

55 GREAT IDEAS

All the best bits from our 2015 profiles

RETAILERS

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First look round
'Welcome to our new second store'

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RETAIL

NEWSAGENT

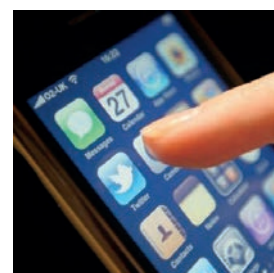
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'We'll fix Wakefield teething problems'



- Positive talks between Menzies and NFRN result in commitment to tackle retailers' issues over super hub.
- Solutions outlined to resolve stock replenishment and communication complaints. Page 5 >>



MARKETING

Today's Twitter training giveaway

Free support to develop social media expertise.

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TECHNOLOGY

PayPoint app gets mixed reaction

Communication tool fails to address commission cut, say retailers. Page 4 >>

NEWSPAPERS

Rival to i rumoured

Mirror tight-lipped over launch reports.

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Christmas spirits Winners of RN's 'Win a reporter for a day' Facebook competition highlighted some of the ways they are attracting more shoppers over Christmas. Broadstairs retailer Adam Hogwood (above) is growing footfall with new products such as Crystal Head Vodka, while Weymouth retailer Dave Hiscutt (right) now sells 60 cups of coffee a day after giving away half price key fobs to local businesses. Page 5 >>



WHOLESALE

'Sub-retail to combat carriage increases'

Northern Irish stores consolidate deliveries following EM News bill hike.

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Roundsman bridges Star margin cut by agreeing increased delivery charges with customers.

Page 8 >>

Wondering where your customers will be shopping this Christmas?

Last week's National Press advertising in The Sun, The Mirror and other leading regional newspapers

- ★ Increase your profit and turnover via branding support to drive footfall
- ★ Increase your turnover through the power of our buying group - prices on average 12% lower than the supermarkets
- ★ 4000 Grocery, Impulse, Tobacco and Alcohol lines plus over 2500 Nisa chilled lines
- ★ Full chilled and fresh range from Nisa delivered up to 5 times per week
- ★ Participate in group success with our share scheme
- ★ FREE Franchise Fees for one year



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LEADER



Those who buy trade press are engaged and invest in their businesses



CHRIS GAMM
Editor
@ChrisGammRN

Last week, when meeting Scandinavian Tobacco Group's new head of marketing Jens Christiansen, he asked me what type of retailers read RN.

His view was those who buy trade press are engaged and invest in their businesses. But his biggest challenge in the last three months has been finding these retailers and distinguishing them from those who are happy to simply keep doing the same thing they've always done.

There are plenty of examples from the past few issues of RN that show why you – our readers – are a great place to start.

In last week's issue, Bob and Nicky Atwal told us how they worked with News UK to make a number of simple changes to re-energise their core CTN sales without breaking the bank.

In this week's HND feature, Jon Powell and Les Gilbert explain how they invested in future sales, and generated thousands of pounds in new profits, by launching home delivery services this year.

Chris Shelley took another route and completed his five-year plan to turn his family's local shop into a 2,800sq ft Budgens, doubling his number of members of staff and trebling his weekly turnover.

In next week's issue, RN columnist Bintesh Amin shares his Q1 plan to install a profitable in-store deli.

All five stores are investing in their businesses in three very different ways, on different budgets, but all with the same goal in mind. They show the importance of a passionate approach to business and are ambitious about the new year. This makes them the type of businesses that suppliers like Jens will want to work with in 2016.

Happy Christmas from all the RN team. Thank you for your support this year. I hope you have a successful trading period, but don't forget to relax too.

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SIX MONTHS IN
Ralph Patel gives RN an update on his term as NFRN national president



PREDICTIONS FOR 2016
Experts and retailers look ahead

"I CAN EASILY HAVE AN EXTRA COUPLE OF HUNDRED POUNDS IN MY TILL EVERY FRIDAY AND IT MAKES A REAL DIFFERENCE"

- RETAILER JON POWELL ON FINDING A NEW REVENUE STREAM WITH HND Page 28 >>

NEWS

Parcels 'as vital as ATMs'

Parcel services should be as much a part of independent retailers' businesses as ATMs, according to the founder of start-up parcel delivery solution Corner Drop.

Andrew Lasota told RN that the company, which allows customers to nominate local businesses to be the drop-off location for their deliveries, has expanded its network to nearly 900 this year.

It has recently signed an agreement with an electronics payments processor and is working with Nisa.

CornerDrop is aiming to expand its network to around 2,500 by next summer, Mr Lasota said.

"Just as some newsagents have a cash machine and some offer fresh coffee, accepting parcels should become a part of doing normal newsagent or convenience business," he said.

Age alert for indies

Independents need to emulate the stance taken by supermarkets to improve their compliance with age-restricted sales legislation, according to the director of Serve Legal.

Ed Heaver's comments come after data released this month revealed only 53% of independent shops are complying with legislation regulating age-restricted sales of tobacco, compared to 77% of supermarkets.

"The supermarkets use Challenge 25 age verification policies, and what we see from our testing of independents is they still think it's Challenge 18," Mr Heaver said. "I do think they need to adopt the policies the biggest supermarkets have used for some time now."



Parcel promo ad pays off

Daljit Singh Toor, of Dedworth Convenience Store in Windsor, said his Pass My Parcel sales have gone from "strength to strength" since he featured in a promotional poster campaign for the service. "We used to do one or two parcels a week and now we're up to three or four a day," he said. "We had 15 turn up the other day and our coffee sales are also up 20% because of the new footfall."

Payment service provider aims to improve communications 'It's a step in the right direction'

Jury is out as PayPoint trials app for retailers

by Gurpreet Samrai

PayPoint's latest initiative to improve relations with retailers since its cut to commission caps has been met with conflicting reactions.

This week, the company confirmed it is set to launch an app next year to improve how it communicates with retailers and share best practice.

Around 500 retailers are currently being invited to test the Retailer Connect app and give feedback on what works and what doesn't before it is rolled out

to the whole network.

Steve O'Neill, group marketing director at PayPoint, said: "One of the major pieces of feedback we've had from retailers is about doing a better job of sharing PayPoint success stories – what retailers are doing to make it work in their store.

"Needless to say, one of the main features of the app will be about enabling retailers to share these stories as well as finding out the latest updates, info, training and best practice from us. It will also provide retailers with another way to get in touch with us

directly.

"The feedback on what retailers find helpful or useful will also feed our roadmap of app updates, which might include things like ordering consumables, obtaining statements and making claims."

The announcement follows the launch of a free-phone call centre number in August, which failed to win over retailers who said it was "too little too late".

The company's latest move however, has attracted mixed reactions. Mo Razzaq, of Premier Mo's in Blantyre, said it was "a step

in the right direction".

"I'm all for anything that will help better communications with PayPoint because currently it's not working," he said.

"I've had too many people complaining about the fact they have been chasing them up and nothing is getting done."

Meanwhile, another retailer who did not want to be named said: "They are missing the point."

He said he only rings PayPoint once or twice a year and the biggest issues are still banking charges and commission.

Business rates inquiry is welcomed

An inquiry into the government's proposals to devolve business rate setting powers to local authorities has been welcomed by the Association of Convenience Stores (ACS).

The proposals would allow local authorities to

retain 100% of the full stock of business rates by 2020, to cut business rates, and for directly elected mayors to add a premium to rates to pay for new infrastructure projects.

James Lowman, ACS chief executive, said: "The

existing discretionary rate relief powers are not being used by local authorities and we are as yet unconvinced that further devolution would have a positive impact. The wider business rates system is in need of reform which cannot be

achieved solely through devolution of powers."

Since the election, the ACS has been calling on the government to reform the business rates system, including removing more of the smallest businesses out of the rating system.

Wakefield communication and stock replenishment discussed 'Positive' meeting with NFRN

Menzies to address super hub 'teething problems'

by Helena Drakakis

Menzies has committed to improving "teething problems" at its Wakefield super hub, following a meeting with the NFRN.

Four senior Menzies managers and nine NFRN delegates attended last week's meeting, which both parties described as "positive".

Since Wakefield became a centralised hub in June, retailers have voiced their dissatisfaction with several aspects of packing, delivery and returns.

Menzies supply chain

director Mark Cassie admitted that there had been teething problems with the depot. He highlighted two areas where efforts would be focused - communication with retailers and the stock replenishment process.

He said: "We've seconded experienced personnel to Wakefield who have particular expertise in stock management. Their knowledge will help us to rebalance current performance levels and their contribution to training our team will be invaluable."

Menzies has also confirmed the appointment

of additional supervisors. "Our aim is to find the right level of leadership resource to drive up standards while keeping the business efficient," Mr Cassie added.

Menzies is also building a mezzanine floor to house overstock to make ordering shortfalls or rectifying mis-orders easier. It will be operational by the end of January.

NFRN head of news Brian Murphy said: "The meeting was positive, progressive, and open and we feel comfortable progress will now be made. Menzies has made a greater commitment to

address service failings and ensure that this situation does not reoccur."

It is the third time the federation and Menzies have met since June. Martin Ward, of Cowpen Lane News, Cleveland, who also attended the meeting, said he felt it was the first time Menzies had taken complaints seriously.

He said: "The discussions made a lot of sense and now we need to see whether Menzies will deliver. I believe it took complaints seriously and knows that something needs to be done."

RN's man to rescue

Retail Newsagent's head of production Darren Rackham was on hand to help save hundreds of pounds worth of stock after an emergency at Budgens Broadstairs.

The visit was arranged following RN's 'win a reporter for a day' competition. However, during the day, winner Adam Hogwood's store's three chillers malfunctioned leaving the pair with the job of rescuing butter, cheeses and cold meats. "We used hammers, chisels, hot water and a hairdryer to de-ice the back of the chillers. It took us from 2pm till 6.30pm. It gave me an appreciation of what retailers go through every day," said Darren.

Small biz Saturday 24% boost

There was an increase of £119m, or 24%, in spend on Small Business Saturday to £623m this year compared to 2014.

More than 75% of local councils actively supported the event through activities including free parking, Christmas fairs and small business networking events.

Imperial to drop 'Tobacco'

Imperial Tobacco Group PLC is dropping the word 'tobacco' from its name amid speculation it will focus more attention on tobacco alternatives such as e-cigarettes in the near future.

The manufacturer is planning to change its name to Imperial Brands, subject to approval of shareholders who will make their decision in February.



Generous retailers spread the Christmas cheer among customers

Big-hearted independents spread Christmas cheer to their customers with a number of generous gestures. Gloucestershire retailer Harj Dhasee (pictured left) delivered Christmas presents to children at Mickleton primary school, while Dundee retailer Sandy Sarwar organised a festive feast for his local community (centre). Meanwhile, Rhyl retailer Richard Kendrick donated more than 300 toys (right) to the Super Kids charity after organising a sponsored Santa pub crawl.

Foreign plain pack rulings 'no bearing' on UK

Tobacco plain packaging debates in Australia and France will have no bearing on the outcome of the legal challenge against standardised packs in the UK, according to a leading industry figure.

Manufacturers including Philip Morris International, Japan Tobacco International, Imperial Tobacco and

British American Tobacco (BAT) presented their cases against plain packaging proposals in a six-day hearing in the High Court, which ended last week.

In the same week, a long-running legal challenge by Philip Morris's Asia Limited division to overturn plain packaging laws in Australia was defeated in a separate

hearing.

The news came as the French parliament passed a law to introduce plain cigarette packs - due to come into effect in May 2016 - fuelling debate the move could reinforce the UK government's argument for legislation. However, Ron Ridderbeekx, head of corporate and regulatory

affairs at BAT, said both cases would have no weight in the UK ruling.

He added: "What you'll find is that the judge will understand that those situations have different contexts. The only thing they have in common is that they're on the same subject, but as a matter of law, they have very little in common."

NEWS

BUSINESS



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Blakemore in Festive Frenzy

Blakemore Wholesale has launched its Festive Frenzy campaign offering retailers a different one-off deal everyday this month.

The firm said the activity will help independents offer greater value to shoppers and fend off competition from supermarkets during Christmas and New Year.

In addition, Blakemore is incentivising depot staff to promote Festive Frenzy deals by offering them weekly £5 vouchers, with the best performing depot winning a £20 voucher for each member of their team.

Blakemore commercial director Russell Grant said: "Our customers tell us that these great products and low prices are a real boost to their own businesses. We are excited to see the impact that our Festive Frenzy promotion will have."

Nisa minds 'the gap'

Nisa has launched a tool through its Epositive Evolution system designed to help retailers make more informed choices on the products they stock.

The 'gap analysis' tool will allow users to analyse the performance of products in their store and compare these with sales data from other stores in their region. It will also enable retailers to look at Nisa sourced products they don't stock and see how profitable these are in other stores.

In addition, the technology will provide updates on price variations to show the minimum, maximum and most common retail prices on products in particular regions.

Peter Walker, head of Epositive, said: "We are attempting to deliver unique functionality that differentiates us from other solutions in the market."



Santa fills up on seasonal joy at stores

Father Christmas made a quick top-up at Costcutter in Maidenhead and Wallasey before making his annual rounds this week. The jolly figure also took time out to greet customers at the official reopening of the two businesses, which have both undergone major refurbishments.

Free training with social media firm up for grabs 'Meet your customers where they meet'

Today's competition to put indies on digital map

by Steven Lambert

Today's Group is giving its retailers the chance to improve their store's online presence with a competition offering free training with a social media consultancy firm.

The company is giving one of its members a top prize of gaining advice and support from digital marketing agency, Monitor.

Retailers will be encouraged to enter the competition at the Today's website, with the winner working with Monitor to create,

manage and increase traffic to their store's Facebook and Twitter pages.

The news comes weeks after Costcutter revealed it would offer all its members social media training next year following the completion of a trial scheme this month.

John Kinney, retail trade director at Today's, said social media marketing will present "great opportunities" to retailers in 2016.

He added: "Here in the UK, there were reported to be 8.6m Twitter users in 2012 and this is expected to

increase to 16.4m by 2017.

"Our message to retailers is that if that's where your customers prefer to communicate, why not meet them there?"

Syed Haider, owner of Day Today in Cathkin, Glasgow, said: "We have just started working with a company called Multimarket Solutions, who are helping Today's members in Glasgow, including us, to improve their digital marketing."

"It's been really helpful for us, but a lot of other stores don't have this opportunity and don't realise the benefit

this can bring to their business.

"A lot of customers are now checking deals on Facebook now and come into shops because of them, so I think having some support on this will definitely benefit retailers."

Rishi Madhani, owner of Today's CJ Stores in Stokenchurch, Buckinghamshire, added: "I know how important social media is to build relationships with the community, but it needs to be done effectively. Any help we can get on this is good news."

'Innovative' boost for Spar store numbers

Spar said an improved commercial package and a focus on "innovative" new convenience formats were behind an 8% increase in store numbers between May and October.

The company said retailer recruitment numbers grew from 2,393 to 2,578 during the six-month period, an increase of 185 stores.

Spar claimed the growth came from a combination of existing Spar retailers opening up more stores, new members joining the group, and the addition of a large number of stores from Euro Garages.

Debbie Robinson, managing director of Spar, said: "We've had a successful year so far, with an expanding pipeline of

retailers wanting to join.

"To create this success, we've worked tirelessly to develop innovative new store formats, an award-winning own label product range, a wider breadth of services than ever and it's paid off."

Meanwhile, Spar revealed it will launch a number of New Year promotions to attract

more shoppers to stores in January.

The 'Half Price or Better' campaign will run for the first six weeks of 2016 and will have deals on fresh, frozen, grocery, non-food and licensed goods.

These will be supported with TV ads highlighting Spar own label products including BBQ Ribs and Pulled Pork.

PRODUCTS

TV campaign backed by national press ads E-cig market up 63% in two years

E-Lites Curv ads return in drive to tempt vapers

by Steven Lambert

JTI is targeting further sales for its E-Lites Curv vaping range by bringing back a TV campaign this week.

Ads promoting the brand will air from 26 December, and will be a repeat of a marketing scheme launched in August.

E-Lites Curv will also be supported with a series of press ads running in national newspapers including The Sun, Daily Star and The Mirror, as the brand looks to target smokers switching e-cigarettes early



in the new year.

Jeremy Blackburn, JTI head of communications, said: "The E-Lites Curv TV ad achieved significant cut through among the target

audience when it first aired back in August and we expect it to have a big impact this time around.

"Retailers looking to make the most from e-

cigarettes should take the time now to get their range right and stock up on E-Lites to become a destination shop for vapers."

The activity comes as JTI unveiled new promotional materials for E-Lites Curv, including signs for retailers to put on their gantries to grow awareness of the range.

The manufacturer claimed the e-cigarette market has increased by 63% over the last two years, with more than two million existing smokers now buying vaping products.

Double up with Haribo

Haribo is extending its range of Duo tubs with the launch of a Haribo Minions and Tangy Minions variant this month.

The new Duo Tub will contain both Minions and Tangy Minions in separate compartments, giving shoppers the option to try one of the sweets or mix them together.

Smint for Scotland

Smint is targeting Scottish shoppers with a TV campaign aimed at growing sales in the run-up to Hogmanay.

The brand is partnering with STV to launch 10- and 20-second sponsorship credits around various TV shows, which will run between 29 December and 4 January. Smint owner Perfetti Van Melle estimates that the activity will reach 3.6 million people.

Shankar Iyer, product manager at Smint, said: "Scotland is a very significant region for Smint."

Whiskas' new taste

Mars Petcare is introducing an updated recipe and pack redesigns to its Whiskas Dry cat food range.

The updated products, which now feature new kibble shapes and textures, are available in Chicken and Tuna flavours in 340g and 825g packs. The range is being supported with a total £10m marketing spend.



Trebor returns to the small screen in 2016

Trebor mints will be back on TV with a campaign launching early in the new year. The ad, which features a 'surreal' conversation between a father and his son, will air from 4 January to 6 March and will be used to promote Trebor Extra Strong Mints, Softmints and Softmint Lemon Mint.

Diageo gives Tanqueray gin a new year tonic

Diageo is looking to grow the presence of its Tanqueray London Dry Gin in independent shops by reducing case sizes and introducing new fractional bottle sizes for the brand.

The manufacturer

revealed it is reducing Tanqueray case outers from 12 to six this month to help ease cash outlay and stock holding for local stores.

In addition, Diageo is launching 35cl bottles of Tanqueray to capitalise on

rising sales of premium gin, which it claimed was growing at 10 times the rate of non-premium gin.

Louise McKerrow, marketing director at Diageo, said: "Gin is currently the fastest-growing spirits

category. With over one in five convenience spirits shoppers stating smaller pack formats are the most important factor when selecting products, they are a must-stock for retailers across all categories."

Hot products for your shopping list



Whiskas' Dry has a new recipe and redesigned packaging



Smint aims to reach 3.6m TV viewers in Scotland with its latest ad campaign



Haribo is adding a new Duo tub to its range

Red top increases sales but slashes margins amid retailer backlash Times and Independent sales also up

Roundsman ups delivery charge to make up for Star margin cut

by Helena Drakakis

Weekday sales of the Daily Star were up 5.7% from October to November, a month-on-month comparison supplied by the latest Audit Bureau of Circulations (ABC) figures has revealed.

Weekend sales increased 0.9% on Saturdays and 7.6% on Sundays.

The paper slashed its price by 50% to 20p on 5 October with retailers' margins cut by half. As a result, some retailers delisted the title.

Meanwhile, HND roundsman John Grimshaw, of Salcoates News, in Lytham St Annes, Lancashire, who threatened to delist the title following its price drop, is still stocking the paper but only thanks to his customers agreeing to raise their delivery bill. He supplies newspapers to 270 homes and businesses in the area.

Mr Grimshaw previously supplied the Star to four homes. Two have now switched to another tabloid and the remaining two have agreed to raise their weekly delivery bill by 35p to

compensate Mr Grimshaw for his losses.

He said: "I wrote to all my Star customers telling them I was making no profit on the paper since the price drop. My customers are loyal and they still wanted to receive it, so they have agreed to increase their delivery charges."

Mr Grimshaw also supplies to three businesses in the area, all of whom have opted to receive a replacement tabloid.

"Fortunately, I have few Star customers but if, for example, the Mail dropped its price it would affect 70-80 of my daily sales. If others follow suit, it will put me out of business," he added.

According to the ABC figures, other strong performers last month were the Independent, whose daily sales increased by 6.7% and The Times, whose daily sales increased 4.4% from October.

However, November's ABC figures show that the Daily Mirror lost 1.2% sales from October while The Sun's core sales were up 1.3%.

Margins maintained

Several publishers have announced they will be increasing cover prices, but there will be no change to retailers' terms.

Archant will increase the price of its monthly Norfolk & Suffolk Bride magazine, from £4.70 to £4.95, from this week to "protect and increase sales", however retailers' terms have been maintained.

Archant marketing manager for magazines Richard Shevlin said: "Our intention to support retail partners is once again demonstrated by the fact we are raising profit

margins pro-rata to ensure retailers earn maximum profit from this change."

Johnston Press title The Scottish Daily Record is also increasing its price without a change in terms. It will rise to 60p for its Monday to Friday editions and to 90p for its Sunday edition. Retailer margins remain 22% Monday to Saturday.

Meanwhile, Time Inc has announced a cover price increase on two TV listings titles. TV Times will increase to £1.50 with TV & Satellite Week increasing to £1.70 from this week.

November Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	704,408	-1.2%	-11.0%	£98.1	749,408
Daily Record	170,582	-0.7%	-11.0%	£22.5	175,551
Daily Star	452,836	5.7%	2.8%	£21.9	452,836
The Sun	1,696,025	1.3%	-7.5%	£157.4	1,696,025
Daily Express	380,589	-1.3%	-11.6%	£50.7	380,589
Daily Mail	1,314,057	0.2%	-4.9%	£182.9	1,390,671
Daily Telegraph	438,240	1.6%	-2.2%	£142.9	438,240
Financial Times	37,193	0.9%	-11.2%	£20.1	59,212
Guardian	137,872	-0.8%	-6.9%	£57.1	137,872
i	210,133	0.2%	-6.6%	£21.0	278,856
Independent	35,525	6.7%	-7.4%	£11.0	50,918
Times	340,306	4.4%	4.2%	£96.0	367,458
TOTAL	5,917,766	1.0%	-6.0%	£882	6,177,636

November Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	911,653	-0.9%	-10.8%	£175.6	956,653
Daily Record	204,114	-1.0%	-11.4%	£38.2	209,083
Daily Star	421,439	0.9%	5.2%	£30.6	421,439
The Sun	2,134,718	-1.4%	-7.5%	£319.8	2,147,741
Daily Express	478,290	-0.1%	-9.0%	£87.0	478,290
Daily Mail	2,137,854	0.1%	-3.9%	£411.8	2,214,468
Daily Telegraph	621,880	3.1%	-5.6%	£298.5	621,880
Financial Times	74,042	-3.1%	-10.2%	£58.6	96,061
Guardian	304,670	-0.7%	-6.9%	£189.2	304,670
i	180,761	0.6%	-4.0%	£22.6	249,484
Independent	64,415	-1.8%	-10.1%	£27.4	79,808
Times	493,360	2.0%	3.4%	£173.9	520,512
TOTAL	8,027,196	-0.2%	-5.7%	£1,833	8,300,089

November Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	196,389	-0.8%	-13.0%	£66.0	200,199
Sunday Mirror	689,818	-1.7%	-14.1%	£188.3	734,818
People	274,714	-2.0%	-18.0%	£75.0	274,714
Daily Star Sun.	286,942	7.6%	8.0%	£31.7	286,942
The Sun	1,449,826	-0.9%	-7.1%	£304.5	1,462,791
Sunday Express	352,840	0.0%	-10.6%	£104.7	352,840
Sunday Post	167,897	-1.6%	-12.7%	£55.4	167,897
Mail on Sunday	1,266,274	0.3%	-6.7%	£425.5	1,338,352
Ind. on Sunday	45,882	2.7%	-0.5%	£25.2	97,614
Observer	189,383	0.2%	-6.2%	£137.3	189,383
Sun. Telegraph	353,961	0.6%	-7.5%	£161.1	353,961
Sunday Times	729,030	1.2%	-4.3%	£382.7	750,991
TOTAL	6,002,956	0.0%	-8.0%	£1,957	6,210,502

¹ Core sales are newstrade sales and pre-paid subscriptions in the UK and Ireland; ² ERM is the total income to retailers for one day's sales, calculated using margin statistics printed in RN; ³ Total sales includes bulk sales; ⁴ Reflects inclusion of i compared to 2013 figure; Source: ABC

NEWS

NEWSTRAD

Retailer's drastic move over carriage hikes 'We are being hung out to dry'

Newsagent strikes back by sub-retailing

by Helena Drakakis

A Northern Ireland retailer has been sub-retailing to keep her, and other newsagents, in business in the wake of another round of wholesaler carriage charge increases.

Belfast newsagent Judith Mercer's weekly carriage charge has gone up by around £4 following confirmation last week that EM News is hiking charges, blaming "volatile fuel pricing" and "continued falling sales in the print media sector," for the increase.

Ms Mercer, of Hamilton News, owns three newsagents in Belfast. She supplies two from wholesaler deliveries into one shop and sub-retails to one other newsagent. She will begin sub-retailing to

another in the new year.

"I've suspended wholesaler delivery to two of my shops and will cut down to one wholesaler in another in the new year. I now drive the papers to the other shops myself. I'm also supplying other newsagents because, if I didn't, they would have to suspend newspaper sales."

A store selling newspapers seven days a week will now pay between £45.68 and £67.18 in carriage charges. Retailers in Northern Ireland pay the highest carriage charges in the UK because they receive papers from two wholesalers: EM News and Newsread.

Ms Mercer added: "We are so disadvantaged here. We've shouted and we've screamed. Someone has to listen. I'm a big

believer in newsagents pulling together because it's crippling."

John McDowell of McIntyres, Portstewart, Londonderry, said his carriage charge had also gone up by £4 from £46 to £50. He called the charge increase "ludicrous".

He said: "We are being picked on again and hung out to dry."

NFRN chief executive Paul Baxter said he was "appalled" by the charge increase. "Everyone knows that petrol and diesel prices are currently at some of the lowest they have been in a long time and for the wholesaler to have the nerve to ignore that and ratchet up its charges to retailers, quite frankly, appals me."

EM News did not respond to RN's request for comment.

HND HEROES

In association with

News UK

Diary of a Retailer

Umakant Desai
H&R News,
Camberley, Surrey



Mr and Mrs Desai's newsagents on Camberley high street is a busy hub for both home news delivery and casual sales. Mr Desai employs many paper boys and girls who deliver his rounds daily. "Having good reliable and loyal deliverers are key to the success of my business," he says. "I treat my delivery staff very well and pay good wages. Having a good relationship with their parents is also important, because if anyone is off sick, their parents are responsible for picking up their round."

Mr Desai delivers around 70 copies of The Times every week day and 26 copies on a Saturday, and charges £3 a week for delivery. "The Times 12 weeks free home news delivery has really inspired me to start promoting my HND to new customers," he says. "Although the contribution from The Times is £2.09, I am happy to fund the difference because long-term HND customers are extremely valuable and important to my business."

RoI joins the Panini line-up

Panini is launching a Republic of Ireland starter pack and stickers to celebrate the team qualifying for the European Championship in June 2016. The collection, due to be released in January, adds to Panini's Welsh and Northern Irish collectables. January will also see the launch of Panini's Paw Patrol sticker collection to tie in with the popular pre-school cartoon series on Nickelodeon. Sticker packs will retail at £2.99 and stickers at 50p per pack.



Mirror tight-lipped over i rival

Trinity Mirror has refused to confirm rumours that it is considering launching a cheaper tabloid to rival the Independent's i.

The Financial Times reported last week that the potential new Mirror title would "seek to replicate the success of the i", which currently retails at 40p.

However, a spokesman told RN that the group would not comment on the report.

The Daily Mirror currently retails at 60p making it one of the more expensive daily tabloids alongside the Daily Mail.

HND retailer David Worsfold, of Farrants Newsagents in

Cobham, said he was in favour of a rival to the i, but did not want to see retailers' terms cut.

He said: "I'm all for innovation in the news market, but the i has hardly been a rip-roaring success. What I'm after is good margins and targeted support. Without that it's just not economical."

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YOUR REGION

NFRN DISTRICT COUNCIL REPORT KENT 07.12.2015



Tim Murray reports from the NFRN Kent district council meeting

Questions asked about credits

Deliveries might have improved in some parts of Kent, but members reported issues with newspapers overall.

East Kent member Bob Patel said some members had had problems with credits, and Raj Patel, North West Kent, added: "There are a hell of a lot of mistakes and if you don't check them, you don't know what's happened."

East Kent branch member Hitesh Pandya said "questions need to be asked" about these issues.



Hitesh Pandya

Visiting London district president Dev Patel suggested closer collaboration between districts would help to solve problems.

However, North West Kent member Naresh Purohit said the situation had got better in some areas of the district: "Although parts of Kent are still struggling, it has improved. Touch wood, we've not had too many problems with news."

Pass on illicit mag sales info

Delegates were urged to be watchful for illicit magazine sellers and to ensure they report them to the NFRN.

Reporting back from last month's national council meeting, Mid Kent member Christine Southern said: "If anyone has any information about the illegal selling of magazines, they should make a record with photographs. It's not just the federation



Retailers feel security at some cash and carry premises are insufficient

that is looking at this. Menzies and Smiths are involved and we're trying to stamp it out."

Cash and carry CCTV review call

The NFRN will urge cash and carry operators to review their CCTV and other security measures after a Kent



Christine Southern

retailer had his cigarettes stolen in a car park.

Christine Southern told the meeting



We have lost two good men

Hitesh Pandya

East Kent NFRN member, pays tribute to Dennis Stock and Kirit Patel

that she'd been asked to raise the issue at national council after reports of ongoing theft problems in cash and carry car parks.

Operators will be asked to ensure they have number plate recognition in place.

Tributes paid to Dennis and Kirit

Kent district council delegates paid tribute to recently departed colleagues including former Kent retailer Dennis Stock and London NFRN

member Kirit Patel.

Paying tribute to the former, Mid Kent member Tom Egan said: "I first met Dennis when I was as raw as you can get. He took me by the hand at my first conference and helped me through. He was a terrific man for a joke too."

And on Mr Patel, Naresh Purohit said: "We call people gentlemen a lot of the time and don't really mean it, but Kirit was the epitome of a gentleman. He'll be sorely missed."



Naresh Purohit

Hitesh Pandya added: "We have lost two good men."

Restructuring views sought

Kent delegates were again reminded to suggest ideas for branch and district restructure, with their ideas being put forward to national council as part of the ongoing debate about NFRN reform.

With the idea of more social gatherings and networking events to replace more traditional events gaining traction, Hitesh Pandya said: "I like that idea. There's an element of change we so desperately asked for, although there's still some work to be done on it."

"Please let me have your views," said Christine Southern. "They will all be taken into consideration as we decide what goes to national council and what goes forward to annual conference."

"Doing nothing is not an option, but radical change overnight is not an option either."

Your say

What will the biggest challenge be for independent retailers in 2016?



Competition from big stores. I've got Tesco

and a petrol station nearby who both sell Lottery and newspapers, although I've got Oyster. I'm thinking of doing a refit, making it modern and traditional, with jars of sweets.

Raj Patel
Raj News, Eltham, London



Competition is my biggest challenge.

I've got Tesco on one side and Asda on the other. It's very difficult, because people don't always buy as much from us. I need to make sure I do my best and keep my head above water.

Bob Patel
Dunwells, Ramsgate



All the red tape we've got coming through.

With things like the National Living Wage, all the emphasis is on us. It takes away from our business, with people like Camelot and PayPoint making us pay for everything.

Hitesh Pandya
Toni's News, Ramsgate

“I tripled my sales of Grazia by using the advice in RN”

Alan Waterson,
J Walsh Newsagents
High Wycombe

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money from
magazines.

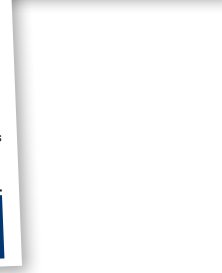
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YOUR REGION

NFRN DISTRICT COUNCIL REPORT MERSEY DEE 09.12.2015



Glyn Bellis reports from the NFRN Mersey Dee district council meeting

Tobacco register and sugar tax on district's Welsh Assembly agenda

Preparations are underway for district NFRN representatives to visit the Welsh Assembly in the new year.

Since North Wales Tory MP Guto Bebb was elected as chairman of the new All Party Parliamentary Group looking into retail and business crime, the NFRN's profile among politicians has been increasing in Westminster.



John Parkinson

Mr Bebb has met with past Mersey Dee district president and constituent

John Parkinson.

But the Labour administration in Cardiff has been seeking, and gradually getting, new devolved powers for Wales, some of which could potentially affect the livelihoods of newsagents, council was told.

Assembly members have backed a proposed tax on fizzy drinks in an effort to fight obesity. Control over business rates has already been devolved to Wales.

Meanwhile, in a bid to further tackle some public health challenges, Labour ministers have previously suggested a minimum price for alcohol and restricting the use of electronic cigarettes in enclosed public places.

Last summer a delegation from the NFRN met with the Welsh government to discuss fears about the proposed tobacco retailers' register.



Guto Bebb MP with district member John Parkinson

Detailed in the Public Health (Wales) Bill, the scheme would require any retailer who sells tobacco products to fill out a registration form and pay the initial fee of £30 for one premise and £10 for each additional shop, to be registered.

The Welsh government has argued that it would reinforce the importance of protecting young people from accessing tobacco and nicotine products and be an aid for enforcing tobacco legislation.



This has been going on a long time. People don't check invoices

Sam Whiteside

'Check credits to protect news profits'

North Wales Coast member John Parkinson warned delegates that retailers should check their credits to protect news profits in a discussion about service levels out of Menzies' new Wakefield "super hub".

Chester & Welsh Borders member Kevin Jones described the apathy shown towards checking bills as "horrendous".

Sam Whiteside said: "This has been going on for a long time. People don't check invoices."

District president David Thomas warned that newsagents could lose their daily profit on newspapers by missing out on credits.

Wakefield continues to be a major cause of complaint for newsagents, the meeting heard.

Since the wholesaler centralised much

of its operation at the Yorkshire site, there has been a catalogue of complaints from across the north of England.

But despite, ongoing delivery problems, the NFRN helpline only logged 10 complaints about wholesalers in one week.

The absence of seals on tote boxes was also discussed.

Mr Thomas said: "We put vouchers in them so we should be able to seal them."

Members were also unhappy that they weren't informed of some newspaper price increases.

At a recent wholesaler contact meeting at Menzies in Chester, Kevin Jones said supplements had been a problem.

He had been short of Mail newspaper supplements. Missing partworks were another concern.

Mr Jones told the meeting that someone at Menzies should "own" any difficulties and deal with them.

Menzies' call centre was giving out inaccurate information to retailers about when newspapers would arrive, members said.

Newspro praise

John Parkinson congratulated the federation's Newspro for its help in ensuring his shop gets the magazines it requires.

"It has saved me time and I don't get junk arriving at my store," he said.



Sam Whiteside



David Thomas

Your say

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



I have reorganised my chiller. I put in new shelves and introduced a new range, meats and drinks, which have proved popular with customers. We've had to adapt because of declining newspaper and magazine sales.

Kevin Jones

Level Stores, Hawarden, Deeside



We have recently increased our range of greetings cards. Newspaper and magazine sales are falling and very often deliveries of these don't come on time, so we now have to look at other products in order to make a living.

Hemelata Patel

K & L Newsagents, Winsford, Cheshire



This year, we've introduced an off-licence.

It's growing slowly and it helps because it offers something else for customers which they couldn't buy from us before. We are due to get a lottery terminal next year too.

David Thomas

Roberts Newsagents, Holyhead, Anglesey

LETTERS

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The opinions on this page do not necessarily represent those of the editor

Letters may be altered by the editor for reasons of clarity or of length

How can I stop News UK from interfering with our supplies?

What do I have to do to stop News UK interfering with our supplies?

On i-Menzies I have a set figure of 24 copies of The Times, and I have been assured by the sales manager for Scotland that the stock would not be interfered with. But this morning I only got 18.

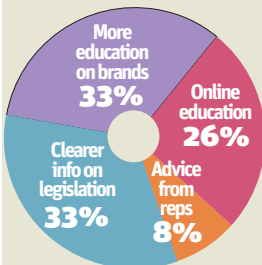
We sub-retail and supply three hotels as well, and although we didn't have any extra requests for The Times today, I'm already out of copies.

We have about 3,000 new houses being built next door to us, so would this not be an appropriate place to be putting supplies and making them available? That's joined up thinking which I don't think is in the domain of the distribution section of The Times.

This has been an ongoing exercise for some time now and I'm totally fed up with it.

News UK are trying to promote sales of these

RN READER POLL



What would best help you prepare for the introduction of plain packaging legislation?

NEXT WEEK'S QUESTION

Do you think PayPoint's new Retailer Connect app will help improve its relationships with retailers?

Have your vote now
Go to betterretailing.com/retail-newsagent



SMITHS' SLOUGH MOVE 'HAS BEEN A MESS'

Following on from last week's letter on Smiths ('Why am I paying £55 for this, Smiths' - 18 December), I have been having similar ongoing problems with the company after its move to Slough.

My credits have not been done for 12 days, my parcels are missing, we also had Zomlings figures and cards missing last Tuesday, which Smiths are adamant they've delivered.

Also, my returns are being scanned with someone else's so I'm getting all these credit rejections and Smiths are recharging me for these, which comes to around £150. It may not sound like much but it all adds up.

The move by Smiths to Slough has been a mess. When they were at Crawley, credits came the following day and things were running smoothly but now they're

telling me the Reading branch are the ones dealing with everything.

I tried speaking to the manager there and I was told to email him and that I'd be contacted back in 48 hours.

It's ridiculous, and I think a lot of people are now having this kind of problem.

Nitin Patel
Belmont News,
Chislehurst

papers but there's no point if they can't get copy to the people who can sell them.

David Woodrow
Woodrows,
Bishopston,
Renfrewshire

Greg Deacon, News UK's independents sales manager, said: "News UK is looking into the complaint and will contact the retailer directly."

Are Millennium Falcon parts lost in space?

I read again the letter from John Read, DeAgostini Circulation Director (RN 13 Nov), who says regarding back-orders, "Retailers can order stock through wholesale and this should take no more than a week to arrive".

As I ordered one copy each of Star Wars Build the Millennium Falcon parts 38, 39 and 40 some months



ago, where does he think the system is failing? Publisher, distributor, or wholesaler?

Andy Goodwin
Spar Benlloch

A spokesman for De Agostini said: "We will contact the retailer directly and follow up with our distributor."



We have about 3,000 new houses being built next door to us, so would this not be an appropriate place to be putting supplies and making them available?

David Woodrow

On News UK's failure to give him enough supply of The Times

OPINION

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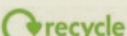
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YOUR SAY What changes have you made in your store this year to boost turnover and footfall?

Vip Measuria

Family Shopper,
Draycott, Derbyshire

I've brought in an in-store bakery and it's been brilliant.

I'm working with Cuisine de France and I've started selling bread, croissants, doughnuts and things like pain au chocolat and hot sausage rolls.

Batches are baked fresh in-store every morning and the aroma around the store now is so inviting.

Eddie Poole

Poole's Supervalu,
County Down

I've made my aisles bigger. I'm still stocking exactly the same products, but the store looks different.

I've also instituted a clutter-free policy. I get my morning delivery in at 6am so I want that processed and all the shelves looking full by 9am.

When we open, it's a clean, spacious, clutter-free store.



Vip Measuria's in-store bakery is helping drive additional footfall and sales

Julian Taylor-Green

Spar Lindford,
Bordon, Hampshire

I changed to Spar from Londis last summer and redeveloped from a 1,350sq ft store to a 2,000sq ft store.

I also changed my IT infrastructure and I'm now starting to see benefits. There are some weeks where we're seeing double-digit growth instead of being stagnant or going in the wrong direction.

YOUR STOCK What was the best-selling product introduced in 2015 in your store?

Ranjit Singh

Premier Parans Mini Market,
Leeds

We did really well with offers on Carling and Foster's, both 15-packs for £10.

We didn't have that deal before and customers kept asking for it because on everything else we were really competitive on price with the multiples.

As soon as we offered that deal it really increased footfall.

Vanessa Griffiths

Henllan Village Store,
Henllan,
Wales

I've introduced locally-produced steak pies. They are made by a butcher in Chester which is not too far away and customers are now coming in on word-of-mouth because they've heard we're stocking gourmet pies. I introduced them around two



Carling 15 packs were a bestseller in Ranjit Singh's store in 2015

months ago and they've definitely driven footfall.

Ralph Childs

JW Childs & Sons,
Great Yarmouth

I have done brilliantly this year on a new-format kid's penny sweets called Tasty Tubs.

I saw them in a petrol station and thought they'd work well in my shop.

There's all sorts of kid's sweets contained in a little tub that are retailing for £1, and they've overtaken the penny sweet market because they're covered up and in a handy container.

YOUR ISSUE

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CROWBAR-WIELDING CAMELOT VISIT 'LAST STRAW'

This year RN has received several calls from retailers who have had issues with Camelot, whether it be problems with their scratchcard allocations or, more recently, voicing their objection to Camelot's new paid-for phone line.

But the latest retailer has got in touch to relay a catalogue of problems with the organisation which have led him to terminate his scratchcard machine at his newsagent in Freshwater on the Isle of Wight.

Paul Bridgewater, who owns The Cabin, had his terminal installed in October last year, but immediately experienced problems with it. He says his Camelot rep had said at the time of installation that she would provide back-up and ongoing support, none of which he claims materialised.

"I was really unhappy with the service from the off," he says, adding that the first issue he experienced was the terminal connection continually cutting in and out due to poor reception.

"When I reported the problem, nothing was done about it. It was only when I wrote a letter to RN that a manager was sent. In the end, Camelot agreed to install an outside aerial which operated on a better network," Mr Bridgewater says. Because of the inconvenience caused, on this occasion Camelot agreed to waive two months' operating fees.

But Mr Bridgewater also had issues with his scratchcard allocation and there were weeks when he operated with empty windows. "When I rang Camelot, it said it was because I was not selling enough, but how could I drive sales when I had empty windows?"

"When I called my rep, I pointed out that there had been no follow-up visits by Camelot and no advice on how to drive sales. Instead of helping me, the rep denied ever offering support," he says.

When Mr Bridgewater was offered the option to upgrade to a full lottery terminal he decided to work out what he had earned since he'd started offering scratchcards. "I looked at my invoices and



earnings, but the way Camelot presents the figures takes a lot of working out. In the end, it was my accountant who did the calculations. It turned out that even with my operating fee waived for two

“Even with my operating fee waived for two months, I still made a loss of £300 for the year

Paul Bridgewater
 Retailer, Isle of Wight

months, I still made a loss of £300 for the year," he says.

For Mr Bridgewater, this was the last straw. He wrote to Camelot on 10 November and gave them 60 days' notice to terminate his machine and asked the company to inform him of a termination date.

When he received no response he phoned the company again, on 23 November. Camelot confirmed it had received the letter and promised to inform him of a termination date.

According to Mr Bridgewater, this never happened and on 15 December someone went to his store to remove the machine.

"He came with a crowbar and said he was here to take away the terminal. It was awful because I had not been informed of the visit and it looked to customers as if I couldn't pay my bill.

"My 60 days wasn't up and I naturally wanted to sell as many

scratchcards as possible before termination, so I showed him my letter and then sent him away. It was dreadful."

Mr Bridgewater says he now wants other retailers to consider carefully before signing up with Camelot. "My experience in dealing with them has been awful," he says. "Not only has the service been poor, but the increased footfall my rep highlighted has been a fallacy. I've actually lost money. I feel Camelot misrepresented its offering from the outset, just so I would sign up."

Camelot says there are a number of potential issues which are individual to Mr Bridgewater's case. It told RN it will investigate the matter further and contact Mr Bridgewater directly to try to find a suitable resolution.

A spokesman said: "We're sorry to hear of the issues Mr Bridgewater has experienced and will pick up with him directly."

INDUSTRY PROFILE

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Landmark Wholesale



Earlier this month Landmark Wholesale announced the launch of two new fascia formats. Here, the group's retail controller Stuart Johnson explains why their arrival heralds exciting times for Landmark

RETAIL NEWSAGENT Can you tell us more about the two new Lifestyle fascias?

STUART JOHNSON Lifestyle Extra is a premium store format suited more to larger stores, and it's a neighbourhood store with a full range of grocery, chilled and fresh food where someone can easily do regular top-up shopping. If a retailer is experiencing strong competition from discounters or independents who are doing a strong job with promotions, Value is an option that will allow them to compete locally.

RN What were the reasons behind the new formats?

SJ We developed them based on retailer feedback and the need to give them more choice. Retailers are investing more and more in their businesses and are becoming more premium. These formats enable these store owners to get a premium feel but at the same time get their offer right for their particular neighbourhood. Traditionally the smaller stores have been our preserve but a lot of the bigger symbols are catching on to the fact that you don't need 2,000sq ft to make a really good local store that's really profitable. The market is changing and we need to up our game.

RN How have the trial stores been performing?

SJ It's too early to get a full analysis but what we've been pleased with the result so far. The stores that have converted are experiencing a

significant uplift in turnover and customer feedback has been really positive. We've not rushed into this, but we've been quietly working on this for 12 months and have done a few low level trials on different aspects of the businesses.

RN What will be the next step for these fascias?

SJ I think we'll be ready within four weeks to make a full recommendation to our stores about how they go with these new formats. We'll be talking to retailers who are naturally looking at upgrade from our existing estate, but this will also enable us to attract new retailers to look at Lifestyle Express who may not have considered us before.



The stores that have converted are experiencing a significant uplift – feedback has been really positive

RN What are your aspirations for the formats next year?

SJ From a store numbers point of view, we're going to see 30 to 40 retailers with these fascias next year. Once retailers start to see them and get testimony from other retailers, they'll start to get more interested in them and it will naturally grow from there. In terms of sales, since these formats are designed to suit a larger store, there will be higher turnover and they will bring in a bit more business.

RN How else has Landmark been supporting retailers this year?

SJ We've had a pretty good year and a lot of that has come down to a focus on the core range. We introduced a team of core range advisers more than a year ago, and this has really helped retailers get some of the key products they've been missing in their stores and has unlocked extra sales for them. The work we're doing with the team, as well as offering retailer incentives such as our Cash Back scheme, has really paid dividends for us.

RN How does Landmark plan to benefit retailers further in 2016?

SJ For next year, we will continue our focus on core range and Cash Back to help retailers stock the right products. We'll also have a stronger chilled and fresh foods offer and we're working with our suppliers on that to deliver a better package to retailers in 2016, which plays hand-in-hand with the bigger store formats.

** Company CV **

Company Landmark Wholesale
Retail controller Stuart Johnson

Profile Established in 1972 to "provide a centralised trading and marketing operation on behalf of independent wholesalers", Landmark Wholesale has 38 members supplying the retail, catering and foodservice sectors. Companies signing up to the group this year include Bournemouth-based wholesaler Country Fare and Esin Cash and Carry in London.

Latest news Landmark is currently trialling two new fascias – Lifestyle Extra and Lifestyle Value – in four stores around the UK targeted at the value and premium ends of the convenience spectrum respectively.

**

**

JOHN EASTWOOD

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If you're based in Richmond, will you sell more Richmond cigarettes? And how many more Cornish Pasties will you sell if you're based in the south west? John Eastwood explores the link between brand name, location and sales

It's all about where you are

Does a brand with the same name as a UK town sell better in its namesake region? Analysis of sales data for brands such as Chesterfield, Richmond, Fuller's London Pride and Ginsters Original Cornish Pasties reveals the answer is a resounding yes.

A study of sales from a sample of shops located within 10 miles of Chesterfield in Derbyshire revealed that the cigarette brand bearing the same name accounted for 5.6% of cigarette sales in the 13 weeks ending 5 December. Nationally, the brand held a small but growing share of under 2%. So while Chesterfield actually originated in Chesterfield County, Virginia, local loyalty is paying dividends for UK retailers.

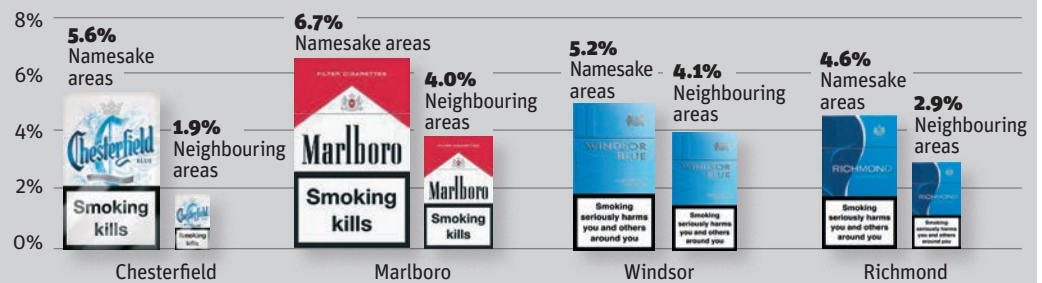
The Richmond cigarette brand shows a similar sales pattern in London. In the greater London area, it commands a market share of just 2.9%, but in shops within a five-mile radius of Richmond, in south west London, the brand accounts for 4.6% of sales. However, Richmond's appeal reaches further afield. The brand has its highest market share in the Midlands, while in the north of England and Scotland it averages 5.4% of sales.

Marlboro and Windsor are also more favoured near their namesake locality than in neighbouring areas. In the alcohol market, many beers, particularly ales, are only distributed in shops close to their home breweries. But several have become national brands, albeit with a very strong bias towards their local region.

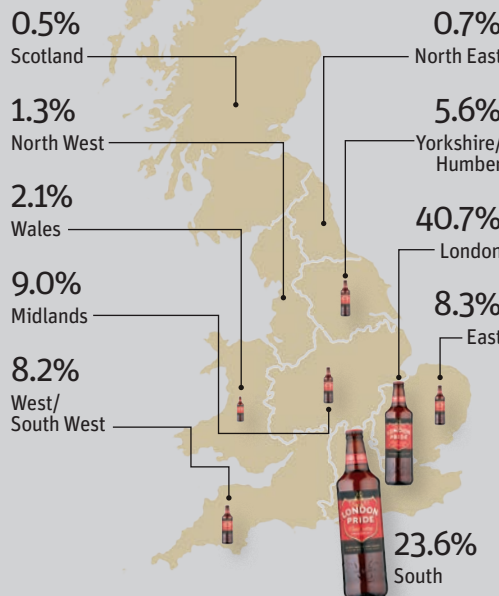
A good example is Fuller's London Pride, which is brewed in Chiswick in West London and is the best-selling ale through independents in the capital. London Pride is distributed in every region of England, and also in Wales and Scotland, but distribution drops in line with the distance from London where it is sold. So, while 40.7% of sales come from London, 23.6%, 9.0%, 8.3% and 8.2% come from the south, the Midlands, the east and

How brand names and locations influence sales

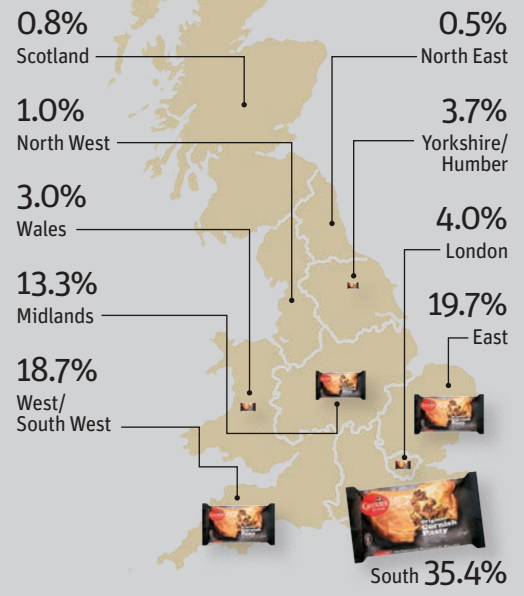
Brand shares in cigarettes 13 weeks to 5 December 2015



London Pride – sales by region



Ginsters Original Pasty – sales by region



Local loyalty pays dividends

the south western regions respectively, and a few shops in the north east of England and in Scotland also stock the brand.

Cornish pasties follow a similar pattern. Ginsters' leading line, Ginsters Original Cornish Pasty, has its highest distribution in the West Country. Southern England and East Anglia are both very close to this level, whereas in north west England distribution and sales are very low.

With many other examples of products where such regional strengths occur, it is important for retailers to take advantage of sales trends specific to their local area and take these into consideration when planning, displaying and promoting products.

Let's now look forward to a prosperous and profitable New Year. ●

John Eastwood is a data analyst for EDFM

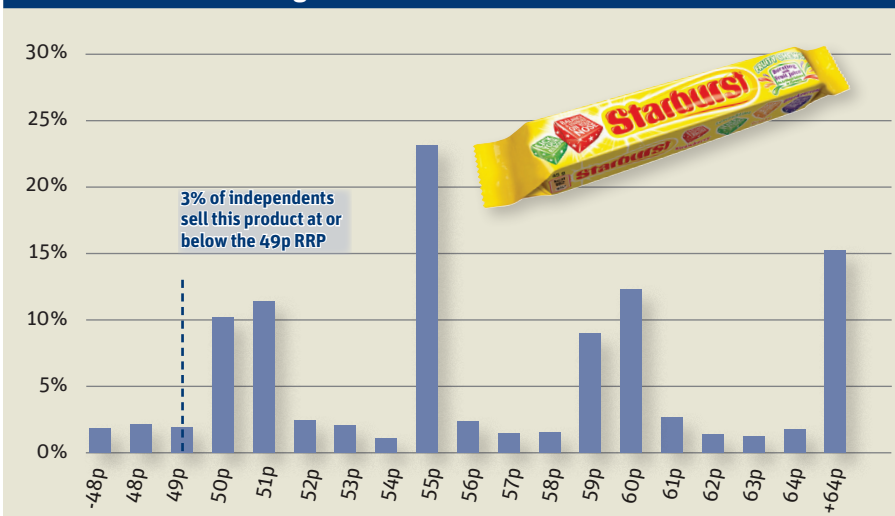
PRICEWATCH

SUGAR CONFECTIONERY

SUGAR CONFECTIONERY PRICES AROUND THE UK

PRODUCT	RRP	AVERAGE	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Rowntree's Fruit Pastilles 52g	51p	58p	55p	54p	-	53p	69p
Skittles 55g	49p	58p	55p	54p	50p	50p	69p
Rowntree's Fruit Gums 48g	51p	58p	55p	58p	55p	53p	69p
Starburst Original 42g	49p	57p	55p	56p	-	49p	69p
Starburst Jellytots 500ml	51p	57p	55p	59p	-	52p	69p
Bassetts Cherry Drops 49g	51p	61p	55p	56p	-	54p	-
Maynards Wine Gums 52g	50p	50p	50p (PM)	50p (PM)	50p (PM)	53p	-
Skittles Sours 55g	49p	58p	55p	54p	50p	50p	-
Rowntree's Randoms 50g	51p	58p	59p	59p	-	50p	-
Polo Fruits 37g	50p	56p	50p (PM)	59p	-	-	60p
Werther's Original 50g	55p	60p	55p	59p	-	60p	-
Fruitella Strawberry 41g	45p	49p	45p (PM)	45p	45p	46p	60p

STARBURST ORIGINAL 45g Price distribution %



Pricing strategies

RETAILER

1



NAME BALVIR SINGH ATWAL

STORE Atwal News

LOCATION Hatton, Derbyshire

SIZE 800sq ft

TYPE village

We generally round RRP's up to the nearest 5p or 0p, and also try and get pricemarked packs where we can. We buy the majority of our stock from Booker which normally runs good promotions in this category. Sweets are the third biggest category for us in terms of sales, after tobacco and newspapers. Skittles is our best-selling product, and we put all confectionery on five shelves which are three metres long. Although customers are not as price sensitive in this area, they respond well to pricemarking.

RETAILER

2



NAME DAVID HISCUTT

STORE Londis

LOCATION Westham Road,

Weymouth

SIZE 2,000sq ft

TYPE town centre

We loosely work towards a target margin of at least 27% for confectionery, and will adjust prices accordingly. Where I can, I will raise prices slightly, especially because the price of single countlines doesn't make that much of a difference to my customers. We don't really have Christmas sugar confectionery lines, but we've already started selling a lot of Easter confectionery which is selling surprisingly fast. Last week, for example, we sold 100 bags of Cadbury Mini Eggs and 114 Cadbury Creme Eggs.



Average selling prices and best-selling products rankings are sourced by EDFM Ltd from EPoS data from over 3,500 independent retailers throughout the UK. The prices given on this page are the prices at point of purchase.

RRPs are sourced from Booker and are correct at time of going to print.

➔ **Nadia Alexandrou**
 ✉ nadia.alexandrou@newtrade.co.uk
 ☎ 020 7689 3350

RETAILER

3

NAME HELEN DREW

STORE Wright News

LOCATION Wem, Shropshire

SIZE 450sq ft

TYPE high street

I usually stick to the wholesaler's RRP, although where we can we go for pricemarked packs. For a lot of brands which aren't core bestsellers, I avoid countlines and will only buy multipacks or when it's on promotion. Skittles and Vimto Fizzy Rip Roll are our bestsellers, as well as anything on promotion. I keep sugar confectionery in three areas in my store - by the till, in the kids' area - along with novelty confectionery such as Freddos and Love Hearts - and across the bottom two shelves in the middle aisle.



RETAILER

4

NAME RUSSELL HOLBORN

STORE Holborn's

LOCATION Earlswood, Surrey

SIZE 1,900sq ft

TYPE village

We generally work to the RRPs set by Palmer & Harvey, unless we bulk buy or get discounts, in which case we can price slightly over it. We put all confectionery by the till and on an aisle nearby to encourage impulse buys. Whenever we talk to confectionery suppliers they always tell us the same thing - that the top 10 brands have not changed in the last 15 or 20 years, making stocking the core range very easy. We do stock launches, but if they're not on promotion they have to really show a steady sales rate before earning a permanent place on our fixture.



RETAILER

5

NAME RAJ KAUR

STORE Newhouse Mini Market

LOCATION Kilbirnie, Ayrshire

SIZE 1,200sq ft

TYPE village

I don't follow RRPs, and set my own prices according to how well they sell in store. Skittles and Starburst are our most popular brands, and customers tend to go for them no matter what price or promotion they are on. I will only run promotions that the wholesalers offer, but because this is an impulsive category, customers will buy them whether they're on promotion or not. We put all our confectionery in the kids' section, which is on the right as soon as you walk through the door.



THE ENTREPRENEURS

The world's best business brains and what you can learn from them



MARIAH CAREY

Route to the top

Celebrating a quarter of a century in show business this year, Mariah Carey has built a business empire that extends well beyond the recording career that first brought her fame. A hugely-successful perfume and beauty products range has been providing the New York-born singer with a hefty additional revenue stream for well over a decade and the video to her 2010 single Oh Santa! doubled as advert for her products. She is also adept at making the most of opportunities available to her, taking home a mighty \$18m for starring as a judge in one series of American Idol. An forthcoming residency

in Las Vegas will see her reportedly paid "lots more" than the \$30m Britney Spears earned for her recent two year residency.

Key achievements

- In a hugely-successful career she has broken many records including the longest-running number one record in US history for One Sweet Day.
- Using her brand and business skills to build a popular fragrance range - a career move that has since been imitated by everyone from David Beckham to Ariana Grande.
- Responsible for one of the most popular Christmas songs of all time - All I want for Christmas is you.

Lessons for your store

- 1 Know your worth - Mariah Carey knows that her mere presence can attract audiences and charges for her time accordingly.
- 2 Use your success as a base - ever since she found fame the singer has been looking for opportunities to use this fame to earn more.
- 3 Generosity brings goodwill - for all her millions, Mariah has been widely recognised and praised for charitable work for the likes of children's charity Make a Wish Foundation to the appeal in the wake of Hurricane Katrina.



RETAILER PROFILE



Ramesh sees double

Looking to follow the success of his family flagship store, Ramesh Shingadia has set up a second shop using a similar format in West Sussex. **Gurpreet Samrai reports**

After more than 30 years in the business, Ramesh Shingadia and his family decided the time was right to take their award-winning formula and apply it to a second store.

And with a 50% hike in turnover since its refit last month, their Londis Caterways and Post Office in West Sussex is already proving to be a success, showing it has the potential to follow in the footsteps of the family's flagship store in nearby Southwater.

Londis Caterways has seen a 180% jump in dairy sales, 30% in off licence and 10% up in tobacco sales despite the gantry being ripped out and cigarettes moved under the counter, during its refit. However, Ramesh and son Amish, who is running the store, will not be resting on their laurels.

"I always say doing the refit is only the start of the journey," Ramesh says. "Now what we need to do over the next three months is review all the categories and ranges, and see what's moving and what's not and start fine-tuning the whole store."

"When you do a refit you use planograms which can be a little generic. You take a first stab at what you think the shop should be offering, but as you go through the learning curve you get to a point where you think 'now I need to make sure it's operating at its optimum.'"

To ensure the store contained the right services, Ramesh and his family consulted the community after taking it over in May this year.

Ramesh has taken on board the villagers' feedback including expanding the store's fresh and chilled offering and installing a Post Office local, which he says has been one of the biggest contributors to increasing footfall. It also shares many of the popular features of the successful Southwater flagship store, including food to go and an ATM.

"The only radical thing we've done in the store is get rid of the cigarette gantry," Ramesh says. "All the cigarettes are now under the counter. But the interesting thing is tobacco sales have actually gone up by 10%."

"We had a lot of debate with the cigarette companies, but we decided with the gantries going dark and EUTPD II coming in next year the size of the gantry will reduce by 30-40% so we didn't see the justification in blocking that space behind the checkout."

"It made a lot more sense to have them elsewhere and better utilise that space so it gives us the best value for money. We now have our spirits there."

Looking to the new year, Ramesh is preparing for the many potential obstacles the trade is facing, from EUTPD II to the

“I find the features and in-depth studies in RN helpful as you can take on board some of the lessons learned. There’s a lot of stuff that can be taken from the IAA as well”

RAMESH SHINGADIA



Ramesh Shingadia (left) and his son Amish Shingadia (right) outside their new store in West Sussex



“I think the National Living Wage is one of the biggest challenges so we need to make sure the stores are operating as efficiently as they can”

introduction of the National Living Wage.

“There are quite a lot of challenges coming through and I think, for us, both the stores need to be reviewed in that light.

“Are they generating the right sales? Are they generating the right margins? Are they generating the right profit to be able to support the challenges that are coming through next year?”

“I think the National Living Wage is one of the biggest challenges so we need to make sure the stores are operating as efficiently as they can. I think for most retailers the next six months will be quite difficult.”

However, that has not put the family off exploring future ventures with negotiations already taking place for the site of a third store with the possibility of more to follow.

“I think we already have a good formula in Southwater and we’ve transferred that to Caterways - so the way we’d look to go on is more of the same thing,” Ramesh says.

“But finding the right location is key. Obviously you have to design it based on the demographics, but the principle should be similar.” ●

VISIT MY SHOP

**Londis
Caterways
and Post
Office**

4-5 The Parade
Horsham
West Sussex
RH12 2AL



Want to see more of Ramesh's store? Go to betterretailing.com/ramesh-shingadia

QUIZ

Product News

What can you remember about the products which hit your shelves this year?



1 Walkers asked the public to vote for one of five nostalgic crisp flavours in its Bring It Back campaign. Which flavour won?

- a) Toasted Cheese
- b) Beef & Onion
- c) Ranch Raccoon



2 Which Gallic ex-footballer pledged to swim the English Channel in a TV marketing campaign for beer brand Kronenbourg 1664?

- a) Thierry Henry
- b) Eric Cantona
- c) Nicolas Anelka

3 Fill in the headline – 'JTI stays one step ahead of the ___ with new E-Lites product'.

- a) Crowd
- b) Competition
- c) Curv



4 Ferrero launched this product in the UK following a successful trial run in Ireland. What was it?

- a) Kinder Joy
- b) Kinder Happy
- c) Kinder Ecstatic

5 United Biscuits has set out plans to bring £500m additional sales to the biscuit market by 2020. How much of this did it say will belong to independent retailers?

- a) £20m
- b) £50m
- c) £100m



Christmas Quiz?

What a year 2015 has been. To remind you of the ups, down and frankly odd goings on, Gurpreet Samrai, Steven Lambert and Helena Drakakis have set a yuletide quiz. Grab the mince pies, pour a glass of sherry and sit back and enjoy

Business News

Can you remember what the major companies you deal with did in 2015?

1 Which country did One Stop set its sights on this year?

- a) Iceland
- b) Australia
- c) Scotland

2 Which company said retailers wishing to join up must "show the necessary commitment"?

- a) PayPoint
- b) Bestway
- c) Camelot

3 Which category did retail experts predict could make up 80% of convenience stores' turnover by 2020?

- a) Art therapy
- b) Fresh and chilled
- c) Pet food



4 Which convenience retailer took a stab at the discounters with a cheeky summer marketing campaign?

- a) Premier
- b) One Stop
- c) Bargain Booze

5 How much did Booker pay to buy convenience group Musgrave Retail Partners GB?

- a) £400m
- b) £40m
- c) €4

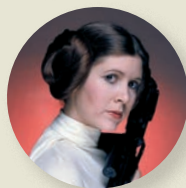
Newstrade

Another year of constant activity in the newstrade. Has any of it stayed in your memory?

1 In March, Panini launched its first sticker collection based on a Disney princess, whose standalone magazine sells more than 40,000 copies. What is her name?

- a) Princess Leia
- b) Princess Sofia
- c) Princess Buttercup

2 The Sun managed to upset retailers in January when it wrapped issues featuring unfolding coverage of the Charlie Hedbo massacre in an advert for a major chain.



Who was the offending company?

- a) Tesco
- b) Starbucks
- c) Marks & Spencer

3 Which Michelin star chef did the Telegraph cook up extra promotional sales with in November by



offering recipe booklets in their weekend supplements?

- a) Remy from Ratatouille
- b) Ainsley Harriott
- c) Tom Kerridge

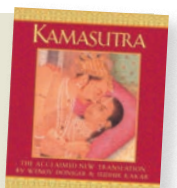
4 Which ancient teaching and scripture lent its name to one of the most successful art therapy

colouring magazines this year?

- a) Zen
- b) Kama Sutra
- c) Tao

5 Which Northern Irish celebrity magazine went on sale in print for the last time in July?

- a) Unbelievable!
- b) In!
- c) OMG!



National News

A few major stories dominated the headlines this year. From tobacco regulation to a certain payment company, what can you remember?



1 Which film did RN use to depict the prime minister, home secretary and chancellor on its front page after MPs voted in favour of plain packaging?

- a) Goodfellas
- b) The Wizard of Oz
- c) Muppets Most Wanted

2

Which organisation charged a retailer £67 for advice on the tobacco display ban?

- a) Trading Standards
- b) Department of Health
- c) ASH

3 What did Scottish retailers celebrate a 90% drop in earlier this year?

- a) Commission
- b) Supermarkets
- c) Plastic bag usage



4

What did retailers threaten to switch off for a day in protest?

- a) Fridges
- b) PayPoint terminals
- c) Lights

5 Which under-fire football manager featured in the Daily Telegraph's Project Babb section as the manager of a convenience store?

- a) John Carver
- b) Jose Mourinho
- c) Louis Van Gaal



Extra Extra

It's a funny old world and, for retailers everywhere, the past 12 months were no exception

1 An unnamed source notified Extra Extra of a Menzies tote box being used in a rather unusual way. What was it functioning as?



- a) A replacement flotation device
- b) A spare rubbish bin
- c) A makeshift post box

4 Extra Extra reported about a tobacco kiosk in Tokyo that had become a big hit with tourists. What was unusual about it?

- a) The store didn't actually stock any tobacco
- b) Customers were served by a Shiba Inu dog
- c) It was located on top of the Tokyo Skytree - the city's tallest structure



2 An Iceland store in Stockport came up with a novel way of stopping customers walking off with shopping trolleys following the launch of the UK-wide plastic bag tax. What did they do to them?

- a) Stuck giant poles in them so they couldn't fit through the exit
- b) Covered the car park in glue so customers couldn't wheel them away
- c) Hired extra security to apprehend trolley stealers



5 Sainsbury's raised a few eyebrows among shoppers with a new campaign encouraging them to try some weird and wacky flavour combinations. Can you name one of the correct suggestions below?

- a) Instant coffee and spaghetti bolognese
- b) Crème brûlée and tomato sauce
- c) Pilchards and strawberries



3 The New Hampshire Lottery in the US attempted to attract new players with scented scratchcards early in the year. What did they smell of?

- a) Bacon
- b) Coffee
- c) Nick Shanagher's cologne



How did you do?

Find out by logging on to betterretailing.com now!

RETAILER PROFILES

2015 – a year full of excellent retail ideas

From homemade soups and deli counters to book loan services and store-bottled cider, our retailer profiles are packed with great business ideas every week. To inspire your plans for next year, Chris Rolfe brings you 55 of your best innovations of 2015

2 January

With our £47,000 refit we've gone from traditional newsagent to mini supermarket, with a great selection of Games Workshop kits to attract younger shoppers.

Debbie Dyer Debbens News, Waterlooville, Hampshire



and my range is so popular my average spend is £25.

Martin Skelton Magazine Brighton, Brighton, East Sussex

27 February

I split my time driving high-powered sports cars and driving sales in my two Bargain Boozes. I'm consistently cheaper than the supermarkets with my three-for-£10 premium wine deals.

Alex Kapadia Bargain Booze, Dunstable, Bedfordshire



23 January

Our customers' shopping habits were changing so we changed with them. We joined Spar, refitted, doubled our fridge space and went to town on our chilled food and drinks range.

Julian & Jackie Taylor-Green The Taylor-Green's Spar, Lindford, Hampshire



6 March

I got set for the display ban by being one of the first stores to be kitted out with a new gantry by JTI. I've also focused on hot drinks, food to go and fresh produce to grow my store this year.

Bintesh Amin Blean Village Londis, Blean, Canterbury



30 January

Factory workers can't get enough of our £1.40 homemade soups. We sell 30 a day, then tempt them at dinnertime with our homemade curries too.

Rajwinder & Bhupinder Kaur Lifestyle Express Newhouse Mini Market, Kilbirnie, North Ayrshire



I refused to let the display ban damage my sales. I use great customer service to help shoppers find my specialist niche brands like Sobranie Cocktail Cigarettes.

Ray Monelle Orchard News, Weston-super-Mare, Somerset



20 February

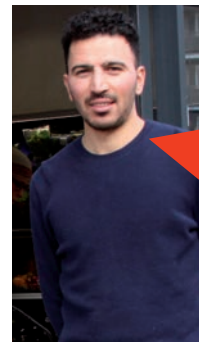
I stood no chance of competing with WH Smith so I followed my dream and opened a specialist magazines store. Publishers approach me directly



16 January

My store is a haven for busy commuters. We've got a live train departures board, serve 120 cups of tea and coffee a day and offer them a pre-pay hot drinks loyalty scheme.

Peter Lamb Lambs Larder, Bells Yew Green, East Sussex



9 January

I'm always looking for the next big thing, and for my store this year, that's been my deli. Its range of olives, cheese and fresh meat earns me £2,500 a week.

Mehmet Guzel Simply Fresh, Bethnal Green, London

6 February

Our store was nearly a Network Transformation casualty but our community fought back. we've rebuilt our business by doubling the store size, adding local ales, running our own great deals and offering a book loan service.

Hitesh and Anish Parekh Londis Broadoak & Post Office, Ashton-Under-Lyne, Greater Manchester



20 March

We outginned the supermarkets by investing £750,000 to build a 3,000sq ft modern convenience store. With our fruit, veg, chilled, frozen and alcohol range, our basket spend has grown to an average £8.

Rocky Leach Chellow Heights Service Station & Spar, Queensbury, Bradford

13 February

I never thought £1 egg timers and latex gloves would become bestsellers but non-food goods have been an instant hit. Our food bank collection bin and gas and electric payment aid-scheme also help us support our community.

Adeil Hussein Family Shopper, Motherwell, Lanarkshire



22 May
I sell 110 cups of coffee a week and my food to go sales are up 20% because customers love buying local food to go with them. I sell out of my 400 shop-made sandwiches every day too.
Ian Lewis
 Spar Crescent Stores, Witney, Oxfordshire



17 April
I saw customers in American diners enjoying a coffee while reading their papers and was inspired to create the same set-up in my 750sq ft CTN. And customers know that if they can't find a product here, they won't find it anywhere else in the village.
Kate Clark
 Sean's News, Upton-upon-Severn, Worcester



5 June
I saw off competition by turning a dilapidated 450sq ft newsagent into a proper CTN and designed its range to complement my 1,000sq ft c-store just metres away.
Kay Patel
 Global News, Wanstead, London



26 June
Tourists love my locally-sourced haggis, neeps and tattis, while locals love the £1 hair dye, wallpaper paste and pizza dishes I get from Booker. They've helped drive my basket spend to £6.19 this year.
Ian Mitchell
 Premier, Girvan, Ayrshire



26 June
We can trace our milk back to the cows it came from and prepare our own ham in a 1950s-style oven. It's because we've built a business that's a fusion of a convenience store and farm shop.
Kate Mills
 Heath Stores, Tonbridge, Kent



13 March
I made the leap from sales assistant to manager and keep shoppers loyal with my two-for-£1 confectionery deals and by stocking everything they need for a big shop.

or order cider by the barrel and bottle it. By specialising my alcohol range and deals, my turnover has trebled in 11 years.
Luke Mansell Chalbury Food & Wine, Weymouth, Dorset



Lynn Boydell Premier East Park Stores, Wolverhampton, West Midlands

1 May
Customers love my nostalgic soft scoop ice cream range. With this and my newly-extended fresh, chilled and ready meals range, I was voted the top Today's store in Northern Ireland.

27 March
When the council offered the chance

open a store in a £45m development I leapt at it and have built a business centred on chilled and frozen goods to cater for local workers and hungry gym goers.

Darren Craig Today's Extra Spencer Road, Derry, Londonderry



Vip Panchmatia The Wharf Convenience Store, Stroud, Gloucestershire

8 May
My customers call my store the Harrods of Haringey. It's a haven for anyone looking for freshly-made bread, craft ales, organic and gluten-free goods and Londis named us its Londis 2015 Store of the Year.



3 April
We set up a breakfast club, help cash-strapped customers with a mini trolley packed with cut-priced products and promote healthy eating with our fresh fruit and veg. We were crowned Independent Community Retailer of the Year by the NFRN as a result.

Alpesh & Bimal Patel Londis Ferme Park Road, Haringey, London



Dennis Williams Broadway Premier, Edinburgh

15 May
Shoppers protected my wife from a would-be thief because of our strong ties with the community. Our range of Polish food and £1 household goods, plus local sponsorships and food donations have all helped me build loyalty with them.



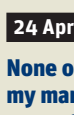
10 April
Affluent shoppers in Mumbai know my fresh produce is the best in this area and I've made my store stand out with a tight range of premium quality goods and services.

Naresh Gajri Premier Cranhill Convenience Store, Glasgow



Laxmichand Gada Society Stores, Mumbai, Maharashtra

29 May
Local builders spend £500 a week on my hot snacks and I'll grow sales with chicken balti pies I'm sourcing from a local supplier. I do a good trade in animal carcasses from a nearby estate too.



24 April
None of my many competitors stock more than 100 local ales

Gary Pilsworth Offley Stores & Post Office



RETAILER PROFILES

12 June



I created a social media storm, united 2,000 retailers online and made it into the national newspapers to fight PayPoint's commission cap.

Marcus Bergin SuperNews, Gloucester, Gloucestershire

19 June



Nisa's Store of the Future 2 programme helped me grow turnover by 12%. We lost 30% of shelf space but stocking the right range means basket spend is up from £5 to £6.50.

Peter Mann Nisa Local, Luton, Bedfordshire

3 July



We bought our first store when we were 18 and have built a £3.9m business transforming underperforming stores. Pricemarked £1 pies from a nearby firm are just one product that locals love in our Torry store – we sell more than 60 a week.

Leanne McGowan Icon Stores, Aberdeen

10 July



At university I studied how to make forecourts prosper, then put what I learned into practice by stocking 200 speciality fine foods products. It's worked – my weekly turnover has grown to £30,000.

Susie Hawkins Spar Highworth Service Station, Highworth, Wiltshire

17 July



Parents like to treat their kids on Fridays in my store so I keep topped up with the latest children's magazines and £1 pricemarked confectionery.

Narendra Singh Jadeja Londis, Waltham Forest, London

31 July



Elderly customers can get everything they need from me – I stock half loaves, single bananas and more – and shelve them at height level so they can reach them.

Myjinder Braich Fairfield General Stores, Fairfield, Bromsgrove

7 August



Fitness fans can order my Cajun salmon online, while busy customers love my £10 starter, main and dessert deal for Sunday lunch. I sell meat and two veg, sausage dinners and curries for £4-£5 too.

Margaret Mcnicholl Eurospar, Dungiven, Londonderry

14 August



Food to go is the way to go for my store. Chicken wings, pastries and rolls, plus meal deals on baps and hot drinks, have helped increase my sales by 20%.

Ramesh Shingadia Shingadia's Londis & Post Office, Southwater, West Sussex

21 August



Bake Off's Paul Hollywood loves my home baking section, and I've attracted extra sales from other shoppers by using CCTV to map their journeys, then placing promotions in hot spots.

Adam Hogwood Budgens of Broadstairs, Broadstairs, Kent

18 September



When I couldn't give an old lady the Thai green curry she wanted I knew it was time to switch symbol groups. I joined One Stop, grew my chilled and frozen offering and sales leapt 10% immediately.

Vip Measuria One Stop, Borrowwash, Derbyshire



24 July

I split my time between running a store that offers the best possible value to shoppers and helping to curb anti-social behaviour in my community and encouraging healthy living among primary school kids.

Syed Haider Day Today, Cathkin, Glasgow



4 September

If a customer wants a specialist wine or cider, I'll get it for them and deliver it too. Often, they buy them by the case, and my weekly turnover is growing £500 a week as a result.

Jimmy Tun Bargain Booze, Bermondsey, London



26 June

We knew fresh and chilled was the future for our business and built our store around it. Our foodservice counter, fresh fruit and veg, local cakes and huge chilled range help us make over £25,000 a week.

Avtar & Sukhi Sidhu Sukhi's Simply Fresh, Kenilworth, Warwickshire



28 August

Our slush machine is so popular we've launched a loyalty scheme. And fresh coffee, microwavable porridge and £30 Chateaufort bottles have all helped us grow turnover to £1m a year.

Paul Sohal Nisa Local, Crich, Derbyshire



11 September

My customers easily spend £40 a time on my magazines. Adult colouring titles, bookazines and one shots have helped me grow mag sales by 3% this year.

Mark Ansell Liskeard News, Liskeard, Cornwall



2 October
I've done food to go since 1984 and make 600 rolls a day. But by focusing on grocery categories this year, I've also grown fruit and veg and alcohol sales by 43% and 10%.
Jacqui Bailey
 Spar London Road Bakery, Boston, Lincolnshire



31 October
We might be surrounded by supermarkets and discounters but they can't beat our specialist confectionery range. Ferrero and Lindt products are a hit at Christmas and earn us 25% margins.
Kamal Sisodia
 Belvoir News Loco, Coalville, Leicestershire



20 November
Floods caused £150,000 of damage to my store a month after we opened but we used the rebuild as an opportunity to improve our fruit and veg range. We've now got a hot dog and a coffee machine too.
Sandy Sarwar
 Premier Pricecracker, Alyth, Blairgowrie



6 November
My shop is a haven for food and drink connoisseurs. Customers spend £25 on bottles of wine and love our craft beers, artisan deli range and local products.
Josie Chamberlin
 Mace J Roberts & Son Ltd, Codicote, Hitchin



11 December
Joining WH Smith Local helped me transform my business but maintain my CTN roots. Customers love the high street brand name and sales are up 30% on this time last year.
Paul Patel
 WH Smith Local, Dibden Purlieu, Southampton



18 December
We become like a Christmas shop in winter and customers travel for miles to buy our quality decorations, boxed cards and paper. And beating WH Smiths' prices by 10% keeps them shopping here all year round.
Pete & Clare Hart
 Chapmans of Southwold, Southwold, Suffolk



25 September
Children save money in my shop's 'children's bank' and can't resist spending it on my SnowShock slush machine. We also refund un-drunk alcohol, so do a roaring trade with partygoers.
David Ramsey Best-one Byram Stores, Knottingley, West Yorkshire

9 October



Customers complained about the cost of stamps so we set up our own postal service. We expect to deliver 10,000 items this Christmas, alongside our 24 paper rounds.
Lorraine & Trish Lettley EJ Teare Newsagents, Wellington, Somerset

16 October

I'm the only retailer in Putney who stocks the full Ben & Jerry's and Häagen Dazs range and it makes me a 50% margin. My sons have built me an unbeatable specialist beer and cider range too.
Ash Patel Gerhold Fine Food & News, London



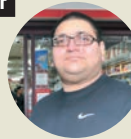
23 October

My community work earned me an NFRN Hero award. I hold raffles, sponsor sports teams, relocated a local monument to outside my shop and I'm running the London Marathon next year.
Julie Duhra Jule's Convenience Store, Telford, Shropshire



13 November

I sell over 120 varieties of nostalgic



sweets and offer a refill service if customers bring their jars back. American sweets have been a huge hit with shoppers too.
Amit Patel Stratford Post Office, Stratford, London

27 November

We are Simply Fresh's first small format store and we've built a great business by working with 30 local suppliers and offering high-end lunch options from attract the Pret crowd.
Gavin Mahal, Jasvinder Randhawa & Vimesh Patel Simply Fresh, St James Park, London



4 December

I'm in the heart of cider country so I work with local producers to source a fantastic range. But I also compete with Lidl by matching or undercutting its wine and prosecco prices.
Rocky Sehmbi Bargain Booze, Southmead, Bristol



25 December

We refitted our store and grew turnover by 50%, dairy sales by 180% and alcohol by 30%. Ripping out our gantry and putting stock under the counter led to a 10% jump in tobacco sales too.
Ramesh Shingadia Londis Caterways, Horsham, Kent



HOME NEWS DELIVERY

While many independent retailers are turning to modern-day services such as parcel collection to strengthen their businesses, Jon Powell and Les Gilbert have this year discovered the significant profits available in HND. **Chris Rolfe** finds out how both retailers have achieved immediate success

A service that still delivers



Jon Powell

A newspaper seller for over 20 years, Jon was inspired by other HND retailers to launch the service this summer

How do you recruit customers?

We made our own leaflets and got 1,000 flyers from the NFRN's Store-2Door. I post about my HND on Facebook and Twitter and advertise in the shop window. I'm also part of a Newport initiative, Shop Local, which provides easy marketing online and in the local paper. And I pay for Facebook ads occasionally – that's how I signed up a Land Rover dealership recently.

Do you offer any deals to attract new customers?

We do the Sun and Times 12 weeks' free delivery and advertise that as a special offer on our leaflets, on Twitter and Facebook and in our window.

How do you manage your newspaper supplies and allocation?

My newspaper sales are high because I'm in a city centre so I don't have problems with supply. We asked Smiths to put us on an earlier run and generally, the papers arrive at 5am and I get them out by 5.30am. I have to make sure I increase my supplies when I take on new orders.

What makes your customer service stand out?



Jon worked with News UK to promote his HND on Small Business Saturday

My family all work in the business and they go the extra mile for customers. We deliver the Racing Post to a man who is bed-ridden, for example. His wife asked if we could deliver it to his bed while she is at work.

How do you make sure your HND is efficient and profitable?

Another HND retailer, Chris Englefield, gave me a copy of the HND system he designed and I use it to enter customers' details and orders and to plan my route.

How do you manage customer payments?

Customers can pay every four weeks or monthly – by cash, cheque or standing order. Elderly people often prefer to come in and pay every Friday, and I give them three weeks before sending them an invoice.

How has this benefited your overall business?

My newspaper sales are much higher. I took an order for 34 new papers yes-

“I WANTED TO OFFER A NEW SERVICE”

Jon Powell

The Newsagent, Newport

HND launched August

Delivers to 60 business and local customers

Delivery charge £3 per week

HND profit more than £10,400 a year

“I can easily have an extra couple of hundred pounds in my till every Friday and it really makes a difference,” says Jon Powell, describing one of the many benefits of his flourishing HND business. He launched it this summer after being inspired by the sales volumes achieved by HND-goliath Jackie's News and the enthusiasm of fellow newsagents at the NFRN conference.

terday, for example, and started delivering to a business customer I signed up on Small Business Saturday. That's an extra 29 papers Monday to Friday, worth £110 a week, from which I'll make £25-£30 profit. That's significant when you add it up for a year.

What's next?

I want to get professionally-designed leaflets made and to expand into every area round here and deliver other products besides papers.



"I'VE LAUNCHED A BUSINESS WITHIN A BUSINESS"

Les Gilbert

Chard News, Somerset

HND launched May
Delivers to 70 urban and rural customers
Delivery charge 28p per house per day
HND profit around £3,000 per year

Having sold two stores this year, Les Gilbert wanted to develop his remaining business but chose to develop his CTN specialism rather than follow the convenience route. As with Jon, he took inspiration from larger companies such as Jackie's News. "I knew HND could be profitable for us," he says.



Les Gilbert

After closing two other stores this year, Les has focused on core CTN categories and services, such as HND, to develop his remaining business

How do you recruit customers?

With leaflets, Twitter, Facebook, posters in-store and by promoting News UK's free delivery offers.

Do you offer any deals?

We offer every customer 12 weeks free delivery.

How do you manage your newspaper supplies and allocation?

Every night I look at what I've sold and adjust my supplies for the following week. I use Connect2U and I've just bought a new iPhone so I'll start using SNApp too. I've had no problems with delivery times because I have a great relationship with my delivery driver. Generally my papers are always here by 5.15am.

What makes your customer service stand out?

People want high-quality service. They want their papers delivered early and some want newspapers and magazines delivered together to cut the delivery charge. As an independent we need to accommodate things like that.

How do you make sure your HND is efficient and profitable?

I constantly look at my costs. I want to employ another driver, for example, so I might raise my delivery charge to rural areas. The first round has been cost-effective because it's just me doing it, but once we get over 50 customers per round there will be a substantial return from it. My costs are a small proportion of what I earn from HND.

How do you manage customer payments?

They pay by a mixture of vouchers, bank payments, cash, cheques and credit cards, but 95% of people come in to pay. I'll offer online payments as I expand.

How has this benefited your overall business?

It's given an instant boost to my turnover. It's like a separate business within a business, with a value in its own right. I'll make up to an extra £15,000 this year from it and I expect that to grow. I'd like to get 80-100 customers per round.

What's next?

I want to really concentrate on promoting my HND, which I'll do by getting proper signs and my van professionally branded up. My next milestone is to get 100 customers but really, I'll be disappointed if I don't get 500 long-term.



It's like a separate business within a business, with a value in its own right. I'll make up to an extra £15,000 this year

SIX TIPS FOR NEW HND RETAILERS

RN asked Les and Jon for their advice for retailers thinking about launching their own HND service

Les Gilbert

Aim high and be professional

– don't just deliver to 20 or 30 houses because the time and expense involved isn't worth it. Set your HND up so it's large enough to be a business within a business and market it properly – my next step is to get my van branded up professionally and to have leaflets designed to promote my service.

Ask the experts for help – News UK, Jackie's News and Paper Round advised me on my set-up and to create something I could scale up, so now I'm aiming to add deliverers and vehicles. Smiths were helpful in bringing my delivery time forward too.

Get inspiration from your peers

– I've picked up ideas from other retailers on social media. I saw that Jon, for example, has added business customers and I could do that too.



Jon Powell

Use adult deliverers – Jackie's News advised me that they are more reliable. I do my own deliveries at the moment but my long-term aim is to employ adult deliverers when the business is big enough.

Advertise by social media

– I post about my service and introductory offers on Twitter and Facebook and have picked up customers from them.



Be flexible – If people can't get out to pay me, I'm happy to call on them if they want me to, and to deliver other products too. ●

STORE DEVELOPMENT

Father and son retail team Phil and Chris Shelley have made the dramatic switch this year from successful newsagents to modern convenience store operators. Years in the planning, the early signs are very positive – turnover has almost trebled. Chris tells **Tom Gockelen-Kozlowski** how they did it

All set for a successful new year

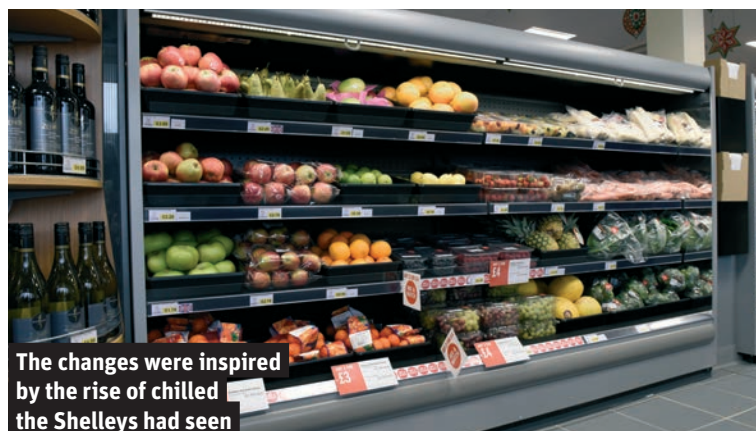
Long-term planning

We started planning these changes four or five years ago but had to wait to secure the property next door – a corporate-run Spar store. There were two factors that inspired our decision to change. The first was

declining sales in core CTN categories such as newspapers and tobacco. The second was the growth of the convenience sector, particularly fresh foods where the margins are so much higher.



All the team have got behind the changes



The changes were inspired by the rise of chilled the Shelleys had seen

Building a team

We've more than doubled our staff to nearly 40 people since we opened as a Budgens. There were those in our existing business who weren't sure about the changes but Budgens helped us organise an induction day which really helped motivate everyone. When we were a CTN, things like ordering could be done just by me, my father or perhaps one other member of staff. The bigger store means everyone has to take ownership – two ladies have taken over running our fresh section, for example.



The bigger store means everyone has to take ownership

Picking a partner

First of all we had to choose a symbol group to work with. We have a lot of experience in retail from Shelley's News but, with such a different fresh-focused model, we knew we'd need support and advice. Working in collaboration with them meant we had help with the financial aspects of the store and also the training. I went to spend four days working in another Budgens store along with my father and three other members of staff.



Chris Shelley has been impressed by the support Budgens have given his business

Getting our hands dirty

We got the keys to the store next door on 1 October and knew that it would take about seven weeks for all the work to be done. We did shut the majority of the store for four weeks and tried to keep a service going for essentials such as milk, bread and newspapers – we didn't want our customers to get out of the habit of shopping with us.



Customers queue to have a look at their new local store



Fresh bread has been an immediate success

A brand new store

Hardly a fixture or fitting remained from the old store by the time we reopened - it was a complete refit. We added an in-store bakery, a large off licence as well as a huge amount of chilled space for fresh produce. We wanted to retain an element of natural light in the store so have left one area clear of shelving. But we didn't want to lose our strengths from before the changes and so still retain four shelves of magazines as well as a strong range of gift cards and stationery. We have also maintained all our core CTN categories such as tobacco, newspapers, confectionery and soft drinks as well as a post office.



Great promotions have helped increase basket spend



The store had not sold alcohol prior to the changes

A flying start

We opened our doors in late November which was a challenge as it is such a busy time of year. The big advantage, however is that this is a time when people use the post office a lot and by keeping this service customers need to come in to send presents and Christmas cards and our discovering our new store.

Reaping the rewards

We've done very well so far and made £63,000 in our first week - a big increase on the £22,000 per week we were doing previously. The in-store bakery has surprised me because customers have very quickly started to use it, whereas we thought it would take time. Some of the premium chilled products - such as duck breasts - have also proved popular straight away. Last week we had one customer do a £150 shop and another spend £107 which means they're already happy to do a full shop with us. ●



We've done very well so far and made £63,000 in our first week - a big increase on the £22,000 per week we were doing previously

Father and son team Phil and Chris Shelley have worked hard to implement successful changes in their store



COMMUNITY



Dennis Williams
Premier Broadway Convenience
Edinburgh

Why I'm the spirit of my community's Christmas

We deliver to a number of local primary schools to supply them with food for their breakfast clubs. A class of pupils from one of these schools came to our shop in the run up to Christmas to sing carols. We gave the children a chocolate reindeer each and their parents two mince pies and a small Baileys to drink.

In the week

before Christmas I went to a local SureStart centre, which we have worked with a lot, dressed up as Father Christmas to hand out presents to the children. I then went to local primary schools dressed up too. We supply some of these presents and then the schools supply some of them too.

In store we've also done sampling of products including a local supplier's mince pies. Suppliers have helped us out with these samplings, particularly the guys at PepsiCo, who provided Doritos for tasting to help show off our snacking range to customers.



Hundreds of retailers add to the season cheer in the way they operate

From organising events within the local community to being open for your customers on Christmas Day itself, independent retailers are at the heart of many neighbourhoods' festive celebrations, as **Tom Gockelen-Kozlowski** finds out

You are the spirit of Christmas



Dennis and wife Linda with a class from a local primary school



I went to a local SureStart centre, which we have worked with a lot, dressed up as Father Christmas



Suresh Patel

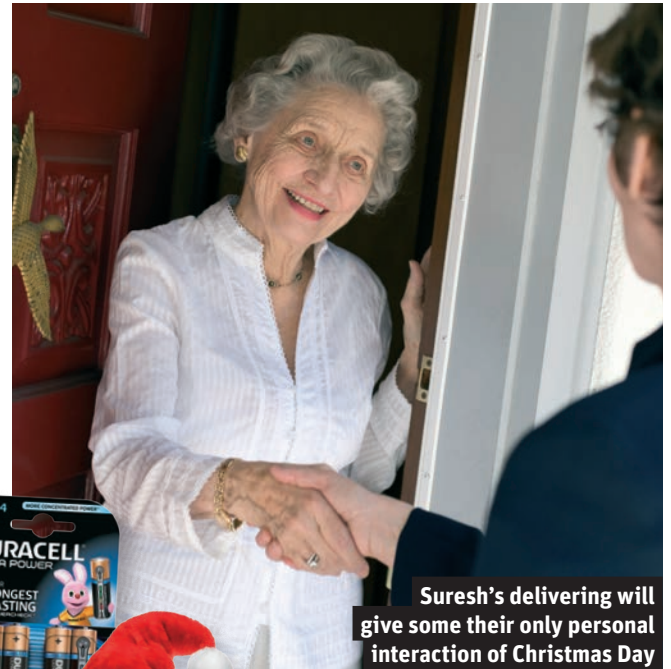
Premier Upholland Convenience Store
Wigan

Why I'm the spirit of my community's Christmas

To raise money for the local churches, there was a carol singing service outside our store on the last Saturday before Christmas. We handed out sherry, mulled wine and mince pies, which we supplied.

We deliver to a number of elderly and housebound people in the area and will be doing this on Christmas Day too. A lot of these people will be alone apart from this so it's important that we can show them a friendly face and spend 15 to 20 minutes chatting with them.

There is often a queue at our door before we open at 10am on Christmas Day. We sell a lot of food which people might have forgotten, batteries for toys and cigarettes. We also sell the odd bottle of wine as people will have unexpected guests and might not have something in for them.



Suresh's delivering will give some their only personal interaction of Christmas Day



Kay Patel

Global News & Food
Stratford

Why I'm the spirit of my community's Christmas

We open our doors at 9am on Christmas morning and give out free drinks to customers such as mulled wine, sherry or Baileys. It depends on how busy we are throughout the day as to how long we stay open. I have to be mindful that all my staff are on double time.

It's a normal day for some of my customers but, despite being a very multicultural area, Christmas Day is a family time for most people. We sell a lot of fresh fruit and vegetables, roast chickens and essential cooking ingredients such as oils.

If I had football like I can have on Christmas Day any other time I would put someone on the door for security, but because it's Christmas there's no problems with theft or rudeness. Some customers, from old people's homes or who live alone, can stay in the store for 30 to 40 minutes which is absolutely fine with us.



Giving customers a drink helps Kay, Suresh and Dennis to celebrate the season



Kate Clark

Sean's News
Upton upon Severn

Why I'm the spirit of my community's Christmas

To get into the spirit of Christmas my staff and I always wear festive jumpers, earrings or hats – I want people to feel in the mood as soon as they come into the store. We also have a lot of decorations around the shop including a big Christmas tree and a giant reindeer display.

A group of older men meet in our store every Sunday at 9am and a few weeks before Christmas, at the last one that all of them were able to make, I brought them mince pies. They were so grateful and during the following few days a number of them bought me

flowers to say thank you. It was only a small gesture, but it meant a lot to them.

A few years ago the area suffered from flooding during the Christmas period. Whenever flooding happens we make sure that our deliveries go ahead and, to be fair to them, Smiths News have never let us down with a delivery. During these times I'll go to the wholesaler, even if it takes me six hours to do what is normally a 20-minute journey. I'll stock things such as bread and anything else customers request to keep them stocked up with essentials. ●



Kate Clark and her team get into the spirit of Christmas with festive jumpers

PREVIEW



Bons appetit

New Kinder Choco-Bons and Kinder Chocolate Minis pricemarked bags are being supported with a £3m marketing campaign.

RRP £1

Outers not given

Contact 01923 690300



Drink and drive safely

Jameson Irish Whisky has teamed up with the Automobile Association to front its latest anti drink-driving campaign.

RRP not given

Outers not given

Contact 0208 538 4484



Flipping brilliant

Ferrero is bringing back its 'Pancakes Love Nutella' campaign with TV ads running up to Pancake Day.

RRP various

Outers various

Contact 01923 690300



Pricemarked Hydro

Britvic has unveiled a pricemarking scheme running on its Fruit Shoot Hydro drinks range.

RRP 79p

Outers 12

Contact 0845 755 0345



Good Grace

Grace Foods is launching price-marked packs across its 500ml Aloe Vera drinks range next month.

RRP £1

Outers not given

Contact 01707 326 555



Teacakes, but mint

Lees of Scotland is extending its range of Teacakes with the launch of a mint flavour this month.

RRP not given

Outers not given

Contact 01236 441 600



Irn Bru's strong new look

Irn Bru is getting a new look with updated pack designs featuring images of the brand's original strongman, Adam Brown.

RRP various

Outers various

Contact 01236 852400



Sweet value emphasis

Mars is introducing pricemarks on its Mars, Snickers, Twix, Bounty, Maltesers and Maltesers Teasers bars.

RRP 50p

Outers various

Contact 01753 550055



Limited edition Ginsters

Ginsters is launching two limited edition savoury snacks - Chicken Balti Pasty and Spicy Meatball Slice.

RRP £1.99

Outers not given

Contact 01579 386200

THIS WEEK IN MAGAZINES

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 facebook.com/retailnewsagent



Heirloom in the making

PATCHWORK PARTWORK FOR QUILTING CREATIVES

This exciting new 90-part publication will guide readers through the finer points of quilting, building to a finished item to treasure

READERS CAN learn the art of patchwork quilting with this new 90-part magazine series. With every issue there's all the fabric readers need and simple instructions to create the perfect patchwork quilt block by block. Becoming a little more challenging as the series continues, the patchwork quilt will build into a heirloom to treasure. Readers can use their new-found quilting skills to create projects for the whole family.



THE ART OF QUILTING
On sale 30 December
Frequency weekly
Price launch issue 99p,
2nd issue £2.99 and
£3.99 thereafter
Distributor
Marketforce
Display with other
craft titles

Round up



HELENA DRAKAKIS
 Magazines
 reporter

PLENTY OF LIFE LEFT IN PRINT

If there's one thing that we learned this year, it's that the death of print has been greatly over-hyped.

Yes, there were a few casualties in 2015. Both FHM and Zoo, for example, joined Nuts and Loaded in the lad's mags graveyard, but with seriously dwindling circulation I doubt many will be mourning those losses.

On the other hand, one category that took the UK by storm was art therapy. We've dedicated many column inches to it this year because it's nothing short of a phenomenon.

From April to the end of July, 22 titles launched from a range of publishers, earning more than £1.5m in revenue, according to distributor Seymour.

Strong performers in the children's category, also a buoyant sector, were launches Disney Frozen and Lego Friends.

In the women's fashion category, Porter launched in January, reporting a global circulation of 152,500 after just six issues showing that there's life left in £5 premium-priced titles.

And, it's been a strong year for sport too with the Ashes, the America's Cup and the Rugby World Cup all taking place on our shores.

Not only has this given a boost to the magazine sector but regional and national newspapers also all saw an uplift as they covered every wicket, try and launch during the summer.

With the year drawing to a close all that remains is to wish RN readers a very merry Christmas and a happy new year. A fresh 12 months in magazines and newspapers await...



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£2.99 RRP

Sticker Packet:
50p RRP

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#DareToDream
@OfficialIRISHFA

ON SALE NOW

THIS WEEK IN MAGAZINES



Bestsellers Craft

Title	On sale date	In stock
1 Relax with Art	07.01	<input type="checkbox"/>
2 Relax with Art Holiday	13.01	<input type="checkbox"/>
3 Woman's Weekly Home	31.12	<input type="checkbox"/>
4 Simply Knitting	01.01	<input type="checkbox"/>
5 Knit Today	05.01	<input type="checkbox"/>
6 Cardmaking & Papercraft	24.12	<input type="checkbox"/>
7 World of Cross Stitching	05.01	<input type="checkbox"/>
8 Let's Knit	24.12	<input type="checkbox"/>
9 Sew	15.01	<input type="checkbox"/>
10 Simply Crochet	07.01	<input type="checkbox"/>
11 Patchwork & Quilting	15.01	<input type="checkbox"/>
12 Crafts Beautiful	08.01	<input type="checkbox"/>
13 Cross Stitch Crazy	24.12	<input type="checkbox"/>
14 Knitting	14.01	<input type="checkbox"/>
15 Papercraft Inspirations	31.12	<input type="checkbox"/>
16 Love to Make Woman's Weekly	07.01	<input type="checkbox"/>
17 Knit Now	07.01	<input type="checkbox"/>
18 Let's Get Crafting	22.01	<input type="checkbox"/>
19 Mollie Makes	07.01	<input type="checkbox"/>
20 Popular Patchwork	15.01	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



TAKE A BREAK

The cover price of the UK's biggest selling women's magazine Take a Break has permanently increased to 92p (previously 90p) effective from this issue. As well as celebrity gossip there's all the usual real life stories, advice, women's campaigns and fashion. Stock the magazine at the front of the fixture with plenty of copy to maximise exposure and cash in on the additional revenue.



On sale 31 December
Frequency weekly
Price 92p
Distributor Frontline
Display with That's Life!



GET FIT & SLIM

This special issue of Get Fit & Slim is the biggest selling edition of the year. The New Year New You issue comes with a free bagged DVD filled with advice from slimming guru Rosemary Conley. She reveals an exclusive diet to lose 5lb in five days. There's also a feature on the dangers of sugar, real life stories and a home workout to burn off the festive flab, alongside 46 low-fat recipes.



On sale 24 December
Frequency monthly
Price £4.99
Distributor Seymour
Display with Slimming World



HOME COLLECTION – VEGAN FOOD & LIVING ISSUE

This Vegan Food & Living issue of Home Collection fills a gap in a growing cooking category in the UK. Included are 101 recipes, reader and celebrity interviews, product news and expert opinion and the issue aims to strike a chord with vegans and health-conscious cooks. There are at least 150,000 vegans in the UK, and over one million mainly vegan consumers. The market is now closing in on gluten, one of the largest drivers of food magazine sales.



On sale 28 December
Frequency quarterly
Price £4.99
Distributor Marketforce
Display with Free From Heaven



SLIMMING WORLD

The January/ February 2016 issue of Slimming World magazine includes positive weight loss stories and hints and tips on how to keep weight off. There's a special cover-mounted curry book and the issue features a real-life cover star, Jessica, who reveals how she dropped three dress sizes. The magazine won Customer Magazine of the Year at the 2015 Independent Publisher Awards and has doubled its sales to around half a million in eight years.



On sale 17 December
Frequency bi-monthly
Price £2.75
Distributor Seymour
Display with Get Slim & Fit, Women's Health, Weight Watchers



MAKING PAPER CRAFT

Making paper craft special offers 25 projects for all levels as well as interviews with some of contemporary paper craft's most exciting artists. The projects, covering major techniques from cutting to curling, folding and sticking, include circular fans, woven boxes and book sculptures.



On sale 31 December
Frequency monthly
Price £5.99
Distributor Seymour
Display with Card Making & Papercraft, Papercraft Inspiration

DESIGNED TOGETHER, DISPLAY TOGETHER



Take a Break's READERS CROSS PURCHASE on sale 31 December

Partworks

Title	No	Pts	£
DeAgostini			
Build the Millennium Falcon	52	100	8.99
Cake Decorating	197	210	2.99
Cake Decorating Relaunch	146	165	2.99
Dinosaurs & Friends	44	60	5.99
Official Star Wars Factfile	100	120	2.99
Zippo Collection	8	60	19.99

Eaglemoss

3D Create & Print	49	90	6.99
Batman Automobilia	79	80	10.99
Build A Solar System	18	104	6.99
DC Comics Graphic Novel	10	60	9.99
Disney Cakes & Sweets	120	120	4.50
Doctor Who Figurines	60	70	7.99
Marvel Chess Collection	54	64	8.99
Marvel Fact Files	145	150	3.50
Military Watches	49	80	9.99
Star Trek Off. Starships Coll.	62	70	10.99

Hachette

Art of Crochet	18	120	2.99
Art of Knitting	48	90	2.99
Art Therapy	40	100	2.99
Black Pearl	102	120	5.99
Build the Mallard	63	130	7.99
Build the U96	63	150	5.99
Classic Pocketwatches	86	80	8.99
Dr Who Complete History	5	80	9.99
Judge Dredd Mega Collection	25	80	9.99
Marvel's Mightiest Heroes	53	60	9.99
My 3D Globe	51	100	5.99
Your Model Railway Village	109	120	8.99

RBA Collectables

Amazing Dinosaur Discovery	40	80	5.99
My Zoo Animals	16	60	5.99
Precious Rocks, Gems & Minerals	48	100	5.99
Real Life Bugs & Insects	66	85	5.99

Collectables

DeAgostini

Magiki Kittens	2.50
Geckos & Co	1.99

Magic Box

Zomlings Series 4	0.50
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Collectables

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Disney Frozen Activity Cards
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Minions
Starter £2.99
Stickers £0.50



Disney Frozen Fashion Pack
Packets £1.00



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Cards £1.00



Hero Attax Marvel Avengers
Starter £4.99
Cards £1.00



Rugby Attax
Starter £4.99
Cards £1.00



Journey to Star Wars: The Force Awakens
Starter £4.99
Stickers £1.00




Shopkins
Starter £2.99
Stickers £0.50



Lego Friends
Starter £2.99
Stickers £0.50



UEFA Champions League Official Sticker Collection
Starter £2.00
Stickers £0.50



Lego Ninjago
Starter £2.99
Stickers £0.50



Match Attax 2015/16
Starter £3.99
Cards £1.00



World of Warriors
Starter £4.99
Cards £1.00



Merlin Official Premier League Sticker Collection
Starter £2.50
Cards £0.50



WWE Slam Attax Then, Now, Forever
Starter £4.99
Cards £1.00



Panini


Descendants
Starter £2.99
Stickers £0.50




Inside Out
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Stickers £0.50



Disney Frozen My Sister, My Hero
Starter £2.99
Stickers £0.50



Northern Ireland Sticker Collection
Album £2.99
Stickers £0.50



Disney Princess Fabulous Talents
Starter £2.99
Stickers £0.50



Peppa Pig
Starter £2.99
Stickers £0.50



Dragons
Starter £2.99
Cards £0.50



Road to UEFA Euro 2016
Starter £4.99
Cards £1.00



England Official Sticker Collection
Starter £2.99
Stickers £0.50



Star Wars Abatons
Starter £7.99
Cards £1.00



Fifa 365
Starter £2.99
Stickers £0.50



The Good Dinosaur
Starter £2.99
Stickers £0.50



Fifa 365 Adrenalyn XL
Starter £4.99
Cards £1.00



Ultimate Spider-Man
Album £2.99
Stickers £0.50



Jurassic World
Starter £2.99
Stickers £0.50



Wales Sticker Collection
Album £2.99
Stickers £0.50




COMING UP IN NEXT WEEK'S RETAIL NEWSAGENT

IAA WINNER SAM COLDBECK AND OTHER TOP INDUSTRY FIGURES ON THEIR 2016 PLANS

Plus, RN catches up with NFRN national president Ralph Patel six months into his role, and get your customers off to a healthy start to the new year with our four-page guide



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Back in the day

101

YEARS AGO
19 December 1914

The Times announced that it would cease publishing seven days a week. It came as welcome news to the distributing newstrade who had fought to save the weekly rest day. RN's editorial said: "Like all the King's enemies, we shall be glad to see them gone."



50

YEARS AGO
18 December 1965

Seven thousand postmasters were demanding a 200% pay rise for all the extra hours they work. Mr Alan Jacobs, secretary of the National Federation of sub-postmasters, said they had been fighting a review for two years after it was revealed that sub-postmasters, given their extra hours, earn less than postmen.



25

YEARS AGO
22 December 1990

Two very different partworks were published in the run-up to Christmas. Discovery, a historical magazine aimed at children aged between nine and 13, launched the first in a 60-part series, while Plant Magic published its second partwork in a run of 96, with a free wallet and binder.



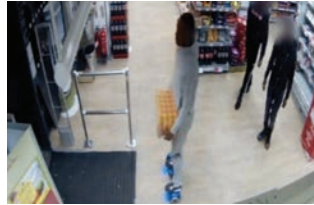
Wheely crafty thief causes hover bother for retailer

They're the hot, in-demand, hi-tech gadget everyone wants this Christmas – but hoverboards have been causing all kinds of bother for one Co-op store in London.

The business fell foul to a brazen thief who managed to steal a crate of Lucozade while riding one of the motorised contraptions.

CCTV footage taken from the store shows the culprit casually picking up the drinks before making a three point turn and gliding away without paying.

Omaree Lindsay from Croydon, Surrey, was caught after police appealed for



information about a man seen leaving the Co-op in Mitcham on top of a hoverboard with blue flashing

lights.

The not-so-subtle criminal is believed to be the first named person to be convicted under new laws banning the use of motorised devices on pavements, according to The Telegraph. Only one other person has been arrested for illegally using the gizmos.

With hoverboards predicted to be at the top of many people's gift list this month, it now only seems a matter of time before retailers will be forced to start putting spikes outside their shops.

No hangover cure for Tesco

If you're anything like Extra Extra!, you'll no doubt be enjoying a few extra tipples to ring in the festive season.

Never one to miss a trick, Tesco has tried to capitalise on shoppers who may have overindulged in the Christmas spirit (or spirits) with the launch of its 'Hangover Help' stations.

The scheme saw the super-market hand out health-boosting smoothies, juices and sandwiches to London commuters suffering the after effects of boozy Christmas parties.

Those passing Tesco Metro stores in Canary Wharf, Bishopsgate and Monument on 10 December had the chance to sample such delights as the 'Peanut Better' – a peanut butter and banana quesadillas – and The Kickstarter – a smoothie made from pineapple, ginger and melon.

A nice idea in theory – but with Tesco recently posting yet another slump in sales just before Christmas, it may take a lot more than smoothies to cure its own trading headache.

VIEW FROM THE COUNTER with Mike Brown



As an almoner for the newsagents' charity NewstrAid (Old Ben) I have been out and about delivering cheques to my beneficiaries who live along the north east coast.

Normally my Jack Russell Alfie comes with me and we combine visits with a run on the beach. But the weather has been atrocious lately and nothing could entice him from under the duvet. If it's below five degrees or raining he refuses to leave the house.

My oldest beneficiary is 96 in February. He was a newsagent in Forest Hall, Newcastle and then in Redcar and enjoys a good crack about trade matters old and new. After a couple of hours I left in the teeth of a ferocious gale with a bottle of red wine and a card tucked under my arm.

I enjoyed the letter in the 27 October edition of RN about news deliverers excuses for making mistakes. With a team of 21 boys and girls I have heard a fair few myself. Every year I provide the boys and girls with Christmas cards to give to their customers. I suppose it is a gentle reminder to customers to give them a tip, which they richly deserve, and it works a treat.

My mum, who is 86, invited me to an awards evening in Darlington recently. She is a fundraiser for the local hospice and covers the Richmond area where she lives. After 15 years and because of mobility issues she decided to retire. In recognition of her services she received an Excellent Supporters award that evening. Flanked by my brother and me, I thought we would have to help her up to receive her award but as soon as her name was called she shot up stickless to proudly accept it. Bless her.

Growing conditions have been ideal this year for local farmers and produced bumper crops – no more so than the humble sprout which apparently is a third bigger than usual.

So enjoy your Christmas lunch and day off – have a merry Christmas and a happy new year.

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