

RETAIL NEWSAGENT

EXCLUSIVE DATA

What really drives footfall and what's it worth to you?

INVESTIGATION
Page 26 >>



Which product adds **£9.11** to the average basket?



What a scorcher! 'Hot weather helped our daily sales soar to £3.5k'

Page 24 >>

NEWS ● CONVENIENCE ● PROFIT

www.betterretailing.com ● £2.20

AFFORDABLE PRICE
ACROSS THE RANGE

NEW 10s





Build relationships with suppliers

supporters of
independent retail
committed

October 14, 2015

Lord's Cricket Ground, London

Find out why you need to be at the
Local Shop Summit at betterRetailing.com/LSS

 [@betterRetailing](https://twitter.com/betterRetailing)

SUPPORTED BY



RETAIL NEWSAGENT

EXCLUSIVE DATA

What really drives footfall and what's it worth to you?

INVESTIGATION
Page 26 >>



Which product adds **£9.11** to the average basket?



What a scorcher! 'Hot weather helped our daily sales soar to £3.5k'

Page 24 >>

NEWS • CONVENIENCE • PROFIT

www.betterretailing.com • £2.20

PayPoint footfall myth exposed



- Average basket spend £1.91 lower than figures claimed by supplier, according to RN analysis of c-store EPOS data.
- 41% of terminal users walk away without making a purchase – highest of 12 categories tested. **Page 5 >>**



TECHNOLOGY

C-stores take first bite from Apple Pay

First reactions from launch day.

Page 5 >>

BUDGET

Real living wage to cost £8.10

Retailer calculates true impact of new policy on his business. **Page 4 >>**

CRIME

Beware of false sense of security

Shop fitted with custom-made door bolts after burglars beat 'professional' anti-theft set-up.

Page 13 >>



Can-do attitude The owners of Gotham Spar have taken recycling to new heights. Jane and Alan Towle asked customers to donate empty cider cans to help create their entry for a national Spar competition after they realised their 525sq ft shop wasn't big enough for an indoor display. Mr Towle strung more than 200 cans together and put up the display, which will remain on the shop's roof throughout the summer. Mrs Towle said cider sales have increased by 5% since the display went up.

SOFT DRINKS

'Why I canned energy sales to children'

Store stands firm on policy, despite sales falling 60%.

Page 12 >>

First Welsh Simply Fresh store to serve 2,000 students at new £45m Cardiff campus. **Page 4 >>**

LEADER



You can be sure that when a company commissions data in order to sell its goods, the results are rarely negative



CHRIS GAMM

Editor

@ChrisGammRN

Around 440 BC, Socrates, the father of western philosophy, used to wander around the public square in Athens challenging the people he met about how they lived their lives. If they held a particular point of view, he would question it to draw out contradictions and ultimately lead them to challenge the perceptions they held.

For example, he famously challenged two soldiers, Nicias and Laches, about the notion of bravery. It is to stand firm in battle, they told him. But could one ever be courageous and yet retreat in battle, asked Socrates, or stand firm in battle and yet not be courageous?

As journalists, my team challenge the information around us and how we use it every day. We want you to do this too.

With PayPoint's commission cut dominating headlines for a third straight month, the service provider still stands firm that "its real benefit comes from additional footfall and sales they generate". But retailers say this, and especially its £7.66 average basket spend figure, simply isn't true.

So RN has put it to the test and carried out a data project using 90 c-stores' EPOS data to measure exactly what is driving profitable footfall into your stores.

You know what they say about lies, damned lies and statistics, and you can be sure that when a company commissions data in order to sell its goods, the results are rarely negative.

We carried out our data project to give you the tools to make decisions to run your business effectively. The results were fascinating, not least the discrepancies with PayPoint's footfall figures.

I hope you use it to challenge the perceptions you hold about your footfall drivers, the value they bring to your store and how you use them to their true potential.

CONTENTS

NEWS

- 4 INDUSTRY NEWS** Anger at Chancellor Osborne's new 'living wage' plan
- 6 BUSINESS NEWS** Franchise group has acquisition on its mind
- 7 NEWSTRADE** Shock figures on missed cut-off times
- 8 PRODUCT NEWS** Ribena to spend £6m on summer promotional campaign
- 12 REGIONAL NEWS** Under 12s energy drinks ban
- 14 NFRN DISTRICT COUNCIL** Yorkshire DC report

COMMENT & ANALYSIS

- 15 LETTERS** Have I uncovered a Cash Match catch, asks an RN reader?

16 YOUR STOCK, YOUR SAY

Is demand for open-all-hours stores growing?

17 YOUR ISSUE

How one couple's retail dream turned into a nightmare

20 COLUMNIST

As the sun beats down on the UK, Bintesh Amin goes shopping... for Christmas

21 INDUSTRY PROFILE

Darren Pearce, right, and Tim Mathers of Imagine Publishing uncover the evidence about new magazine Real Crime

22

**22 PRICEWATCH**

Medicated confectionery prices around the UK; RN's profile of rapper

and entrepreneur Curtis Jackson, aka 50 Cent

24 RETAILER PROFILE

Even after 26 years in the business Narendra Singh Jadeja tells RN he's still learning – and loving his work

21



FEATURES

26 FOOTFALL DRIVERS Our six-page investigation looks at the key

38



products which bring customers into your store – and the additional items they spend their money on when they're there

34 PREMIUM BRANDS

What is a premium product in your store? And how can you tempt customers to trade up?

34



38 PREVIEW Flavour changing Tic Tacs; Wrigley's revamp

THIS WEEK IN MAGAZINES

- 41 ROUND-UP** Indies get an edge with crime title
- 42 FOR YOUR SHELVES** Bumper edition of Disney and Me with free gift

NEXT WEEK



CORE GROCERY

How the RN teams' buying habits expose the trends transforming the market



ILLICIT TOBACCO

What you need to know about the illegal trade in 2015

IF WE CAN HELP RETAILERS TO MAKE THE MOST OF THE FOOTFALL THAT THE SUN BRINGS IN THEN EVERYONE WINS

– GREG DEACON, INDEPENDENTS SALES MANAGER AT NEWS UK SAYS FIRMS LIKE HIS MUST SUPPORT RETAILERS Page 26 >>

MARLBORO

THE NEW WAY

FOR YOU TO PROFIT
12% POR*



*POR = Profit on return. Margin is calculated on the stated RRP. All pricing decisions rest with the retailer and therefore margin may be affected by the retailer's chosen selling price. Retailers are always free to choose their own prices. This communication is for the information of tobacco traders only.

Smoking kills

New study reveals basket spend **£1.91 lower than PayPoint figure** 'Claims are pie in the sky'

Figures dispel myth of PayPoint footfall claim

by Gurpreet Samrai

More PayPoint customers leave stores without a secondary purchase than buyers of cigarettes, newspapers and scratchcards, according to new figures that challenge claims the real benefit of the service comes from additional footfall.

The analysis, conducted by data analyst EDFM for RN, shows 41% of PayPoint customers did not buy other products – the highest out of 12 core categories, and three times higher

than a number of confectionery lines.

The average basket spend for customers who did make additional purchases was £5.75, £1.91 lower than the figure quoted by the payment services provider. The average additional basket ranged from £4.79 to £9.11 across the 12 categories, with PayPoint's the fifth lowest.

Mo Razaq, of Mo's Premier in Glasgow, said: "We have been saying from the very start that the claims from PayPoint are pie in the sky. It might be the case

for multiples, but not for independents."

Kay Patel, of Global Food & Wine, Stratford, said: "PayPoint's claim is ridiculous. I knew it was wrong from the beginning because people who use it are from low income households. I think the figures could be even lower."

The analysis, which forms part of RN's data project into how footfall drivers benefit retailers, used the EPOS data of 90 c-stores over a seven-day period.

Steve O'Neill, PayPoint's group marketing director,

said: "The data is hard to compare with the Him! study and other EPOS data that we use to validate basket spend where we can clearly identify store format, size, range, fascia and location."

He added: "Interestingly, this data suggests that there are a higher percentage of PayPoint transactions with a basket attached than we see in the Him! figures (59% according to this data vs 47% attachment rate in the Him! study)."

● RN footfall analysis, page 26

Sales on the up for retailers

UK retail sales in June were 2.9% up on the same month last year, the strongest growth rate since January 2014, according to new figures from the British Retail Consortium.

Sales on a like-for-like basis were up by 1.8%, while total food sales showed growth for the seventh month running.

For the three months to June, however, food sales were still 0.9% lower than a year earlier, pulled down by food inflation of 0.7%.

Summit solutions

Retailers will have the opportunity to get answers from suppliers and industry experts about issues affecting their business at the Local Shop Summit.

Leading retailers will debate and find solutions for key topics including how to use technology to drive footfall and how to drive growth with fresh and chilled and food to go, among others.

Registration for the event, at Lord's Cricket Ground on 14 October, is open.

'I will fight on,' says Pay Fair founder

The founder of the PayPoint Pay Fair Facebook group says he will continue to fight for better terms for retailers – despite having his own contract terminated.

Gloucester retailer Marcus Bergin received a letter from PayPoint on Tuesday informing him his contract was being ended with immediate effect follow-

ing "serious and material breaches".

His terminal was suspended over the weekend after he put a poster in his window asking PayPoint customers who did not want to buy anything to "please use the Post Office".

The termination letter claimed he had since been "rude and aggressive" towards customers and had

handed out a senior PayPoint employee's number, asking customers to "carry out false complaints".

Mr Bergin admitted to providing the number, but said he only asked customers to explain he was still willing to serve them, even if they didn't buy anything.

"It is a huge hit as I was getting some commission because I'm currently get-

ting free banking," he said.

"I'm more annoyed for my customers really. I never turned any of them away, despite my protests.

"I'm still going to fight the fight for other retailers."

Mr Bergin hopes to enter into a new contract with Payzone soon.

PayPoint said it was not able to comment on the matter.

First bite of new Apple Pay

Retailers were hopeful of more shoppers using Apple Pay despite a slow start to the contactless payment service launched on Tuesday. Independent stores reported a handful of transactions under the new scheme, which allows shoppers to make secure retail payments using iPhone and Apple Watch devices. Boscombe East Post Office in Bournemouth told RN it had taken a number of Apple Pay transactions, including one using an Apple Watch (inset). Watts News in Rossendale, east Lancashire, used social media to encourage customers to try out Apple Pay in store. Tom Martin, supervisor at Watts News, said: "We haven't had anyone use it yet. But I'll be talking to some iPhone users and expect this will pick up." Meanwhile, Spar managing director Debbie Robinson (pictured) visited Spar Bayswater to officially launch Apple Pay across the group's retail estate.



20% off for RN readers

RN readers have been offered an exclusive discount on the latest book from trading standards expert and Under Age Sales managing director Tony Allen.

The second edition of Law of Age Restricted Sales is a reference guide that covers all aspects of age restrictions relating to products and services in England and Wales including alcohol, tobacco and electronic cigarettes. The book is available from underagesales.co.uk with a 20% discount using the code UAS2015.

NEWS BUSINESS

Bake Off boost for Budgens

Budgens has expanded its range of home baking products in expectation of high demand following the return of TV show *The Great British Bake Off*.

The range has grown to include 250 products covering high-end ingredients through to easy-to-prepare cake mixes from brands including Thorntons and Betty Crocker.

These will be highlighted on new 'seasonal event' tables, which will be placed in 60 independent and company-owned stores and are being offered free of charge to retailers during the Bake Off's return next month.

Mike Baker, Budgens director, said: "We're confident our customers will respond positively and that this activity will drive sales for our partners."

More own label wine from Spar

Spar is investing in its own label wine range with the launch of seven additional varieties this month.

The new selection comprises French Malbec (RRP £6), Rose D'Anjou (£6.50), Verdicchio Classico (£6.50), Muscadet Sur Lie Sevre et Maine Sur Lie (£6), D.O. Verdejo Rueda, Castillo de la Mota (£5.50), Argentinian Malbec, Rios de los Andes (£6), and Valpolicella Ripasso (£8).

Chris Lewis, Spar trading director, said: "We have worked hard to transform the wine range and while we have had some great success, now is the time to introduce some further interest for our customers and allow them greater choice."



Lifestyle Express makes wishes come true

More than 80 Lifestyle Express stores are helping to improve the lives of disadvantaged young people after raising £2,640 for the Make-A-Wish charity. Participating stores, including Mesh Chopra's Stow Heath Convenience business, generated the funds by encouraging their customers to buy tickets for a grand prize raffle. Mr Chopra is seen here (left) along with Make-A-Wish fundraiser Angela Weston and Blakemore Wholesale development manager Adrian Nicholls.

Franchise operator in talks with drinks distributor Figures reveal 4.4% increase

Conviviality profits up as it plans new acquisition

by Steven Lambert

Conviviality Retail reported a 4.4% growth in profits for the financial year as the group was revealed to be in talks to acquire drinks distributor Matthew Clark.

The franchise operator saw profits before tax rise to £9.7m in the 52 weeks to 26 April, although like-for-like sales decreased by 1.7%.

In addition, Conviviality increased its retail estate

by 29 stores to 624, with underlying retail sales per store up 0.5% year on year.

The company also counted 35 new franchisees for the year, with 21 existing franchisees opening new stores.

It follows on from Conviviality acquiring 37 former GT News sites in the East Midlands and Yorkshire in a £6m deal finalised in February.

Diana Hunter, chief executive at Conviviality, praised the "strong" set of results, adding: "Franchisees will remain at the heart of our business, as we continue to work together to blend the entrepreneurial skill of the franchisee with the branding, ranging and wholesale expertise of Conviviality.

"We will continue to help more of our franchisees grow their existing

business while also working to attract new franchisees to the group."

It comes as Conviviality confirmed it was looking into conducting a reverse takeover of wine wholesaler Matthew Clark as it bids to make a move into the on-trade.

Matthew Clark, which is 50% owned by pub and bar operator Punch Taverns, is reported to be valued at around £200m.

Full speed ahead for GoKart ordering

Kerryfresh is integrating online stock ordering app GoKart into its Fresh to Store delivery service to give retailers greater access to its chilled food range.

The move will allow retailers downloading the GoKart app to place orders from more than 400 fresh

and chilled lines covering more than 40 brands.

It comes as Kerryfresh announced it has launched a separate online ordering service for Fresh to Store.

Sue Cronin-Jones, trading director at Fresh to Store, said: "Seven out of 10 of our retailers already order food

and drink from other categories online.

"We have responded immediately, and our new online ordering service and app mean there are now four easy ways for retailers to order a comprehensive range of chilled and fresh foods through Fresh to Store."

Meanwhile, retailers using Fresh to Store can now order from a new 'Favourites' range, comprising 80 products. The selection will offer a range of value-led lines covering meat snacks, yogurts, ready meals and other categories, with many featuring £1 pricemarks.

NEWS

NEWSTRADe

WORKING WITH INDEPENDENT NEWSAGENTS TO GROW NEWSPAPER SALES

DAILY **Mirror** SUNDAY **Mirror** SUNDAY **PEOPLE** Daily **Record** **sunday mail**

Latest ABC figures show 7.9% decline in daily sales on same month last year Sun on Saturday continues to be bestseller

Publishers missed cut-offs 2,726 times in six months (and this was an improvement on the same period last year!)

by Nicola Stewart

Publishers missed cut-off times into wholesale 2,726 times in the first half of 2015, according to the National Distribution Monitor.

This was a slight improvement on the first six months of 2014, when incidences across all depots reached 2,955, while in the same period in 2013, missed cut-offs hit a high of 3,704.

June was the best month for publisher performance so far this year, with 207 recorded missed cut-offs – a 75% improvement on June 2014, when FIFA World Cup coverage pushed instances of late newspapers up to 823.

The Daily Mail had the most recorded incidences for June, arriving after cut-off 56 times, followed by the Express at 22 times, the Star at 20, and the Sun, Guardian and Mirror at 14.

Meanwhile, new Audit Bureau of Circulations figures show sales of

newspapers were down by 7.9% for Monday to Friday in June, compared to the same month in 2014.

The Times continues to be the most stable of the national titles, growing by 0.1% year on year on a Saturday, and dropping by just 1% Monday to Friday.

The Daily Mail also performed ahead of the curve, with single copy sales falling by 2.7% Monday to Friday, and 3.5% on a Saturday.

The Mail on Sunday and Sunday Times also performed well, dropping by 6.2% and 6% respectively.

This compares to an overall decline of 9.4% for Sunday titles, compared to June 2014, and a drop of 7.1% for Saturday newspapers.

The Sun on Saturday continues to be the best-selling title, with a single copy circulation of 2,173,204 in June, followed by the Saturday edition of the Daily Mail at 2,142,923.

June Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	736,304	-1.6%	-10.4%	£93.9	781,304
Daily Record	180,311	-4.1%	-11.6%	£19.8	185,480
Daily Star	416,584	-0.4%	-10.7%	£40.3	416,584
The Sun	1,698,081	0.0%	-11.1%	£157.6	1,698,081
Daily Express	401,144	-0.6%	-10.7%	£53.4	401,144
Daily Mail	1,346,325	-2.7%	-2.7%	£187.4	1,424,418
Daily Telegraph	443,709	1.5%	-4.0%	£124.1	443,709
Financial Times	38,410	-1.1%	-7.9%	£19.2	62,036
Guardian	142,426	-3.3%	-7.5%	£54.7	142,426
i	210,891	-3.0%	-8.1%	£10.5	280,409
Independent	36,402	-4.4%	-10.2%	£11.3	52,642
Times	325,204	-1.7%	-1.0%	£91.7	348,020
TOTAL	5,975,791	-1.2%	-7.9%	£864	6,236,253

June Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	951,494	-1.8%	-12.4%	£162.9	996,494
Daily Record	213,726	-2.0%	-10.7%	£37.7	217,705
Daily Star	373,419	-2.6%	-10.9%	£54.2	373,419
The Sun	2,173,204	0.1%	-8.5%	£286.9	2,173,204
Daily Express	497,708	0.1%	-7.5%	£90.5	497,708
Daily Mail	2,142,923	-3.3%	-3.5%	£412.7	2,222,531
Daily Telegraph	630,364	-2.8%	-7.0%	£302.6	630,364
Financial Times	78,391	-4.3%	-3.0%	£53.1	97,843
Guardian	309,420	-5.8%	-7.9%	£168.0	309,420
i	180,364	0.6%	-4.5%	£18.0	246,462
Independent	66,345	-9.0%	-8.0%	£28.2	81,614
Times	471,478	-4.7%	0.1%	£166.2	482,831
TOTAL	8,088,836	-2.2%	-7.1% ⁴	£1,781	8,329,595

June Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	203,841	-4.9%	-13.3%	£68.5	207,675
Sunday Mirror	746,577	-4.5%	-11.5%	£188.1	791,577
People	296,934	-6.3%	-15.1%	£74.8	296,934
Daily Star Sun.	251,576	-2.0%	-12.3%	£55.6	251,576
The Sun	1,426,574	-3.5%	-10.3%	£251.1	1,426,574
Sunday Express	363,346	-4.4%	-10.0%	£107.8	363,346
Sunday Post	175,968	-4.3%	-12.6%	£54.2	175,968
Mail on Sunday	1,282,918	-3.5%	-6.2%	£404.1	1,354,419
Ind. on Sunday	44,656	-0.7%	-4.1%	£24.6	97,042
Observer	189,279	-3.9%	-8.6%	£137.2	189,279
Sun. Telegraph	364,425	-1.2%	-7.9%	£165.8	364,425
Sunday Times	719,436	-4.1%	-6.0%	£377.7	730,646
TOTAL	6,065,530	-3.8%	-9.4%	£1,910	6,249,461

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

Kids' mags sales grow

Rising cover prices, along with a raft of launches, helped the children's magazine sector to grow sales revenue by 0.9% in the nine months to May.

Data provided to RN by distributor Frontline also showed slight growth of 0.95% in the news and current affairs sector and 0.5% in the puzzles sector. Home improvement titles and TV listings also performed strongly, holding almost level period on period.

Smiths News magazine channel manager Neil Palmer said interest in the general election had boosted sales of news and current affairs titles, while launches and promotional activity had driven revenue growth for children's and puzzle magazines.

Frontline managing director Frank Straetmans added that a rise in the number of titles upping their cover prices had also had an effect on sales revenue.

'Sunday Best' margins

*Pence per copy in England and Wales only

SUNDAY **Mirror**

27.30p

SUNDAY **PEOPLE**

27.30p

sunday mail

33.60p

NEWS

PRODUCTS

Pricemark expansion plans for Wrigley

Wrigley is expanding its selection of pricemarked packs across its sugar confectionery sharing bags this month.

New £1 price flashes will appear on 125g pouches of Skittles Wild Berry and Skittles Confused, along with 150g pouches of Starburst FaveReds. They will join existing pricemarked packs on Skittles Fruits and Starburst Original.

The changes will be promoted through an outdoor poster campaign and PoS material, according to Wrigley.

Dan Newell, confections marketing manager at Wrigley, said: "Consumers are looking for value for money and choice, which is why we're adding further variety to our popular price-marked packs range."

Duracell to power World Cup

Procter & Gamble (P&G) said it will grow national awareness of Duracell after announcing the battery brand as an official sponsor of this year's Rugby World Cup.

The tie-in with the tournament, which takes place in the UK from September, marks the first time Duracell has sponsored a global sporting event of this scale, according to P&G.

Rugby World Cup 2015 logos will appear on Duracell products from this month, while P&G will also give away tickets to matches, including the final.



Magners joins Mylene in BBQ show promo

Magners is cooking up new sales opportunities with sponsorship of ITV cooking show BBQ Champ. The cider brand will feature during ad breaks of the five-part series, hosted by TV personalities Mylene Klass (pictured) and Man vs Food presenter Adam Richman. The show will see contestants taking on the different grilling challenges to win a £25,000 cash prize.

TV ads, sampling and competitions announced Range of PoS material helps indies to cash in

Ribena pours out £6m to squash all opposition

by Steven Lambert

TV ads and nationwide sampling will form part of a massive £6m push behind Ribena juice drinks this summer.

The marketing investment will be used to launch a new campaign called 'You can't get anything more Ribenary'. The initiative will raise awareness of Ribena's squash and ready-to-drink range among the

brand's core audience of 16 to 34-year-olds, according to manufacturer Lucozade Ribena Suntory.

It includes a 30-second TV ad focusing on Ribena 500ml bottles, with an end frame featuring both Blackcurrant and Light Blackcurrant flavours.

In addition, an outdoor campaign will see Blackcurrant No Added Sugar and Mango & Lime variants promoted on posters

and bus ads featuring the tagline 'Taste the Fruitiest Fruity Flavours'.

Lucozade Ribena Suntory will also be giving away prizes in weekly competitions on its social media sites, and will give the public the chance to play its Ribenary Crazy Golf course, which is touring the UK.

Hannah Norbury, marketing director for Ribena, said: "The campaign will drive relevance and pen-

etration for the brand."

A range of PoS material will be on offer to highlight the scheme in independent stores, including free-standing display units and aisle fins.

Ms Norbury added: "We have focused a lot of our attention on the in-store execution as it is vital that our customers have the opportunity to really benefit from this multi-million pound campaign."

C-store focus for McVitie's/Jacob's megabrand

McVitie's and Jacob's are to become "global mega brands" with United Biscuits (UB) focusing on creating convenience-friendly formats for the UK, its new boss has outlined.

UB chief executive Jeff van der Eems picked out the McVitie's Digestive

brand as one where new formats could unlock greater sales.

He said: "We won't change the recipe, but we need to find ways to tailor it to make it relevant, whether that's smaller sizes or smaller diameters."

Mr van der Eems said the

company's ambition was to be "the number two snacking company in the world" after its re-emergence as "a world-class snacking business" during the past three years.

Turkish food giant Yildiz bought the company from private equity firm Black-

stone and PAI partners at the end of last year and it is a change Mr van der Eems heralded.

Mr van der Eems comments came as United Biscuits launched TV ads supporting its new Jacob's Cracker Crisps in a £4.25m campaign.

Hot products for your shopping list



Duracell is an official sponsor of the Rugby World Cup



Selected Skittles 125g pouches are to be pricemarked at £1



Ribena is spending £6m to promote Ribena this summer



**GREAT
NEW PACKS
AT A
GREAT PRICE!**

- ✓ PMP now available in 4 varieties
- ✓ New even tastier recipe
- ✓ Pack redesign-easier for shoppers to find!



~~£3.99~~
£3.29

Order now for great sales!



05000166146036
Fish Selection



08410136003011
Meat Selection



05000166146043
Poultry Selection



05000166148542
Fish & Meat Selection



Nurture their nature™

NEWS

PRODUCTS

Thirsty drinkers' coolest Rockstar

AG Barr has unveiled Rockstar Freeze energy drinks that promise to provide a 'cooling sensation' to drinkers.

The new range will be available in Frozen Lime and Frozen Watermelon flavours containing caffeine, taurine and B vitamins.

The two lines will be available in 99p price-marked and non-price-marked 500ml cans in pack outs of 12.

AG Barr said value sales of larger energy drinks cans were growing at 11% year on year.

It added that it will support the launch of Rockstar Freeze with a full PoS package for retailers, including posters and shelf barkers.

Making a noise for Nature Valley

General Mills is launching a TV campaign for Nature Valley promoting the cereal bar's Crunchy range and new Protein bars.

The 20-second ads will air next month and will feature an end frame highlighting Nature Valley Protein, launched in January.

Paul White, Nature Valley marketing manager, said: "Our Protein bars in particular are flying off retailers' shelves, so we really wanted to make some noise about our ranges."



Flying squirrel is so Sweet from McVitie's

McVitie's furry friends return for a new 'Sweet' TV ad promoting the brand's range of breakfast products this month. The latest campaign, featuring a jet pack-wearing flying squirrel, will be used to promote recently launched McVitie's Breakfast Oaty Breaks and forms part of a £3m media investment by United Biscuits.

Value products remain popular says market report Premium bands 'need to work harder'

That's the spirit as indies report 5% sales growth

by Steven Lambert

Spirit sales through convenience stores grew by nearly 5% last year, but premium brands must work harder to build loyalty among value-led shoppers.

The message came from William Grant & Sons in its annual market report, which looked into changing consumer behaviour and buying habits in the spirits sector.

The total spirits market grew 2.5% in the year to 25 April, with premium spirits – classed as £23 or more for a 70cl bottle – up 14.1% in value sales, according to Nielsen and IGD data. Within convenience, spirits accounted for 22.4% of total beer, wine and spirit sales and grew by 4.6% in value terms.

The fastest growing categories in local stores included spiced rum (+41%), golden rum (+60.2%) and

flavoured vodka (+24.7%), according to Grants.

But the company said despite growing confidence in the economy, trends towards value products driven by the recession would remain in the near future. It added that growing demands from shoppers meant premium spirits must now adopt an 'add value to me' approach, highlighting their heritage and 'functional benefits'

to encourage drinkers to spend more.

Gary Keogh, marketing director, said: "The market is more polarised than ever and it's premium brands that can really take advantage of this. Consumers will spend money on those brands that offer something more to them, including the opportunity to associate themselves visibly and proudly with brands that project their values."

Mars brings back blockbuster cinema deal

Mars' free cinema ticket promotion Sweet Sundays returns for a fourth year running after helping the manufacturer push up confectionery sales by 20% in 2014.

The scheme will look to encourage impulse purchases of Mars' bitesize chocolate

and will coincide with the launch of summer and autumn blockbuster movies including Ant-Man, Terminator Genysis and Fantastic Four. Shoppers can claim tickets by collecting codes on sharing and standard pouch bags and registering these online, or by texting in

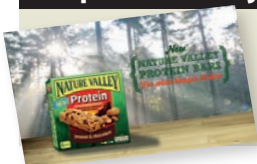
a code on single packs.

Participating brands include Maltesers, M&Ms Peanut, M&Ms Choco, M&Ms Crispy, Revels, Galaxy Minstrels, Galaxy Counters and Milky Way Magic Stars.

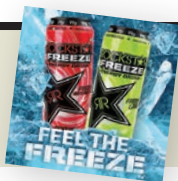
Bep Dhaliwal, trade communications manager

at Mars, said Sweet Sundays helped drive a 20% rise in value sales for the company's bitesize confectionery last year. The scheme will run until 14 October, with Mars supporting the activity with a £1.1m media investment including TV ads and PoS material.

Hot products for your shopping list



Nature Valley Crunchy and Protein bars star in a series of new TV ads



Rockstar's Freeze energy drinks will keep drinkers cool this summer



Sweet Sundays from Mars will offer film fans free tickets

Brand
New!

SLUSH PUPPIE

Innovative brand
extension into
the busy ice pole
market

Made with
genuine
Slush Puppie
syrup

Established in
1974, Slush
Puppie is the
original and the
best in the ice
crystal market

Great impulse
product for
the summer!



Now available from
Hancocks, Bestway, Parfett's, Blakemore
and independent wholesalers.

For further information contact: World of Sweets Ltd, 1 Hockey Close, Loughborough, Leicestershire LE11 5GX

T: 01509 211 538 E: info@worldofsweets.co.uk

NEWS

REGIONAL

Newspaper celebrates 160 years

A weekly newspaper has celebrated its 160th birthday with a special four-page supplement and the launch of a new community awards scheme.

The Herts Advertiser printed its first edition on Saturday 7 July, 1855, under the name The St Alban's Times and Herts Advertiser.

The paper began its anniversary celebrations on Monday (13 July) with a supplement featuring testimonials from St Albans MP, council leader and other community figures.

The new awards scheme is set to follow later this year, as well as a 160th birthday party.

Matt Adams, the Advertiser's 13th and current editor, said: "As the foremost media in the St Albans district, and the only newspaper based in the city, we are very much at the heart of the local community."



A night to remember

Touted as the Oscars of the magazine industry, the 35th PPA Awards at the Grosvenor House Hotel showcased talent, rewarded innovation and provided a benchmark for excellence. Magazines and journalists vied for the top spot in 26 categories including Best Use of Social Media, Writer of the year, and Designer of the Year. Hearst Magazines UK scooped four awards on the night including Designer of the Year (Consumer Media) and Editor of the Year (Consumer Media).

Retailer says profit is key, but so is 'reputation and respect' Healthy products sales 'are up'

Indie bans energy drinks sales to children under 12

by Gurpreet Samrai

The owner of a village shop has banned the sale of energy drinks to children under the age of 12, saying he is putting social responsibility above turnover.

Jay Aytain, of Linton Post Office and Spar Convenience Store in Linton, South Derbyshire, told RN that since teaming up with his local school for the ban he has gone from selling 10-12 cases, each with 24 cans, a week to

"barely two".

He said: "I am part of a community before anything else. Yes, profit is key in any business, but so is reputation and respect. I wouldn't let my daughter have energy drinks, so for profit gain why would I sell them to other children."

Mr Aytain got in touch with the head teacher at Linton Primary School after his daughter joined last year. He said he had previously tried to stop children from buying

high-sugar, high-caffeine drinks, but found parents and older siblings would come in and buy them for them instead.

"The problem is these drinks are cheaper than other drinks. Kids are not the intended consumers, but they end up buying them because we have no other alternative. Even a Fruit Shoot and water are more expensive," he said.

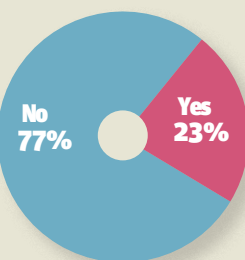
However, since the school came on board and sent a stark letter to

parents warning of the health implications and its support of the zero-tolerance policy, and Mr Aytain put a poster up in his store stating that none of his staff will sell the drinks to children, energy drink sales have dropped 60%.

Mr Aytain said: "Energy drink sales have gone down, but for my more healthy products it has gone up."

"I just have to be more creative and find other ways of filling that gap."

RN READER POLL



Are you in favour of extended trading hours on Sundays?

NEXT WEEK'S QUESTION

What's the biggest footfall driver for your business?

Payment services, alcohol, baby care, tobacco, crisps, sharing bags, chocolate bars, energy drinks, colas, newspapers, chewing gum, alcohol or lottery

Have your vote now
Go to betterretailing.com

HMRC has paw on the pulse of illicit trade

Thousands of cigarettes were seized by trading standards officers with a helping paw from a dog detective in Glasgow.

Dixie the springer spaniel, a trained tobacco detection dog, uncovered 16,500 cigarettes and 3.5kg of hand-rolling tobacco dur-

ing the two-day operation, which targeted 12 premises to tackle the illegal supply of illicit tobacco.

Officers from Glasgow City Council Trading Standards and HM Revenue & Customs (HMRC) visited retail premises, licensed premises and markets.

Tobacco was found hidden under flooring and behind a toilet cistern, with 10,000 illegal cigarettes discovered under a floorboard at one of the premises.

A number of counterfeit goods including clothing, accessories and electrical goods were also found.

It was the first time officers in Glasgow had used Dixie.

Since December, more than 180,000 non-duty paid cigarettes and 10kg of hand-rolling tobacco have been seized by Glasgow Trading Standards officers through joint working with HMRC.

REGIONAL

Owners urged to ensure safeguards are sufficient 'Think how someone would gain access'

Retailer designs his own security system after raid

by Gurpreet Samrai

A retailer who has designed his own door bolt after being burgled is advising other store owners to check their shops have the right security measures.

Stuart McClymont, from Mansfield in Nottinghamshire, commissioned a local fabricator to make the door security after his shop, Mac's, was broken into earlier this month and cigarettes were stolen from the gantry.

"I can't put shutters outside because the council won't let us and I can't fit

shutters inside so we had to look at other protection," said Mr McClymont. "It's solid metal so you would have to go at it at a hell of a rate to get in now."

He has also checked the positioning of his alarm sensors and moved them to ensure there are no blind spots in the shop.

Mr McClymont is hoping to raise awareness through his own experience and is urging other retailers to ensure they are protected.

"These are all additional things we have had to do to combat being a target again," he said. "I felt quite

safe and thought we'd brought in the professionals who had put in what they thought was the right protection.

"But I think all retailers need to have a look at their own system and think about how someone might gain access into their premises. Check things like whether your sensors actually cover the floor.

"We trust these security companies to set things up to their best capability, but sometimes they need a little adjustment to improve them, just to give you 100% cover."



Stuart McClymont's self-designed system

Machete gang gets 17 years for attack

A trio of machete-wielding robbers who repeatedly stabbed a Birmingham postmaster as they tried to steal his takings have been jailed.

Tayyab Ayaz was sentenced to six years, while Ilyas Khan and Umar Mahmood were both jailed for five years and eight months after pleading guilty to carrying out the armed robbery in May.

The postmaster had just opened the shutters of Moseley Post Office when the three rushed at him, threatening to "cut him" if he did not open the post office.

When he was unable to do so, the men cut his leg several times. The postmaster was dragged around the premises and asked to open the pharmacy until a knock at the door made the robbers hide upstairs.

The postmaster escaped and the robbers were arrested.

One Stop's kids safety campaign

The One Stop Transport Team will deliver its 'Stay Safe' message to 1,200 children during the next three months.

The scheme aims to reduce the number of accidents caused by vehicles by providing practical advice to children aged three to 11.

The sessions will focus on schools near One Stop's three distribution centres and stores. The team spoke to more than 300 pupils from St John's School Brownhills last week.

Hayden's Page in sport history

NFRN Great Yarmouth branch president Debbie Turner (pictured centre) and branch secretary Ralph Childs (right) present Hayden Page of Lynn Grove Academy with the Foreman Cup, given out annually to the best performing young athlete in the East Midlands district. The year 10 pupil was recognised for his recent performances in the 100m and 200m sprints. The Foreman Cup was founded in 1966 in memory of former Great Yarmouth branch secretary Wilfred Foreman.



Sports special is a winner on Jersey

Daily newspaper the Jersey Evening Post saw a 3.2% increase in sales as it ran a week-long series of wraps to mark the NatWest Island Games.

During the biannual event the paper included nine pages of sports reports each day, and the regular

newspaper was inserted inside a 16-page full colour picture supplement, the front and back pages of which were a wrap.

Sales figures showed a 3.2% increase compared to the same week last year, with a 16% rise for a souvenir edition on the

Saturday, which was produced to mark the final day of the event. Editor Andy Sibcy said: "We know that when we produce excellent papers which play to our strengths and tap into events that create a single point of focus for the community, we can still

achieve very positive sales figures. The wraps provided a great canvas for some amazing images and made it clear that readers were getting extra value from the additional and innovative content on top of their regular JEP. The feedback has been incredible."

Drunk is seen off using sign language

A female cashier used a metal forecourt sign to fight off a violent drunk customer after refusing to serve him. When Wanda Caswell tried to escort Darquin Nichol from the Spar at the Esso garage in Yeovil with a colleague, he blocked the door.

In a video posted on YouTube, Nichol can be seen punching and grabbing her hair before she grabs a metal cashpoint sign and charges towards him, knocking him to the ground.

YOUR REGION

NFRN DISTRICT COUNCIL REPORT YORKSHIRE 07.07.2015



Simon King reports from the NFRN Yorkshire district council meeting

PayPoint attacks 'got out of hand'

District president Andrew Taylor hit out at "some of the rubbish" that had been posted on Facebook concerning

PayPoint, saying that some of the posts had got "out of hand".

Mr Taylor said some comments had been taken down and that he hoped social media could be used for more sensible debate from now on.

"The whole PayPoint situation is a mess and nobody seems to be able to sort it out," he said.

Agents deflated by Tour delays

Delegates expressed their frustration that cashback owed to members for selling a Tour de France edition of the Yorkshire Post in July 2014 had not yet been paid.

Andrew Taylor said he had asked how much money was involved and if the Yorkshire Post had paid the money to the federation.

"My enquiry was passed on to the commercial department, which informed me that £86.46 had been paid by the Yorkshire Post to pay back to members, however, the way commercial works is that unless a member is due over £5, they don't pay any money out."

York member James Wilkinson said that the Tour de France edition was a complete sell out.

He added: "The deal was about selling out of the Yorkshire Post and getting the bonus. It



Retailers are unhappy about not getting paid for selling Yorkshire Post Tour de France specials

should never have gone to cashback – it should have been paid straight to the member."

Restitution on late Mails call

Grimsby member Neil Hirst asked if a procedure was in place for claiming restitution when the Daily Mail is delivered hours late.

Mr Hirst said: "As a person who delivers



The whole PayPoint situation is a mess

Andrew Taylor

NFRN Yorkshire district president

84 copies of the Mail, when it's delivered late, I have to go out because the kids have all gone to school.

It costs two hours of staff time while we deliver."

Members called for the ongoing late delivery of the title to stop.

James Wilkinson said: "The Mail is being printed in Oldham on The Mirror presses and The Mirror is getting preference over the Mail.

"Menzies has told me that in one week it double-ran three times out of four days on the Daily Mail."

Mr Wilkinson told delegates he had substituted some Daily Mail with the Daily Express and told customers he would not be double running, and if they wanted their paper, they'd have to come and get it.

"I deliver 60 copies of the Daily Mail. If it continues to come in late, we are not going to double run it as it costs us money," he said.



James Wilkinson

Menzies solution 'on the edge'

Andrew Taylor said Menzies indicated in April that it was "right on the edge" of sorting out the issue of magazines being sold on market stalls.

Chesterfield member Stuart Reddish said: "I've got a member in Chesterfield with the biggest independent shop in the town, who is losing thousands of pounds every single week because of this.

"These copies are not coming back from the wholesalers

– we've done extensive work on that. What the member in Chesterfield wants to know is what the NFRN is doing to stop this as it's costing him business.

"We need to put a stop to it, we need to put resources into it."

Mr Reddish added: "Publishers have got to decide if they want to support the trade or they want to support these people who are damaging our businesses."



Stuart Reddish

Your say

Strong editorial, giveaways and supplements are expected to boost newspaper sales in the lead up to, and during, the America's Cup and Rugby World Cup. How will you promote special issues in your store?



I'd put posters on the front windows of the shop if

we do it, but there's no use in producing posters the same day of the paper. Secondly, I don't want my paper deliveries held up for special editions.

James Wilkinson,
Pybus News,
Boroughbridge



We can't rely on Menzies or any of the publishers

to deliver papers on time. Unless I have got a guarantee of delivery and getting the things on time, I can't be bothered to aid the publication.

Peter Gill,
Eastburn Post Office,
Keighley



We'll do a display and put on an offer to coincide

with it. For Wimbledon, we've had tennis balls in the window. For the Rugby World Cup, we'll probably do a beer offer and create some in-store theatre.

Stuart Reddish,
Londis,
Chesterfield

Membership is holding up well

District membership fell to 1,144 as of 4 June, after a drop of 10 members in May.

Ron Kendal, membership services manager, said 13 members were lost in May, while three retailers – in Alandale, Farnley and Keighley – had joined.

Among the reasons for membership lapsing were financial decisions, business sold to a multiple and business closed.

LETTERS

✉ letters@newtrade.co.uk
☎ 020 7689 0600
@RetailNewsagent



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

Retailers must fight their corner to survive

Many experts have told us for decades now about the changing face of retail and the need for independent retailers to change and keep up.

When I began my career in retailing there were no such things as disposable nappies or yogurt, bottled water was a luxury in glass bottles, and until five years ago there was no such thing as 'bill pay' at local shops and the phrase 'footfall' meant customers who bought goods in your store.

Independent retailers must not only keep up with changes, they must also up their game and fight their corner to stay in business.

A change we have seen over many years now is the squeezing of margins by all suppliers - news products in particular are a perfect example. Retailers have to struggle harder than ever to keep their doors open.

Five years ago, I never had bill pay. Today, it accounts for 30% of my cash lodgements and is growing. This is the most significant change to independent retailing this decade. I don't need to remind anyone about the lack of margin on this category.

Most independent retailers in Ireland now charge an administration fee for processing services payments.

In my opinion this is just another element in the changing face of independent retailing. It may seem unusual to charge a fee now, but in a couple of years, it will just be the norm.

Charging for processing service charges is just another new phenomenon in modern day retailing and every independent retailer should introduce it out of necessity.

I see from Facebook there are many differing opinions

HAVE I FOUND A CASH MATCH CATCH?

Am I misunderstanding the new Cash Match scratchcard that has been launched by National Lottery?

We are charged for scratchcards as whole packs, i.e. a pack of £1 scratchcards is charged to us at £160, less £9.60 commission deducted on the same invoice. We therefore, in effect, pay £150.40 for the pack. We normally sell the whole pack for £160, thus generating the commission of £9.60 (£160 received less £150.40 paid).

Let us assume, for simplicity, that only the Cash Match scratchcards sold by us that win a free card will be redeemed in our store (although, in fact, we may be asked also to redeem cards sold by other retailers).

We are told that this will be, on average, four free scratchcards per pack. We will not be able to sell those cards.

This means we will only receive £156 per pack. We will still have paid £150.40 and our commission on that pack will therefore only be £5.60 (£156 less £150.40).

According to the information provided by National Lottery, they are giving us 24p for each four free scratchcards given out. Our commission will then be £5.84 and not £9.60.

Any other retailers' scratchcards redeemed by us will make this situation worse as we may then be giving out more than four free cards per pack. Surely this is not right?

Steve Archer
Premier,
Cheshire/Staffordshire

Camelot senior portfolio strategy manager Alex Green responds: "In response to Mr Archer's letter regarding The National Lottery's new Cash Match

scratchcard, I can confirm that, as already communicated to a significant number of retailers who have activated Cash Match game packs, they will absolutely not be out of pocket for the 'free goes' which they give out as prizes. The process will be exactly the same as is currently the case when retailers pay out prizes on any National Lottery game - they are credited back for the amount

they've paid out on their next weekly invoice. In the same way, retailers will receive a credit back on their next invoice for the cost of any scratchcard games they have given out as prizes won through a free go on Cash Match. This process is being communicated personally to all retailers via our dedicated sales team, once they activate their first pack of the game."

on this. Some retailers are going with it, while others are worried about what PayPoint will do. I believe retailers have to stand firmly against PayPoint on this issue, or else watch their cash flow eaten up subsidising PayPoint's profits.

PayPoint won't blink when some retailers have to pull down the shutters on their business. Their strategy is that there will always be another outlet for that terminal and their commission will keep rolling in.

Joe Sweeney
News Centre,

A PayPoint spokesman responds:

"I would draw Joe's attention to the statements made by the Commission for Energy Regulation in Ireland last year which condemned this practise (surcharging) due to its impact on vulnerable customers - a position we fully support."

Real cost of living wage

I have done my sums

Dublin, Ireland

and come up with the real cost of the living wage: a 40-hour week at a pay rate of £7.20 equals £288. Holiday pay of 5.6 weeks works out to £1,612.80 per annum or £31.02 per week.

Average sickness is one working week - £89 per annum or £1.71 per week.

One per cent auto enrolment pension - £3.19 per week.

Wage - £288.00

Holiday pay - £31.02

Sick pay - £1.71

Pension - £3.19

Total - £323.92 per week

This would make the average hourly rate of pay £8.10. How many retailers can afford this?

This is ill advised and will create job losses in the retail sector.

It is easier for multiples as they have invested in self-serve tills, thus reducing their overheads.

The government needs to start looking after small retailers and not penalising them.

Mo Razaq
NFRN Scotland president,
Family Shopper and Premier Mo's,
Blantyre, Scotland

OPINION

Do you want to see your views in RN?

✉ opinion@newtrade.co.uk
☎ 020 7689 3350

RETAIL
NEWSAGENT

NEWS • CONVENIENCE • PROFIT

11 Angel Gate, City Road, London EC1V 2SD
Tel 020 7689 0600

email editorial@newtrade.co.uk

Annual Subscription

UK 1 year	£144	Europe	£289
2 years	£227	Rest of world	£339
3 years	£319		

To subscribe contact 01737 457236

Editor

Chris Gamm
020 7689 3378

Associate Editor

Chris Rolfe
020 7689 3362

News Editor

Gurpreet Samrai
020 7689 3386

Reporter

Steven Lambert
020 7689 3357

Reporter

Nicola Stewart
020 7689 3358

Features Editor

Tom Gockelen-Kozlowski
020 7689 3361

Feature Writer

Nadia Alexandrou
020 7689 3350

Production Editor

Darren Rackham
020 7689 3373

Director of Sales

Mike Baillie
020 7689 3367

Account Managers

Liz Dale
020 7689 3363

Will Hoard
020 7689 3370

Dwain Nicely
020 7689 3372

Account Executive

Marta Dziok
020 7689 3354

Sales Support Executive

Chris Chandler
020 7689 3382

Marketing Manager

Lauren McKinnon
020 7689 3351

Marketing Executive

Tom Mulready
020 7689 3352

Marketing Assistant

Emma Wilson
020 7689 3384

Managing Director

Nick Shanagher
07966 530 001

Email firstname.surname@newtrade.co.uk

If you do not receive your copy of RN please contact **Chris Chandler** on 020 7689 3382 or email chris.chandler@newtrade.co.uk

Printed by Southernprint, Poole, on 80gsm Galerie Fine Gloss paper

Distributor Seymour Distribution, 2 East Poultry Avenue, London, EC1A 9PT



Audit Bureau of Circulations
July 2013 to June 2014 average net circulation per issue **13,626**



Winner of the **2009 ACE** gold award for circulation excellence by a smaller magazine



When you have finished with this magazine please recycle it.

Retail Newsagent is published by Newtrade Publishing Limited, which is wholly owned by NFRN Holdings Ltd, which is wholly owned by the Benefits Fund of the National Federation of Retail Newsagents.

Retail Newsagent is editorially independent of the NFRN and opinions, comments and reviews included are not necessarily those of the Federation and no warranty for goods or services described is implied.

Reproduction or transmission in part or whole of any item from Retail Newsagent may only be undertaken with the prior written agreement of the Editor.

Contributions are welcomed and are included in part or whole at the sole discretion of the Editor.

Newtrade Publishing accepts no responsibility for submitted material. Every possible care is taken to ensure the accuracy of information.



For trade use only

YOUR SAY Have you seen a rising demand for open-all-hours stores?

Ravi Kaushal

Nisa Local, Chiswick, London
I don't think my sales would go up if I was open 24-hours a day and if they did, it would probably only be by about 10%, so I have to ask myself if being open all day would be worth it for that. I am open until 10pm and people take advantage of it. If a shop is open until 8pm customers make an effort to come to you before 8pm, and if you are open until 9pm people will come until then. I think in reality we can manage without.

Bay Bashir

Lifestyle Express Belle Vue Convenience Store, Middlesbrough, North Yorkshire
I think a lot more people are considering it, but the problem is getting a 24-hour licence. There may be demand, but it's about getting the right concept. If your store is in the right place, like a town centre or where there is activity at night, there would be a demand for it.



David Jason and Ronnie Barker were famously Open All Hours in the popular BBC sitcom

Jayesh Parekh

Costcutter, Fallowfield, Manchester
By opening for 24-hours I would not increase my business because I would just get the same customers coming in later. It would create extra costs, but

no extra business. We are already open until 9pm, and we trialled opening until 10pm, but we didn't see any extra people. We took an extra £20, which doesn't justify the extra staffing cost.

YOUR STOCK A wide range of brands have been capitalising on box office hits such as Frozen and Minions. How do movie link-up products sell in your store?

Kate Clark

Sean's News, Upton upon Severn, Worcester
Movie link-ups do quite well. If there's a big film out we try to link things together and make a bit of a feature of it in our shop. It's an opening point for people to ask for more of the link-ups we sell. We have Minions

sweets and things like that at the moment. There is a knock-on effect which we have found quite positive. Frozen has been very popular and it's still going.

Rita Marwaha

Scottfresh Convenience Store, Glasgow
We don't sell those products because we haven't

been supplied with them. We get deliveries directly from wholesalers and because we don't have an insight into the products and where they're sourced from, or because they're not available from that wholesaler, unfortunately we're not able to sell them. For stores that do rely on deliveries it's more difficult for us to capitalise on these products. However, I think those that do have access to them probably do quite well from stocking them.



Products linked to box office hits such as Minions can encourage sales

Umesh Bathia

U & S News, Food & Wine, Farnham, Surrey
We have sold Frozen stickers and a lot of other Disney ones as well and they fly out because kids can't get enough of them. We're getting our first food product next week, which is the Frozen cereal. It will be interesting to see if that goes well, but I think it will based on how the stickers have done.

YOUR ISSUE



Gurpreet Samrai

 gurpreet.samrai@newtrade.co.uk

 020 7689 3386

 @GurpreetS_RN

'OUR RETAIL DREAM TURNED INTO A NIGHTMARE'

The journey towards fulfilling a dream can take weeks, months or even years, but nobody expects it to come crashing down around them as soon as they make the final leap.

That is the harsh reality facing the Roy family. Brahmanandan Roy, his wife Sajitha and son Prince packed up and left behind their lives in London earlier this year to embark on a new venture as the owners of the Costcutter shop in Great Northern Road, Aberdeen.

However, just weeks later as they were settling into their new lives they received the devastating news that hundreds of their customers' homes were being demolished to make way for a new link road.

The family, who bought the store for £98,000, say they may now be forced to shut up shop. They say weekly turnover is down around £5,000 and estimate they will lose around £250,000 a year due to homes being bulldozed.

"We knew the area was quite popular so we moved here because we thought it was a good opportunity," says Prince. "I left college, dad quit his job as a BT engineer and mum was working for the NHS so she resigned from her job.

"A few weeks after we moved we found out through our customers that a new road is being

“

We thought it would be a life-changing move. I guess it was, but not in the way we expected it to be

Prince Roy



Brahmanandan Roy and his family took over this Aberdeen store only to discover that the homes where their customers live were being demolished to make way for a new link road

built behind us and the nearby flats are being cleared. Business was already down, so it all started to make sense.

"Since we took over it's been a nightmare. At the rate we're going we might have to close the shop. We thought it would be a life-changing move. I guess it was, but not in the way we expected it to be."

Mr Roy says he first saw the shop's potential nine years ago and thought that with a little work it could be a 'goldmine'.

"But when I came here things quickly changed," he says. "At the moment we are just able to manage the books, but if turnover goes down again we will have to close."

Due to the shop being on a busy dual carriageway, the family says there is no passing trade and it is difficult for deliveries to be dropped off. Mr Roy says he has asked for a loading bay or parking

spaces to be installed outside the shop for lorries making deliveries and for cars to park to attract passing trade, but the request was turned down.

"They are spending millions of pounds on this project," he says. "Can't they spend a little more and help a business?"

Transport Scotland and Aberdeen City Council (ACC) are pumping millions of pounds into the area to end the daily chaos thousands of drivers face at the Haudagain roundabout. Around 132 homes will be demolished to make way for the scheme.

An ACC spokeswoman said: "Now that ACC is fully aware of the final design of the new proposed Haudagain junction improvement, we will be carrying out an options appraisal to explore possible future uses/options for this site. We will be fully engaging with all residents in the

triangle site as and when viable options can be considered. We recognise the uncertainty for all residents in the area and therefore wish to reassure you that we will be keeping all residents updated in due course."

A spokeswoman for Transport Scotland said: "As for all Transport Scotland's major road projects, we have engaged with the local community and local users as our plans for the Haudagain improvement scheme have been developed.

"This has included the recent public exhibitions following the publication of draft Orders for the scheme and public exhibitions last year which let the local community see and comment on the preferred option.

"Meetings have also been held with the Middlefield Area Regeneration Action Group (MARAG) and Aberdeen City Council."

ACADEMY IN ACTION



Nainesh Shah talks to Santa Fe's Alan Graham about his magazine presentation

Share ideas and progress
@IAAcademy #IAA15

Customer service

Customer service is vital for independent retailers to retain loyalty and add that personal touch the multiples can't deliver. The IAA's Sarah Parsons joined Santa Fe's Alan Graham at Nainesh Shah's store in Belgravia to share some all-important tips



Name	Nainesh Shah
Store	Mayhew Newsagents
Location	Belgravia, London
Size	600sq ft



The Independent Achievers Academy is a business development programme to help retailers like you improve your store. This is the last in a series of 12 features that help show how retailers are using the Academy's advice to grow their sales.



In a luxurious street in an affluent quarter of London, Nainesh Shah maintains a loyal customer base by stocking international newspapers, premium magazines and niche publications. His clientele is wealthy but time-poor, so delivering a personal service is essential for maintaining good customer relations and ensuring he keeps a competitive edge in an international market. He sources unusual products on request, but still tries to cater for all walks of life by ensuring his core range is readily available. However, relying on print titles alone is a challenge in the digital age, so Nainesh sought the help of Santa Fe Natural to ensure his customer service is second to none to keep his store thriving.

My challenge

Nainesh feels he is good at looking after his customers' needs but wishes to improve impulse sales and how to upsell.



IAA ADVICE

1

Ensure staff are well presented, greet shoppers with a smile and make eye contact. Train them to upsell and seek customer feedback.

Alan notices the natural greetings and humour Nainesh and his staff share with customers. "It's great to see retailers relaxed in their environment and able to talk to their customers with ease, especially in Nainesh's unique situation," he says.

"Just a simple chat and making them laugh helps a lot in our business," Nainesh says.

Nainesh has an extremely affluent customer base who often request specific magazines and newspapers in advance, making it difficult to upsell. Alan says this is fantastic customer service, but feels there is an opportunity to attract other customers, like nearby construction workers.

"Customers who come in quickly to buy their regular newspaper may not notice the amazing range Nainesh stocks," says Alan. "Interrupting their visit by installing an 'our recommendation' box will make upselling easier for staff."

Santa Fe's Alan Graham suggests signage would help customers negotiate Nainesh Shah's magazine rack



2

Actively manage queues so customers are served promptly.

Walking into Nainesh's small store it's clear it could easily become cramped. Queuing could also be a problem, when customers are unsure about their tobacco choices, for example.

"The best way to help keep the queue flowing is by having your tobacco price list clearly visible," says Alan.

Nainesh's price list is not clearly visible to all customers in the queue and moving this would help reduce queuing time for any uncertain customers.

But Alan is pleased with Nainesh's gantry because its location means it is easily accessible for his staff, but complies with new legislation.

"We try to help all retailers to make the most of their gantries now the market has gone dark," he says.

"But Nainesh seems to have chosen a method which will mean his customers are served quickly."

3

Keep entrances clean and free of obstacles and keep point of sale up to date.

Alan notes that Nainesh's small store could easily become cluttered with his huge magazine and newspaper range. But Nainesh assures him that his staff check the entrance is cleaned and organised several times a day, especially after busy periods.

"Our customers are used to high standards when it comes to shopping and even though we want a relaxed atmosphere for them, we do not want a cluttered one," he says.

However, Alan advises Nainesh to put a more regimented practice into place and suggests putting more signage around the store to help customers move around.

"Just a simple checklist can make all the difference to keep your store looking its best," says Alan.

"And more signage to signal the different types of magazines could help customers discover a new magazine or newspaper."

WHAT WE LEARNT



Alan says

"Nainesh clearly has a great relationship with his customers and goes out of his way to help them. It's always worthwhile meeting retailers to learn about their issues and how we can help them. Each store is unique - whether it's their location or customer base - which presents different challenges and gives us new ideas. There is always something we can learn from visiting retailers to take back to head office and I hope they feel reassured by their supplier choices after visits like this."

Alan Graham

General manager, Santa Fe Natural



Nainesh says

"I do a lot of work in my community as well as try to serve my customers the best I can. We have some unusual requests, often stocking newspapers or back issues before they get into the country, and they take up a lot of time. I find it really hard to leave the store to meet and learn from suppliers so visits like this are always welcome as I really want new ideas."

Nainesh Shah

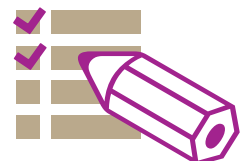
Mayhew News, London

Nainesh's action plan



- Install "we recommend" boxes to entice customers to try new magazines
- Make your tobacco price list clearly visible so customers can easily decide what to buy
- Create a simple checklist for staff to keep your store looking its best

Your action plan



- Go to betterretailing.com/IAA to download the free tools to improve your store
- Download the benchmarking form to find new opportunities to improve your store
- Email iaa@newtrade.co.uk to order your copy of the IAA's Retail Profit Guide

BINTESH AMIN

COLUMNIST

✉ editorial@newtrade.co.uk
☎ 020 7689 0600
🐦 @RetailNewsagent



I am already shopping for Christmas

The surge in soft drinks and ice cream sales that the hot weather is bringing won't last. It's time to start planning for Christmas

Christmas seems a million years away when you're taking daily deliveries of ice cream, water and barbecue stock, but July is the best month to get started with winter range planning.

And local products that offer a point of difference and great margins are especially important at Christmas because it is so difficult to compete with the supermarkets' offers.

I'm already choosing what to sell. I'm making contact with local firms I want to work with so I'm guaranteed to get the stock I need later in the year. I've had a lot of brochures through and there are some really good deals available.

I'm planning to stock gifts and make up baskets and hampers filled with local products. The profits on these are high and I can negotiate with the manufacturers about unsold stock and credit, which reduces a lot of the risk involved with selling them.

The good thing about the regional suppliers I work with is that they know my local area really well, they already have connections with my customer base and their products offer higher margins and a point of difference.

And, while I'm finding that the bigger companies are no longer as proactive about working with me as they were when we were in recession, local suppliers are constantly in touch, whatever the time of year.

If you are going to work well with a local company, you have to make

sure you can build a good partnership with them first.

They need to be on top of their game, which means them being able to supply the quantities I need, having high food safety standards and using barcodes that will work with my EPOS system.

When I choose to work with a local firm I have to think long-term and order quantities that make business sustainable for both of us. We start by stocking a big range and letting customers know that all these products are available. When I've figured out what sells and doesn't, I narrow it down. It takes more time to work that way but it means I get the right range in the long run.

I also need the products I source from local suppliers to make my store stand out. I stock ice cream from a firm in Kent called Simply



Local products help Bintesh's store stand out from the crowd



I want to work with firms who offer products I can sell all year round

★ I'll lose out on Sundays

✚ **When the supermarkets** are closed on Sunday evenings I get a rush between 6pm and 7pm and it does make a difference because the shop is quieter during the rest of the day. At this time, people buy ingredients for roast dinners or snacks, drinks, popcorn, crisps, multipacks and sharing products. The nearest supermarkets are quite far from us – we have one in either direction five miles away – so it would be passing trade that we would miss out on in particular if they opened for longer. People are naturally drawn to them as they think they are cheaper, so I think a lot of stores would be affected by longer opening hours if things change after the Budget.

Ice Cream, for example. Its products are sold in Waitrose and a couple of other supermarkets, but we were one of the first smaller stores to sell these lines.

For me, stocking these products is about attracting footfall, so I ask how active the firm is with its marketing – does it comment regularly on social media and does it do free sampling? Another firm I work with, Goody Ales, is well recognised around here. It has won lots of awards in Kent and is active on Twitter, so it can connect with my customers and talk about their products and deals. The company is also great to work with because I get around 33-34% margins, compared to 24-25% for mainstream ales. Even when the beers are sold on a three for £6 offer they are still more profitable.

I want to get five or six companies like Goody Ales in store to do tastings in Christmas week, so it helps that I already have good relationships with firms like this as I need to book them in well in advance. I want to source some new products too – such as greetings cards and meat – but I want to work with firms who offer products I can sell all year round so I can build long-term relationships with them.

Bintesh Amin runs a Londis store in Kent

INDUSTRY PROFILE

Imagine Publishing

New monthly magazine Real Crime will be Imagine Publishing's biggest ever launch into independents, says Tim Mathers

RETAIL NEWSAGENT Can you tell RN readers about the title you are launching this month?

TIM MATHERS Real Crime is a monthly title that will look at the untold stories behind the world's most notorious cases. We feel it is absolutely the right time to launch this type of title because of the current huge interest in crime. Crime shows like *The Wire*, *Broadchurch* and *CSI* are hugely popular and we don't see this changing anytime soon.

DARREN PEARCE Real Crime will have an edge to it. That's why people are interested in crime - it's a little bit grisly. It's not going to be sensationalist, but people want the details.

RN Why do you believe this title has such strong potential?

TM Crime is a resilient sector that we feel is currently underserved. We know we have the right content, the right design team and the right editorial team.

DP I'm more excited about this launch than I have been about any others in 10 years at Imagine. We actually believe there's as much potential for Real Crime as there is for All About History, which is our number one seller.

RN How will Real Crime stand out among crime titles already on the newsstand?

TM It's going to be the visual style. We expect it will appeal to existing crime readers because it has in-depth articles, but it also has a

really engaging presentation, lots of photography, lots of forensic detail, infographics, trajectories of bullets, all those types of things.

RN How important will independent stores be in making this launch successful?

TM This will be our biggest ever launch into independents by a long way, because we know that is the heartland of the crime audience. The crime sector itself is worth more than £1m and we expect to increase that by a significant margin. Real Crime will be on sale in 2,500 independent stores. We have done a lot of work with Marketforce to make sure we have the right coverage in the right areas.

RN Why should independents support the launch?



Tim Mathers

Darren Pearce

“

Real Crime will have an edge to it. People are interested in crime - it's a little bit grisly

TM We have two campaigns running in independents. We have a flyer going into stores that introduces the title and outlines our stocking incentive. We have 10 prizes of £100 (or €100 in Ireland) of M&S or Amazon vouchers. All we are asking retailers to do is support us in stocking the first three issues and not early returning. Everyone who doesn't early return will automatically be entered into the draw. Retailers need to do nothing except put it on the shelf, in the crime sector, then sit back and enjoy the sales. We are also producing a shelf talker to highlight the title in store and this will be going to all stores that are allocated copies.

RN How important is it to bring new products to the market?

DP I know it is a cliché to say launches are the lifeblood of the industry, but that is absolutely true for Imagine. Our two biggest magazines are some of our latest launches. We are always trying to look ahead at where the market is going, not where it has been. I have been here 10 years and we have changed hugely over that time. If we hadn't diversified and moved with the market, we wouldn't be in the strong position we are in.

TM It is about growth through innovation. We have had sales increases every year so, for us, we haven't really experienced the decline seen in the wider industry.



PRICEWATCH

MEDICATED CONFECTIONERY

BEST-SELLING WHITE WINE PRICES AROUND THE UK

PRODUCT	AVERAGE	RRP	RETAILER 1	RETAILER 2	RETAILER 3	RETAILER 4	RETAILER 5
Halls Soothers Blackcurrant 45g	78p	75p	75p	75p	85p	75p	69p
Halls Mentholypтус Extra Strong 33.5g	79p	75p	75p	79p	85p	76p	69p
Lockets Honey & Lemon 41g	72p	58p	-	58p	85p	65p	69p
Blossom Hill White Zinfandel 75cl	78p	75p	75p	75p	85p	75p	69p
Halls Soothers Cherry 45g	79p	75p	75p	75p	65p	-	-
Jakemans Throat & Chest Relief 100g	94p	85p	99p	-	-	89p	99p
Fishermans Friend Original 25g	78p	73p	-	73p	-	79p	89p
Halls Mentholypтус Sugar Free 32g	79p	75p	75p	79p	80p	76p	72p
Tunes Cherry Flip Top 37g	67p	56p	-	58p	-	60p	59p
Halls Mentholypтус Blackcurrant 33.5g	79p	75p	75p	-	-	75p	69p
Halls Assorted Citrus 32g	80p	75p	75p	79p	-	-	-
Halls Mentholypтус Cherry Sugar Free 32g	79p	75p	75p	-	-	75p	-

Pricing strategies

RETAILER

1



NAME MARCO SINFORIANI
STORE Sinforiani Bros
LOCATION Kilmarnock, Ayrshire
SIZE 1,500sq ft
TYPE residential

I haven't updated my prices in a while - I usually stick to my wholesaler's RRP's. This isn't a hugely popular category for my store, but these products sell fast enough so they don't go out of date. Soothers and Halls Extra Strong are my bestsellers. Sales are slower in the summer, although Jakemans is an exception as it's more of a sweet than medicated confectionery. It's also liquorice flavoured, which my customers either love or hate, and those who like it buy it all year round. Menthol flavours are popular, too, but I had to delist Lockets because no one was buying them.

RETAILER

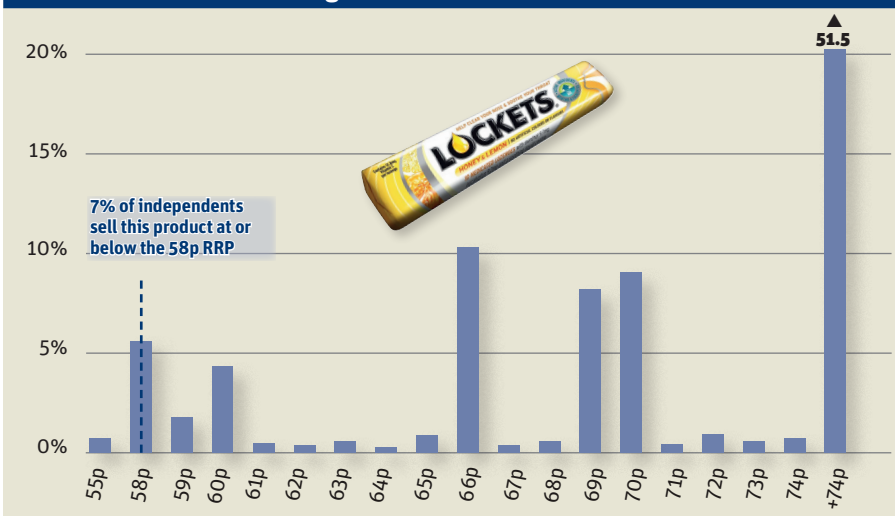
2



NAME DAVE FROST
STORE Roses News
LOCATION Falmouth, Cornwall
SIZE 600sq ft
TYPE neighbourhood

We usually stick close to RRP, but will adjust our prices by a few pence to maintain margins of around 25%. Our range is quite limited because we're right next door to a chemist so the only time customers buy medicated confectionery and OTC medicines is when they're in a hurry or on impulse, but this allows us to charge slightly more. Halls is our bestseller. Sales pick up during the winter, although we won't expand our range because of the chemist. We merchandise cough sweets next to the till to catch our customers' eyes as they're queuing or paying.

LOCKETS HONEY & LEMON 41g Price distribution %



Average selling prices and best-selling products rankings are sourced by EDFM Ltd from EPOS data from over 2,000 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 ADRIAN RODDA****STORE** AR News**LOCATION** Harrogate, Yorkshire**SIZE** 400sq ft**TYPE** town centre

We cut our range right down in summer and replace medicated confectionery with travel sweets and mints such as Fox's, which are more popular during the summer. I also use the space to sell a few hayfever tablets, which are far more popular than cough sweets when the weather's good. Then when winter comes, we'll swap back again. We premium price all of the confectionery, with a mark-up of about 10% above RRP. Depending on how popular they are, this will fluctuate slightly so the margins balance out.

RETAILER**4****NAME JOHN VINE****STORE** Newsworld**LOCATION** Church Stretton, Shropshire**SIZE** 1,000sq ft**TYPE** high street

We add about 5p to the RRP, apart from Strepsils, which we recently bought on a deal and passed the savings on to our customers. The deal was from Booker - we normally use P&H - and came as a package with a display stand that included the full Strepsils range as well as Nurofen and similar items. I would never have bought all the Strepsil flavours if they weren't on offer - a few of our older customers tend to buy them, but not often. Sugar-free Halls are very popular. We merchandise medicated confectionery behind the counter, and some by the till.

RETAILER**5****NAME KAMAL THAKER****STORE** Stop Shop News**LOCATION** Edgware, Middlesex**SIZE** 800sq ft**TYPE** residential

We adjust our prices according to what margins we want to achieve, and use Mars' RRP as a base. Locketts Extra Strong and Halls Mentholypus are our bestsellers. We're a CTN, so people tend to buy medicated confectionery as an emergency purchase, and I try to make my range and prices reflect this. I merchandise this category near the counter, next to the mints. Our sales are a little bit slower now it's summer, but they will almost certainly pick up in the winter.



THE ENTREPRENEURS

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



WALT DISNEY


Born in Chicago in 1901, Walt Disney loved cartoons from his childhood and would sell sketches to his neighbours. When the First World War broke, he joined the Red Cross and was deployed to France, where he drove an ambulance that he decorated with the cartoons he drew. After his return and one failed commercial film business later, he went to work for the Kansas City Film Ad Company. There, Disney partnered with another employee to start an animation company that produced short cartoons called Laugh-O-Grams. The business was wildly successful but soon became bankrupt when Disney was unable to manage the company. He then moved to Hollywood where with

his brother Roy he started a new studio in his garage. Soon after, Disney opened Disney Brother's Studio and went on to produce classics such as Snow White, Bambi, Pinocchio and Beauty and the Beast.

Key achievements

- Disney was among the first to produce full-colour TV programme with his Wonderful World of Color (sic) in 1961.
- Producing what is considered one of the greatest feats of the motion picture industry, Snow White and the Seven Dwarfs.
- Winning 22 Academy Awards during his lifetime and founding theme parks Disneyland and Walt Disney World.

Lessons for your store

- 
- 1 Protect your ideas - Disney had the rights to some of his first characters stolen by one of his distributors.
 - 2 Management skills are essential - Disney's early business failed because he lacked the know-how to manage it.
 - 3 Recruit the right people - throughout his life Disney befriended and recruited exceptionally talented people who helped him carry Disney forward.

RETAILER PROFILE



‘I never stop learning’

Narendra Singh Jadeja has never stopped improving his business in the 26 years he has been running it. He talks to Steven Lambert about how he is now preparing for the future

Despite having nearly three decades' retailing experience under his belt, Narendra Singh Jadeja has never stopped in his pursuit to keep learning and improving his business.

The retailer has been running his store in Waltham Forest, London, for the best part of 26 years and has developed close community ties with neighbours and nearby residents to combat fierce competition from nearby multiples. Over that time, Narendra has also transformed his store from a 500sq ft newsagent into a 1,000sq ft Londis convenience store to keep up with shopper trends.

He says: "We have a busy high street just down the road from us where people do bigger shops. We're more of an emergency top-up store but I have been introducing new things to pick up more sales."

Narendra says his business now is drastically different to the one he took over in 1989: "Back then we used to be a newsagent with 15 rounds selling basic products. After four or five years with some of our paper sales drying up, I decided that I wanted to start doing something different."

After holding talks with symbol groups without much success, Narendra decided to take matters into his own hands by knocking into the property and garden behind his shop. This led to an increase

in floor space and allowed Narendra to expand into more convenience-led product ranges.

"When we were looking for a group to join, we were told that we'd never be accepted unless we had an off-licence. So I managed to successfully apply for one and also added in a chiller and more groceries. A little while after that, we managed to sign up with Londis." Narendra now gets two Londis deliveries a week, improving his availability and allowing him to take advantage of offers from the group.

Being located in a large residential area next door to two schools, a nursery and the Douglas Eyre sports ground, families, children and sports teams represent the bulk of Narendra's footfall.

He says this influenced his decision early on to offer a large selection of impulse goods, including soft drinks and confectionery. "We have a big selection of chilled drinks and, just recently, decided to move the chiller from the middle of the store to the front.

"We saw an immediate effect on sales. During the hottest day we had this year we sold loads of soft drinks, and our total takings on the day were over £3,500."

Narendra also engages with younger shoppers with two displays filled with £1 pricemarked confectionery bags from all the major manufacturers, while children's



We can't compete on price so we have to be different. For example, we have a big selection of ales that bigger stores don't have and they're popular with customers

NARENDRA SINGH JADEJA



He's seen a lot of changes over the years but, says Narendra Singh Jadeja, he still enjoys retailing, 26 years on



“I now have the freedom to order and get in whatever I like while still offering a personal service to customers. And I'm still enjoying it after 26 years”

VISIT MY SHOP

Londis

153 Coppermill Lane,
Waltham Forest,
London
E17 7HD



magazines are another big draw for pocket-money shoppers.

He says: “A lot of parents like to treat their kids on a Friday so we keep topped up on the latest children's magazines and remind customers about these.”

With developments including a nearby wetlands park and a Waltham academy school due, Narendra says he is confident of even more trade in the coming months. He is preparing for this in a number of ways, including adding a Kepak microwave and a Jack's Beans coffee machine.

He says: “We spoke to Smiths about the coffee machine and decided to take it on. With the warm weather, sales have been slow but I expect it to pick up in the winter. We've also had lot of new properties pop up in the area, so I can see more builders and parents using it.”

By ignoring larger high street competition and satisfying the immediate needs of locals, Narendra's business has gone from strength to strength and looks set to continue growing in the future.

He says: “I now have the freedom to order and get in whatever I like while still offering a personal service to customers. And I'm still enjoying it after 26 years.” ●



Want to see more of Narendra's store? Go to betterretailing.com/narendrasinghjadeja

INVESTIGATION

Driving footfall is an aim suppliers and retailers share but what does it mean for your business? EDFM and RN have investigated the way key footfall drivers perform in 90 independent stores and the results show just how valuable these products are to the channel.

Tom Gockelen-Kozlowski reports

The real footfall drivers

What is the value of stocking a product in your store? The simple answer is, and has always been, that it is bought by customers for a greater amount than it cost from a wholesaler, providing a profit margin that keeps stores in business.

Increasingly, however, suppliers and service providers are using another argument - that their products attract customers to your store who will go on to buy other products. From tobacco to pricemarked products, this logic is used by the industry to explain and defend lower margins.

Welcome to the age of the "footfall driver".

For Greg Deacon, independents sales manager at News UK, it's a scenario which, at best, can work for everyone. "We're a seven day product and customers are coming in on average four and a half times per week for the Sun," he says. "That's 12 million purchases per week. It means that, for many retailers, newspapers are like a loyalty card, bringing customers in regularly."

For shopper psychologist Phillip Adcock the challenge this gives retailers is knowing what a store's footfall drivers are and then understanding how customers shop for them. "If a customer comes in for something then they're not going to be looking for anything else



If we can help retailers to make the most of the footfall that the Sun brings in then everyone wins



EDFM says

In the stores we studied, the average transaction involved **2.4** items and the average basket value was **£5.64**.





Which products are driving customers regularly to your store?

Adds **£5.75** to the average basket

PAYMENT SERVICES

PayPoint

Proportion of transactions involving additional products **58.70%**

Average value of transaction to retailer **£45.23**

Average number of items bought in addition to product **3.92**

Stores offering service **67.78%**

What else goes in the basket?

- Tobacco **26.1%**
- Soft drinks **21.3%**
- Confectionery **15.1%**
- News **14.0%**
- Alcohol **8.1%**
- Snacks **7.1%**

EDFM says

In our study, **68%** of shops were operating PayPoint. Of these, **41%** of customers spent an average of **£23** making their payments but bought nothing else at the same time.

Does the footfall PayPoint bring make it worthwhile for retailers?

Yes

Pinda Cheema



Malcolm's Nisa, Tile Hill, Coventry

Our store was one of the first to adopt PayPoint and it was always sold as something which wouldn't make you money, but would bring you extra footfall. It definitely does that and while the customers who use this service don't always buy something else, if you don't have PayPoint they are certain to go elsewhere and increasingly they may even do it from home too.

No

Dan Cock



Premier Whitstone Village Stores, Devon

There's little doubt that PayPoint brings in footfall but I don't think anyone should have to make a loss for the sake of footfall. If I sold crisps very cheaply and made a 2p loss per pack I might sell a million bags but it wouldn't be good for business. You also have to look at the value of the footfall to your business; saying it's a footfall driver on its own doesn't necessarily mean very much.

until they've found it," he says. In other words, your customers only start 'shopping' after they've picked up the product they came in for.

News UK offers advice, PoS and outdoor display material to boost the overall basket spend The Sun's readers make. "A product like a newspaper won't attract the profit that makes it, alone, sustainable. If we can help retailers to make the most of the footfall that the Sun brings in then everyone wins," Mr Deacon says.

Similarly, the array of services and products offered by the Post Office brings 47 million transactions nationally per week. This statistic is one of the main messages it uses to attract new retailers into its network.

Yet, for many retailers, arguments about footfall have been soured in recent months by PayPoint's commission cap cut. While lower margins have been accepted by retailers

on certain categories for decades, the changes ensured that retailers including Mo Razzaq of Glasgow's Premier Mo's store were actually losing money by offering PayPoint services.

Dominic Taylor, chief executive of the payment services firm had little sympathy with those retailers who complained: "They're in the business of retailing and we're in the business of trying to drive customers into their stores," he told RN.

Working with data analyst EDFM, RN decided to put these claims to the test. Does PayPoint (and a host of other supposed "footfall drivers") bring customers into your store? More importantly, do these customers buy other products while they're there? Over the next six pages we provide numbers from 90 stores across the UK giving a fascinating picture of how footfall drivers benefit retailers in 2015. >>

INVESTIGATION

TOBACCO

Amber Leaf 12.5g
Proportion of transactions involving additional products **71.84%**
Average value of transaction to retailer **£10.38**
Average number of items bought in addition to product **3.85**
Stores offering product **83.33%**

£4.13
AMBER LEAF
Smoking seriously harms you and others around you

What else goes in the basket?

Soft drinks	33.3%
Tobacco	27.3%
Confectionery	20.0%
Alcohol	14.9%
News	9.2%
Snacks	8.3%

Adds **£5.78** to the average basket



Raaj Chandarana
Premier Tara's News, High Wycombe

How I take advantage of the footfall it brings

The average smoker comes into a store over three times per week so it's a really important footfall driver. Lighters and, if it's rolling tobacco, papers and filters are typical incremental purchases and we've got a display of designer lighters by Clipper on our till to encourage customers to trade up. At £1.35, they're 36p more expensive than our cheaper lighters and the margins are much better too.

EPOS Data Facilities management

EDFM says

Just this one brand in this format generated an extra **£93** per store per week, demonstrating the continued value of tobacco to the channel.

“
The average smoker comes into a store over three times per week so it's a really important footfall driver

“
A lot of customers who buy crisps also want chocolate and a soft drink



Sunita Kanji
Family Shopper, Greater Manchester

How I take advantage of the footfall it brings

Crisps are the kind of products which sell all day and, in the mornings, people come to pick up crisps for lunchboxes. A lot of customers who buy crisps also want chocolate and a soft drink so we merchandise these together so that once somebody has one they are tempted to have all three. It's also really important to have great deals on crisps and currently we have two bags on sale for £1.



Customers who want one snack often buy another

Adds **£6.06** to the average basket

CRISPS

Walkers Cheese & Onion 32.5g
Proportion of transactions involving additional products **92.22%**
Average value of transaction to retailer **£6.76**
Average number of items bought in addition to product **5.02**
Stores offering product **93.33%**

What else goes in the basket?

Soft drinks	44.5%
Confectionery	28.2%
Snacks	28.2%
News	20.7%
Tobacco	20.1%
Alcohol	5.2%

CHEWING GUM

Wrigley's Extra Sugarfree Peppermint
Proportion of transactions involving additional products **80.77%**
Average value of transaction to retailer **£5.61**
Average number of items bought in addition to product **3.55**
Stores offering product **96.67%**

What else goes in the basket?

Soft drinks	39.4%
Tobacco	32.5%
Confectionery	25.1%
News	17.1%
Snacks	9.4%
Alcohol	7.9%

Adds **£5.07** to the average basket



Sophie Towers
Premier Hillingdon, Burnley, Lancashire



Does your display encourage an impulse buy?

How I take advantage of the footfall it brings

If people come in just for chewing gum they go straight for the till and I try to put as many new products as possible so that people can see them. A lot of times, however, chewing gum is the kind of product customers add when they're buying soft drinks or cigarettes. One way we get people to do more shopping is by stocking £1 priced multipacks of chewing gum. They're near to our £1 sharing bags and crisps and customers often pick up a few of these.

“
Chewing gum is the kind of product customers add when they're buying soft drinks or cigarettes

THE
Sun

FIRST CLASS OFFER

SAVE
UP
TO **£25**

FREE

HOME DELIVERY

FOR 12 WEEKS

When you buy
your paper

EXCLUSIVE for YOU

JOIN the half a million Sun readers who don't get out of bed to read their daily paper.

Visit delivermysun.co.uk to find out more

Promote this great offer to grow your sales

INVESTIGATION

CHOCOLATE COUNTDOWN

Twirl 43g
Proportion of transactions involving additional products **90.41%**
Average value of transaction to retailer **£5.69**
Average number of items bought in addition to product **4.6**
Stores offering product **95.56%**

What else goes in the basket?

Confectionery	52.0%
Soft drinks	46.6%
Snacks	25.2%
Tobacco	18.1%
News	13.0%
Alcohol	4.5%

EDFM says
Twirl, Maltesers and Walkers Cheese & Onion had the lowest instance of being bought with no other product. Considering the formats involved and the way they're consumed – as a snack – this is hardly surprising.

How I take advantage of the footfall it brings
Customers are increasingly coming into my store to buy a sandwich, drink and chocolate bar. But because of the closeness of price these are as likely to be a multipack as a single bar so I merchandise these formats near sandwiches and drinks, as well as near to crisps and snacks.

Raj Aggarwal
Spar, Wigston, Leicestershire

COLAS & CARBONATES

Adds £5.14 to the average basket

Coca-Cola 330ml can
Proportion of transactions involving additional products **80.91%**
Average value of transaction to retailer **£6.00**
Average number of items bought in addition to product **4.13**
Stores offering product **97.78%**

What else goes in the basket?

Soft drinks	38.9%
Confectionery	32.7%
Tobacco	26.9%
Snacks	18.6%
News	9.6%
Alcohol	6.1%

Our customers come to buy a soft drink on the way to the beach

How I take advantage of the footfall it brings
Our store is by the sea so customers come to buy a soft drink on the way to the beach. Once they're in we just use merchandising to make sure they buy more products. We also sell a core range of sun tan lotion and beach games too, which people will buy as an emergency purchase.

David Hiscutt
Londis, Weymouth, Dorset

SHARING BAGS

Adds £6.56 to the average basket

Maltesers Treat Bag 88g
Proportion of transactions involving additional products **90.22%**
Average value of transaction to retailer **£7.71**
Average number of items bought in addition to product **5.27**
Stores offering product **67.78%**

What else goes in the basket?

Confectionery	59.3%
Soft drinks	43.1%
Snacks	20.4%
Tobacco	14.4%
News	11.9%
Alcohol	10.4%

They are open to buying a few other bits as well

How I take advantage of the footfall it brings
We position our sharing bags in the centre of our confectionery aisle, but near to snacks and opposite soft drinks. Customers who come in for sharing packs are either off to the cinema or having a night in so they are open to buying a few other bits as well.

Suresh Patel
Premier Upholland, Wigan

ENERGY DRINKS

Adds £5.79 to the average basket

Red Bull 250ml can
Proportion of transactions involving additional products **80.51%**
Average value of transaction to retailer **£7.32**
Average number of items bought in addition to product **3.75**
Stores offering product **92.22%**

What else goes in the basket?

Tobacco	61.7%
Soft drinks	60.6%
Confectionery	45.2%
Snacks	20.6%
News	12.2%
Alcohol	6.2%

EDFM says
There was a huge association with tobacco products, other soft drinks and confectionery and crisps and snacks. On the other hand few people bought news and magazines with Red Bull.

How I take advantage of the footfall it brings
Energy drinks are probably our biggest footfall driver in soft drinks. Most of these drinks are priced at £1 and we position a gondola with snacks, particularly sharing bags, at the same price nearby. Red Bull also sells well with vodka so customers buy a wide range of products with it. One thing I do notice, however, is that people who buy energy drinks are not usually doing a full basket shop.

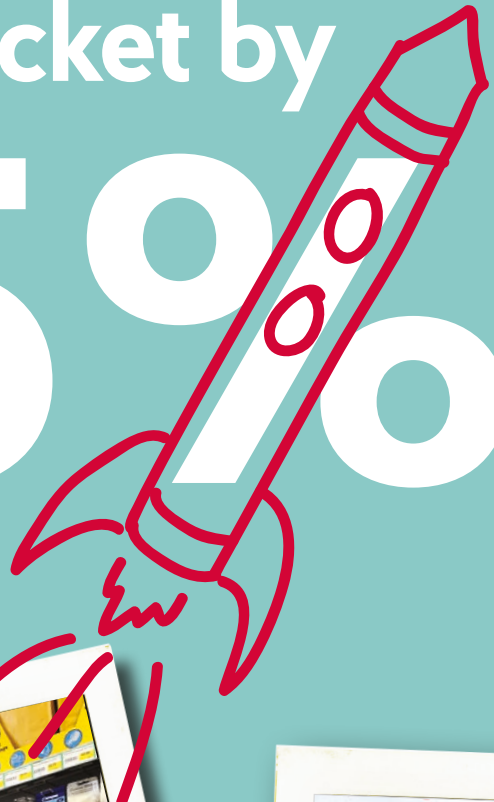
Serge Notay
Notay Convenience Store (Nisa), Heckmondwike, West Yorkshire





See your retail sales rocket by

15%



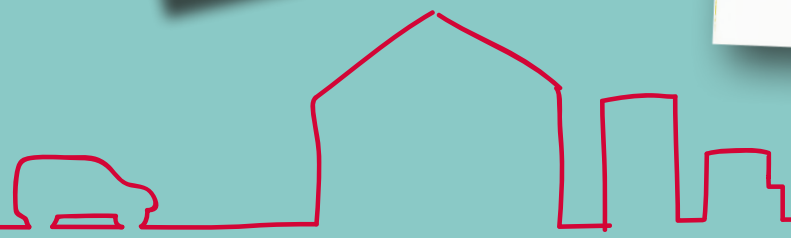
Modernise your store with Post Office investment



Get paid for every customer transaction




Taking on a Post Office brings new customers so you can drive sales



Visit www.runapostoffice.co.uk to find business opportunities near you

INVESTIGATION

ALCOHOL



Smirnoff Red 35cl
Proportion of transactions involving additional products **81.46%**
Average value of transaction to retailer **£15.68**
Average number of items bought in addition to product **4.15**
Stores offering product **56.67%**

What else goes in the basket?

- Soft drinks **63.4%**
- Alcohol **22.1%**
- Tobacco **19.3%**
- Confectionery **19.3%**
- Snacks **6.9%**
- News **3.4%**

Adds £7.66 to the average basket


EDFM says
Transactions of Smirnoff Red were linked heavily with soft drinks (63%) and other alcohol (22%). The fact that there was a low association with news and mags is due to transactions being heavily weighted to the evening.

How I take advantage of the footfall it brings

Susan Connolly
Spar Pewsey, Wiltshire

The way we add alcohol to customers' basket spend is mainly with clipstrips, whether that's for snacks or bottle openers. Another thing we have is signage that says "Have you remembered the ice?" to encourage customers to buy that too. Most customers buying products like Smirnoff Ice are going round to a friend's house and in those cases they often want snacks too.

BABY CARE



Pampers XL 17s Baby Dry
Proportion of transactions involving additional products **81.01%**
Average value of transaction to retailer **£14.41**
Average number of items bought in addition to product **5.91**
Stores offering product **43.33%**

What else goes in the basket?

- Soft drinks **43.8%**
- Confectionery **35.9%**
- Tobacco **31.3%**
- Snacks **12.5%**
- News **6.3%**
- Alcohol **4.7%**

Adds £9.11 to the average basket

EDFM says
There were relatively very few transactions, but only in 19% of those did customers buy nothing else. The average value of other items in the basket at £9.11 was the highest of those studied.

How I take advantage of the footfall it brings

Avtar Sidhu
Sukhi's Simply Fresh, Kenilworth, Warwickshire

This is a typical emergency purchase but were working hard at the moment to make young mums think of our shop as the convenient place they go to first. We're actually in the process of looking at the whole display of baby-related products, growing our baby food range too.

Other key footfall drivers

While EDFM data shows the ability of many products to bring customers through the door, there are other products and services whose value as footfall drivers can't be gauged as easily through EPOS. Here we look at five more footfall drivers which are helping boost retailers' profits.

Post Office

Over 17 million customers visit the Post Office each week and with 170 services to use, it promises to transform your store into an essential local resource.

Avtar Sidhu
Sukhi's Simply Fresh, Kenilworth

So that our retail customers don't have to wait while we serve post office customers, we have separate queues for each. At the post office terminal we place leaflets with details of our three-weekly promotions and also use screens to bring attention to specific deals or events. All this encourages customers to do a bigger shop and when we opened eight months ago we even gave customers using the post office 10% off their bill in the rest of the shop.



Local Products

The rise of local produce has bucked the economic downturn and customers are showing they're willing to spend more on a product with provenance.

Pinda Cheema
Malcolm's Nisa, Tile Hill Coventry

Local products bring customers in store and once they are used to buying one type they can usually be tempted to buy others from us too. We stock local cooked meats, breads and ales from Coventry plus all our fruit and vegetables come from the nearby market in Birmingham and we find that these products are often bought as part of a bigger basket spend.



when we opened eight months ago we even gave customers using the post office 10% off their bill in the rest of the shop

Customers who buy one local product will often buy more



LOTTERY



Adds £5.07 to the average basket

Customers often spend their winnings with you on the same visit

Camelot Scratchcards
Proportion of transactions involving additional products **70.67%**
Average value of transaction to retailer **£9.54**
Average number of items bought in addition to product **5.91**
Stores offering product **92.22%**

What else goes in the basket?

- Soft drinks **26.7%**
- Tobacco **23.3%**
- Confectionery **17.0%**
- News **14.6%**
- Snacks **8.2%**
- Alcohol **7.4%**

NEWSPAPERS



Adds £4.79 to the average basket

The Sun and Sun on Sunday
Proportion of transactions involving additional products **72.43%**
Average value of transaction to retailer **£5.35**
Average number of items bought in addition to product **3.81**
Stores offering product **96.67%**

What else goes in the basket?

- News **52.0%**
- Tobacco **21.3%**
- Soft drinks **16.0%**
- Confectionery **14.7%**
- Snacks **6.2%**
- Alcohol **3.5%**

EDFM says
The Sun generated an average **£665** per store per week in incremental sales.



Bal Ghuman

AK Convenience, Shrewsbury

How I take advantage of the footfall it brings

To attract a few extra sales we position new products on our till, next to the scratchcard terminal. One thing that I've heard from customers is that other retailers sometimes refuse to pay out winning customers' cash. I think this is pathetic because these customers often spend their winnings with you on the same visit.



Mark Dudden

Albany News, Cardiff

How I take advantage of the footfall it brings

People come in for change for the bus outside the shop and often pick up newspaper. I always make sure that we've got the newest chocolate bar on the till to tempt them as well. Another thing I've done recently is put colouring pencils next to our magazines and every second customer is picking up a pack for £1.39 which means I'm doubling my money.

Specialist products

There are now 1,250 breweries in the UK while 'free from' sales have topped £500m. A range of foods like these can help retailers to stand out from the crowd.

David Hiscutt

Londis, Weymouth, Dorset

We sell over 200 bottles of beer and this attracts very specific customers, though all ages are getting interested in different beers. To encourage extra sales we put adult snacks such as premium crisps and nuts nearby. Another range we've brought recently is the premium Cook frozen meals which attracts a whole different type of footfall.



Specialist products make stores unique

Fruit and vegetables

Budgens is the latest group to introduce an own label fruit and vegetable range as the industry reacts to customers' demand for conveniently available healthy foods.



Have you got the ingredients for a family dinner?

Serge Notay

Notay Convenience Store (Nisa), Heckmondwike, West Yorkshire



Sunday is our busiest day and people will come in for fruit and veg to cook dinner for the evening. While they want these products, though, they will also want condiments, sauces and other staples so we make sure that these products are nearby too. One of the challenges will be to maintain this footfall once Sunday trading laws are relaxed.

Discount products

Many stores now have an aisle dedicated to £1 ranges bringing in customers for products as diverse as phone chargers and paint brushes.

Do you take advantage of discount products?



Sunita Kanji

Family Shopper, Greater Manchester



If a customer comes in to buy one of our £1 paint rollers it's my job to make sure they pick up a tray and some wallpaper paste too. Then it's about making sure people who want discount products use the whole store too. We use shelf edge labels around the store so near the paint roller it says "don't forget your milk" and we have other signs for staples such as bread all over the store.



For more analysis of the numbers, go to betterretailing.com/footfalldrivers

PREMIUM BRANDS



Do you have a range which inspires customers to trade up?

Don't think your customers can afford premium products? As **Nadia Alexandrou** discovers, it's all a matter of perspective and success means offering a range that meets local ideas of what a premium product looks like

Secure their custom

Premium for my customers

Linda Sood

Falcon News,
Portsmouth



Which brands do your customers consider to be premium?

Well-known, mainstream, ones. Many of my customers are on benefits and do not have a lot of disposable income, so they want the big names without the premium prices. We sell nationwide bestsellers such as Echo Falls and Jacob's Creek for between £5 and £7 - which is the perfect offer after a hard day's work!

Do you have a clear pricing strategy for premium products?

I follow a general principal - even if customers want to treat themselves, they always look for best value. This is why I stock a lot of

priced packs. Being a Premier store, we normally always have chocolate on promotion, and right now Celebrations, which we sell at £3 per 568g tub, are flying off the shelf.

How important is wider store management to selling premium products?

Very, as I've just discovered through a store refit. Upgrading and getting more chillers has had the biggest impact, as it has allowed us to chill more alcohol while at the same time keeping the layout from looking too uncluttered and professional. That, combined with better lighting and display stands, has caused an overall sales uplift of 30%. Becoming part of a symbol group has also given us the resources and reputation that we would have struggled to establish on our own. >>

Premium market news

Well-known brands at a decent price Last month Mars launched Galaxy Duet, which contains two of the brands' existing flavours - Cookies & Cream and Caramel & Shortcake - in a single pack. Galaxy will be supported by a £12m media spend throughout 2015, with 35 weeks on TV, making Galaxy the most advertised chocolate brand in the UK.



Galaxy Duet is the latest big brand investment in the category



Even if customers want to treat themselves, they always look for best value



SWEET SUNDAYS®

**WATCH YOUR BOX
OFFICE PROFITS GROW!**

**WATCHING A FILM AT
THE CINEMA IS THE UK'S
NO. 1 OUT OF HOME
ACTIVITY*****

**IN 2014 SWEET
SUNDAYS® GREW
THE TOTAL BITESIZE
CATEGORY BY 20%***



**COMING TO STORE
13TH JULY**

**CONSUMERS CAN TEXT TO WIN CINEMA TICKETS WITH SINGLES PACKS
AND CLAIM FREE CINEMA TICKETS USING THE CODES IN MARS POUCHES****

**VISIT: WWW.SWEETSUNDAYS.CO.UK
FOR FULL TERMS & CONDITIONS & DETAILS OF PARTICIPATING CINEMAS**

*Nielsen 4W/E 2014 value **Collect 4 unique codes from Mars Standard pouches to claim a FREE cinema ticket on a Sunday ***GMI/Mintel 2013
Sweet Sundays®, Maltesers®, MilkyWay®, Galaxy Minstrels®, Revels®, M&M'S® and the M&M'S characters are all registered trademarks. ©Mars 2015.

PREMIUM BRANDS

Premium for my customers

Peter Lamb

Lambs Larder
Convenience Store
and Farm Shop,
East Sussex



How does your demographic affect your premium range?

We're in a very affluent area, so people tend to be quality, not price-conscious. This has not just affected our range, but our entire store. Our store is designed in the style of an American mini-mart, with a spacious front patio. We offer a table and seating area where people can drink our fresh coffee and play chess. We've also recently installed a large sign outside highlighting what we offer in-store such as ice cream, an ATM, coffee and cake.

What do you consider premium for your store?

Stocking local produce and specialist imported foods is the main way we provide 'premium' to our customers. For example, people coming here to buy chocolates for a treat or gift will opt for local Goupie chocolate which we stock above a more mainstream brand. A local honey, which we sell at £6.95 per jar, is another premium-priced product that is popular with customers. We also stock three chocolate bars from the US - Snickers Peanut Butter, M&Ms Peanut Butter and Milky Way French Vanilla - that sell for twice as much as their UK equivalents.

Where do you get these imported goods from?

London-based fine foods supplier Auguste Noel. Through them we experiment with our range - some-



Premium market news

American-style food Biscuit brand Burtons is the latest major supplier to bring American-style foods to British consumers. Maryland Soft Baked Cookies have been created to give a chewy, rather than crisp, bite that is enjoyed across the Atlantic.



Soft-baked cookies are the latest US import to affect a major category



We offer a table and seating area where people can drink our fresh coffee and play chess

thing I recommend for any retailer, even if you think they may not sell. Through trial and error, I discovered to my surprise that continental snacks such as Belin Croustilles Crunch chips from France and Lorenz crisps from Germany were very popular.

What's the key to selling premium brands in your neighbourhood?

It's about stocking what can't be found in supermarkets. We also have a little-and-often buying policy that's essential for keeping our local fruit and vegetable products fresh - anything mouldy or wilted is not good for a premium image. It's also about variety, not quantity, which is why we stock 3,000 lines.

How do you make customers aware of your premium products?

Through social media. If I get a delivery of a new product or a customer favourite, such as the local caramel ice cream, I put it out on Facebook and Twitter, with tangible and immediate results.

ANALYST VIEWPOINT



As a senior analyst who specialises in food and grocery at Verdict Retail, Andrew Stevens shares his thoughts on why premium is so important for any independent or symbol grocery store.

The reason it is so vital for retailers to offer premium products is not margin uplift or the extra revenue you get, but about offering shoppers the opportunity to up trade and indulge themselves when they want to, so they don't go elsewhere.

It's important to distinguish these products from your standard range and make them as visible as possible. People who buy premium products are looking for something different to their everyday purchases, so retailers should merchandise them as such.

Branded products hold the majority of the premium market, and this is what retailers should tempt customers with to trade up.

Even though supplier own brands have come a long way, and symbol groups such as Simply Fresh are fine examples of how to do premium well, it's very difficult for own brands to break into the premium market.

They just don't have the same power as the large supermarkets - Tesco's Finest, for example - and I don't recommend retailers market them as such. It's better to offer them as quality value products, then have brands to trade up to as well.

Premium market news

Premium soft drinks British flavoured-water brand, Perfectly Clear, is celebrating 20 years in business with the launch of a new range of premium, sparkling flavoured waters. The Clear Sensation range was rolled out last month in a 500ml bottle format in four flavours: Lemon & Mint, Strawberry & Raspberry, Pomegranate & Blueberry and Apple & Pear.



Premium for my customers

Robert Teal

Lifestyle Express
Vitesse News,
Barnsley



How do your customers influence your choice of premium products?

We are near a lot of offices and a college, so many of our customers are solicitors, accountants and students, whose income is considerably higher than the town's average. Premium soft drinks such as San Pellegrino and Fentiman's do particularly well, both of which we sell in five flavours. However, you can't just put premium

brands on the shelf and hope they sell - you need to get fully behind them.

How do you do this in your store?

We dual site premium products, and use them to sell similar items. For example, we offer sandwiches containing meat from a local farm, Cannon Hall, and position Fentimans and San Pellegrino next to them.

How do you encourage customers to buy premium products from you, not your competition?

Store layout and good equipment is really important. We have wooden

flooring, generously wide aisles, and use high-spec display equipment to reinforce the perception of quality in our store.

What advice would you give retailers looking to improve their premium range?

I recommend that retailers focus on the areas they're already strong in like I do with premium soft drinks. For example, if confectionery sells well in your store, offer high-end premium confectionery. ●



To see Robert Teal's premium range go to betterretailing.com/tealpremiumgallery

COMING UP IN

RETAIL
m
NEWSAGENT

21 AUGUST: MAGAZINE ABCs

The only guide to UK sales worth reading



14 AUGUST: FOODSERVICE

Restaurant-quality meals for your store



Hot food makes hot profits



31 JULY: NEW TERM GUIDE ONE

Get set for the start of another school year

14 AUGUST: NEW TERM

GUIDE TWO Make the perfect start with this year's freshers



PLUS

- Six months on: The tobacco display ban's effects analysed
- Bring your craft magazine sales to life this autumn
- Get planning early to profit from Halloween and Christmas

PREVIEW



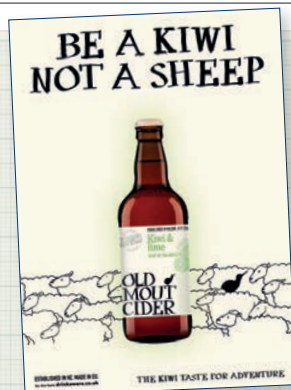
Time for a change

Ferrero has launched flavour-changing Tic Tac Mixers in Peach Lemonade and Cherry Cola flavours.

RRP not given

Outers not given

Contact 01923 690300



Mout and about

Heineken has launched a quirky outdoor and digital campaign promoting its Old Mout cider.

RRP £2.59

Outers 12

Contact 0845 301 0330



Wrigley's revamp

Wrigley is bringing back Extra Ice Spearmint with an improved recipe and revamped packaging.

RRP 49p

Outers 30

Contact 01752 752094



Ginsters specials

Ginsters has launched two limited edition sandwiches for summer – Buffalo Chicken and Fajita Beef.

RRP £2.99

Outers not given

Contact 01579 386200



Eric's trunks call

Former footballer Eric Cantona has pledged to swim the English Channel in a promotion for Kronenbourg 1664.

RRP various

Outers various

Contact 0845 301 0330



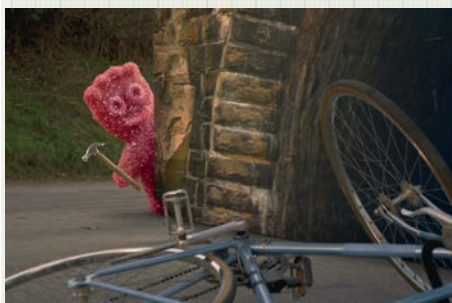
Singles and doubles

Premier Foods has launched its first range of individual Cadbury desserts available in single and twin pots.

RRP 85p-£2

Outers not given

Contact 01727 815850



Cometh the Sour

Maynards Sour Patch Kids are back on TV this month as part of a £1.5m media campaign.

RRP £1

Outers 12

Contact 0870 191 7343



Maltesers cake unveiled

Mars has extended its range of celebration cakes with the launch of a Maltesers variant this month.

RRP £11

Outers not given

Contact 01753 550055



Minions egged on

Kinder is teaming up with the Minions franchise to add new toys in its Kinder Surprise eggs.

RRP 89p

Outers 48

Contact 01923 690300

THIS WEEK IN MAGAZINES

nicola.stewart@newtrade.co.uk
020 7689 3358
@NicolaStewartRN



Round up



NICOLA STEWART
Magazines
reporter

GIVING INDIES A SALES 'EDGE'

One of my favourite parts of this job is having a sneak peek at new titles before they launch, but it isn't often I get to see an entire first issue before it hits the press. I was, however, lucky enough to see the (almost) final proof of Real Crime when visiting the Imagine Publishing offices in Bournemouth last week – and it looks amazing.

I am already a regular reader of All About History – another of the publisher's 'knowledge' titles and its top seller – and Real Crime has the exact same design appeal and mix of short- and long-form content. What sets Real Crime apart though, is it has the 'edge' that attracts audiences to top-rated crime shows like The Wire, True Detective and The Sopranos. It also belongs to a sub-sector that is worth more than £1m in annual sales, with more than half of that generated through independent stores.

It is for that reason that Imagine is planning its biggest ever push through independent stores, allocating copies to 2,500 retailers who have a history of selling crime titles. It is also sending out shelf talkers and information flyers and running a competition offering every retailer who doesn't early return the chance to win £100 vouchers. The publisher hasn't traditionally had a strong presence on the independent newsstand but head of circulation Darren Pearce says the team is committed to supporting sales of this title, which they believe will add significant value to the crime section.

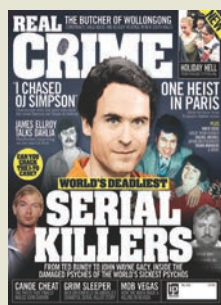
He says he is 'more excited' for this launch than any other in the publisher's 10-year history, and after seeing the proof, it is easy to see why.

Crime pays

THE EVIDENCE POINTS TO A CRIME BESTSELLER

'Icy intensity and forensic detail' is promised in this premium-priced monthly which is a dead cert to produce killer sales figures

THIS LAUNCH FROM Imagine Publishing combines the engaging style and quality production of bestseller All About History with the edgier topic of real life crime. Filled with groundbreaking interviews, features, photography and infographics, Real Crime will take readers behind some of the most hard-hitting crime headlines of modern history. It promises to deliver the same 'icy intensity and forensic detail' of some of the most popular crime TV shows such as CSI, Broadchurch and The Wire. With a cover price of £3.99, higher than any existing crime title, Real Crime is a valuable addition to the newsstand and is being supported by significant marketing activity.



REAL CRIME
On sale 23 July
Frequency monthly
Price £3.99
Distributor
Marketforce
Display with True
Detective, Master
Detective, True Crime

FROM THE MOVIE
Disney PIXAR
INSIDE OUT

STICKER COLLECTION

ON SALE NOW!

BRAND NEW!

STARTER PACK
£2.99 RRP

STICKER PACKET
50P RRP

© 2015 Disney/Pixar
www.disney.com

PANINI
www.paninigroup.com

THIS WEEK IN MAGAZINES



Bestsellers Primary Boys

Title	On sale date	In stock
1 Beano	22.7	<input type="checkbox"/>
2 WWE Kids	29.7	<input type="checkbox"/>
3 Lego Legends of Chima	26.8	<input type="checkbox"/>
4 Teenage Mutant Ninja Turtles	23.7	<input type="checkbox"/>
5 Ultimate Spider-Man	30.7	<input type="checkbox"/>
6 Ben 10	12.8	<input type="checkbox"/>
7 110% Gaming	22.7	<input type="checkbox"/>
8 Mega	12.8	<input type="checkbox"/>
9 Doctor Who Adventures	16.7	<input type="checkbox"/>
10 Skylanders Universe	22.7	<input type="checkbox"/>
11 Disney Cars	29.7	<input type="checkbox"/>
12 Horrible Histories	29.7	<input type="checkbox"/>
13 Simpsons Comic	30.7	<input type="checkbox"/>
14 Star Wars Rebels	12.8	<input type="checkbox"/>
15 Lego Ninjago	29.7	<input type="checkbox"/>
16 Dennis the Menace and Gnasher	5.8	<input type="checkbox"/>
17 Strike It	6.8	<input type="checkbox"/>
18 Dinosaur Action	14.8	<input type="checkbox"/>
19 Scooby Doo	30.7	<input type="checkbox"/>
20 Marvel Avengers Assemble	16.7	<input type="checkbox"/>

Data supplied by Menzies DISTRIBUTION



CHUGGINGTON

Signature Publishing is launching a pre-school title based on the hit CBeebies show Chuggington. Featuring popular characters Brewster, Wilson and Koko, the magazine will be filled with stories, games, puzzles, activities and competitions. The launch issue comes with a quality five-piece Chuggington Race 'n' Go play set that includes a Wilson train and launcher, badge, sign and holographic stickers.



On sale 17 July
Frequency monthly
Price £3.49
Distributor Seymour
Display with Thomas & Friends, Disney Cars



DISNEY AND ME

The next issue of Disney and Me is a bumper summer special with additional puzzles, stories, posters and colouring in pages featuring pre-schoolers' favourite Disney characters. It comes with a Monster's University pinball game to make and a free Buzz Lightyear launcher with ammo, and retailers are asked to display it prominently to make the most of the added value.



On sale 22 July
Frequency monthly
Price £3.99
Distributor Seymour
Display with Disney Cars, Disney Stars, Thomas & Friends



MAMMOTH FAMILY WORDSEARCH

Puzzler Media is looking to fill a space in the market with this quality wordsearch title for families that includes a dedicated section for children. The title is packed with 150 puzzles, offers £6,000 in cash prizes and comes covermounted with a free pen. Puzzler is encouraging retailers to continue to display puzzle titles strongly over the peak summer period.



On sale 22 July
Frequency monthly
Price £1.99 (£2.99 from issue two onward)
Distributor Marketforce
Display with Puzzler Wordsearch, Family Wordsearch Jumbo



NEW SCIENTIST THE COLLECTION

The latest issue in this series of premium bookazines is dedicated to the mysteries of the human condition. Where does our sense of self come from? Why are we so argumentative? The Being Human issue is the inside story of what it means to be one of us. With a cover price of £9.99, the publication offers high revenue potential.



On sale 22 July
Frequency quarterly
Price £9.99
Distributor Marketforce
Display with New Scientist



INSIDE OUT MOVIE STICKER COLLECTION

Disney Pixar's Inside Out is already enjoying box office success and Panini is tying into this with its official sticker collection. The collection features 192 stickers, with 48 special edition stickers. Starter packs include an album and 31 stickers, priced at £2.99.



On sale 15 July
Frequency ongoing
Price starter £2.99, stickers 50p
Distributor Marketforce
Display with other collectables

TWO SUMMER TOP-SELLERS

PLEASE STOCK AND DISPLAY PROMINENTLY



DRAGONS STICKER COLLECTION

From the computer-animated series based on the 2010 film *How to Train Your Dragon* comes this sticker collection from Panini. Collectors can learn all about the trainers, dragons and the special powers they have developed while battling new villains. There are 198 stickers to collect, including 36 limited edition stickers, and starter packs come with an album and 31 stickers.



On sale 23 July
Frequency ongoing
Price starter £2.99, stickers 50p
Distributor Marketforce
Display with other collectables



WWF MAGAZINE

Aimed at children aged seven to 12, WWF Magazine is the new official children's title of the World Wildlife Fund (WWF). The magazine will explore the connections between animals, people and the planet, with informative articles, features, photographs, games, puzzles and more. It will also look at the efforts of the WWF in helping the world's animals and encourage children to become involved.



On sale 16 July
Frequency quarterly
Price £3.99
Distributor Comag
Display with National Geographic Kids, Wonderpedia



STAR WARS ADVENTURES

Following on from the January launch of Star Wars Rebels, Egmont is continuing to tap into the rising popularity of Star Wars with this new children's title. Star Wars Adventures will cover all things Star Wars, from the classic films to Star Wars: Clone Wars to Star Wars Rebels. Each issue will come with free stickers and posters, with the droid-themed launch issue covermounted with a disc shooter, a Darth Vader key ring and licensed Star Wars trading cards.



On sale 15 July
Frequency monthly
Price £3.99
Distributor Seymour
Display with Star Wars Rebels, Doctor Who Adventures, Marvel Avengers Assemble



WEAPONS THAT WON WWII

Following the series commemorating 100 years since the start of the Second World War, this special from the Mirror Collection looks at the innovative weapons that helped to end the war. With images taken from the archives of the Daily Mirror, the 84-page one shot includes sections on weapons used in the air, on land and at sea, along with a feature on the devastating atomic bomb.



On sale 16 July
Frequency one shot
Price £5.99
Distributor Comag
Display with History of War, other WWII one-shots



MUSCLE & FITNESS

Featuring an exclusive interview with Arnold Schwarzenegger on the set of *Terminator Genisys*, this issue of Muscle & Fitness is expected to be popular among health and fitness readers. The feature will also include details of the actor's on-set workout regime, along with a 16-page training guide for women and a plan for building strength.



On sale 16 July
Frequency monthly
Price £4.20
Distributor Comag
Display with Flex UK, Train, Men's Health

Retailer viewpoint

Dee Goberdhan
 Albany Road Post Office,
 Roath,
 Cardiff



WH SMITH 'BRAND' MADE SALES SOAR

Since we became a WH Smith Local about 18 months ago, we have grown our sales of newspapers and magazines by about 30%. Having that brand over the door has really helped us to become more of a destination for magazines.

Our ranging is done through the National Newsagents Network (N3). They ran through everything that had sold in our store over a six month period, worked out which titles were making us money, and developed a range from there. That has helped us a lot and we have been able to delist the titles that weren't selling.

We stock about 150 titles and mainly focus on the bestsellers. We don't tend to specialise too much. Children's titles are huge for us because we are in a big school area and on a high street, so we do quite well on those.

We also sell a lot of TV listings. At the moment, we have stocked up on travel titles and puzzle magazines because of all the people going on holiday for summer. We are promoting them by putting them in a prominent spot and making sure people can see them.

We have a stand right by the till so we can display any new titles or anything really vibrant there. We have found that multipacks that sell for a discounted price do really well if we display them in that position.

We sell some bookazines, usually 'how to' ones, but they are a little bit slow. I think it's because of the price point - they are a bit expensive.

Recently we started stocking some books and were involved in the launch of Grey (part of the Fifty Shades of Grey series). So we had a lot of promotion around that on the first day it went on sale, which was exciting. We had 20 copies in and we had to do a new order of another 15 copies.

It is nice to be on the edge of what is happening.

Network and learn from progressive retailers

LOCAL SHOP SUMMIT

October 14, 2015
 Lord's Cricket Ground, London

Register now: betterRetailing.com/LSS



@betterretailing



SUPPORTED BY



THIS WEEK IN MAGAZINES

Partworks

Title **No** **Pts** **£**

Amercom

Great British Locomotives 37 48 **8.99**

Amermedia

Military Vehicles 41 48 **5.99**

DeAgostini

Build the Millennium Falcon 28 100 **8.99**

Cake Decorating 174 180 **2.99**

Cake Decorating Relaunch 123 165 **2.99**

Dinosaurs & Friends 21 60 **5.99**

Official Star Wars Factfile 77 120 **2.99**

Something Sweet 79 90 **2.99**

EagleMoss

3D Create & Print 26 90 **6.99**

Batman Automobilia 67 80 **10.99**

DC Chess Collection 91 96 **8.99**

Disney Cakes & Sweets 97 120 **4.50**

Doctor Who 50 70 **7.99**

Knit & Stitch 131 176 **5.00**

Marvel Chess Collection 42 64 **8.99**

Marvel Fact Files 122 150 **3.50**

Military Watches 37 80 **9.99**

Star Trek Off. Starships Coll. 50 70 **9.99**

Hachette

Art of Knitting 25 90 **2.99**

Art Therapy 17 100 **2.99**

Black Pearl 79 120 **5.99**

Build the Mallard 46 130 **7.99**

Build the U96 46 150 **5.99**

Classic Pocketwatches 76 80 **8.99**

Judge Dredd Mega Collection 13 80 **9.99**

Marvel's Mightiest Heroes 41 60 **9.99**

My 3D Globe 28 100 **5.99**

Your Model Railway Village 86 120 **8.99**

RBA Collectables

Amazing Dinosaur Discovery 20 80 **5.99**

Precious Rocks, Gems & Minerals 25 100 **5.99**

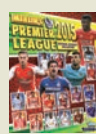
Real Life Bugs & Insects 43 85 **5.99**

Collectables

Topps



Disney Frozen Activity Cards
Starter **£4.99**
Cards **£1.00**



Merlin's Official Premier League 2015
Starter **£2.00**
Cards **£0.50**



Disney Frozen Fashion Pack
Packets **£1.00**



Minions
Starter **£2.99**
Stickers **£0.50**



Hero Attax Marvel Avengers
Starter **£4.99**
Cards **£1.00**



Minions
Starter **£4.99**
Cards **£1.00**



Lego Friends
Starter **£2.99**
Stickers **£0.50**



Skylanders Trap Team
Starter **£4.99**
Cards **£1.00**



Match Attax 2014/2015
Starter **£3.99**
Cards **£1.00**



World of Warriors
Starter **£4.99**
Cards **£1.00**



Match Attax Extra
Starter **£3.99**
Cards **£1.00**



WWE Slam Attax Rivals
Starter **£4.99**
Cards **£1.00**



Match Attax SPL 2014/15
Starter **£4.99**
Cards **£1.00**

Panini



Avengers 2: Age of Ultron
Starter **£2.99**
Stickers **£0.50**



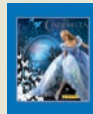
Manchester United 2014-2015
Starter **£2.99**
Stickers **£0.50**



Big Hero 6
Starter **£2.99**
Stickers **£0.50**



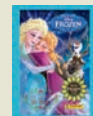
Road to UEFA Euro 2016
Starter **£4.99**
Stickers **£1.00**



Disney Cinderella
Starter **£2.99**
Stickers **£0.50**



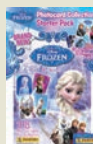
Sofia the First
Starter **£2.99**
Stickers **£0.50**



Disney Frozen My Sister, My Hero
Starter **£2.99**
Cards **£0.50**



UEFA Champions League Adrenalyn XL
Starter **£4.99**
Cards **£1.00**



Disney Frozen Photocards
Starter **£3.99**
Cards **£1.50**



UEFA Champions League
Starter **£2.99**
Stickers **£0.50**



Disney Frozen Winter Magic
Starter **£4.99**
Cards **£0.75**



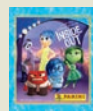
2015 FIFA Women's World Cup
Album **£1.50**
Stickers **£0.50**



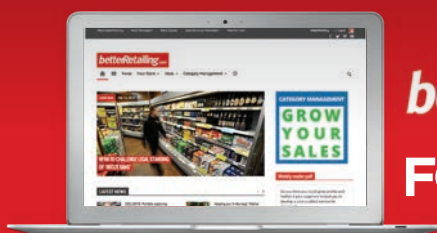
Jurassic World
Starter **£2.99**
Stickers **50p**



Ultimate Spider-Man
Album **£2.99**
Stickers **£0.50**



Inside Out
Starter **£2.99**
Stickers **50p**



betterRetailing.com

FOCUSSED ON INDEPENDENT RETAILING

FINANCE

Get £1,000-£100,000 in 3-5 days!



Looking to grow your business? Need immediate access to working capital?

- Minimal paperwork required
- No asset based collaterals
- No personal guarantee
- No brokers, no fine print

Apply for free and get a quote in 24 hours!

Call 020 3750 0096

gotcapital.co.uk



REFRIGERATION

Koolmax[®] MILANO

With Doors
Designed to Save Energy ...



BEST SELLING
UK / EUROPEAN
CABINET

- FEATURES**
REMOTE MULTIDECK CHILLER
- Hinged / Sliding Doors
 - Eliwell Digital Controller
 - Danfoss Expansion Valve
 - EPOS price strips
 - Double bar for under shelf strength
 - Support max 120 kg weight
 - Panoramic or Mirrored End wall
 - Canopy / Doors Internal Lighting
 - Available Colours White, Grey & Black
 - Energy Saving Lights & Fans
 - Base + 5 adjustable shelf with product stopper

£4,800.00 + VAT

- ◆ ECA APPROVED Cabinets & Condensing Units
- ◆ LOW NOISE Cabinets & Condensing Units

Fully
Guaranteed

- AVAILABLE WITH
- Hinged / Sliding Doors
 - With or Without Doors
 - Various Heights / Depths
 - Remote Verticle Freezers

◆ Service Centres England, Scotland & Wales

01204 389 465

215 Derby Street, Cambrian Business Park, Bolton, BL3 6JF
info@koolmaxgroup.com, www.koolmaxgroup.com

REFRIGERATION & COMPLETE SHOPFITTING



life style express Premier Nisa Costcutter best one Budgens LONDON

Design, Manage & Refit

We carry out Complete Project Management & provide Turnkey Solutions based on Time & Budgets

- ◆ CEILING
- ◆ LIGHTING
- ◆ ELECTRIC
- ◆ FLOORING
- ◆ BESPOKE WOODWORK & JOINERY
- ◆ COUNTER
- ◆ SHELVING
- ◆ SHOPFRONT DESIGN
- ◆ CCTV SYSTEM

DISPLAY FREEZERS



DISPLAY CHILLERS



To advertise call 0207 689 3354 or email marta.dziok@newtrade.co.uk

EPOS

YOUR EDGE IN BUSINESS MANAGEMENT



- Durable Touch Screen EPoS With Optional Extras
- Combined with Contactless Payment and Mobile Top-Up
- Fully Integrated Back Office With Full Stock Control
- Complete With Financial Reporting
- Integrated Customer Loyalty Scheme
- Over 30,000 Products Pre-loaded
- Hardware/Software/ Back-Up Support
- Integrated Debit/Credit Card Payment Facility
- Free On-Site Installation and Training
- Product Promotions
- Bespoke Screen Customisation
- UK Based Customer Support, 24/7 365 Days
- Easy Finance (Subject To Credit Approval)



**From
£999
Exc. Vat**



Touch Screen



Swipe Card



Installation



Training



Chip & Pin



Contactless



Cloud Back-Up



Robust



Secure



Top-Up

- » Bars & Pubs
- » Restaurants
- » Take-Aways
- » Retail
- » CTN

For more information speak to our dedicated team on: **01992 574 650**



TO ADVERTISE IN
RN CLASSIFIEDS

call Marta on 0207 689 3354

OR

email marta.dziok@newtrade.co.uk

To advertise call 0207 689 3354 or email marta.dziok@newtrade.co.uk

STOCKTAKING

STOCKTAKING

Special low prices

Your first call for all your stocktaking needs.

COUNTABILITY UK
NATIONAL HOTLINE **01707 333665**

or 07775 60 60 60

A name you can trust and rely upon
for a professional and accurate stocktaking
service at unbeatable prices!

www.stocktaker.com

e-mail: info@countabilityuk.co.uk

"A service that counts so you don't have to!"



STOCKTAKING

*** VERY LOW FEES GUARANTEED ***

HENDERSONS ARE THE ONLY STOCKTAKING
COMPANY RECOMMENDED BY THE NFRN

EXTRA 15% DISCOUNT
TO ALL NFRN MEMBERS

Trusted & Used by NFRN members throughout the UK

Telephone Now for unbeatable services at unbeatable fees
FREEPHONE 0800 298 7544



"I know how vital it is to have regular professional stocktakers, even though I have had EPOS in my shops for several years. Henderson's have proved their expertise over the past 20 years that they have been our stocktakers." (Peter Wagg)

www.stocktakers.com
information@hendersonrs.co.uk

FINANCE



DCPayments
Innovative ATM Solutions
United Kingdom | Canada
Australia | New Zealand

Call to learn how our industry experts can assist with your ATM service requirements.


DC Payments United Kingdom
0800 542 9637 www.dcpayments.co.uk



TO ADVERTISE IN
RN CLASSIFIEDS

call Marta on 0207 689 3354
OR
email marta.dziok@newtrade.co.uk

PROPERTY



"WHEN I BUY CONVENIENCE STORES, I WANT AN EXPERT WHO CAN FIND THE HIDDEN GEMS!"
Gareth, business owner, Somerset

Every deal is individual.
We treat it that way.

Want to buy or
sell a business?
Visit christie.com

Christie+Co



TO ADVERTISE

IN

RN CLASSIFIEDS

call Marta on 0207 689 3354

OR

email marta.dziok@newtrade.co.uk

To advertise call 0207 689 3354 or email marta.dziok@newtrade.co.uk



EXTRA! EXTRA!

● Steven Lambert
 ✉ steven.lambert@newtrade.co.uk
 ☎ 020 7689 3357
 @StevenLambertRN

Vol 126 No 29
FOR TRADE USE ONLY



IN ASSOCIATION WITH

betterRetailing.com

Back in the day

101

YEARS AGO
18 July 1914



The old established weekly novelette, My Queen, first published in 1895, appears for the last time in its existing form this week. In its place will appear an entirely new My Queen to be known as My Queen Magazine. This is a pocket size publication of 64 pages with a brilliant coloured cover.

50

YEARS AGO
17 July 1965



August will be National Playboy Month in Britain. Always a top month for Playboy, August this year will witness the distribution to the British trade of 100,000 copies of the magazine, all on sale or return.

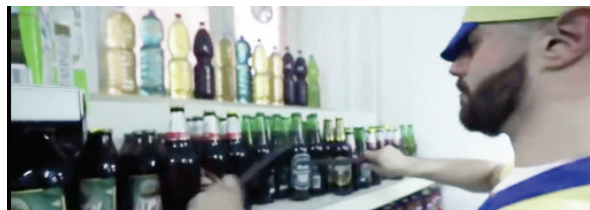
25

YEARS AGO
21 July 1990



Cash and carry giant Booker has stepped up its fight against preferential discounting with tobacco company Gallaher by rationalising its lines and cutting some 10-12 products. This is the latest move in a wrangle which dates back over a year.

Dario just can't be beat for drumming up more business



A street performer may have found a novel way for retailers to get around confusing music licence laws for shops – by drumming his way around a convenience store using everyday products as instruments.

Italian percussionist Dario Rossi is usually seen on the streets of Rome performing on his own home-made drum kit consisting of pots and pans.

But the musician has recently taken his skills into

retail, with a music video showing him creating a beat on beer bottles, tins and even washing powder boxes in a local shop. Rossi also uses bleeping sounds from the store's till and turns bags of mints into makeshift maracas during his impressive performance, which can be viewed on his Facebook page.

We're now checking whether he is looking to bring his talents to the UK. Extra Extra! is already printing up tour T-shirts as you read this.

Feeling good? Spend more

Have you noticed a leap in your crisp and sweet sales recently? It may be because more of your customers are bringing in bags for life, according to a new study.

Research conducted by bofins from Harvard and Duke University suggest that shoppers using environmentally-friendly carrier bags tend to buy more organic food.

But, at the same time, these same shoppers also feel more "virtuous" and are more likely to treat themselves to less healthy products.

The study was created using data taken from store loyalty

cards between May 2005 and March 2007.

From this, the authors concluded that shoppers using bags for life "often feel virtuous because they are acting in an environmentally responsible way.

"That feeling persuades them that, because they are being good to the environment, they should treat themselves to cookies or potato chips or some other product with lots of salt, fat or sugar."

So for any store looking for a quick sales boost on their snacks, stick a few hessian bags next to them.

AROUND WITH THE ROUND SMAN with Blanche Fairbrother



I very often think how nice it must be to have a talent for doing something in the way of craft work but I'm afraid yours truly is useless at anything of that sort.

At the start of the month there was a flower festival at Knightley Church to raise some much-needed funds. The ladies who organised it must have talent in abundance because the church was a sight to behold.



The heady perfume from all the different flowers hit you as you walked in and the arrangements that had been done were simply fantastic, each one depicting a theme.

For instance, the huge display behind the pulpit was entitled Sunrise, Sunset and when you stood and looked at it you could see why.

But what was really delightful was the fact that all the children from the primary school had each got one of their old shoes and done a small arrangement in them.

The shoes had been placed in two lines each side of the gate up to the church as a sort of guard of honour – just gorgeous, and it was a great success because they raised more than £2,500, which for a small community is a great deal of money.

It's that time of year again and I'm creeping round the lanes very slowly because the farmers are busy with the silage harvest. Some of the tractors and harvesters that are being used these days are so huge they fill the lanes from side to side. Of course, they won't reverse out of the way so I have to live in hope that nothing comes hurtling up behind me until I can find a gateway large enough for me to pop into, while these things that look like something from another planet go past. All I see are massive wheels because some of them are bigger than my own car.

betterRetailing.com



Got something to say? Want to gain business insight? Join our online community today