottery draws or on the payment of prizes."

Food sales up by 1.5%

Food sales rose by 1.5% in the three months to the end of November, according to the latest figures from the British Retail Consortium.

Like-for-like sales were flat over the same period, although overall sales growth was ahead of the average over the past year.

The BRC also said ongoing food deflation, which is slowing, means Christmas shopping will be cheaper than it was three years ago. Pass My Parcel service to double its client base Wholesaler to work closer with retailers

Smiths News set to drive more parcels into indies

by Gurpreet Samrai gurpreet.samrai@newtrade.co.uk

Smiths News is aiming to drive more parcels into independent stores next year by doubling the number of brands using its click and collect business and working more closely with retailers to promote the service.

Pass My Parcel is now operational in 3,500 stores, including in Scotland, with the network covering 93% of the UK population, Smiths News strategy and business development director Louise Ryan told RN. It has four retail clients, including Amazon and Asos, with the company investing in two sales directors to "accelerate" the speed at which it is bringing new companies on board, Ms Ryan added.

"We are talking to multiple new clients," she said. "I would expect by the end of Q1 2017 we'd have more than 10 clients and we're targeting an increase over the following quarters as well."

She added that in addition to plans to increase the service's retail network over the next two years, it will also work with retailers to



increase volume. "The majority of stores receive parcels on a regular basis during a week," Ms Ryan said. "We will work with retailers to target the brand in the local area over the next six months by advertising it to their customers. Parcel shops that are advocates are not just really good news from our perspective, they also drive significant volume into their stores."

Manmohan Singh's Londis in Banbury has been offing the service since it launched two years ago. He receives around six parcels a day with around 40% of customers also picking up other items while in the shop.

"It's a very simple process and brings in new customers," he said. "Some customers still don't know we offer the service so it would be good to promote it more."



Ho, ho, ho... Simply Santa comes to town

Santa turned up ahead of his big day on 25 December at Sukhi's Simply Fresh as part of the annual sleigh procession around Kenilworth. Owner Avtar Sidhu had successfully lobbied the town's Round Table organisation to have the event visit his store rather than its usual port of call, the local Waitrose, further boosting the store's community credentials.

Plain packs fight may go to Supreme Court

A major tobacco manufacturer has said it is considering appealing to the Supreme Court after losing an appeal against a ruling that backed plain packaging legislation.

The big four tobacco manufacturers – British American Tobacco (BAT), Imperial, Japan Tobacco International (JTI), and Philip Morris – lost their second appeal against the legislation forcing tobacco companies to adopt plain packaging from May. The manufacturers argued the new regulations were in breach of UK and EU law, as they destroyed property rights by making brands indistinguishable.

Daniel Sciamma, JTI UK managing director, said: "We obviously disagree with the court's decision as it endorses the confiscation of our brands.

"Plain packaging is not working in Australia: the decline in smoking rates hasn't accelerated since plain packaging was introduced nearly four years ago and the black market has grown.

"This commercial vandalism sets a dangerous precedent for other targeted industries, who must be concerned that their brands will now be under threat."

"We are considering an appeal to the Supreme Court."

BAT said it maintains the legislation is "an ineffective policy that doesn't work to reduce smoking levels".



Praise for retailer's amazing transformation 'Worst in Sussex' now crowned best in UK

Triple IAA recognition for zero to hero store

by Gurpreet Samrai

gurpreet.samari@newtrade.co.uk A retailer who quadrupled sales a year after taking over a store named "the worst in the area" has scooped a string of awards including being named the best shop in the UK.

Amish Shingadia picked up the Marketing to Customers and Effective Ranging awards, as well as the coveted Overall Best Shop for his Horsham store, Shingadia's Londis Caterway & Post Office, at the Independent Achievers Academy's gala dinner last week.

Last year, the store was completely gutted, with the refit designed around the results of customer surveys. As a result, a post office,



ATM, food to go and fresh and chilled were all added.

"The shop was voted the worst in Sussex, so for us to remarket it, to get people to come back in and change people's perceptions when we are surrounded by so many multiples was a really hard challenge," said Mr Shingadia. "We've done it quicker than we thought we would, but that's only because we've been consistently challenging the shop."

The store carries out customer surveys every three months and has had three mini-refits since its relaunch. It is currently working on launching a website and Facebook page which it will use for advertising. "Even after the refit,

we're doing a lot of research,

looking at other businesses, getting new ideas and working with suppliers," said Mr Shingadia.

"It was an amazing feeling to receive the IAA awards and be noticed and recognised for what we have done and it was reassuring to know we are on the right track."

Other retailers who collected awards on the night included Julie Duhra, of Premier Jules Convenience store in Telford, for Service to the Community, David Knight, of Knight's of Budgens in Hassocks and Henfield, for Staff Development and Harj Dhasee, of Nisa Village Stores Mickleton, for Merchandising.

• IAA stars, p30-45.

Minimum alcohol price back on agenda

Minimum unit pricing for alcohol is firmly back on the agenda after a government-commissioned public health report named it as an option to tackle related issues.

The review, by Public Health England, said minimum unit pricing (MUP) and increased taxation would reduce the affordability of alcohol and cut alcohol-related health issues.

Paul Baxter, chief executive of the NFRN, which supports MUP, said: "Alcohol consumption is a serious problem that costs the NHS millions of pounds, but the critical issue is the crime it fuels and the anti-social behaviour that is felt hardest in independent retailers. As a general rule, we support education above legislation but the ongoing and heavy promotion of alcohol across the industry proves that selfregulation is not working."

£1bn less on promotions

Shoppers spent £1bn less on supermarket promotions in 2016 than last year as a result of simpler price cuts, everyday low prices and a phase-out of multibuys, according to research by Kantar Worldpanel.

Despite more than a third of all British FMCG spending on items on offer, with the average household spending £1,480 on promotions each year, supermarkets have seen a decline.

The major retailers have initiated a fresh approach after criticism on misleading offers and discounters' everyday low prices (EDLP). In early 2016, Sainsbury's announced it was phasing out multibuys followed by Tesco, Asda and Morrisons.

Government reveals sugar tax draft details

Flavoured milk drinks must contain 75% milk to avoid the sugar tax and addedsugar alcoholic drinks up to 1.5% ABV will not be exempt from the levy, according to draft legislation released this week.

The document, published on Monday, is part of the government's continued bid to push through a tax on sugar-sweetened drinks by 2018. The report also states only overseas manufacturers, who would be eligible for the small operator relief, will be exempt from the levy to address concerns about the 'grey market' for imported soft drinks.

Will Pryce, NFRN public

affairs manager, said the federation was disappointed. "From next year Coca-Cola will have 25% less sugar, but have a 25% increase of sweetener levels instead," he said. "The move is penalising retailers."

James Lowman, Association of Convenience Stores' chief executive, said: "We fear the sugar levy will disproportionately impact smaller retail businesses and will respond to the technical consultation in the new year, urging the government to work with suppliers and retailers on a partnership approach instead of the blunt instrument of a soft drinks levy."

STORE LOOKBOOK





Paul's plan pays off

When Tesco announced it wanted to build a store nearby, retailer Paul Edwards turned the threat into an opportunity. Fighting back with an alternative plan for six smaller units, he has worked with local suppliers to put the development at the heart of the local community. **Toby Hill** reports

his takings by a third

ive years ago, the future of Paul Edwards' second store, Edwards at Townfield, was in jeopardy. Paul's landlord, who owned the complex of shops in a shopping parade on the Wirral, had decided to replace a defunct forecourt across the road with a huge Tesco.

But Paul fought back, and managed to turn this threat into an opportunity to put into practice insight gained from 15 years in retail.

"We started a battle which went right up to the planning inspectorate at government level, which rejected Tesco's application," Paul explains. "So instead of a Tesco six units were built, and I transferred my store into one of them."

The move took place in June, giving Paul more space in his new 2,300sq ft unit and the chance to try out lots of fresh ideas.

'This is the biggest of my five stores and I wanted to turn it into a mini-market with full meal solutions for mums on their way home," Paul says. "But the whole point of us trading here instead of Tesco is that profits stay within the area. So I wanted to go way beyond Booker's range and use lots of local suppliers too."

Paul set to work on building a portfolio of top-notch, local products, drawing on several years experience including working with five sandwich suppliers before settling on his current, award-winning choice.

In his new store, Paul was finally able to assemble an arsenal of superb local products.

"Our locally-sourced loose fruit and veg is delivered daily by a supplier called Fine Fruits and has been flying out," he says. 'We've made the store really welcoming by placing it at the entrance so it brings people in. We struck lucky with our meats supplier, Bexleys, too. We spotted them selling their products in a garden centre, went over for a chat, and they've been outstanding."

When he moved location, Paul also decided to splash out on an alcohol licence and now finds this is a great section for appealing to his stores' diverse customer base.

"Within walking distance we have the home of a former Everton chairman, on millionaire's row," he says. "Then beside us we've got a council estate, and a middleclass area opposite, plus primary and secondary schools nearby. We have to make sure we appeal to everyone."

Nothing captures Paul's success in catering to his customers more than his wine category.

"We have a diverse range of wines, priced from £3.99 to £15," he says. "We've got cheaper wines from Booker, like Echo Falls and Isla Negra. But I also wanted to make sure we have something that you won't see at Tesco or Sainsbury's. A friend recom-





"The whole point of us trading here instead of Tesco is that profits stay within the area. So I wanted to go way beyond Booker's range and use lots of local suppliers too"

INFORMATION

Location 26 Townfield Close, Noctorum, Wirral, CH43 9JW

Size 2,300sq ft Points of difference

Premium wine, local produce, kids' soft drinks

Store owner Paul Edwards

8 STORE LOOKBOOK

Any 3 for £10

"We struck lucky with our meats supplier, Bexleys, too. We spotted them selling their products in a garden centre, went over for a chat, and they've been outstanding" — Paul Edwards

mended a company called Boutinot – they grow the grapes and work straight through to wholesale – and it was a perfect find. It really gives us a point of difference."

While Paul has seen off the Tesco threat, others have emerged since June. A Subway opened in one of the other six units, which has hit Paul's lunch takings from his Country Choice bakery, sandwich range and small selection of pies and pasties. But as he has proven previously, retailers have to be nimble-footed to survive, so he is lining up alternative sales drivers in-store.

"I'm thinking about how I can serve other customers. My Noisy Drinks slush machine, which does the healthiest slushes out there, has been a big success so I'm looking at a kid's corner with milkshakes and slushes or sweets, or a coffee corner. If you take your eye off the ball, the ball goes flat."

While further challenges lie in the road ahead, however, Paul's strategic approach to retail is already reaping rewards.

"This store has taken three years of planning and we've through very hard about it being disabled-friendly, ecofriendly and a great place to shop. We've already put a third onto our takings and we haven't peaked yet," he says.



Want to see more of Paul's store? Go to betterretailing.com/ edwards-townfield £125k

the amount Paul invested to develop his Edwards at Townfield store



HUNTING SEASON

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JAN '17

TO PARTICIPATE RETAILERS SIMPLY NEED ISPLAY OMOT POS GOOL 10



CONVENIENCE

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SYMBOL NEWS

E-learning toolkit for One Stop

One Stop has rolled out an e-learning programme and employee toolkit to help its franchisees grow their businesses.

The former Store Colleague training programme has been relaunched and is now available to all franchisees free of charge.

E-Learning is a webbased training tool which provides a series of interactive video lessons, covering staff management and training, customer service and compliance with trading standards and UK retail legislation.

McColl's hits 1,000 stores

McColl's has achieved its sixth successive year of sales growth and has hit its target of 1,000 convenience stores.

According to its trading report, total revenue for the year is up 1.9%, while it acquired 58 new convenience stores and took over 298 stores from Co-op.

Like-for-like sales were down 1.9%. McColl's has also rolled out 18 new food to go units and 13 Subway outlets.

Nisa five at Christmas

Nisa Retail is offering a Christmas dinner promotion with its 'Festive Five' deal.

As part of the offer, five Christmas dinner vegetables from Nisa's own label Heritage range, including Maris Piper potatoes (2kg RRP £1.50), Brussel sprouts (500g RRP £1), carrots (1kg RRP 79p), parsnips (500g RRP £1) and a savoy cabbage (RRP 69p), are all 39p each. The promotion is available until 2 January.



Revolutionary c-store concept to launch in US next year 'The pace of change is speeding up' Amazon Go spells end of queueing and checkouts

by Charlie Faulkner charlie.faulkner@newtrade.co.uk

Grocery shopping with no physical checkouts or queues is the latest revolution in retail technology to be rolled out by Amazon.

Amazon Go technology enables shoppers to swipe in with their smartphones as they enter a store. It then tracks every product they pick up or put down – automatically adding it to their virtual basket, or removing it if they change their mind.

The 'Just Walk Out Shopping' experience using the Amazon Go app means customers can choose the products they want, and shop without queues and checkouts.

Currently, the technology is only available to Amazon staff in a Seattle store, but is due to be opened to the public early next year.

According to the Wall Street Journal, this convenience-style store is just one of three formats Amazon is exploring and, if the test sites are successful, it is aiming to open more than 2,000 grocery stores in the US.

Details are yet to be released on whether the

technology will make its way to the UK, but Jai Singh, of MJ's Go Local Extra in Sheffield, described it as an "exciting concept".

"People are looking for more and more easy ways to shop," he said. "I think it's a good idea."

Mr Singh trialled a similar concept, the Spence App, last year. The app is not as far ahead as Amazon Go, but is downloaded by shoppers who register, then scan items as they shop and pay through it – removing the checkout process from shopping trips. pretty well but the hardest part was getting people to download the app," said Mr Singh. "Only 'trusted' customers could take part and that was based on the number of transactions they've had in store."

Manchester Spar retailer Paul Stone said he was shocked by the news.

"The pace of change is speeding up, it's frightening," he said. "It's another example of the power of smartphones and the things that can be achieved. It's interesting, but probably a long way off from becoming the norm in the UK."

"Customers responded

Social media will trigger free promo gifts

Social media-activated vending machines that dispense free products could be installed in convenience stores from next year.

Vendmini, from Social Vend, is a socially-activated vending machine with a small footprint for marketing campaigns, in-store sampling and promotional giveaways, integrated with Snapchat, Twitter and



Instagram. Retailers could earn money from brands which pay to have their products stocked in the machines situated in their stores

Shoppers must share social media posts linking the brand or answer questions as part of market research to gain their free product.

Manjinder Singh, of Premier Dunston Convenience Store in Gateshead, said he believed the idea would work in his store. "It's something new and people would talk about it," he said. "It would mean more people would walk through my door to see something a bit different and that's the hardest bit – drawing in new customers."

Robert Madden, of Costcutter R & D Madden in Manchester, said the machines would be a valuable tool to drive brand awareness.

NEWS & MAGS



Cumbria mag celebrates with competition

Cumbria magazine will celebrate its 70th anniversary next year and is marking the milestone with a competition. The regional publication, one of the longest running of its kind and initially launched by the Youth Hostels Association, is now owned by Dalesman Publishing. For the competition, it is asking readers to vote for their favourite view in the area, one noted for its outstanding natural beauty. The results will be published in a special anniversary edition in February.

Distribution and operations set to move to new sites 'We are not happy with this at all'

Retailers express fears at Smiths News changes

by Tim Murray tim.murray@newtrade.co.uk

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Retailers have expressed fears over a series of changes being proposed to Smiths News sites in the south east.

The wholesaler is currently consulting on the proposals, which would see some of its sites being shuttered, with distribution and operations moving to other sites.

According to sources, proposals include moving magazine distribution out from Reading and Slough to Hemel Hempstead and converting the depots into newspaper distribution centres.

Also under discussion are a potential new location in Hemel Hempstead and changes to Borehamwood, closing Northampton and moving newspaper operations to Milton Keynes and Peterborough.

Kamal Thakar, of Stop Shop News in Edgware, said: "We're not happy with this at all. It will be a lot further for drivers, and the drivers will have more runs too. It's going to be detrimental to our business.

"Any changes mean you'll also get what's quaintly called teething problems. Once those upset our customers, once they start complaining, then we'll have real problems."

Smiths News moved its magazine operation to Peterborough from Northampton in 2015, and after initial hiccups the service has settled.

NFRN head of news Brian Murphy said the federation expected this would happen following Menzies' move towards super hubs. He said: "Where Smiths has already done it, it's largely been successful, well organised and well executed. But we do have reservations about the size of the new Borehamwood. We know with Wakefield and Maidstone it was problematic and we expect the correct management and support to be in place to make sure that's not repeated."

Louise Ryan, Smiths News strategy and business development director, said: "When we move businesses around from a depot perspective we are always incredibly mindful of the service offered to those customers that we're moving around.

"I think if you looked at our track record in this area, although people would have expressed concerns, actually those concerns have not materialised."

Two new collections from Topps

Topps is set to launch two collections next week.

The 24th edition of the Official Premier League sticker collection will be available from 15 December.

Released under the Merlin banner, it contains more than 300 stickers, taking in both current greats and legendary Premier League players.

Rod Pearson, marketing director for Topps, said: "I am proud to see our football portfolio growing and continuing to perform year on year thanks to the ongoing success of products such as Match Attax cards and UEFA Champions League Stickers."

The following day the latest Star Wars sticker collection, with more than 200 stickers all celebrating the next blockbuster in the franchise, Rogue One: A Star Wars Story, will launch – on the same day the film is released in cinema.

Celebrity mags give it large

A trio of celebrity magazines are gearing up for the launch of their bumper seasonal editions over the next two weeks.

Closer, Grazia and Heat all enjoyed significant uplifts last year for their specials, with Grazia seeing an increase of 60%.

Anisha Bains, Frontline marketing executive for Bauer Media, which publishes all three titles, said: "Our celebrity Christmas bumper issues are expected to drive an average sales uplift of 38% this year. Expect festive recipes, fashion tips, reader offers plus a 14-day TV guide in Heat and Closer. Support these issues by displaying Grazia fully-faced at the front of fixture and any additional display space."

New website will be a SNapp to use

Smiths News has launched a new website for retailers following the success of its SNapp mobile app which boasts more than 5,000 registered customers.

SNapp Online offers a new range of features for retailers, including the ability to lock in HND copies to ensure supply is always met. As well as enabling retail-

ers to complete the core functions on its existing site, Connect2U and app SNapp, it allows users to keep an eye on deliveries, view orders, receive and send messages and download information to EPoS units. Smiths is set to add further updates in 2017. Current site connect2u.co.uk will be deactivated when the new site is bedded in. Jonathan Bunting,

Connect News & Media managing director, said: "SNapp Online, like the app, is designed to deliver what our customers tell us they want. New features such as the ability to lock in your newspaper HND orders, will help make managing the category that bit easier. We are really pleased with the new site and very excited to get it launched for our customers."

PRODUCT TRENDS

An active Easter for Nestlé

Smarties and Milkybar 3D Activity Packs are among the products being launched as part of Nestle's Easter range.

The 3D packs contain chocolate treats and colouring pencils to colour a picture of either the Easter Bunny or the Milkybar Kid, which can then be brought to life with a free app.

These packs will be joined by the Milkybar Egg Hunt pack, Milkybar Chick in Egg and the Smarties and Milkybar Bunnies five packs, all new this year. A new Quality Street Honeycomb Crunch egg and last year's exclusive Lion Collection Giant Egg will also be available.



Having a Giggle

Gigglewater Wines has launched a range of prosecco and sparkling wine including a canned variant in a bid to capitalise on the growing sector.

The Gigglewater Wines range features Gigglewater Prosecco DOC 75cl (RRP £9.99); Gigglewater 20cl Frizzante Secco, available in a single serve 20cl (RRP £1.99); Gigglewater Frizzante Secco 75cl (RRP £6.99-£7.99); and a range of flavoured sparkling wines in 20cl cans (RRP £1.89) in Strawberry & Rhubarb, Elderflower & Mint, Peach, and Pink Bubbles Rosé.



Heat is on as Morris UK reveals new type of e-cig

by Charlie Faulkner charlie.faulkner@newtrade.co.uk

Philip Morris UK has launched the UK's first heated tobacco device with the opening of a new London store as part of its bid to "replace cigarettes with non-combustible alternatives".

Iqos is an electronic device that heats specially designed tobacco sticks at a low temperature which means no smoke or ash are generated, instead a flavoured vapour containing nicotine is released.

Following more than a decade of research and \$3bn investment, Philip Morris claims Iqos has less than 10% of the levels of harmful components found in cigarette smoke, while still providing a real tobacco taste.

The cost of an Iqos device for registered users will be £45; a single pack of 20 tobacco sticks, branded HEETS, will cost £8 or £7 in a multipack format. HEETS come in three different variants – Amber, Yellow and Turquoise.

Martin Inkster, Philip Morris UK and Ireland managing director, said: "The UK launch of Iqos marks a major milestone towards achieving our objective, in the UK and globally, to replace cigarettes with non-combustible alternatives to the benefit of adult smokers, our company and wider society. Our goal is to convert existing adult legal age smokers to these products."

Iqos will initially be available at the newly-opened Wardour Street Iqos store in Soho, central London. Philip Morris UK plans to distribute the product more widely from 2017.

Manjinder Singh, of Dunston Convenience Store in Gateshead, said he would definitely try Iqos. "I do quite well with Logic liquid and I'm always up for trying something new," he said. "The first couple of months are critical."

Diageo drive targets 'untapped sales'

Diageo has launched a new category advice initiative to help every convenience retailers take advantage of a £9,000 "untapped sales opportunity".

The advice centres around the three core pillars of "inspire", "display" and "sell" and is part of its wider My Store Matters category management programme. It includes recommendations such as retailers using brands as signposts for the category, training staff to ensure they can talk confidently about the category and they tap into key shopper missions such as 'gifting' and 'something for tonight'.

Claire Kendall, Diageo category development manager, impulse & wholesale, said: "Our research has shown that there is huge opportunity for retailers to grow alcohol sales in the convenience sector."

Ms Kendall added the strong performance of convenience, where 80% of shop-

pers spend less than £10, had given Diageo cause to rethink its overall strategy.

"A few years ago our strategy was a very grocery-centric one. We



focused on packs that were £18, not really the best fit for this market. By focusing on 35cl and 20cl bottles we can tap into these shoppers," she said.

BRAND SNAPSHOT



New Logic Pro flavours

JTI is adding new flavours Berry Mint and Strawberry to its Logic Pro portfolio, joining the existing Tobacco, Menthol, Cherry and Vanilla flavours.



Cadvent Cadbury Cadbury has joined forces with content studio Yahoo Storytellers for the launch its #Cadvent Christmas campaign across Yahoo and Tumblr this month.



Bigger Cool bottles

Wrigley has announced a new Very Berry Starburst flavour which is exclusively available in single line formats and sharing bags in Booker this month and widely available from January.



Very Berry Starburst

Wrigley's has announced a new Very Berry Starburst flavour exclusively available in single line formats and sharing bags in Booker this month and widely available from January.



£15m Export campaign

Carlsberg is relaunching its Carlsberg Export from February with a £15m marketing campaign. New packaging will see influences from the Danish flag.



Mini Love Hearts

New for 2017, Swizzel's is launching 'Love-Letter' which contains a bag of Mini Love Hearts. Another addition this Valentine's Day are Love Hearts Tins, filled with Love Hearts Mini rolls.



Blossom Hill Spritz Treasury Wine Estates has an-

nounced it is renaming and repackaging its Fruit Wine range Blossom Hill Fruit Bloom – now known as Blossom Hill Spritz.



Ferrero bunny business Ferrero is launching a £2m marketing campaign for next year's Easter range, offering bunny-shaped gift boxes, Ferrero eggs and Ferrero Rocher gift boxes.



Clear leader

Sunderland-based Clearly Drinks' Perfectly Clear has become the first flavoured water range to be certified by pioneering lower-sugar movement, Sugarwise.

WHAT'S NEW



Tideford Organics soup

Tideford Organics has been making homemade-style soups and sauces in its Devon kitchen since 1996. Its range includes brown rice broth and mushroom and kale. **RRP** £2.89 (600g)

Contact 01803 840555



MezzeSoul pomegranate sauce

Based on a Lebanese recipe, MezzeSoul contains pomegranate juice and is available in roasted red pepper, mustard and garlic and lemon zest varieties. RRP £2.25-£2.50 Contact 0117 917 5041



Snact fruit jerky

Snact's fruit jerky is a dried blended fruit snack made with 100% fruit. It's vegan, gluten-free, low-calorie, and made using surplus apples. RRP 80p-£1 (20g bag) Contact 07809 742 607



Hangry snack bars

Created to curb hunger pains that can affect mood, Berry The Rage (151 cal.), Original Nutter (167cal.) and Cranky Cocoa (169cal.) are made using fruit, oats, nuts and seeds. RRP £1.50 (per bar) Contact www.hangryfood.co.uk



t + tea

t + combines Sri Lankan green tea with vitamins C, B2, B6 and B12, which helps reduce tiredness and fatigue. The makers donate 10p from every box to charity. RRP £3.69 (box of 12 bags) Contact 07948 571 391



Googly Fruit corn snacks

Aimed at kids, this organic corn-based snack is available in banana and strawberry, carrot and tomato. They have no colourings, flavourings, preservatives or added sugar. **RRP** 85p

Contact 01798 667450





Soulful Food OnePots

Each OnePot contains either grains, pulses or noodles, packed with slow-releasing energy The range includes vegan, gluten-free, low-fat and low-salt options. **RRP** £3.49

Contact 0208 8541717



Punku quinoa biscuits

Royal Quinoa is the main ingredient in Punki Quinoa Cookies which are free from gluten, dairy, nuts, wheat, soy, corn or egg.

RRP £4.99 (198g, outers of 12) **Contact** 01787 476450

Speciality spirits

The number of distilleries in the UK doubled between 2010 and 2015 to 233, showing a clear fondness for speciality spirits. This week focuses on some lesser-spotted varieties including a winner of the 2015 World Spirit Awards.

Silent Pool mist

Available in bergamot orange, kaffir lime and Christmas spirit, this 80% ABV liquid adds an extra dimension to martinis and gin and tonics, using an atomiser that sprays a delicate mist. **RRP** £10 (30ml)

Contact 01483 229136



Curio Cardamom Vodka

Made using Cornish spring water, organic cardamom seeds, this quadruple-distilled vodka can be consumed neat or combined with other ingredients for cocktails. RRP £19 (35cl) Contact 07815 709548

Devon Distillery Dappa

Dappa is an authentic Italian grappa using locally-sourced grape skins. The only grappa produced in the UK, it goes well with espresso and dark chocolate. **RRP** £9 (50ml bottle), £30 (350ml) **Contact** 01803 812509

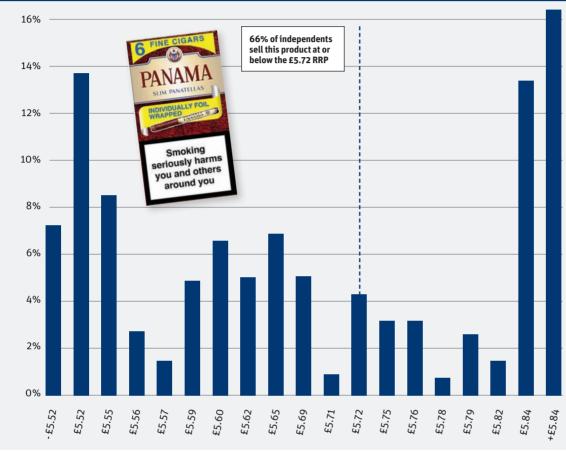
Harris Aslam

Greens of Markinch, Fife

"We've always had a large range of spirits and stock them on the shop floor to make a point of difference. We have three flavours of Edinburgh Gin and Eden Mill, while for whiskey we have a few Japanese bottles - Yamazaki is £99.99 and we sell around 10 bottles in the lead up to Christmas."

Profit checker Cigars

PANAMA SLIM PANATELLAS 6s Price distribution %



Analysis

This week's featured product demonstrates a pattern common throughout much of the rest of our table: a high proportion of retailers prefer to price cigars below RRP. Just 4.1% of sellers sells Panama 6s

at their £5.72 RRP, earning £17.11 on a box of 10. More than 62% price below instead, with 13.9% choosing the most popular price of £5.52 and therefore making £14.82 on a box of 10 cigars.

For the 1.6% that buck the trend and choose the top price of £6.20, an outer earns them £21.61.

All this week's interviewees agree incoming tobacco legislation will create a sales opportunity for cigars.

Price checker

PRODUCT

Hamlet 5 Fine Cigars 5s
Castella Classic Cigars 5s
Café Crème Blue 10s
Hamlet Miniatures 10s
Hamlet 10s
Café Crème Original 10s
Hamlet Small Single
Henri Wintermans Half Corona 5s
King Six Cigars 6s
Panama Slim Panatella 6s
Hamlet Miniatures 5s
Royal Dutch Miniatures 10s

How we drive our profit

John Hanna

STORE Smokemart **LOCATION** Brighton SIZE 500sq ft **TYPE**high street

TOP TIP

Take advantage of changing buying habits: people moving from cigarettes to tobacco and now, potentially, to cigars



I have seen little change in my cigar sales recently and seem to be catering to the same range of customers as always when it comes to this category. There are occasional smokers who buy a cigar for a special occasion students on graduation day, best men at weddings and so on. Then there are the regulars, who pop in and get their favourite brand. We sell every brand and type of cigar you can think of and it's definitely a good market to be in - we get margins of 18%, which is welcome as this is obviously far better than on cigarettes.

Nick Southern

STORE Southern News **LOCATION** Maidstone SIZE 1,000sq ft **TYPE** neighbourhood

TOP TIP

Try guiding people who are wary of higher cigarette prices towards cigars



I don't sell a lot of cigars so I don't have a huge selection on sale. People tend to just buy individual ones by the day, usually Hamlet cigars. But compared to cigarettes, cigars are great value for customers in terms of price, which will be even more true when the new legislation comes in, so I think this might change. They also have higher margins for retailers than cigarettes. I'm considering trying to guide people to buying more cigars and perhaps bringing in a couple of extra lines to support that.

AVERAGE

RETAILER

1

BOOKER RRP

📀 Toby Hill editorial@newtrade.co.uk

O20 7689 3358

		POST OFFICE AND STORE IN NORFOLK VILLAGE	C-STORE IN KENT VILLAGE CENTRE	POST OFFICE IN EDINBURGH OUTSKIRTS	HIGH STREET NEWSAGENT IN BRISTOL SUBURB	C-STORE IN RESIDENTIAL AREA OF TOWN IN HEREFORDSHIRE	HIGH STREET SHOP IN NORTH LONDON SUBURB
 £5.40	£5.40	£5.40	-	£5.20	£5.40	£5.46	£5.25
£5.85	£5.77	-	£5.76	£5.85	_	£5.85	-
£4.58	£5.32	£5.26	-	-	_	£5.26	£5.20
 £5.10	£5.16	£5.10	£5.26	£5.26	£5.35	£5.25	-
£10.70	£10.67	£10.70	£10.70	-	-	-	-
£5.26	£5.31	-	-	£5.26	£5.35	-	£5.20
£1.10	£1.14	-	-	-	-	-	£1.15
£9.74	£9.78	£9.74	-	-	_	-	-
£5.00	£5.03	-	£5.51	_	_	£5.07	-
£5.72	£5.69	£5.71	-	£5.56	£5.65	-	-
£2.60	£2.66	-	£2.87	_	_	-	£2.60
£4.39	£4.39	_	_	_	_	£4.39	_

Data supplied by

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6

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

arj Dhasee ge Stores

deton, Gloucestershire

eak irloin £7-8 mp £5-6)



re did you discover them?

butchers is 15 miles away and we apched them around five years ago with idea of selling their steaks in our store. 35% margin is great and we'll achieve by using the butcher's RRP. Nisa has a petitively-priced steak, which with a e point of around £4 sells quite well, but don't do as well as our locally-sourced ks. I think that's because they look more ealing.

buys them?

buy steak a lot and will most often do n their way home from work, generally a beer or two. We have a really good on how many we'll sell every week, so e's little waste.

are they so successful?

simply, they're easy to cook and taste l. We sell 15-20 sirloins and around 10 p steaks a week. We've noticed their ularity peaks towards the end of the k, with Wednesday, Thursday and Friday pest days. Steaks are popular with chips we're planning to stock McCain's Shake ke fries, which have to be stored in the chiller, close to the steaks.

Shandip Patel

STORE Nisa Krystals Express LOCATION London SIZE 800sq ft **TYPE** near train station

TOP TIP

When plain packaging comes into force, place cigars so they are at eye level when the gantry opens



We are in an affluent area and accordingly stock a wide range of cigars. But even in our location we have seen sales go down since the tobacco display ban was introduced: we had stands presenting the cigars before this, and having to take them down definitely affected sales because they were no longer easily visible to customers. But we still sell a good few, with the main customers being middleaged men, and they also make an excellent gifting item. Legislation on cigarettes and tobacco might create an opportunity for us to sell more cigars.

Navin Patel

STORE Southern Cross Stores **LOCATION** East Sussex SIZE 5.000sa ft **TYPE** residential

TOP TIP

Cigar pack sizes, unlike cigarettes, aren't constrained. which could be a big opportunity once the new legislation comes into force



We've got a few customers who buy Hamlet and I am very open to expanding my cigar range in light of the new legislation, as this should create a new opportunity to push sales. But I feel the manufacturers haven't done nearly enough to promote cigars - if they'd done so six months ago, perhaps sent a rep round to talk with us and expand our range, I'd have been very interested. I feel it's a missed opportunity, although it also isn't too late to take action now, with plain packs and size restrictions coming in.

YOUR NEWS

Post Office is hit by Christmas stamp-ede

A retailer was forced to call for an emergency supply of stamps after selling 4,000 in three days.

Joe Williams, of the Village Store in Hook Norton, Banbury, told RN: "As the end of the month approached, everyone suddenly realised they needed to get stamps and it went absolutely mad."

He said residents as well as businesses bought them for Christmas cards, which showed the importance of having a Post Office at the heart of the local community.

"It's quite surprising how many people are still using the old postal system," he said.

"It gives us confidence going forward, knowing people want to use local services. Within 24 hours we'd got a lot more stamps again, which will keep our customers happy."

Mr Williams added they are now preparing for increased parcel deliveries and collections, as well as a rush for first class stamps.

Cash only as floods hit shops

Retailer Nirmal Patel avoided the worst of the wave of flooding that spread across Islington, north London, at the start of the week, but the power was out for the best part of the day at Angel Food & News.

The store is just a stone's throw from where the water main burst, throwing the whole area into chaos.

But while his customers may have been flooded, Mr Patel's store escaped water damage. He said: "We were cash-only for most of the day, but the worst flooding was a few streets away."



Bee Lady Jean creates a buzz as new One Stop store opens

Local celebrity Jean Bishop, known in and around Yorkshire as the Bee Lady of Hull, a charity fundraiser who wears a distinctive stripy outfit, helped open a new One Stop franchise in Bridlington. The 93-year-old was on hand with deputy mayor Malcolm Milns to open the Marton Road Post Office owned by Nathan Selvachadran. The event helped raise more than £200 for Age UK.

Forecourt customers can shop while vehicles power up Owner aims to plug gap in the market

Switched-on retailer to offer car charging points

by Charlie Faulkner charlie.faulkner@newtrade.co.uk

A forecourt retailer determined to create a 'destination' store is hoping to become one of the first rural shopkeepers to invest in electric vehicle charging points.

Moiz Vas, who owns three stores and part-owns another five, is looking to add the service at his Jet Coltishall forecourt in Norfolk, after customers began making the suggestion this summer.

"We're quite fortunate

in that the nearest fuel station is a minimum of three or four miles away in any direction and the nearest charging point is about nine miles away, so we have quite a captive audience," he said.

"We're trying to make it easier for our customers not to have to venture out of our area."

Mr Vas said despite the concept being launched predominantly in high traffic areas or motorway service stations, rather than rural businesses, he believes investing in a charging point could be a great opportunity.

"You could face losing customers if you're using parking space, or as we see it, it could be another opportunity," said Mr Vas. "We want to create a destination where people spend time and money. We've really developed our food to go offer in a big way and we're now offering Costa Express.

"It's about considering how much we can offer to keep customers happy and to keep it viable for us as a business.

"It's about attracting footfall and it's great to be seen to be doing things."

According to Mr Vas the units can vary in charging time from 30 minutes up to a couple of hours, with prices starting at £1,000 and peaking at around £25,000. He is planning to install a unit with a slower rate of charge.

Mr Vas hopes to trial a charging point at the forecourt at the end of next spring.

Stores shine on Small Business Saturday

Retailers across the country joined an array of traders for this year's Small Business Saturday.

For many newsagents and convenience stores, the event last weekend has become an increasingly important day in their calendar.

Jon Powell, of The Newsagent in Newport, said: "We gave our usual support to the event. Newport is now a Business Improvement District which helped. We had 500 Shop Local bags for life made and we set up 14 stalls in the main high street for small businesses. It went really well, it was busy and it had a real buzz. The fruit and veg guy roasted chest-



nuts on a barbecue and I helped out there; it's about keeping a high profile, as we're fairly well-known."

Staff at Gail Winfield's 727 Newsagent in Lybster, Caithness, raised £704.79 for the British Heart Foundation from a visit by Santa and other fundraisers such as a raffle, bottle

stall, mystery square and donations from the public.

Meanwhile, Eugene Diamond, of Diamonds

Santa paid a visit to a Caithness store (above) and shop local bags were handed out in Newport (left)

in Ballymena, said: "We had a few spot prizes and similar giveaways. It's worth doing."



Desmond no match for Daphne Storm-hit shop flying high

Daphne's back from the brink

by Gurpreet Samrai

gurpreet.samrai@newtrade.co.uk

A Cumbria store gutted by Storm Desmond a year ago has increased its turnover by 30% since reopening after an extensive refit.

Daphne Eddington's The Village Shop in Braithwaite was destroyed in the storm, which brought recordbreaking rainfall that led to flooding across the county.

It took six months for the store to be rebuilt, during which extra retail space was created making way for new services and lines including a larger off-licence, double the freezer space, a coffee machine and patisserie counter.

"By the time the shop was all stripped down it was like an empty cave so we had to sit down and plan what we were going to do to make it bigger and better," said Ms Eddington.

"We worked really hard looking at what new products we could bring in and how we would display and sell them. We have so many more new lines now, it's fantastic. "We have handmade chocolates and luxury cakes that are all new, we've brought in Alex Clark cards

and finer foods so we've made an upmarket end of the shop." The store has also extended its

opening hours from 5.30pm to 7pm seven days a week and 9pm in the summer, as well as sprucing up the outside seating area.

"We have everyone from builders and workers coming in for their bacon butties and cups of tea, to tourists who range from people in tents and caravans to higher-end people who want more fancy food. So we cover a massive range and have tried to look at lines that will fit and blend it together through the shop," said Ms Eddington.

"We have found it has increased turnover considerably, up to 30% in the period we have been open since June."

Ms Eddington said she was also delighted to find out the store has been nominated for the annual Countryside Alliance Awards.

'Terrifying' robbery

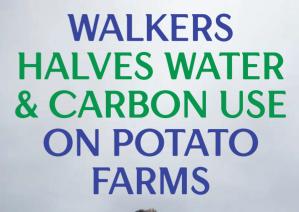
A retailer was left fearing for his life as a robber threatened him with a knife and smashed his head on the counter in a second raid at his store in days.

Police are examining CCTV evidence of the raid at Nazier Ahmed's Sandon Street Grocers & Newsagents store in Darwen, Lancashire, after the thief fled with "a few hundred pounds".

His son Osama Nazir said: "It was quite frightening, especially happening within such a short space of time of the other raid. We've not really had any problems before, but this makes it harder. It's difficult enough as it is."



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$\mathbf{20}$ **YOUR REGION**

NORTH WEST NFRN DISTRICT COUNCIL REPORT 29.11.2016

Glyn Bellis reports from the NFRN North West district council meeting

so-called "business

shopkeepers.

crime" was "personal" for

Mr Monelle, who had

to cut short a previous

visit to the district be-

cause of a robbery at his

store, said it wasn't the

first time his business

had been targeted. He

up the police response

had been "tremendous"

and they had applauded

his clear CCTV footage

which led to an arrest

The judge's comments

and guilty plea.

Your sav

said after the latest hold-

Trinity 'stabbed us in the back'

Trinity Mirror publication the Manchester Evening News had "stabbed" newsagents in the back with a home news delivery promotion, it was claimed.

The publisher upset retailers after the newspaper's front page carried a banner advertising a 52p price and free delivery offer. The usual cover price in shops is now 75p.

District vice president Paresh Vyas, of Vyas Food Stores in Droylesden, Manchester, described the promotion as "shortsighted".

"Newsagents have



the back," he said. "Think again and think of your newsagents, not just your profit."

The district

Jimmy Joshi, of Hari Market News in Ashton, Manchester, added: "A couple of years ago they said they wanted to work with us. Actions speak



with Johnston Publishing by-passing newsagents to encourage direct delivery.

Maqbul Patel added Johnston's regional newspaper customers would pay their bills instore. "I feel like putting the invoice on the fire. We are losing out. There are a lot of complaints from members," he said.

Business crime 'is more personal'

NFRN national president Ray Monelle said



remain an important revenue stream



NFRN national president

in the case had also boosted his faith in the iustice system.

But it was highlighted retailers also sometimes suffered a "second-rate" response from the police and courts, compared to many larger stores. Mr Monelle said the latest ordeal at his shop had made his resolve even stronger to get the message across "to the powers that be". He said: "Crime is one

of the big issues I am tackling. To a lot of us

I saw a sign

it's a fear, a risk to our families and classed as business crime. To all of us it's personal - your family, your income that they take away.

"I am pushing that they change the laws." He added: "One thing

I have learned is we do have influence.

"We have a lot more MPs keen to put our case forward.'

During his address, Mr Monelle said the federation needed to change and he was surprised at how many members have agreed.

He said: "We can't keep pushing up membership fees.

"Our subsidiary companies will need to be able to fund the federation. It's not going to happen overnight.

"I can see next year being possibly a big step for NFRN Commercial."

Printed editions 'remain vital'

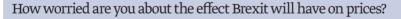
Newspaper publishers have been told by the national president that print editions are still important.

Ray Monelle's comments were made on the day the NFRN slammed the Daily Mail for advertising online subscriptions at half the price of the printed edition.



"We voice our opinions strongly, we fall out with them, we argue. We do whatever we can. They listen and go away and do what they want. But it's not for the lack of trying," he said.

"I don't think publishers' support for our industry is good. I still think it's a big business. They could slow the decline."





wholesaler. It depends what you are buying, but it will hit small shops more than supermarkets. I have been in business 20 years and we are already under

greater pressure. Rukshana Mahetaji A & M Newsagents, Lancaster

I don't think Brexit

a local wine and beer merchant has put up the price of foreign beers 'because of Brexit'. I think it's just an excuse. There's not been any noticeable change



at my wholesalers. **Robert Madden** Costcutter at Chorlton-cum-Hardy, Manchester



have increased prices, blaming Brexit. I don't think it will affect the smaller shops as much as predicted. Everyone needs a local shop. Prices will go up but everyone will adapt. Sailesh Patel

St George's News. Preston



DUR REGION

NORTHERN NFRN DISTRICT COUNCIL REPORT 29.11.2016

John Dean reports from the NFRN Northern district council meeting

Dismay at Mail's half-price offer

Delegates expressed dismay at the Daily Mail's new half-price online offer for readers.

They said the move was an attack on core readers who relv on home deliveries to receive the paper.

Newcastle member Graeme Pentland said the move was also seen as another assault on newsagents.

"They used to be the most helpful newspaper, but what they are doing now is scandalous," he said. "One of the worries is that, if they do it, who will follow next?"

The paper published a pull-out supplement in November, advertising subscriptions to its online offer at less than half the price of the newspaper.

The Mail also said that Mail Plus subscribers will receive the first edition of the newspaper on their tablets and smartphones shortly after it goes to print at about 11pm each night, while the final edition will be delivered overnight.

The NFRN responded by saying the Mail is the worst performer in terms of delivery to newsagents this year and the marketing of its digital edition showed a lack of respect for news retailers going out of their way to get the product to readers

because it is consistently arriving late

NFRN head of news Brian Murphy, who attended the meeting, told

members the federation was considering how best to challenge the move.

Brian

Murphy



Fed's support in testing times

Brian Murphy gave a talk outlining the work the federation is doing to support retailers in testing times.

He said magazine sales were down 7% year on year and newspapers down 5%, but stressed the federation would continue to support members through Newspro, Store2Door and N3. He said, at the same

time, the federation would continue to highlight problems like reduced margins, carriage charges and erratic deliveries in meetings with publishers and wholesal-

Your say

If you do not take opportunities presented to you, you go

Brian Murphy

NFRN head of news

Do you stock gluten-free or other free-from products in your store?

ers. He added the NFRN would also explore promotional offers in the same meetings to boost sales where possible.

"If vou do not take opportunities presented to you, you go backwards," he said.

"My team and I are is meeting members' needs and supporting them in gaining the changes needed to ensure that the news category in-store and with home deliveries is maintained.'

Publishers must play their part

National deputy vicepresident Mike Mitchelson said, in his opening address, the difficult conditions facing independent newsagents emphasised why the

Michelson

NFRN had to continue its campaigning for an improved service from under-performing publishers.

He said: "Trading conditions remain tough for independent retailers. All we ask is that we get the right service from publishers, the right product at the right time. We just have to keep chipping awav."

Bay's NFRN award

Delegates welcomed the news the Responsible Selling Retailer of the Year prize at the recent NFRN awards

went to a retailer from their area. Bay Bashir, of Belle Vue Convenience Store in Middlesbrough,



collected his award at the event at the Millennium Gloucester Hotel in London.

Lifesaver Stephen

Teesside member Stephen Tate told delegates how he helped to save the life of a customer who was taken ill at home. He raised the alarm after not seeing him for several days and going around to check his home, where he found he had collapsed and raised the alarm.

Echo of unrest

Darlington member John Abbott expressed concern about The Northern Echo's price rise. It is going up to 80p Monday to Friday. He said: "It is not an 80p paper."



free-from products in response to customer demand. The big advantage is that they say it is difficult to get them somewhere else so I get repeat business.

Graeme Pentland Ashburton News, Gosforth

I have started stocking free-from products

and health items, partly because there are gyms in the area. The advantage for me is the margins are good and I can undercut some of the health stores and similar outlets.

Malcolm Dobson Skinnergate News. Darlington



We do stock some free-from products such as cereal bars and

we make sure that they are available for those people who require them. We also make sure that people know they are there.

Mike Mitchelson Mitchelson News, Brompton





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22 **YOUR REGION**

EASTERN COUNTIES NFRN DISTRICT COUNCIL 29.11.2016

Richard Goss reports from the NFRN Eastern Counties district council meeting

NFRN chief calms merger concerns

The NFRN's chief executive Paul Baxter moved to calm concerns among Eastern Counties members about the planned restructure of the organisation, which will involve their district joining forces with the East Midlands to create a new entity of almost 1.000 retailers.

Mr Baxter said he was seeking agreement from the district to the merger, which would create a new "Eastern" district, and hoped the move could happen before February.

Delegates agreed a shake-up was



retailer Josie Dixon said: "It is a case of change or die." Hemsby

necessary.

Lowestoft

retailer Owen Church agreed: "We can't carry on like this."

But some members raised fears over the funds and finances of the newly-formed area. Treasurer Ralph



there was a risk the Eastern Counties district might be swamped by its bigger

Childs said

neighbour.

Paul Baxter said branches would still have control over their finances and would continue their own projects and to support their members.

"Branch funds will not be affected by the merger," he said, adding that formal negotiations with the East Midlands district about the merger should begin as soon as possible.

Three Eastern Counties



Retailers have been urged to send CCTV footage of crime to the NFRN to give MPs factual details

branches have already merged - Norwich, Great Yarmouth and Lowestoft - a move that was unanimously agreed on 13 October at the last joint meeting.

Video evidence to back crime fight

The fight against retail crime is about to step into the video age, Paul Baxter told the meeting.

Retailers are being urged to send the NFRN video footage from CCTV cameras of attacks on their shops, including thefts and assaults. Mr Baxter said the

footage would be used as evidence to take to MPs.

Your say

Do you promote local produce in your store?



tered rock in our Sheringham shop because it is a seaside town. We also buy in other sweets such as chocolate and rebrand them. It has proved very popular

David Starling Starlings, Holt

Statistics show tobacco consumption is at its highest level for five years

Paul Baxter

NFRN chief executive

The NFRN is collecting statistics to support its case and has contacted 43 separate constabularies across the country for statistics.

But Mr Baxter warned police authorities each manage data differently, and that in

some cases statistics were "all over the place".

He added the NFRN's activity

would also tackle issues such as police response times, actions taken and prosecution rates. The NFRN planned to meet every police and crime commissioner as well as MPs, he said.

Josie

Dixon

Exciting future

The NFRN has an exciting future - provided it revitalises its events.

Paul Baxter said the newsagent element of the NFRN was being replaced by the term "trader" in its new branding and that he hoped the federation would be able to encourage more shopkeepers to get involved.

His aim is to see more

business can also be discussed, he added. The NFRN's annual conference timetable will also be reconsidered, to place greater emphasis on the social side of the event.

Cop hubs 'no help'

social functions where

The growing trend for police authorities to set up "hubs" in large supermarkets was of little help to smaller traders, Paul Baxter said.

He told Eastern Counties members that while it was of value to the large stores to have uniformed police officers on the premises during opening hours, it left smaller and independent traders at risk.

£2.5bn lost tax

The government is losing an estimated £2.5bn a year from the sale of illicit cigarettes and tobacco.

Paul Baxter reported the figure, telling members: "This is now our main fight." As prices head towards £10 a packet the problem will only get worse, he said. "Statistics show tobacco consumption is at its highest level for five years."

Insert options

An increasing number of newsagents are getting around the problem of bulky weekend papers - which often cause logistical and weight problems for HND delivery staff - by separating supplements from the papers themselves. Members of the

Eastern Counties council heard that even some regional publications now ran to 200 pages with weekend supplements – and one solution was to separate all inserts and give customers the choice of taking them.



with tourists.





eggs, vegetables and fruit as possible from lo-

cal suppliers and make it clear where they come from. People like to buy local produce, especially when it's in season. and we're often asked if our food comes from a sustainable source.

Owen Church Post Office Stores, Hemsby



We've found stocking a very wide

range of cards has paid off people say we have a better choice at better prices than shops in the middle of town. Customers know we always have a card to suit their needs and at a reasonable price.

Josie Dixon Dixons Newsagents, Carlton Colville

INDUSTRY PROFILE

PepsiCo

This has been a strong year for PepsiCo and the categories it operates in. Category insight controller for the company, Pierre Jackson, talks RN through the lessons for the trade in 2017

RN PepsiCo is a multibillion-pound international company – how important are independent retailers to the business?

PJ The convenience market for us is huge – almost £92m. I've been with PepsiCo for five years and for four of those I have been working on the grocery side of things.

There's a real step change in the focus and level of investment we're now giving impulse. The really good thing for us is that the opportunity to sell snacks continues to grow in this sector.

Our data suggests snacking is in 12% growth compared with a year ago. We're really buoyed by the numbers we're seeing.

RN What's driving this success?

PJ There are a number of factors – we've seen popcorn in strong growth and there's a general trend towards healthier snacks.

Low-calorie options such as bakes or wholegrain – products such as Sunbites, meat snacking and more functional health – are all in growth.

RN What other trends have affected the market in 2016?

PJ People have been picking up big bags of sharing products to take home and open with friends – there's been more social occasions.

Within sharing there's a real polarisation going on. You've got some consumers who are looking for indulgence at all costs.

PepsiCo have invested in this space with the launch of our Pop Works popcorn brand earlier this year.

Then there are large numbers of people who are inviting friends and

family over but aren't looking for something so indulgent – they want a credible, healthier alternative. We are seeing the arrival of premium brands and great-tasting brands in that space as well.

RN How are you supporting retailers to continue the category's growth?

PJ With our value snacks and Walkers Max – both of those are there to support the impulse trade – we're not actively pushing them into the grocery trade.

We also reduced the case sizes of our single-serve Walkers crisps from 48 to 32. The reason was that we heard time and again that our case sizes were too big and the stock on hand was too large for smaller stores.

RN PepsiCo has launched a large number of products this year. Which has been the highlight?

PJ We're delighted with how Walkers Tear 'n' Share has performed.

** Company CV **

Company PepsiCo Category insight controller Pierre Jackson Key brands Quaker, Walkers,

Tropicana

**

Latest news The company has announced the success of its 50 in 5 programme which looked to cut the carbon emissions and water used in producing Walkers by half over five years.

.....



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There's a real

step change

in the focus

and level of

investment

we're giving

impulse

It's been incredibly successful and at the moment it's up there at £2.8m retail sales in the impulse channel for the year to date, so that's the biggest product launch of the year so far. It's been a really strong performance.

RN What was behind this success, do you think?

PJ It's a simple formula – the Walkers brand with the right price point, value offer and its quirky, innovative pack format.

RN What's impressed you as you've gone around independent retailers' stores this year?

PJ The more progressive retailers are investing massively, whether it's in coffee, or an in-store bakery – they know this is driving footfall.

From a PepsiCo point of view we're trying to help the trade out by offering the right solutions and products.

Breakfast is a great time to get behind porridge. Serving a hot onthe-go porridge in your store and will bring in new shoppers who currently don't think of your store as a destination for breakfast.

The pressure to drive footfall is more acute than ever and anything that helps drive this will be of real benefit to the trade.



24 YOUR VIEWS

Praise for Trinity Mirror but is it really worthy of it?

I read two pieces of praise for Trinity Mirror in last week's RN (Trinity's loyalty scheme wins innovation award, RN 2 December).

But there are two things that worry me. First is the latest sales figures for the south Wales papers.

Second is the story I read on the BBC website that Trinity mirror is shutting its Cardiff print centre – the last one left in Wales.

The story says it is under consultation, but I've had it on good authority that it will cease printing on 31 December 2016.

This will mean the South Wales Echo, the Western Mail (which brands itself the "national newspaper of Wales"), the Evening Post and all the Celtic titles will no longer be printed in Wales.

IAA WIN IS CAUSE FOR CHARITY RAFFLE

What a lovely night it was at the IAA last week. Winning the Service to the Community award for the second year running has just made me hungry to get the hat-trick in 2017.

But while it was a lovely evening, I think it is also important to give something back to the community that put us there. As a finalist, I received

I understand they will now be printed in Birmingham and sent to Newport with the other Trinity titles and the i.

It's quite sad really, for a bloke in the business of selling newspapers in Wales. Plus there will be 30-odd jobs lost.

My biggest worry, however, is the impact it will have on delivery times. At the moment the papers only have to travel 10 miles, but this could go up to 100 miles or more.



a bottle of champagne, which I have put in a

hamper, along with other goods from the store. I will raffle this off for a homeless charity and double whatever I make – hopefully this will be more than £120. My challenge to all the

other IAA finalists – what have you done with your champagne? I would like to hear if anyone has done something similar.

Julie Duhra Premier Jules Convenience Store, Telford

all 4,000 of us leave our shops for the day to attend a seminar. We don't learn anything useful, like how to use the equipment or about new services - this all happens remotely.

We just listen to presentations about how much TfL is earning, or how much commission it is paying retailers. They even say 'don't worry about taking notes, we will give you a handout at the end'. So why can't they email it to us?

And Trinity is not very good at delivery times at the best of times.

Matthew Clark Penylan News

Cardiff

YOUR SAY What extra support would help you move

A Trinity Mirror spokes-

man said: "We have begun consultation with our staff on the proposed closure of the Trinity Mirror Printing Cardiff site. This is a result of declining print volumes and the relocation of a number of titles within our print network. "We have now entered into consultation with the 33 staff affected."

Please don't treat us like children, TFL

I am one of the 4,000 agents in London who offer Oyster top-ups, but I have an issue with the red tape Transport for London forces on us. Each year, they make

RN READER POLL



Do you offer contactless payments?

NEXT WEEK'S QUESTION

Do you offer a parcel service in your shop?



into or grow your HND? Raj Aggarwal

Spar Wigston, Leicester

We do HND, but it's very low key. We only have two rounds. Our area is becoming younger and younger, with older customers leaving, and these younger customers are not used to HND. Getting customers into your store means they might spend more too, rather than them just getting newspapers delivered. If there was a fresh way of doing HND, something exciting, we'd look at it

Rushik Parmar

Kenwins, Herne Bay, Kent We do HND, about 300 or 400 customers, but it's lost a lot over the years. You're



fighting against online nowadays - the news we get in the morning is old news already. To be honest, I don't think the news is that good anyway. Who cares about who's eaten what on I'm A Celebrity? If the newspapers had a better USP and we were guaranteed to get them earlier, it might work.

Sam Samra

Samra Supermarket, Smethwick, Birmingham We don't do it. The energy involved is high and the rewards just aren't there. I'm not going to say we'd never do it, but there are other areas in our store we're concentrating on. We've got a wider range of products, there's been a natural transition in our stores to other things instead of news. We haven't neglected it, but with the ongoing problems with Smiths, it's too much effort for what you get back. I have written to Sadiq Khan, telling him how pointless the seminars are, and heard back from TfL, saying it wants the face-to-face contact with retailers, but this is what its reps are for.

If you are new to the service, you get sent on a training course anyway, so that's no excuse.

If we don't attend we get fined and threatened with having the service removed.

We're getting treated like kids. We live in the modern world – what's wrong with electronic communication?

> **Ralph Patel** The Look In Woodmansterne

TfL did not respond to a request for comment by the time RN went to press

Correction

Mondelez's trade website is deliciousdisplay.co.uk, not as stated in RN last week. The Daily Post won the NFRN Regional Newspaper of the Year award, not as stated in RN last week.

YEARS AGO 9 December 1916 A charge for the delivery of newspapers was introduced in Newcastle. The public accepted the move, understanding a delivery service was a privilege that must be paid for, particularly in times of war when luxury

was a rarity.

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother

Well my goodness, what a palaver I had on 17 November. It was a normal morning. The weather was good, I was getting on quite well and thinking if all went to plan I might get finished a little earlier than usual. I have to go to Cheswardine on Thursdays, it takes about 10 minutes to get there and 10 minutes to get back to Adbaston to carry on with the round.

But that Thursday things changed dramatically when, suddenly, it began to hail so hard I couldn't see where I was going. I waited for it to clear, but before it did a mini tornado came from nowhere leaving behind a trail of damage.

The storm was over quickly, but by the time I started my journey again all three lanes going back to Adbaston were blocked with large branches fetched off the trees. Fortunately, Mr Beeston had a chainsaw and along with one of his farm workers they cleared Doley Road so the traffic could get through, but by that time what should have taken me 10 minutes had turned into 45.

How I heartily agree with Ronnie Salter's letter about the extension of cut-off times. The Friday night job due to the England v Scotland match was nothing short of hideous. With all the inserts we are expected to deal with as well, it was a nightmare of a morning.

My driver arrived at 5.35am, not satisfactory at all. On Thursday 24 November all the papers were late again because of the football. With publishers not caring about us and Smiths News altering our deliveries, proving they don't care about us any more either. We may as well pack up and let them sort themselves out. As Scott Saunders said in his letter, no-one would let staff turn up as late as that, but we don't have any choice in the matter.

Your social comments this week

contact us @ThisisRN and facebook.com/ThisisRN

GregDeacon

Big supporter of **@ThisIsRN** and love the new look. Good luck **@ChrisGammRN** and the team #Building ForTheFuture



@MJSLocal
Nice one Menzies...
@MenziesDistLtd
@NFRN_Online
@NFRN_Operations
@ThisIsRN





@LochLomondNews

This is a monthly magazine. Shelf life in shop = 1 week? Happening with more titles. Anyone shed some light? #menzies **@ThisIsRN**



@Potusob – Steve Leach #wesaynisa should be reading tomorrow's @ThisIsRN if they still need persuading about the benefits of #socialmedia





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INDEPENDENT



@<mark>biscoe_m – Mark Biscoe</mark> lonathan James – top man for the front cover!



@OneStopMountNod Change up looks fresh! RN is a more memorable abbreviation



@TansorPR Congrats to all the winners! @IAAcademy @betterRetailing @ThisIsRN @retailexpress @BW_mag #IAA16



9 December 2016 • RN

26 RN INTERVI

He's the star of a BBC reality TV show, but menswear entrepreneur Patrick Grant speaks about the power of business to do good with all the passion of a 19th Century social reformer. A perfect host for last week's IAA gala dinner, then. Tom Gockelen-Kozlowski meets him ahead of the event

Patrick Grant

avile Row tailor Patrick Grant has come to the IAA gala dinner to learn. He may be the host of the event, and be due to give a speech filled with his own business ideas and history, but he's only too happy to hear about the best practice being developed in an indus-

try far removed from his own.

"There will be a lot of extraordinarily successful people in the room tonight – you'd be an idiot not to listen and learn from them," he says. "You've got to keep reassessing what you're doing – it's part of the fun of the job."

Bespoke menswear and convenience retailing may seem worlds apart, but a look through the yearlong IAA programme, with its advice on core retailing principles such as store layout, staff development, innovation and more, provides a good sense of the crossover between Patrick Grant and his audience of local shop owners.

Indeed, it was the grocery market and the rise of local and artisan produce that provided the evidence this fashion-obsessed former engineer needed to step in and save one of Britain's oldest menswear houses.

Patrick Grant's story began when he saw tailor Norton & Sons was up for sale in the classified section of the Financial Times. Then studying for an MBA at Oxford University's

Said Business School, he decided to sell his house

> **Patrick Grant wants** to create 10,000 jobs with his various business interests



on Savile Row that we would send out positivity in anything we did



and borrow the money to buy the business outright, banking on the fact Britons were moving away from cheap, disposable fashion.

"I looked at what was happening in food and thought, it's clear people are changing the way they view the products they're buying. Why would they not take that same approach to other areas of their lives?" he says.

That was in 2005, and since then Mr Grant has turned Norton & Sons around, relaunched the E. Tautz & Sons label as an award-winning ready-to-wear brand and brought another Norton & Sons subsidiary, Hammond & Co, back to life as a formalwear collection in Debenhams.

But it is his starring role in the BBC's Great British Sewing Bee think 'Bake Off' with needles - that has made the 44-year-old one of Britain's most recognisable businessmen. And like that other entrepreneurturned-reality star across the pond, there's a zeal and an idealism that lies behind the celebrity.





Interview by Tom Gockelen-Kozlowski

💿 tel 020 7689 3361

INDEPENDENT Achievers Academy

Yet Patrick Grant is no Donald Trump – a discussion about the economic travails of many areas of the UK leads to comments that would fit more comfortably with a Corbyn rally than with America's new orange demagogue.

"We've been through various industrial revolutions, the first one brought people from an agrarian economy and created towns and cities that brought people in, and we created jobs for them all. But since those jobs went away, we haven't done a good job of filling the hole.

"If you live in a city there will more than likely be great jobs to go into in the service industries. But in many of the towns we manufacture in now, nothing has stepped in to fill the void left in post-industrial Britain and I think we have a responsibility to try and do something about that," he says.

The IAA, of course, celebrates one of the few industries that's stayed put – even in the most deprived areas it has been local store owners who have employed as many local people as they can. That amounts to nearly 400,000 people in the mainland UK.

If other industries, including his own, could step up too, Mr Grant believes the effects could be dramatic. "Many of the problems we all have to pay for are the result of a lack of jobs, not just the money but the selfrespect and pride and everything else goes alongside having a good job," he says.

He is determined to make his own contribution count towards tackling this problem.

His latest business venture is Community Clothing, a non-profit British fashion label that, he says, doesn't need to make money because "he's not greedy".

The operation is based in Blackburn, the same town where Mr Grant bought out and saved a key supplier – Cookson & Clegg – last year. The two businesses now work together, with the non-profit brand providing lower-cost garments for the factory to produce when Cookson & Clegg's premium seasonal menswear work has been done.

"We reckon we can sell a significant volume, and what factories in the UK miss is volume. Most are making runs of 50 to 250 pieces, while factories in Asia are making runs of 5,000 to 100,000 pieces," Mr Grant says.

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Yet if the UK had access to the same "extraordinary



I looked at what was happening in food and thought, it's clear people are changing the way they view the products they're buying







scale" as its Asian counterparts, the price differences between the two could become "negligible", he says.

"By doing that the factories will be full and can grow, start to scale up and suddenly their costs will start to come down, which brings prices down even further. We can create a cycle that hopefully creates 10,000 jobs."

In a sign he means business, Community Clothing has even opened a shop, less than three miles from the revitalised Cookson & Clegg factory and a long way from the exclusive world of Savile Row.

If he continues this trajectory, retaining his passion for the transformative effect of business, who would bet against him creating every single one of these 10,000 jobs?

And if there is a group of people who know how important job creation and local investment can be to an area, it's the independent retailers who gather to celebrate brilliant local retailing at the IAA.

But retailers could also learn much from the pride, tradition and passion of Savile Row, an area that trades in £8,000 suits rather than 50p pricemarked crisps. In the decade Mr Grant has been there, the community of menswear businesses on the street have seriously upped their game.

The whole street takes on just 15 trainees a year, Mr Grant explains, but when he first arrived there he only received a few applications per month. Then a BBC documentary about the street aired and changed all that.

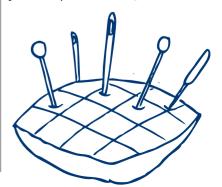
"People were looking at their own careers and the personal enjoyment they got from their jobs, and they saw these tailors on TV, young and old, creating something wonderful every day. They thought 'that looks amazing'. All of a sudden applications went through the roof," he says.

With another hike in the National Living Wage just months away, it's more important than ever that retailers get the same enthusiasm and commitment out of their staff. But with BBC documentary-makers unlikely to turn the spotlight on independents' streets, how can they see similar benefits?

"You have to sell it, you have to make it appealing – people want to have a good job. Our guys are very proud of what they do – you've got to make people proud by selling jobs on the skills and level of professionalism required," he says.

"We made an agreement on Savile Row that we would send out positivity in anything we did. Rather than individual houses moaning about the rent, we tell positive stories of what a thriving community Savile Row is."

If the UK's retailers are going to give out the same "positivity" to the world – and join Mr Grant's vision of an economically vibrant and happier country, the meeting of minds and ideas the IAA represents is as good a place as any for it to start.



email tom.gk@newtrade.co.uk







OVERALL BEST SHOP Winner - Amish Shingadia - Shingadia's Londis Caterways & Post Office, Horsham.



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MARKETING TO CUSTOMERS Winner - Amish Shingadia - Shingadia's Londis Caterways & Post Office, Horsham.



EFFECTIVE RANGING Winner - Amish Shingadia - Shingadia's Londis Caterways & Post Office, Horsham.

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RN page ad.indd 24



IN-STORE DISPLAY Winner - Shane Woolston - CT Baker Budgens of Aylsham, Aylsham.



SERVICE TO THE COMMUNITY Winner - Julie Duhra - Premier Jules Convenience Store, Telford.



STAFF DEVELOPMENT Winner - David Knight - Knight's of Budgens, Hassocks & Henfield.



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EXCELLENCE RECOGNISED

The achievements of the UK's best independent retailers were recognised at the IAA's gala dinner last week. Here, we bring you 39 success secrets from this year's IAA stars

ast week I was asked by a retailer how he could get his shop into the IAA Top 100 and onwards," Newtrade managing director Nick Shanagher told suppliers and retailers gathered at the IAA's gala dinner in London. "I told him he should pay attention to the retailers whose efforts we are celebrating tonight, then ask to visit their stores and ask how they had overcome the obstacles he sees to developing his business."

The theory, he explained, is one good retailers will have already tested - that all top store owners have come across and tackled the same problems and are happy to share from and learn from each other.

So that's what we're inviting you to do in the next 13 pages. Here, we've profiled each of the retailers who were recognised by the IAA for best practice in 12 core retailing categories, asking them to share advice on each with RN readers, as well as discuss their plans for their businesses.

Learning from other leading businesses "means the good future that you as a trade are delivering now could be even better," Mr Shanagher said.



Pay attention to the retailers whose efforts we are celebrating tonight, then ask to visit their stores





enjoys a glass of champagne with his wife Sheetal and Ralph and Urvashi Patel



receiving the in-store display trophy

INDEPENDENT LOCAL SHOPS IN THE CONVENIENCE CHANNEL HAVE A GREAT FUTURE

Convenience retailers face obstacles from red tape, compulsory increases to employee compensation and tough trading caused by food deflation and competition for shoppers from internet start-ups flogging anything and everything. Newtrade managing director Nick Shanagher says, "The evidence from Newtrade's State of the Nation benchmarking research shows that when the going gets tough the local shopkeeper gets going. Every independent retailer needs to pay attention to four key trends in 2017." To help take advantage of these trends by benchmarking your business, please email iaa@newtrade.co.uk.



YOUR PERSONALISED SERVICE DRIVES SHOPPER LOYALTY

Changes in customer shopping preferences and the desire for personalised service has benefited the independent sector. Newtrade's research discovered that **52%** of convenience stores drive loyalty by welcoming product suggestions and requests from their shoppers.

LOCAL KNOWLEDGE + YOUR AGILITY = GREATER SHOPPER SATISFACTION

Capitalising on your knowledge of your area and local shoppers, and being agile enough to take risks by adjusting your product range is unique to your business. Using the IAA benchmarks to identify future opportunities helps you understand how to deliver greater shopper satisfaction and sales.

BEING THE HEART OF YOUR COMMUNITY BEATS THE COMPETITION

Your business is the beating heart of your community, and can offer services and do things that big supermarkets never could. Newtrade's research shows that **81%** of convenience stores are actively involved in their local community with local shopper knowledge that puts them ahead of their competition.

A DIGITAL FUTURE FOR THE TAKING

Newtrade's research shows that only **43%** of convenience stores use social media, with many of those admitting they are not as active, or do not understand it, as much as they'd like to. Consumers spend on average three hours every day online, which presents a huge opportunity to share your story with more shoppers.

Benchmark your business in 2017

Email: iaa@newtrade.co.uk



IAA STARS

OVERALL BEST SHOP AMISH SHINGADIA Shingadia's Londis Caterways

& Post Office, Horsham Amish Shingadia and his family have transformed their new store into a forward-thinking

a forward-thinking business designed to meet their customers' needs. Regular high achievers in the IAA, they have quadrupled sales at the site by focusing on food to go, in-store theatre, nearfull availability and indepth staff development

What advice would you give a new retailer who wants to succeed as an independent retailer?

Invest heavily in marketing and don't underestimate the benefits of it. Although it feels like wasted money, it pays dividends and feeds a lot of information into your sales data. Also, play to your demographic. We have more elderly people in the area, so our value lines do better, as do meals for one, for example.

Which grocery retailer inspires you?

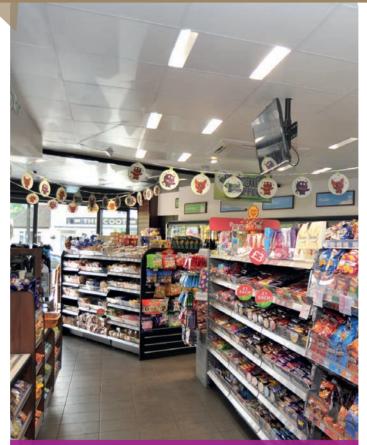
I used to work for the Co-op. Every few months they would promote a different strategy and focus on timeof-day merchandising – for example the breakfast bay would have eggs, bread, cereal grouped together. They were always willing to try things even if they failed. They were very proactive at marketing – staff wore promotional badges, they had great leafleting and stands all around the shop.

Which retailer in our industry is the one to watch?





WY SUCCESS SECRETS



Amish took a rundown store turning over \$5,000 a week, spoke to the community to find out what they wanted from their store and created it. He has quadrupled sales and they are still rising



The store has Investors in People status and offers apprenticeships, rigorous staff training, induction and development plans. They regularly score over 90% on mystery shopper visits

David Knight in Hassocks is a really impressive retailer. He's got great systems embedded in his shop and he's hot on everything. He's very forward-thinking and I enjoy bouncing ideas off him.

Where do you get advice, support and ideas from?

We get our ideas from the industry, whether that's other retailers or symbol advice, and we use the trade press. But we look at our own reports and try things too. We want to put our own spin on things and do them better.

What is the most important change you've made in your business this year?

We had a refit. Everything has been redesigned and we've put a Post Office in. We've increased the number of chillers, there's a whole new food to go section and Costa Coffee machine and bakery. We've quadrupled sales, going from £5,000 per week to £20,000, and we still haven't peaked.



The store is designed to provide the latest in food to go, fresh and chilled, grocery and services. A category development table at the front provides theatre and promotes eyecatching products

What's next for your business?

We're considering a third store. In this one, we're consolidating, going through different wholesalers to get our range right. We're looking to find more local produce to bring in. Amish stood

out because his great management has helped transform a rundown store and quadruple its sales. From customer surveys and apprenticeships to in-store theatre and 94+% availability, this store is designed to give shoppers everything they need »



IAA STARS

MARKETING TO CUSTOMERS



Following a major refit Amish had a launch event attended by the Post Office's chief executive, which made the local newspaper



Amish's customers are surveyed every three or four months so the store can collect feedback and postcodes, then target areas where they to market to



Amish shouts about his offers and community activity through social media and leaflet drops. He also sponsors events at two schools and a village fete

Partner advice





Display signage in-store to make customers aware of your great products and services, and crunch your EPoS data to understand which lines to promote

EFFECTIVE RANGING

🚱 MY SUCCESS SECRETS



Amish has sales and profitability targets for each category. He works with Londis and manufacturers to ensure he has the best range in place



One member of Amish's staff is responsible for analysing three sections per week. Slow sellers are delisted and replacements are introduced



When Amish found a bay of pet food that wasn't selling, he replaced it with local products, and now plans to create a dedicated dairy-free section

Partner advice





Effective ranging is about stocking bestsellers, new and niche products to provide choice. Use sales data to identify fast sellers to prioritise and slow sellers to remove Offering Post Office services brings in new customers so you can boost retail sales

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SHOP LAYOUT JOGA AND AMAN UPPAL

One Stop Mount Nod, Coventry

When brothers Joga and Aman Uppal designed their new store, a spacious layout to accommodate wheelchairs, buggies, baskets and trolleys and shout up key ranges lay at the heart of their plans

What advice would you give a new retailer who wants to succeed at shop layout?

Look at your space, identify the range you want and start planning around this. Showcase fresh and value and match your layout to shopper missions.

Which retailer is really good at shop layout?

Aman visited Roli Ranger's Sunningdale store and he's still raving about it. Not everything he does would work here, but his features are designed to keep customers interested. We've started sourcing wicker baskets to put fresh produce in.

What will you do next to improve your shop layout?

We're concentrating on food to go and want to put a bespoke food counter with a Rustlers microwave near to my snacks. We'll put a bakery next to the coffee machine and create meal deals.

Where do you get advice, support and ideas from?

One Stop provides this and constantly updates us with emails and PoS. We also read the retail press and look at Twitter and Facebook for ideas. We constantly bounce ideas off each other too.

What's the most important change you've made in your business this year?

We created a brand new shop. The build took much longer than expected because we hit problems including a collapsed roof. It was a heavy investment - around £350,000 - but this year our turnover is up 60%. Our target is to be up 100%.

What's next for your business?

We're looking to grow footfall with food to go. We've got moveable stands that we move around constantly. We're also looking to introduce more local lines

MY SUCCESS SECRETS



Joga and Aman worked hard to design the flow of their new-build store, which features long lines of aisles and low shelves to create the appearance of space



Aisles are wide to accommodate all shoppers. including mums with prams and disabled customers. They also fit wholesaler cages so there is room for customers to shop while deliveries are shelved



An open area at the front of the shop has been specially designed for promotions, which are constantly changed to keep shoppers interested in the store

Partner advice

betterRetailing.com

Shoppers want their journeys in your store to be as easy and comfortable as possible so your layout needs to be planned to meet this need



one stop

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Availability: Vip & Jo from One Stop Draycott

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2016 UK & IRELAND TOP 100 INDEPENDENT RETAILER

RN page ad indd 1

CUSTOMER SERVICE PAUL & GAIL MATHER

Sherston Post Office & Stores

Paul and Gail Mather pride themselves on offering great service and have used staff meetings to produce a top 10 list of shopping turn-ons and turn-offs to benchmark their store. Customer feedback also ensures a great experience in-store

What advice would you give a new retailer who wants to succeed at customer service?

Build a relationship with your customers. Get to know them and understand what they want. Some want to be served quickly, others to chat. Make them feel special.

Which retailer is really good at customer service?

Waitrose has a great ethos. If you ask for coffee they don't say: "It's in aisle 19". They say: "Let me show you." That friendly touch makes all the difference.

What will you do next to improve your customer service?

We want to make sure our standards don't slip. When new staff arrive we're very keen to instill great service. We have a thorough induction course and hold awards every year to impress the need for this on them.

Where do you get advice, support and ideas from?

The IAA, trade press and conferences. Reps are useful as they know the market trends and can point you in the right direction.

What's the most important change you've made in your business this year?

A farm shop nearby keeps us on our toes. We extended our chiller to two metres and bought a three-shelf portable unit which we can wheel outside and display fruit and veg on. It's doubled our fruit and veg sales and increased basket spend all round.

What's next for your business?

We're going to consolidate. Also, the owner of the farm shop might be retiring so we want to accommodate their customers' needs, especially with fresh meat, chilled and fresh and fruit and veg.

MY SUCCESS SECRETS



Paul and Gail understand customers come first. They'll even supply them with fresh fruit and veg from their own fridge if the store is out of stock



Paul and Gail's philosophy is to go the extra mile and do the unexpected. If a parcel is held up, staff will ring the sorting office to get it delivered where their customer wants it



All staff are local and have an affinity with the area. An induction course and annual awards promote the importance of great service



The key to the success of your business is offering great service. Knowing your customers and meeting their needs will ensure loyalty and repeat purchases



MERCHANDISING HARJ DHASEE

Village Stores, Mickleton

With an affluent customer base in his 1,700sq ft store, Harj focuses on shopper missions such as cooking from scratch. He has worked with Nisa and other suppliers to design merchandising that will prompt the highest basket spend

What advice would you give a new retailer who wants to succeed at merchandising?

Put yourself in your customers' shoes and shop your own shop. It's got to be easy to use. If you can't find something, your customers will have the same experience.

Which retailer is really good at merchandising?

Warner's Budgens. They're brilliant at fresh, the atmosphere is great and they create brilliant in-store theatre around events. Sections like their in-store bakery wow you.

What will you do next to improve your merchandising?

We're about to undertake a full category review with Nisa so we can redesign the store. We'll bring in reps from the big suppliers and take their advice on merchandising. We want to tweak planograms to our demographic.

Where do you get advice, support and ideas from? I get a lot from Nisa and their online portal where they have planograms and category information. But I also talk to consumers. I understand their missions and journeys around the store.

What's the most important change you've made in your business this year?

I have a food prep area and brought in a part-time chef called Lynn. She works until 2pm every day, making sandwiches, salad boxes and quiches for the lunchtime trade. She also prepares meals for elderly people to take away, like beef stew. Having her on-site has put 6% on my sales. People watch her while she's preparing to see what

she's doing.

What's next for your business?

I'll do a full-range category review in January with Nisa, but until then it's concentrating on Christmas and getting that right.

🚯 MY SUCCESS SECRETS



Harj caters for an older, wealthier demographic, so ingredients to cook meals from scratch and fresh produce are very important. He merchandises his ranges to follow customer journeys



The store concentrates heavily on shopper missions, so Harj mixes products people need with treats in each section, which helps him upsell



Harj makes sure his displays make shopping in his store easy. The layout is designed so people shop the outskirts of the store for impulse and meal solutions and the interior for household goods

FRESH always delicious A Subsidiary of Mars, Incorporated

Partner advice

Visibility and availability are crucial for driving sales. Also, providing cross-category promotions will encourage additional purchases

IN-STORE DISPLAY SHANE WOOLSTON

CT Baker, Budgens of Aylsham, Aylsham

Shane's mission is to offer customers a wide range of big brands and local products, and he uses strategically positioned displays and PoS to draw attention to this from the minute people walk through his store

What advice would you give a new retailer who wants to succeed at in-store display?

Be really clear, don't send out mixed signals, know exactly what customers want and reflect that in your planogram. And stock good products. Your strength will be your point of difference.

Which retailer is really good at in-store display?

We've got a Waitrose nearby. It's highend and they execute layout, feel and merchandising very well. However, they lack in-store theatre and that's where my store can come into its own.

What will you do next to improve your in-store display?

I'll install a fifth freezer. I already have lots of one-portion and two-portion Cook frozen ready meals, but I want to expand that to a family range of four-portion ready meals.

Where do you get advice, support and ideas from?

From our partner Bakers & Larners foodhall. They're the Harrods of Norfolk. We've got a deli with lots of local cheeses and that idea came from there.

What's the most important change you've made in your business this year?

Reducing wastage has been key. We analysed what's selling then weeded out slow lines and replaced them with products people want to buy. So far, we've made savings of 8% just by doing that.

What's next for your business?

In January we will be the base for a mobile post office which goes out to 11 villages. It's a whole new adventure. As well as offering Post Office services for one or two hours a day, we'll be able to sell products from the van, so it'll be a mini shop.



🖏 MY SUCCESS SECRETS



Shane wants customers to experience in-store theatre as soon as they come in-store. Eye-catching displays, especially around seasonal events like Halloween, put people in the mood to shop



Shane works hard to create clear signage. The store designed its own PoS for its high-end Bakers & Larners offerings and showcases its wide range of local produce



Every display is well thought out so, in Shane's words "it doesn't look like it's just been plonked there" and fits well with the rest of the store



Eye-catching displays combined with the right range are critical for successful retailing because 70% of purchasing decisions are made in-store



AVAILABILITY VIP MEASURIA

One Stop Draycott, Draycott

Daily gap checks, accurate scanning, markdowns, waste management and effective delivery management all help Vip achieve upto 97% availability in his One Stop. Availability is a key component to a successful store, he says

What advice would you give a new retailer who wants to succeed at availability?

An up-to-date, accurate stock file is key for knowing what you have, need and how long your stock will last. You need to understand your rate of sale, which seasonal events might affect sales and what's going on locally. I have a table tennis centre opposite and whenever there's a tournament I bring in extra sandwiches and bottled water.

Which retailer is really good at availability?

Paul Cheema. He really knows his stuff and I look to him as a mentor.

What will you do next to improve your availability?

We've applied to be a Post Office Local so we'll have new customers, which will affect availability. If someone wants something, I want to have it in stock. I'll also look at my freefrom and gluten-free ranges as I've had lots of customer requests.

Where do you get advice, support and ideas from?

Twitter is brilliant and I read the trade press. I'm on a WhatsApp retail group too. Retailers are brilliant because they may have already tried something you're thinking about and know the pitfalls.

What's the most important change you've made in your business this year?

We've changed to One Stop and grown sales by an average 29%. The key drivers are having the right stock, good availability, live stock files and automatic ordering systems.

What's next for your business?

The Post Office. I'm hoping we'll have that in by January or February. It's designed to increase footfall and will teach us a new way of satisfying customers' needs.



🚱 MY SUCCESS SECRETS



Vip knows how important it is to cater for existing and new customers. He gathers customer requests and keeps abreast of community events that might benefit sales



Vip and his team use EPoS to keep track of stock and run a stocktake every day to ensure full availability of bestsellers



Vip and his staff walk their store to check stock, and fill any gaps they find. While the industry recommends 94% availability, Vip aims for 97%

Partner advice

Ensuring the right products are available at all times should be a key ambition for all retailers. Running out of stock is bad news for everybody – except a rival retailer

RESPONSIBLE RETAILING BAY BASHIR

Lifestyle Express Belle Vue Convenience, Middlesbrough

Determined to retail responsibly, Bay Bashir attends local licensing forums, is an ambassador for a locallyrun alcohol awareness campaign and invests in full staff training to equip employees to adhere to all legal requirements

What advice would you give a new retailer who wants to succeed at responsible retailing?

Do it properly and invest. I employ a licensing company to train my staff. There's an initial outlay of £250 and refresher courses at £200, but don't be put off by investing in being the best you can be. It pays off.

Which retailer is really good at responsible retailing?

I don't follow a retailer as such, but I always examine what I do and can do better. I talk to my licensing agency, the police and the council. You have to keep abreast of what's expected of you.

What will you do next to improve your responsible retailing?

I'll keep being progressive: being up-to-date on legislation, training my staff and encouraging them to ask questions.

Where do you get advice, support and ideas from?

I get a lot from the trade press. I am also on HIM! and KP panels. I love events like the Local Shop Summit. Retailers are always really helpful, so we learn a lot from each other.

What's the most important change you've made in your business this year?

I've been vigilant about analysing EPoS data. The biggest thing I've done is join BigDL. It's too early to say how that might affect sales, but as more customers download the app, it could be big.

What's next for your business?

I'm looking to fresh and chilled and planning a refit in January. Food to go is a growing area. I'm also looking to the premium end of the market to see how I can incorporate that.

🚱 MY SUCCESS SECRETS



Bay isn't prepared to cut corners and gives everyone full and follow-up training. He also undertakes test purchases twice a year, believing that proper training leads to higher success rates



To make sure staff are armed with the right tools to do their jobs, and that his store runs responsibly, Bay is always fully up-to-date on legislation in key categories such as tobacco and alcohol



Bay works closely with the council and has had carrier bags printed with messages warning against underage purchases. The council helped fund this, and instances of these sales have reduced

Partner advice

GG JI

Ensuring staff are properly trained and equipped with skills and knowledge about the sale of agerestricted products will help build your reputation as a responsible retailer



STAFF DEVELOPMENT DAVID KNIGHT Knight's Budgens, Hassocks & Henfield

David Knight invests in staff training from the minute new employees start work. With more than 40 members of staff, inductions, training modules, annual reviews and promotion planning are essential for the smooth running of his stores

What advice would you give a new retailer who wants to succeed at staff development?

Don't do it alone. We've banned the phrase, "If you want a job doing well, do it yourself." Do everything with your team. If you involve them, your business will thrive. Also, give staff samples of local products so they can talk to customers about them with passion.

Which retailer is really good at staff development?

Apple – their customer engagement and passion for their products is clever and can be replicated. I'm sending my staff on wine-tasting courses so they can tell the story behind our products.

What will you do next to improve your staff development?

We've enhanced our training requirements. Before, staff completed basic training. Now I've added training on specifics like fresh food and making fresh meat displays look good.

Where do you get advice, support and ideas from?

Fellow retailers – through WhatsApp or on the phone. I've got a degree in retail management so I also ring places to hear about their staff training. I might not have the budget but I can take principles and adapt them.

What's the most important change you've made in your business this year?

We put food to go at the front of the store and saw an increase of 800% in like-for-like sales in our Henfield store. So, from January that's an area we'll work on even more.

What's next for your business?

We've refitted our stores over the last three years, so now we're looking to acquire stores three and four. Our vision is five. We're also launching a loyalty card scheme in February.



🖏 MY SUCCESS SECRETS



David gives his team autonomy to create ranges, promotions and displays with their own ideas, then sets them targets related to this



David has created an induction plan for new staff. He also has an incentive scheme with week-toweek and month-to-month awards based on mystery shop scores, exit interviews with customers and manager assessments



A management training scheme for David's staff allows them to progress from the shop floor to become all-round retailers

Partner advice



Staff training is an essential investment. Identify each person's strengths and offer personal development programmes to keep them motivated

SERVICE TO THE COMMUNITY JULIE DUHRA

Premier Jules Convenience Store, Telford

From free water for a brass band festival and judging Easter egg competitions to planting flower beds for customers and donating raffle prizes, Julie Duhra goes out of her way to immerse her 1,500sq ft residential store in its community

What advice would you give a new retailer who wants to succeed at community service?

Speak to your customers and learn from them. Our community planted a garden and, instead of having a dignitary open it, we had a local disabled girl I knew. Also, talk to other retailers. See what they're doing and how they can help and advise you.

Which retailer is really good at community service?

Singh's Premier in Sheffield and Mo's Premier in Glasgow. Mo Razzaq sponsored a football team so I thought, can I do that? Looking to people who are really good at community service gives you another outlook.

What will you do next to improve your community service?

I'm running a half marathon in aid of Severn Hospice. I'm a keen runner anyway and always do a charity run every year.

Where do you get advice, support and ideas from?

I have my best ideas when I'm running. I'm focused and have more time to think. I speak to other retailers, too, and get their advice on how I can improve.

What's the most important change you've made in your business this year?

I raised money from other businesses and the local council to get the road outside retarmaced. We raised £40,000. My footfall has increased because we've put a car park space with proper bays in too.

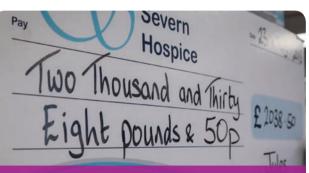
What's next for your business?

The disabled girl our garden is named after is turning 18 next year and so I'd like to celebrate that with an event and ask her parents which charities they'd like to donate to.

💫 MY SUCCESS SECRETS



Julie is mindful of customers of all ages and looks for ways to help them. Engaging with local people and learning from them is vital, she says



Julie organises events for her community, such as a recent in-store coffee morning to raise money for a local hospice and MacMillan cancer support



Julie involves the community in everything she organises, from the garden she has just created to the benches outside the store for customers to sit on

Partner advice



Premie



Engaging with what matters to your shoppers will help drive loyalty and sales so get involved with a local charity, community centre or children's sports club



DIGITAL ENGAGEMENT CHRISTINE HOPE

Hopes of Longtown, Longtown

To promote her village store, Christine Hope uses a full range of social media and her website to connect with customers. Her latest online campaign to market local products is helping create a whole new point of difference for the business

What advice would you give a new retailer who wants to succeed at digital engagement?

Decide which demographic to tap into then pick a channel and become good at it. Invest in a mobile device so you can keep channels updated on the move. Use a tweet buffer to schedule community news alongside promotional activity.

Which retailer is really good at digital engagement?

An online retailer called Wiggly Wigglers. They're brilliant at communicating their business ethics through digital and using of hashtags to build momentum. They also have a 200-strong Facebook group and have built a community of customers.

What will you do next to improve your digital engagement?

I'll build my hashtag #shoplocal30 which promotes products made or grown within 30 miles of our store.

Where do you get advice, support and ideas from?

Online, from sites like betterRetailing, and from a retail mentor on Twitter. By far the best information is word of mouth, and I ask lots of questions.

What's the most important change you've made in your business this year?

I started a customer requests book. I wanted staff to increase sales by 5% in each category but there was no mechanism to do that. In July and August we had our best months ever and for five months this year our sales rose by a 5% average.

What's next for your business?

I want to improve what we do daily, whether it's rotating till displays or improving communication. Recently, we grouped our coconut products and people noticed things we'd always stocked but they'd not seen before.



🚱 MY SUCCESS SECRETS



Christine has analysed the demographic she wants to attract and how to engage with them. Her store is now on Instagram and Pinterest as well as Facebook and Twitter



Christine has improved her online presence by giving her website a rebrand. It now includes downloadable Christmas order forms to encourage extra sales



By putting her store on Google, people can find information like Christine's opening times and shop number, without having to go via her website

Partner advice

News UK

A digital presence is the new marketing tool for independent retailers. Connect with a wider audience of customers and suppliers for free using social media



RETAIL INNOVATION WOJCIECH LORKIEVICZ

Greylees Convenience Store (Premier Express), Sleaford

When customers told Wojciech Lorkievicz they wanted a full c-store at his forecourt, he worked with Booker to transform a basic business into a 1,000sq ft shop with an extensive range of services and convenience products

What advice would you give a new retailer who wants to succeed at innovation?

Listen to customers and be careful about who you employ. People who know the local area are great, but you also want people who will listen out for what customers want, like and complain about, and ask how they can do things better.

Which retailer is really good at innovation?

We look at Spar or Tesco Express to see what they're doing. We benchmark ourselves against a nearby Spar. It is clean, professional and welcoming.

What will you do next to improve your innovation?

We're a Murco forecourt and we've noticed drivers have to queue at peak times. We'll increase the number of pumps and space them out better.

Where do you get advice, support and ideas from?

Booker has been really helpful. We also listen to our staff. One came from Sainsbury's, another from Spar and one gentleman has been working on forecourts for 20 years. They have a wealth of experience and ideas.

What's the most important change you've made in your business this year?

We've refitted the whole shop, redone the forecourt canopy and renewed the bollards so they have lights on them. Before, the lady who ran this site sold 200-300 litres of fuel per day. We're selling 3,500 litres. And by concentrating on our convenience offering, our footfall has tripled. We now serve one customer every minute.

What's next for your business?

We'll re-lay the tarmac outside the store and in the petrol station. It's part of our ongoing refit to improve the quality of customers' experience.

🚱 MY SUCCESS SECRETS



Wojciech has invested £100,000 in his site, with lit bollards, state-of-the-art air and vac machines and an extended car park to improve his offer. The store now offers a full grocery range



Wojciech placed a bench outside the store so people waiting at the bus stop have somewhere to sit. The store is a hub for people picking up prescriptions who don't want to travel to the nearest town



The store gains an edge by stocking produce from a local butcher and baker. By concentrating on convenience products, they have tripled footfall



Always stay one step ahead of your customers by offering them new ideas, products and services; keep them interested to get them spending money in your store

THIS WEEK IN MAGAZINES



Face the music

Q PLAYS BACK 2016's MUSICAL MEMORIES

It's been a year of highs and lows with exciting new stars and sad goodbyes to far too many legends. Q's special issue takes a closer look

THE END OF year music magazine roundups always make for fascinating reading and this time around, as well as listing its own writers' selections of their 50 favourite albums of the year, Q has canvassed names such as U2, The 1975, John Legend, James Bay and Michael Kiwanuka for their own personal choices for the LP of 2016. The free CD on the cover has a best of the year theme too, while the cover star is the ever-readable Pete Doherty. There are further tributes to two legends who sadly passed away this year, David Bowie and Leonard Cohen.





On sale 13 December Frequency monthly Price £4.50 Distributor Frontline Display with Uncut, Mojo, Record Collector

Round up



Tim Murray Magazines reporter RNreporter@newtrade.co.uk

EVERYONE NEEDS A FESTIVE TV GUIDE

"Anyone remember these?", a regional magazine account tweeted recently, printing front covers of the Christmas double editions of the Radio and TV Times as if they were some kind of long-forgotten, distant memory of a bygone era. "Are they still doing them?"

I'm not going to concentrate on the idiocy of that question – where have these people been living for the past few years, and have they never been in a newsagent, convenience store or supermarket?

Thankfully a mate of mine I'd been talking to about this very matter in a hostelry a few days before was able to reply, casually informing them, as I had told him, that the Christmas edition of Radio Times was the single biggest selling publication of the year. (He'd forgotten all the other facts, the two million plus copies being printed, the £6m plus RSV, but you get the point...)

Rather, it highlights that no matter how good your marketing is – and the impressive plans of the Radio Times and its rival publications, outlined here in recent weeks are wide-reaching – you can always do more. Never mind the 10,000 display units going out to the trade, or its TV advertising campaign, you can always take it a step or two further – it may be like stating the bleeding obvious, but even if you do have double-facing copies and more, you can still point customers in the right direction and tell them that the double TV issues are out.

And the evocative nature of the Christmas telly magazines is well worth capitalising on. Speak to pretty much anyone and they have some kind of memory of getting the double issue in their childhood, circling the programmes or films they wanted to see on 25 December and beyond.

It also shows that magazine buying is a lot further ingrained in the public psyche than anyone talking about constantly declining sales might imagine. The Christmas issues play a key role in the traditional, albeit modern Christmas. The double issues are woven into the fabric of the season.



S WEEK MAGAZINES



Bestsellers

Sport

	Title	On sale date	In stock
1	Angling Times	13.12	
2	Angler's Mail	13.12	
3	Countryman's Weekly	14.12	
4	British Homing World	09.01	
5	Match of the Day Weekly	13.12	
6	Shooting Times	14.12	
7	Boxing News	15.12	
8	Match Weekly	13.12	
9	Cycling Weekly	15.12	
10	Kick	11.01	
11	Carp Talk	13.12	
12	Four Four Two	04.01	
13	Sea Angler	15.12	
14	Rugby League & League Expres	S 12.12	
15	Improve Your Coarse Fishing	20.12	
16	Carpworld	06.01	
17	Sporting Gun	04.01	
18	Match Fishing	30.12	
19	Advanced Pole Fishing	06.01	
20	Racing Pigeon	15.12	
Data	a from independent stores supplied by	SmithsN	ews



BARBIE

It's a bumper holiday special issue of Egmont's Barbie magazine, with the ever-popular character celebrating by offering readers the free gift of a handbag set. That's not all – there's the requisite free stickers (100 in all) as well as a brace of posters featuring the Mattel toy character and pals. There's also competitions galore, as well as holiday gift tag and thank you card ideas.

REF GIN

On sale 14 December Frequency monthly Price £4.99 **Distributor** Seymour **Display with** Frozen, Pink, Girl Tal<u>k Art</u>

On sale out now

Price £4.99

Barhie

Frequency monthly

Distributor Seymour **Display with Frozen, Pink,**



GO GIRL A slight price increase for the Christmasthemed issue of Go Girl, but in addition to the likes of Taylor Swift, Star Wars and cracker jokes, there's also the added bonus of a free gift package that includes a book penned by hugely popular children's author Jacqueline Wilson. There are also competitions offering prizes including Nin tendo handheld systems.

TV TIMES



Boasting competition prizes which include iPad Minis and Star Wars Lego, the bumper two-week edition of TV Times, still one of the longest running listings guides in the UK, offers something for "all the family". It can also boast coverage of some 2,500 films due to air during the festive period as well as previewing 110 shows during the season, such as Sherlock and Stick Man.

On sale out now **Frequency** weekly Price £3 **Distributor** Marketforce **Display with** Radio Times, What's On TV, TV & Satellite Week

On sale 8 December

Distributor Comag

CBeebies

Frequency fortnightly Price £2.99

Display with Peppa Pig,





FUN TO LEARN FRIENDS

With its pre-school readers getting increasingly excited about all things Christmas, the seasonal issue of the multi-character comic features the perfect gift for toddlers in the shape of a letter to Santa gift set. There's how to make a Gruffalo snowflake and a Snowman-themed gingerbread hot chocolate recipe as well as characters such as Peppa Pig and Paw Patrol featuring in their own stories.

REE GIE

SPARKLE WORLD

The Christmas issue of the multi-character magazine from Redan features a plethora of primary school aged girls' favourite properties, taking in Shopkins (there's a pull out and make Christmas tree), My Little Pony, Care Bears and Barbie. Gifts-wise, there's an activity book and stickers as well as a glitter party gift set. There are also competitions with prizes including branded toys from Frozen, Sylvanian Families and Sofia the First.

On sale 8 December **Frequency** monthly Price £2.99 **Distributor** Comag **Display with** Frozen, Pink, Disney Princess

Data from independent stores supplied by SmithsNews





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- 020 7689 0600
- @RetailNewsagent





LEGO STAR WARS

With the market for everything from the Star Wars universe due for a major boost in the com ing weeks as the eagerly-awaited Rogue One gets ready to touchdown in cinemas, it's the perfect time for this title to launch – it hits the shelves two days before the film's release at cinemas Throw in a free Lego set, further competitions to win more Lego goodies and all the usual editorial and you're looking at a strong proposition.

STAR WARS ADVENTURES There's more from the Star Wars universe, with the

latest edition of the Adventures offshoot carrying

a whole raft of activity around the big Rogue One

feature film. As it proudly proclaims, it's a special

devoted to the latest blockbuster. There's competi-

as well as posters, comic strips, stickers and more

There's also the free gift of a dart launcher.

tions to win all the latest Star Wars merchandise too,

On sale 14 December **Frequency** monthly Price £5.99 **Distributor** Seymour **Display with Star Wars** Adventures, Lego Nexo **Knights**, Toxic



REF GIN

REF GN

On sale 21 December **Frequency** monthly Price £5.99 **Distributor** Seymour **Display with Lego Nexo**



FROZEN

It's a relatively recent addition to the Disney canon, but Frozen, its princesses Anna and Elsa and all the other cute characters (Olaf the snowman and co) have become firmly established stars, reflected in the magazine spin-off's strong circulation. The bumper Christmas issue features free gifts, including a secret box and stamper set, stickers, competitions, colouring pages and how to make a holiday wreath.



WHAT'S ON TV

One of a trio of magazines from Time Inc's television stable, this will be arriving on the shelves about the time you read this. The special double issue of What's On TV features Danny Dyer writ large on the front cover, along with TV wife Kellie Bright. It previews programmes from 19 December through to the first day of 2017, looking at biggies such as Mrs Brown's Boys, and films such as Frozen.

Frequency weekly On sale out now Price £1 **Distributor** Marketforce Display with Radio Times, **TV Choice**. **TV Times**

TV & SATELLITE WEEK

& Satellite Week's double issue having its own USP compared with other listings publications. As ever, it can proudly boast to featuring more channels than any of its contemporaries in the television listings sector, which gives rise to its claim of being best for Sky and Virgin. There are also competitions with prizes such as 10 iPad Minis and Star Wars Lego sets.

On sale out now **Frequency** weekly Price £3 **Distributor** Marketforce **Display with** TV Times, TV Choice, Radio Ti<u>mes</u>

Worcester



Knights, Lego Star Wars, Transformers

On sale out now

Price £4.99

Frequency monthly

Distributor Seymour

Display with Pink, Barbie, Disney Princess



Retailer viewpoint Kate Člark Sean's News, Upton-upon-Severn,



ALL SET FOR SOME CHRISTMAS CHEER

verall, the magazines side of the business is very good for us at the minute, they're doing a lot better than news-papers.

We've had all our Christmas issues in now for the women's monthlies and the home and cookery magazines. I don't know where the magazine publishers all thought we were going to put them this year - there were so many of them - but somehow we managed.

We've got them all together too, giving it a bit of a Christmas theme. Good Housekeeping is the best-selling magazine, Good Food always does well too - people want to look at what a Christmas dinner should look like rather than the one they'll serve.

The kids' comics selection is really strong, anything Minecraft-related is still doing well, and Frozen is still a big thing too. Something Special for the tiny tots is doing well, we get a lot of shop-saves for that.

Lego Ninjago is another good one. The only thing with those is the number of free gifts makes it hard to give them the shelf space they deserve or make them look good. What's worse is the magazines don't stand up properly when you put them on the shelves.

A lot of our customers have been sticking with partworks, like the Art of Knitting, Art of Crochet, Art Therapy, the Batman series. Some people are staying with them right until the bitter end, which is good.

We're now getting ready for all the Christmas issues of the TV magazines. We always do really well with them, Radio Times particularly, as well as What's On TV.

We always double-front them as soon as we get them in - if there's money to be made then get them on the shelves.

They're no use if they're in the tote box.



COMING UP IN NEXT WEEK'S RN

MEHMET GUZEL ON TAKING GREAT RETAILING TO THE WORLD'S BIGGEST COLLECTIVE

Plus, after a week of voting, find out who the winners are of this year's Retailer Choice Awards, and discover the latest developments in the e-cigarettes markets



THIS WEEK IN MAGAZINES

Partworks

50

Title	No	Pts	£	Title
Amercom UK				Hachette
Ships of War	5	40	11.99	Art of Crochet
DeAgostini				Art of Knitting
-				Art of Quilting
Build the Ford Mustang	49	100	8.99	Art Therapy
Jazz at 33 and third RPM	24	70	14.99	Art Therapy 50 M
Simply Stylish Knitting	50	90	3.99	Build the Mall
Star Wars Helmet Coll'n	25	60	9.99	Build the U96
Zippo Collection	33	60	19.99	Dr Who Comp
Eaglemoss				Draw The Mar Judge Dredd M
3D Create & Print	101	110	6.99	Marvel's Migh
Build A Solar System	70	104	7.99	My 3D Globe
DC Comics Graphic Novel	35	60	9.99	Warhammer
Doctor Who Figurines	87	120	8.99	
Marvel Fact Files	196	200	3.99	RBA Colle
Military Watches	74	80	9.99	Precious Rocks,
Star Trek Ships	87	85	10.99	Real Life Bugs
Kelsey Partworks				Panini
Rulers of Britain	23	50	5.99	F1 Collection

Title	No	Pts	£
Hachette			
Art of Crochet	68	120	2.99
Art of Knitting	99	90	2.99
Art of Quilting	50	90	3.99
Art Therapy	91	120	2.99
Art Therapy 50 Mindful Patterns	5 5	80	4.99
Build the Mallard	120	130	7.99
Build the U96	120	150	5.99
Dr Who Complete History	34	80	9.99
Draw The Marvel Way	25	100	4.99
Judge Dredd Mega Collection	n 50	80	9.99
Marvel's Mightiest Heroes	78	100	9.99
My 3D Globe	100	100	5.99
Warhammer	8	80	9.99
RBA Collectables			
Precious Rocks, Gems & Mineral	s 99	100	5.99
Real Life Bugs & Insects	16	60	0.99
Panini			

18 60 **9.99**

Collectables			
Title S	Starter	Cards	Title
Panini			Topps
Disney Princess			Shopkins Sparkle Sticker
Sticker Collection	2.99	0.50	Collection
Doctor Strange			UEFA Champions League C
Trading Card Collection	4.99	1.00	Sticker Collection 2016/17
Fantastic Beasts and Where to			Star Wars Rogue One
Find Them Sticker Collection	2.99	0.50	Trolls Trading Card Ga
FIFA 365 Sticker Collection	4.99	1.00	Trolls Sticker Collection
FIFA 365 Trading Cards	4.99	1.00	WWE Slam Attax Takeover
Finding Dory	2.99	0.50	Match Attax 2016/17
Frozen Northern Lights Sticker			Title
Collection	2.99	0.50	
Frozen Sticker Collection	2.99	0.50	DeAgostini
Ice Age	2.99	0.50	Magiki Mermaids
Paw Patrol Stickers	2.99	0.50	Frogs & Co
Disney Tsum Tsum Stickers	2.99	0.50	11063 0 00
Secret Life of Pets	2.99	0.50	Magic Box
My Little Pony	2.99	0.50	Zomlings Series 4
Peppa Pig Around the World	2.99	0.50	Star Monsters

Collectables

Title	Starter		Cards
Topps			
Shopkins Sparkle Sticker			
Collection	2.99		0.50
UEFA Champions League Offic	cial		
Sticker Collection 2016/17	2.99		0.50
Star Wars Rogue One	4.99		1.00
Trolls Trading Card Game	e 4.99		1.00
Trolls Sticker Collection	2.99		0.50
WWE Slam Attax Takeover	4.99		1.00
Match Attax 2016/17	3.99		1.00
Title	No	Pts	£
DeAgostini			
Magiki Mermaids			2.50
Frogs & Co			1.99
Magic Box			
Zomlings Series 4			0.50
Star Monsters			1.00

Newspapers

Daily newspapers price/margin pence/margin %				
Sun	50p	11.15p	22.3%	
Mirror	65p	14.5p	22.3%	
Mirror (Scotland)	70p	15.61p	22.3%	
Daily Record	65p	14.3p	22%	
Daily Star	30p	7.26p	24.2%	
Daily Mail	65p	14.5p	22.308%	
Express	55p	13.31p	24.2%	
Express (Scotland)	50p	12.10p	24.2%	
Telegraph	£1.60	34.4p	21.5%	
Times	£1.40	30.1p	21.5%	
FT	£2.70	54p	20%	
Guardian	£2	44p	22%	
i	50p	12p	24%	
i (N. Ireland)	50p	12.5p	25%	
Racing Post	£2.30	54.Op	23.48%	
Herald (Scotland)	£1.30	29.90p	23%	
Scotsman	£1.50	33.75p	22.5%	

Weight Watchers 3-4 December

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	Total Su weight	pplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,550g	1,190g	110g	8	50g
Times	1,485g	840g	345g	5	180g
Sunday Times	1,250g	815g	80g	3	55g
FT	900g	585g	Og	0	Og
Guardian	870g	320g	145g	3	70g
Mail on Sunday	770g	370g	60g	2	55g
Sunday Telegraph	750g	415g	75g	2	55g
Mirror	700g	275g	130g	6	50g

Saturday newspapers Sun 70p 14.98p 21.4% Mirror 21% £1 21p Mirror (Scotland) £1 21p 21% Daily Record 19.8p 22% 90p Daily Star 50p 12.085p 24.17% Daily Mail £1 21p 21% 17.152p 21.44% Express 80p Express (Scotland) 22.5% 18p 80p Telegraph £2 48p 24% Times 23.5% £1.50 35.25p FT £3.50 79.1p 22.6% Guardian £2.90 63.8p 22% 60p i Saturday 24% 14.4p i (N. Ireland) 60p 15p 25% Racing Post £2.60 61p 23.46% Herald (Scotland) £1.70 39.1p 23% Scotsman £1.95 43.88p 22.5%

Sunday newspapers Sun £1 21p 21% Sunday Mirror £1.40 29.40p 21% People £1.40 29.40p 21% Star Sunday 90p 19.89p 22.10% Sunday Sport £1 24.3p 24.3% Mail On Sunday £1.70 35.70p 21% Sunday Mail £1.70 35.70p 21% 45.50p Sunday Telegraph £2 22.75% Sunday Times £2.50 52.50p 21% Observer £3 73.50p 22% Scotland on Sunday £1.70 39.95p 23% Racing Post £2.60 61p 23.46% Sunday Herald (Scotland) £1.70 35.7p 21%

£1.40 29.65p

£1.60 33.6p

21.18%

21%

Sunday Express

Sunday Post

Scale of third-narty advertising insert navments

JLate	Scale of thind-party advertising insert payments						
Insert weight	Original scheme	Mail	Mirror	News UK	Express	Guardian	Telegraph
Cumulative	e? no	yes	no	no	no	no	no
0-69g	n/a	n/a	n/a	n/a	n/a	n/a	n/a
70-100g	1.5p	2.5p	2.57p	2.7p	2.15p	2.75p	2.93p
101-200g	2р	Зр	3.36p	3.3p	2.75p	3.35p	3.65p
201-300g	4р	5p	6.09p	5.5p	5p	5.75p	6.26p
301-400g	5p	7p	7.43p	6.7p	6р	7р	7.06p
401-500g	*	7.5p	*	*	*	*	*
Over 500g	*	8p	*	*	*	*	*
						* By i	negotiation

Insertion payment guide

Per copy sold Guardian Newspapers =2p. News UK =2p. Associated Newspapers =2p. Express Newspapers =2p. Telegraph Group =2p. Per copy supplied Independent News & Media =2p. Financial Times =2p. Mirror Group Newspapers =2p

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