

RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 11.05.2018

Coffee, parcels & modern food to go

How Sue Nithyanandan is adapting to the changing needs of her local community

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Shaping the future
of independent retail
since 1889



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“My store sales have jumped by 15% and cafe sales doubled to £400 per day since March’s snowfall meant shoppers were reliant on me”

Kashif Nadeem p18

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Editor

Chris Rolfe

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One of the most common problems property expert Barry Frost has encountered in the past decade is retailers who have signed contracts with business transfer agents without reading and understanding the small print – a decision they have quickly come to regret.

These agreements, he says, are often proposed with the enticement 'a buyer is interested in the property' and include the upfront payment of fees based on a percentage of the asking price of the property.

But after many months of their properties languishing unsold, reality dawns for these retailers. Their properties have been overvalued and with fees paid, the agents have little incentive to encourage a quick sale. Meanwhile, the retailers are locked into contracts they cannot exit.

In our special report this week, Barry provides advice on how to avoid such a situation. "If a deal looks too good to be true, it probably is," he warns. He also advises never signing a deal on the day it is offered and seeking a solicitor's advice before entering into a contract.

With the law surrounding employment and selling age-restricted products constantly changing, retailer-supplier relationships ever-more bound up in contracts, and illicit tobacco trading increasing, the need for good advice to protect independent retailers and their businesses is greater than ever.

We hope you find the advice in our report this week helpful. And if you have received other guidance that has helped you protect your store, we'd love you to share it with us.

BREAKING NEWS

C-store online bank deal

Online banking provider U Account has partnered with PayPoint to allow its customers to deposit money into their accounts at participating convenience stores.

Any U Account customer can deposit up to £250 at any one of 29,000 independent convenience stores with a PayPoint terminal.

PayPoint commercial director Lewis Alcraft said: "The addition of this service underlines the important role retailers play in providing vital services to their communities."

"It also shows the blurring of the lines between online and offline, whether that's shopping or banking."

However, Rav Garcha, of Nisa Hockley in Birmingham, was concerned about increased theft levels. "We might become a target as we'd be storing more cash."

Logic in milk levy

Extending the sugar levy to include milk-based drinks will not affect sales, as shoppers would be happy to switch over to reformulated variants, a retailer has said.

Kamal Sisodia, of Belvoir News Local, said: "Providing what they replace the sugar with doesn't have unintentional health consequences, I think it's a good idea."

It follows celebrity chef Jamie Oliver's suggestion that the levy should be extended to milk-based drinks which are currently excluded.

Speaking at the Health and Social Care Committee's childhood obesity enquiry, Mr Oliver said: "We shouldn't overuse taxing without rigorous data, but there is some logic in extending it to milk products, as drinks like Yazoo Strawberry have nine teaspoons of sugar."

Report praises pioneering Belgian town's success 'I needed big reforms and shock therapy'

Britain must follow Belgian town to save high streets

by Marcello Perricone

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British towns should follow a pioneering Belgian town and invest both "emotionally and financially" in their retail and public spaces in an effort to save the high street, the authors of an upcoming report have said.

The taskforce behind the Grimsey Review 2 – commissioned to help revive Britain's high streets – made the observations following a recent study tour of the Belgian town of Roeselare.

The European city, which has seen 30 new shops open-

ing in the past three years, has become one of the only destinations to adopt recommendations put forward in the first Grimsey Review, released five years ago. The report findings were largely ignored in the UK.

One of seven report authors, and co-founder of data analysis company Didiobi, Matthew Hopkinson said Roeselare's efforts were working because the city has a plan backed by retailers and residents alongside "significant political support and leadership from the mayor".

"In the UK, people talk a good story about how it's terrible shops are closing, but they still spend their money elsewhere. The aim is to get them to buy-in emotionally and financially into the town's high street," said Mr Hopkinson.

He added Roeselare has been successful because it has developed a vibrant core encompassing retail and services, and created several attractions in and around it, such as a knowledge centre, event spaces and green spaces.

"Organisers also offered

low business rates to encourage people to open shops, and landlords who allow shops to remain empty are fined. There is also a gift card only valid in Roeselare.

"The intent is to make it accessible, pleasing and a nice place to be, instead of purely functional," added Mr Hopkinson.

Meanwhile, Roeselare's mayor, Kris Declercq, told ITV News he had been very inspired by the first Grimsey review. "I needed some big reforms and shock therapy for our shop owners," he said.

Tesco range rebrand for Booker stores

Tesco own-label products due to be available in Booker stores this summer are likely to be rebranded as Discover the Choice, Londis brand director Martin Swadling has told RN.

Mr Swadling said the popularity of Booker's own-label Discover the Choice's range, launched last year, has made it a

frontrunner, but further details are yet to be worked out.

"The Discover the Choice range has been a very popular product across Booker stores," he said.

"It offers a wide selection of products to customers at an affordable price. The Tesco range going into Booker stores will likely be

rebranded under the Discover the Choice name."

Mr Swadling's comments come as Tesco boss Charles Wilson last month confirmed 30 rebranded Tesco own-label products would be available to Booker retailers by the end of July. The range will consist of fresh and chilled products.

Booker's Discover the Choice range currently consists of ready meals and fresh meat.

Chris Herring, of Londis Shipway Post Office in Torquay, said: "I would happily devote an entire chiller to the range because it's very popular and makes up 40% of my overall sales right now."

How a refit will help other local businesses

A retailer's decision to switch from Simply Fresh to Budgens has resulted in a refit, which has allowed him to build a seated area and pop-up shop space. Avtar Sidhu, of St John's Budgens in Kenilworth, said the pop-up area will allow local businesses, such as a nail and beauty bar, and even charity stalls to attract extra footfall. "We now have a seated area used for drinks and snacks on weekdays. On the weekends we will clear it for local businesses to set up a pop-up shop free of charge," he said.



300 stores added in five months 'Retailers were quite worried about their businesses'

Londis hits 3,000 stores after fall of Conviviality

by Alex Yau

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Londis has become the third symbol group in the UK to have more than 3,000 stores after adding 300 sites in the past five months.

Vince Brown, the symbol group's retail development director, told RN uncertainty following the collapse of former Bargain Booze owner Conviviality in April had partly attracted new retailers to the business.

"We had at least 2,700 stores at the end of last

year and the administration of Conviviality Retail certainly helped attract more than 300 new retailers to Londis this year.

"There was a lot of uncertainty in the market at the time and the retailers were quite worried about their businesses. The Londis business model was attractive because it offers a product range and brand which appeals to customers across all demographics."

The two other symbol groups with more than 3,000 stores are Premier (3,350) and Best-one (3,800).

Booker's other symbol groups, Budgens and Family Shopper, operate 200 and 72 shops respectively.

Mr Brown added he expects more retailers to join Londis by the end of this year.

"A lot of Bargain Booze retailers are getting their fresh range supplied by Londis and Booker. Many of them have expressed interest in switching their fascia, but can't because of current contractual obligations."

"However, it's likely they'll switch once those contracts are over because

of the quality of Londis' fresh range, alongside the popularity of our own-label brands such as Discover the Choice."

Meanwhile, when asked about what potential impact Sainsbury's proposed takeover of Asda could have if approved by the Competition and Markets Authority, Mr Brown said Londis is currently focused on its own business.

"The priority for us at this moment in time is to focus primarily on how we'll help Londis retailers develop their businesses and overall product range."

Proof of age checks up again

National Lottery provider Camelot has revealed 91% of the 11,600 retailers it visited in 2017 asked shoppers buying tickets to prove their age using ID – up 2% on 2016 and 5% on 2015.

The findings are a result of its mystery shopper scheme, introduced in 1999, whereby retailers receive four visits per year from a Camelot representative. During the visit, retailers are given guidance on how to prevent underage and excessive play, as well as examples of the types of ID they can use to confirm a player's age.

Duncan Malyon, retail director at Camelot, said: "If a retailer fails a mystery shopping visit on three occasions, their National Lottery terminal is suspended and is likely to be removed."

Social media goes quackers for retailer's videos

A retailer has attracted 1,500 Facebook views and 1,800 Twitter views after he posted videos of unusual visitors to his lakeside store – a family of ducks. Andrew Howell, of Loch Lomond News in Balloch, said after a video of a young girl feeding the ducks went viral, he now has customers coming into his shop, specifically asking to feed the ducks. "Now, we've started to sell duck food, people can come in, buy the feed and play with the ducks," he said.



DRS plan for plastic in Wales

The Welsh government is considering a deposit return scheme (DRS) and will sign up to a 'Plastics Pact', to eliminate single-use packaging.

Environment minister Hannah Blythyn said she was planning to meet the UK and Scottish governments and commission further feasibility studies to ensure a DRS "delivers optimum benefit for Wales".

"Developing UK-wide approaches can be less complicated for consumers and better for businesses," she said.

Meanwhile, the Plastics Pact was set up by waste charity WRAP and has 42 signatories, including manufacturers, retailers and packaging suppliers.

Monitors to replace Nisa's directors

Nisa's board of directors is to be replaced by a 'monitoring group' following the appointment of former Tesco boss Ken Towle as its chief executive.

The changes come as Co-op's £143m takeover of the symbol group was given final clearance on 4 May. A senior indus-

try source told RN the monitoring group will consist of 10 members who will provide advice and feedback on the running of Nisa stores to the Co-op leadership team.

"The monitoring group will consist of 10 members, four of whom will be selected by the Co-op.

"The remaining members will be Nisa retailers, voted in by other retailers to each represent six individual regions in the UK. Each member will be in an advisory role.

"I know the Co-op is looking to have the group in place by the end of July," the source said.

Meanwhile, Mr Towle's replacement of Arnun Misra as Nisa chief executive was announced on 8 May. Mr Towle was employed at Tesco between 2002 and 2015, with notable roles being China chief executive, UK operations director and group executive committee director.

STORE LOOKBOOK



Sue's evolving store

The convenience market changes continually, but Sue Nithyanandan's commitment to offering great community retailing to her Epsom customers remains strong. She tells **Marcello Perricone** how she is adapting her store to maintain her high standards

We have very good customer service. We talk to shoppers, carry their bags to their cars and spend a lot of time with them, so we know a lot of people by name."

Sue Nithyanandan's Costcutter in Epsom is a classic example of a community-focused local shop. Situated in the middle of a residential neighbourhood and surrounded by two Tesco Express stores within a mile and a big Sainsbury's close by, it is the store's customer service which she believes provides an essential point of difference.

"I've got a very good team and staff turnover is quite low, so they're all familiar faces to our customers," she says. "We have over a thousand customers a day, and I have learned a lot from them – I have a suggestion book where customers can request something they would like for me to stock."

Much of the store's footfall is generated by three nearby primary schools, with teachers and parents picking up food to go and more traditional groceries. To tempt them in, Sue ensures big sellers such as coffee, cheese and wine are easily visible to passers-by through the store's wide open windows.

The store's status as a community hub has led to Sue adapting the store's offer, too – focusing on services that suit her customers' busy lifestyles.

"We offer a parcel collection service that brings in lots of people," Sue says. "Because

of the hours we do, people find it very convenient to pick up online shopping from us on their way home."

"Customers can now come in and do their own labelling with us, which is good for people who don't have printers at home – they can do it all for free here."

Facing stiff competition means Sue cannot premium-price products in a way some other traditional local shops might. "All my cigarettes are on manufacturer recommended prices or below, for example, because that helps our customers and means they don't head to the supermarkets," she says.

With premium pricing not an option, Sue has had to find other ways to increase revenue in an era of higher wages and rising overheads.

Her strategies have, impressively, all allowed her to keep community focus central to her operation.

Firstly, the store has started to capitalise on big local events like the Epsom Derby, working with large companies such as Heineken to offer bespoke promotions.

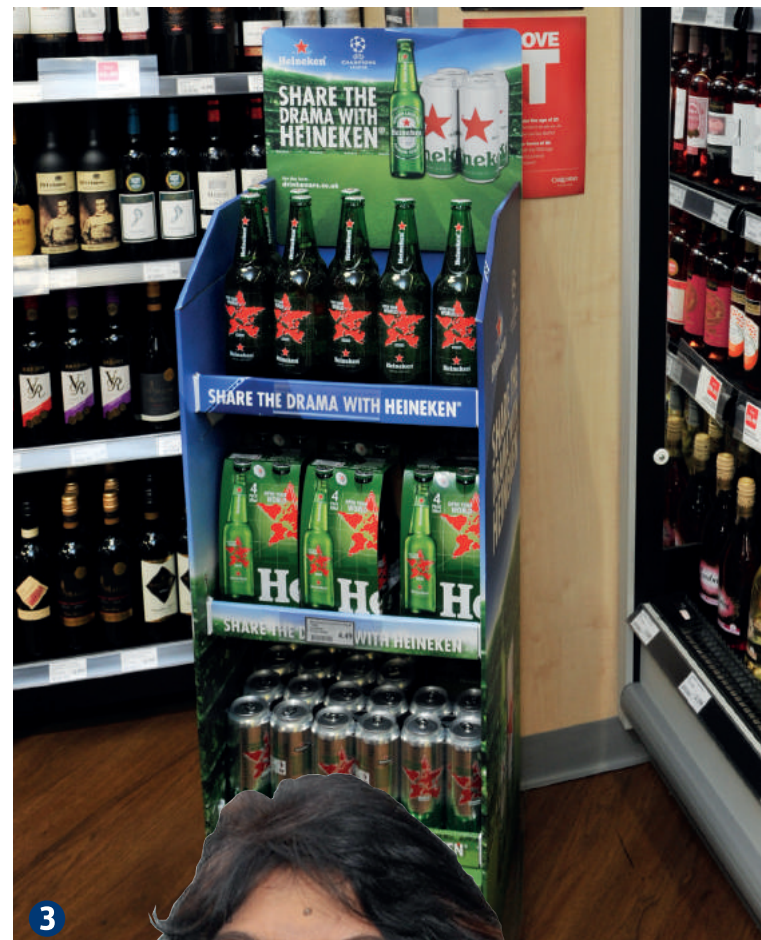
"We didn't get involved in a lot of events before, but we look forward to them now. It creates extra interest in the store. We noticed we have extra customers, so there's obviously some word of mouth going on."

The second element of her plan is to fully embrace the arrival of Co-op products as the



Once RN gets involved, you have more confidence you're doing something well.

RN's advice has been very good **SUE NITHYANANDAN**



STORE TOUR

- 1 Sue and her husband ran a forecourt retailer for 31 years before opening Costcutter Epsom in 2010
- 2 Wood floors and bright lighting create a more comfortable environment
- 3 Keeping prices fair allows Sue to participate in promotions with big brands such as Heineken
- 4 A new hot dog and coffee station are the first steps to the addition of a proper deli area in the near future

INFORMATION

Location

Costcutter Epsom, 9-15 Manor Green Road, Epsom, KT19 8RA

Size

2,700sq ft sales floor, 3,000sq ft in total

Average basket

£8 to £10

Number of staff

15

Weekly turnover

£45,000



STORE LOOKBOOK



5



6

deal between the company and Costcutter is cemented.

"I think it will be good for business – people trust the Co-op brand. Hopefully we'll have more range of products that people would like to see."

But it is the development plan she has created with Costcutter that she believes is allowing her to adapt her store to the future while remaining at her community's heart.

First came a refit two years ago. "We changed all the lights and replaced the flooring for wooden floors that make it look more cozy, and we've built a big coffee station alongside hot dogs and baked foods. Our coffee sales alone have gone up over 50% since the changes."

This is just the first step, however, and Sue hopes introducing a deli and food-service counter, with breakfast items and freshly-made baguettes and sandwiches, will give her customers more reasons to visit. Aside from serving commuters, Sue expects it to bring in some of the families and children from the nearby school and retain that spirit of a local family shop.

"In this job you get to know so many people. There are parents and children, and you become part of the family in a way." ●

STORE TOUR

5 Soft drinks and food to go are a huge success thanks to footfall from nearby primary schools

6 Great staff and customer service are a cornerstone of Sue's strategy

7 Sue's shop thrives as a community store amid Tescos and a Sainsbury's



7



Want to see more of Sue's store? Go to betterretailing.com/costcutter-epsom

Maynards
Bassetts

NEW

Maynards
Bassetts

Wine Gums
Mocktails

made with
**Natural
Colours**

Per 4
sweets
330 kJ
78 kcal
4.9g*

Per 100 g
1397 kJ
329 kcal

Be treatwise
See back of pack

e 165 g

New Mocktails inspired flavours
from the UK's No.1 Candy Bag*

*Nielsen total coverage, 02.12.17

SYMBOL NEWS

Bestway's new paper products

Bestway Wholesale has launched a range of paper products exclusive to independent retailers, promising margins of 30%.

The range will be branded under the Best-one name and include toilet tissue alongside kitchen towels. There will be three variants of each product, with pack sizes ranging from two to 24 rolls.

Kay Patel, of Best-one Global Food & Wine in Stratford, London, said: "Own-label is really good because it provides margins of more than 40% for me. The own-label products are just as good as those from better-known suppliers."

Bestway Wholesale director of trading Ed Smeaton said: "Toilet tissue is one of the key impulse products in convenience."

Pricecheck adds alcohol to range

Independent retailers in South Yorkshire can now buy alcohol from Sheffield-based wholesaler Pricecheck.

The firm expanded its floor space from 130,000sq ft to 170,000sq ft last month so it could store alcohol. Lines available to retailers include VK, Stella Artois and Guinness, with more products expected in the coming months.

Pricecheck business development director Chris Roberts said: "This is a strategic move for the business."

"We have traditionally been known for supplying branded toiletries and other household consumer goods, but we want to ensure we offer a broad range of brands and product categories."



Rotherham Spar to have Greggs and Subway, too

A recently relocated Spar in Rotherham is to become Blakemore Retail's first non-forecourt site to have both a Greggs and a Subway in-store. The 3,000sq ft store, managed by retailer Ruth Mutton, is now based in Thurgroft, in Rotherham, on the former site of a hotel. Its food to go section has been boosted by the addition of the Greggs, with the Subway to arrive in the coming months. Other additions include energy-saving LED lights and chilled cabinets.

Availability of 90% or more 'Bestway have been really quick to help deal with any issues'

Bargain Booze supplies return to normal levels

by Alex Yau
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Bargain Booze retailers have seen availability 'return to normal levels' of more than 90% following Bestway Wholesale's £7.25m acquisition of Conviviality Retail more than a month ago.

Bob Gakani, of Bargain Booze Clay Hill Road in Basildon, Essex, said his availability had grown from 10% at the start of April to 95%. "My overall availability had been really poor when Conviviality

announced it had gone into administration last month and it was difficult to run my business.

"Everything has returned to normal levels now and my business has been performing much better since Bestway bought Conviviality Retail."

Another Bargain Booze retailer, who asked not to be named, said he has also seen his stock increase to 90%. "Everything's gone back to normal now since the Bestway deal and availability levels in my store are above 90%.

"It's all been really good because there have been a lot of issues across the market in terms of overall availability and this helps resolve any potential worries. I run a few Bargain Booze stores and this has all been a relief."

Mr Gakani added communication with Bestway Wholesale has been positive. "You can't really fault Bestway because they've been really quick to help deal with any availability issues we have had and the communication has been fantastic.

"Bestway is in contact with us constantly to tell us what's happening within the business and they answer any queries we might have," he said.

Bestway's purchase of Conviviality Retail on 9 April came a week after the former Bargain Booze owner announced its intention to file for administration.

The ailing business had failed to generate the £150m necessary to settle £30m owed to HMRC alongside outstanding debt to creditors.

Uplift of 50% expected from Wine Festival

Independent retailers are expecting at least a 50% uplift in wine sales with Booker Wholesale's latest Wine Festival promotion.

The promotion is available in Londis and Budgens stores until 2 June, with a different variation for Premier retailers. There are 15 wine promotions

available, including half-price deals on Lindeman's and Silent Peak wines. Selected deals will also be applied to snacks and confectionery.

Terry Caton, of Londis Chatsworth Road in Chesterfield, Derbyshire, told RN he saw a 50% uplift in wine sales when the

promotion debuted in his store last year. "This is a fantastic promotion because I saw a massive increase in wine sales last year.

"The hot weather will drive more customers to the promotion as well, and I expect to see a similar increase this year."

Narendra Singh Jadeja, of Londis Coppermill Lane in London, added: "It definitely helps boost our wine sales and we saw a 30% increase when it was first introduced.

"It's popular because the deals are quite extensive and I expect sales to be even better this year."

NEWS & MAGS

Could fix 80% of late deliveries 'What we need is for other publishers to take similar action'

Trinity Mirror agrees to earlier delivery times

by **Marcello Perricone**

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Publisher Trinity Mirror has agreed to deliver more copies of its newspapers to wholesalers earlier, as one of the ways to address the string of late deliveries affecting retailers.

John Howard, national newspaper sales director at Trinity Mirror, said: "I have worked here for a while and, as you might imagine, worked with many editors. Our current editor-in-chief, Lloyd Emb-

ley, is extremely commercially minded and often discusses with me RDT [retailer delivery time] performance, the causes of re-runs and occasionally the odd mis-pack. He totally 'gets' the newstrade."

According to an analysis by the NFRN, 80% of all late deliveries would be on time if they arrived at the wholesaler 15 minutes earlier. Birmingham is one of the worst affected regions, with only a quarter of all national newspaper supplies arriving within

30 minutes of the cut-off point in the first three months of this year.

"Any one of us here is happy to engage in sensible dialogue with retailers, and if we can help, like in Birmingham, we will," Mr Howard added.

In addition to earlier deliveries to wholesalers, Trinity Mirror also pledged to deliver more copies in the first shipments.

Speaking to RN, the NFRN's head of news operations Peter Williamson said: "The NFRN has taken

the unprecedented steps of writing to all newspaper editors, requesting an earlier print time, as an earlier departure from the print site would mean earlier arrival into wholesalers, earlier delivery to retailers and, ultimately, earlier delivery to their readers.

"Thanks should go to Trinity Mirror for listening and making some changes to help. What we need now is for other publishers to take similar action."

Papers urged to use digital vouchers

HND roundsmen are urging publishers to make the move from paper to digital vouchers because the transition would lead to faster processing times and fewer stray vouchers and payments.

Guy Day from Jackie's News, Kent, told RN: "A lot of our clients use digital. All of my Financial Times subscribers use digital

vouchers, alongside 20 Guardian and Observer readers, with another 60 making the transition. I hope it gets bigger. It makes our life so much easier."

Currently, readers using paper vouchers manage their subscriptions by manually filling out a form, which is returned to the publisher. How-

ever, roundsmen argue this leaves more room for error.

Will Garner, from Garner News, in Eastbourne, East Sussex, agreed: "It will certainly make operations smoother and waste less paper. Right now, there aren't that many digital customers, but it will make life easier as the numbers grow."

The Financial Times and The Guardian have already moved away from issuing paper vouchers, with the latter automatically moving subscribers to digital when they renew their subscriptions. However, papers with bigger circulations, such as the Daily Telegraph and The Times, have yet to transition to the format.

Indies join World Cup promotion

Panini will include 1,000 independent retailers in The Sun's World Cup stickers promotion after last week's confusion.

The promotion from The Sun offered free stickers in exchange for a voucher, but failed to point out the only participating retailers were multiples.

Panini's head of circulation, Rebecca Smith, attended the NFRN South East district meeting on 24 April, where she listened to independents' concerns.

"We have 50,000 sheets going out to 1,000 core indies," Ms Smith told RN. "I'm waiting for a store list from the NFRN and how they'll promote the distribution with their communications, but hopefully they'll be distributed next week."

MSPs tell retailers 'We'll help'

Thirteen members of the Scottish Parliament have pledged their support to more than 1,500 retailers suffering excessive carriage charges and delayed deliveries from news wholesalers.

The pledge came after the NFRN launched its Independent Retail Report in the Scottish Parliament on 24 April.

Adrian Roper, NFRN head of public affairs and communications said: "Our parliamentary reception in Holyrood enabled the NFRN to detail the many issues and challenges facing independent retailers and the assistance required from the Scottish government to overcome them. We are grateful to the 13 MSPs for both attending and pledging support."

Cycling Weekly changes colour for Giro d'Italia

Cycling Weekly magazine has changed the colour of its cover for the first time in 50 years, to commemorate the 101st Giro d'Italia bike race. Originally published in 1891 as Cycling, the magazine has exchanged its red masthead for a pink one for this week's special edition. This is the first of several special issues planned for this year, which aims to attract readers old and new with memorable issues.

PRODUCT TRENDS

Make food in-store to stand out

To build a successful on-the-go range and stand out against multiples, retailers must concentrate on offering food that is made fresh in-store.

Linda Williams, who runs Premier Broadway in Edinburgh, said after hearing an Aldi was to open near her store, she started to offer freshly made sandwiches and soup.

"To stay relevant, we had to make some changes. So far, our breakfast sandwiches have been popular," she said.

Research by data analysis company Him suggests the food to go market will grow by 46% to reach £5.3bn by 2022. In the same period, the convenience sector is forecast to grow by £7.1bn.

Stock new popcorn flavours

Retailers are being encouraged to stock new popcorn flavours such as chocolate, as the demand for snacks during big nights in grows.

Cassandra Stavrou, co-founder at Propercorn, said as 94% of 25-to-35-year-olds snack on chocolate at least once a week, offering chocolate-flavoured popcorn can attract them to the category and big night in displays.

"Popcorn continues to be the fastest growing segment within crisps, snacks and nuts. Combining it with flavours such as chocolate offers shoppers a healthier way to enjoy a treat. It also ensures more shoppers buy it as an everyday snack," she said.



Research reveals the best ways to boost snack sales

by Priyanka Jethwa

priyanka.jethwa@newtrade.co.uk

Stocking pricemarked packs, offering more meat and chilli crisp flavours, and building secondary display units can increase snack sales, according to a report published by KP Snacks.

The supplier said its research showed that pricemarked packs were growing at 21% year-on-year in the impulse channel, with 83% of retailers agreeing they sold faster than unmarked packs.

When deciding what snack to buy, customers look at the price of standard snack lines first before turning their attention to pricemarked packs. Brand, promotions and pack sizes are the next biggest influences.

Dan Winslet, marketing controller at KP Snacks, said a third of shoppers said they believed pricemarked packs are cheaper than snacks in unmarked packs.

Vijay Bhardwaj, head of marketing and formats at KP Snacks, said 51% of

purchases in the category are influenced by flavour, as younger consumers are looking for new varieties of snacks.

Mr Bhardwaj said: "Crisps in spicy and meat flavours are going to grow as a trend this year. However, it's important to note that retailers shouldn't forgo traditional flavours altogether. For example, McCoy's best-selling flavour remains salt and vinegar."

Secondary displays can unlock further sales by showcasing pricemarked

packs and particular flavours – according to research by data analysis company Him, 22% of crisps and snacks are picked up from secondary displays.

Pratik Sampat, of Premier Fosdick in London, said he has a secondary display unit supplied by Walkers.

"The display helps increase impulse sales in the category and shows off all the new products we have in store. I keep it at the front so people see it soon as they walk in," he said.

Stock snacks and beer for footie fans

Stocking beers and ciders and carefully cross-merchandised snacks and soft drinks fixtures will be the key to boosting sales during the 2018 FIFA World Cup.

Gary Black, sales director for wholesale and convenience at Coca-Cola European Partners, said the tournament, which begins on 14 June, pres-

ents a huge opportunity. Most matches will take place in the late afternoon and early evening, so retailers can cross-merchandise soft drinks with snacks to increase basket spend on last-minute purchases.

Furthermore, Toby Lancaster, category and shopper marketing director at Heineken, said good

availability of alcohol will reduce the chance of shoppers going elsewhere for beer and cider.

"Ensuring the fixture is fully stocked with the correct range in the right pack sizes will mean shoppers can find exactly what they need quickly, reducing the chance they'll search for drinks elsewhere," he said.

Shan Sandanarajah, of Premier Woodham Services in Newton Aycliffe, Durham, said he will cross-merchandise snacks and soft drinks, and have a decorative alcohol display.

He said: "We will be using markers around the store to remind people when the football starts to point them to the alcohol section."

BRAND SNAPSHOT



Bourbon barrel aged wine

Concha y Toro's new premium Zinfandel, 1000 Stories, is aged in bourbon barrels, and retails at an RRP of £18.



A golden spread

Vitalite Dairy Free from Dairy Crest has received a gold commendation in the Milk Alternatives category at the Free From Food Awards.



When the chips are down

Kettle Chips' new £1 priced packs are now available exclusively to the independent convenience sector.



Pipers got a brand new bag

Pipers Crisps' new packaging has clearer nutritional information on the back and gives more prominence to its 'Piper man' character on the front.



It'd be a crime not to

As a way of attracting more millennials into the category, Treasury Wine Estates is introducing its first white wine, called Chard, to its 19 Crimes portfolio.



Public to star in Vimto ad

Nichols is premiering its advert for Vimto this month, which will feature members of the public chosen in an open casting call, taking place in Manchester.



New look for Maltsmiths

Heineken's new design for Maltsmiths is aimed at shoppers new to the craft beer category looking to trade up and try something new.



Chance to bag a break

Lyons Coffee's limited edition on-pack promotion for its No 3 and No 4 variants offers shoppers the chance to win all-inclusive weekend breaks.



Same Cap, different name

To tap into the personalisation trend, Diageo is changing the names of its Captain Morgan rum with seven themes across seven limited edition bottles.

WHAT'S NEW



Real Handful snacks

Real Handful snacks are bags of trail mix that are available in two new flavours: Mint Choc Chipper and Blackcurrent Blast. The variants are vegan, with the whole range containing up to 40% nuts.

RRP £1 to £1.40

Contact emily@tonicpr.com



Dapple juice

Dapple apple juice is designed to appeal to those looking for a sugar-free carbonated soft drink. With glass packaging, not only is it 100% recyclable, the drink looks and feels premium, too.

RRP £1.19

Contact bilal@drinkdapple.com



Darlish ice cream

Darlish is a dairy-free Persian ice cream, available in Middle Eastern-inspired flavours including Orange Blossom & Pistachio and Coconut & Cardamom.

RRP £5.99

Contact hello@darlish.com



Tenzing energy drink

Tenzing is a natural energy drink that has launched a new-look can to help it stand out on the shelf. It has a low sugar content and is also exempt from the sugar levy.

RRP £1.29

Contact info@teamtenzing.com



JellySqueeze jelly

JellySqueeze is a squeezable jelly in a resealable pouch. It is targeted at health-conscious mothers looking for a snack for their children that contains no artificial sweeteners, preservatives or colours.

RRP 50p

Contact info@fruitypot.co.uk



Kind snacks

Kind has added two bars to its range in Dark Chocolate Almond Mint and Pomegranate Blueberry Pistachio flavours. Each is gluten-free and high in fibre, with no artificial flavours, colours or preservatives.

RRP £1.29

Contact customerservice@kindsnacks.com

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🌐 @priyanka_RN

Focus

Craft gin

With the craft gin trend showing no sign of slowing down, stocking a range of sparkly spirits with funky designs can help boost sales in the category



Sipsmith Sloe Gin

Sipsmith Sloe Gin is a handmade premium gin that appeals to people looking for a heritage brand with provenance. It can be ranged as part of a Big Night In or barbecue fixture, alongside snacks and mixers.

RRP £24 to £26 (50cl)

Contact patrick@sipsmith.com

Unicorn Tears Gin Liqueur

Unicorn Tears Gin Liqueur has a shimmering finish when the bottle is swirled, and is designed as a premium spirit, and gift for birthdays and weddings. It can be merchandised alongside other premium spirits.

RRP £39.99

Contact info@firebox.com



Edinburgh Gin

The brand has launched a range of ready-to-drink cans, including its classic Gin & Tonic and their best-selling Rhubarb & Ginger Gin Liqueur mixed with ginger ale.

RRP £2

Contact uk@ianmacleod.com

Haywood & Padgett scones

Haywood & Padgett's Cherry & Sultana scones are suitable for vegetarians and have a long shelf life. They appeal to customers looking for different flavours, but who still want something traditional.

RRP £1.25 to £1.50

Contact thebakery@haywood-padgett.co.uk



LyteWater

LyteWater is a coconut water-based electrolyte drink tapping into the growing water-plus category. It is available in three flavours: Watermelon, Berry and Coconut.

RRP £1.69

Contact ben@lytewater.co.uk

Carol Birnie

Corfe Castle Village Stores, Dorset

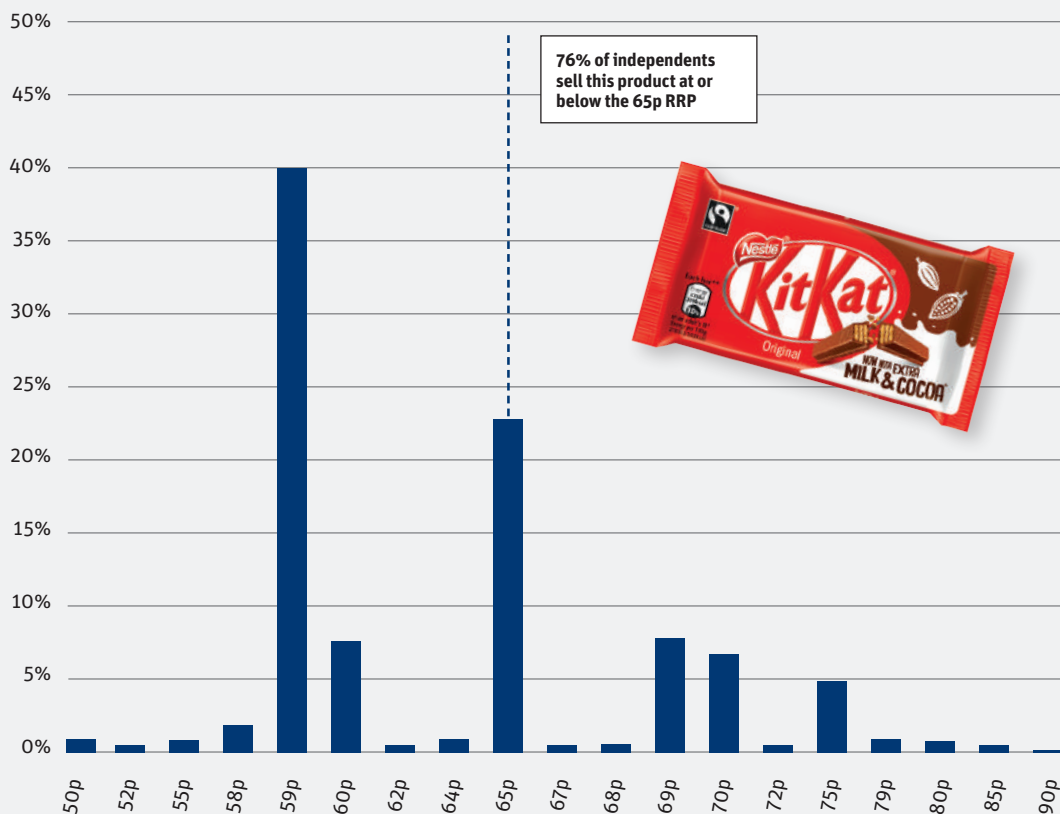
We currently have 100 types of gin in stock as demand hasn't slowed down and this trend is still strong here. We have five local gins that also do really well.



PRICEWATCH

Profit checker Chocolate bars

KITKAT 41.5g Price distribution %



Analysis

KitKat is a product where retailers favour pricing at RRP or below, as 76% chose this strategy in this week's profit checker graph. The most popular price was 59p (40%) followed by the 65p Booker RRP (23%).

A more balanced pricing strategy was demonstrated across the category in the price checker table, however, with 50% of the prices across 12 chocolate bar products being above RRP. Three quarters of the retailers in-

terviewed favoured charging at RRP or having a promotion on whenever possible. Their reason was a reluctance to lose customers by charging a higher price than the nearby supermarkets.

Price checker

PRODUCT

Kinder Bueno Milk & Hazelnut
43g

Snickers Duo
83.4g

Twirl
43g

Twix Xtra
75g

Mars Duo
85g

Kinder Bueno White
39g

Wispa
36g

KitKat
41.5g

Snickers
58g

Starbar
49g

Mars
51g

Fry's Turkish Delight
50g

How we drive our profit

Ramsey Hasaballa

STORE Premier Speke Town Lane
LOCATION Liverpool
SIZE 2,100sq ft
TYPE suburban

TOP TIP

Run promotions if you can because customers won't mind buying an additional chocolate bar



I price chocolate bars, such as KitKat, at RRP because there's an expectation of the price of these products. I have supermarkets nearby and customers will go to them if they see me charging a higher price. The average margins I make when I stick to the Booker RRP are normally 15%. They are popular products because my store is based in a neighbourhood with lots of families and there are several schools nearby. My range is also quite extensive because I have a 12-metre bay filled with confectionery in the middle of the shop.

Jimmy Patel

STORE Premier Jimmy's Store
LOCATION Northampton
SIZE 600sq ft
TYPE suburban

TOP TIP

Don't go for too big a range because customers can be confused by too many products



I always go for margins of 25% by adding more onto the Booker RRP. I'll also go for 'two for £1' promotions if I can because they work quite well. Chocolate is a popular item anyway and customers will normally purchase it on impulse, so they won't pay too much attention to the price. It's a product which can be enjoyed by adults and children alike, so there is high demand for single chocolate bars. I'll probably look at condensing my range down because I feel having too many chocolate bars can intimidate and put customers off.

Alex Yau
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 @AlexYau_RN

Data supplied by



EDFM is a specialist in helping leading suppliers to the UK's independent convenience channel get value, insights and business benefits from EPoS data. To find out how they could help you call 07976 295094

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 C-STORE IN RESIDENTIAL AREA OF PLYMOUTH	RETAILER 2 SMALL STORE IN CENTRE OF HERTFORDSHIRE VILLAGE	RETAILER 3 C-STORE IN SUBURB OF LARGE CENTRAL SCOTTISH TOWN	RETAILER 4 C-STORE IN RESIDENTIAL AREA OF NORTHWEST LONDON SUBURB	RETAILER 5 HIGH STREET POST OFFICE AND SHOP IN ESSEX VILLAGE	RETAILER 6 OFF-LICENCE AND NEWSAGENT IN RESIDENTIAL NEWCASTLE SUBURB
78p	79p	84p	77p	69p	75p	85p	79p
90p	79p	85p	79p	79p	99p	95p	90p
55p	55p	55p	55p	55p	55p	55p	55p
89p	79p	85p	89p	75p	99p	95p	90p
89p	79p	85p	79p	79p	99p	95p	90p
79p	79p	84p	83p	69p	75p	85p	79p
55p	55p	55p	55p	55p	55p	55p	55p
63p	65p	–	59p	59p	59p	65p	70p
67p	60p	64p	60p	69p	66p	72p	65p
55p	70p	55p	55p	55p	55p	–	55p
67p	60p	64p	60p	60p	65p	72p	70p
78p	74p	77p	79p	75p	–	75p	80p

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Harj Gill

Select & Save The Windmill, Rubery, Birmingham



Crown Farm eggs (£1.10 for six)



Where did you discover them?

I've known about the company for a few decades now. We've been selling their eggs since 1988 and have developed a good relationship and knowledge of them as a result. We can pass this onto customers who come into the store and that helps with our sales overall.

Who buys them?

The store is based in a cul-de-sac filled with plenty of families, the elderly and single occupants. They'll buy the eggs for their breakfast, and the price is reasonable, which encourages sales even further. We're the only grocery shop in the area and some customers will do their entire shopping, including their egg purchases, in the store.

Why are they so successful?

The fact we've been selling the products in the store for the last 30 years means customers have become accustomed to them and trust them more than supermarket eggs. The Crown Farm eggs are from a nearby farm. Overall, the quality is much better and customers have made comments about how much better they taste compared to alternatives available. I sell 90 boxes of the eggs to customers on a weekly basis.

Barry Chandi

STORE Nisa Village Store
LOCATION Cambridge
SIZE 1,800sq ft
TYPE village

TOP TIP

Always keep your confectionery range tidy because an unorganised display can put customers off



I always stick to RRP, which normally gives me margins of 30% when my chocolate is purchased from Nisa. This isn't mainly determined by the competition, although there are supermarkets and other independent retailers nearby, but customers already know what the regular price of a chocolate bar is and will be put off if they realise you're charging more of a premium. The majority of my customers consist of either young families or the elderly. The latter are good customers to target because most have grandchildren who they'll buy the chocolate bars for as a treat.

Kamal Thakar

STORE Stop Shop News
LOCATION Edgware, London
SIZE 800sq ft
TYPE city suburbs

TOP TIP

Get planograms and tips from your suppliers because they are experts in the category



My prices on each individual chocolate bar are usually set at RRP because customers will be put off by premium pricing. I have a lot of schoolchildren in the area and they, alongside their parents, will not pay for a product which they can get cheaper at the nearby supermarket. It's vital I keep my prices competitive. My best-selling chocolate bars are Snickers and KitKat. I place the chocolates by my till because they are a good product to encourage impulse purchases, and the majority of customers normally pick one up at the point of purchase.

YOUR NEWS

Snowfall forges new loyalty

A retailer whose store kept an isolated village in the Scottish Borders able to buy everyday items for six days during the Beast from the East has seen a substantial increase in loyalty from customers two months on.

Kashif Nadeem, of Premier Blackadder Mini Market in Greenlaw, has seen store sales jump by 15% and sales of his café double to £400 per day since the snow meant customers were reliant on his stores for shopping during March's heavy snowfall.

Mr Nadeem said: "We initially saw a dip in sales as customers went back to do big shops at the supermarkets, but we're never going to replace the bigger shop. Now, customers know they can rely on us and they've seen how good our store is, too."

Retailers warned of scammers

Retailers have been warned to be wary of cold callers offering advertising space in a police booklet.

The warning comes after a fraudster called one of the NFRN's Northern district members offering advertising space in a booklet to be delivered to local residents promoting police activity and raising awareness of drug and alcohol issues in the community.

Similar scams include offering advertising space in a bogus publication for a seemingly good cause, such as a children's charity.

Businesses are urged not to agree to advertise in such publications without taking time to ensure the claims made by the caller are true.



British cyclist Scott Thwaites visits Spar store during the Tour de Yorkshire

Cycling heroes promoted healthy lifestyles during the Tour de Yorkshire as Spar embarks on sponsorship of the UCI World Tour cycling team. As part of the activity, Yorkshire-born Scott Thwaites visited Spar's Pateley Bridge store in Harrogate. The four-day-long cycling tour took riders past around nine Spar stores served by wholesaler James Hall & Co. James Hall's marketing manager, Tom Murphy, said: "With our stores at the heart of local communities across the country, we are passionate about community involvement and supporting local events by actively taking part."

Some stores have stopped stocking larger bottles of alcohol 'Behaviour is already changing'

MUP prompts change in customers' alcohol habits

by Olivia Gagan

RNreporter@newtrade.co.uk

Retailers are restocking their shelves to meet shoppers' changing alcohol habits just a week after Scotland introduced minimum unit pricing (MUP), as academics prepare to assess the impact of the changes on convenience stores.

Sunny Saleem, of Brechin Party Time in Angus, said: "Behaviour is already changing. Customers are switching from large plastic bottles of cider to smaller cans

instead, so we're stocking more of those."

He said customers bulk-bought alcohol in the run-up to the 1 May introduction of the pricing rules. "Everyone knew about it ahead of the changes. We sold through a lot of stock in the days before. The first week has been a nightmare for us, because locals are annoyed with the price rises," he added.

However, Mr Saleem said the changes could be positive in the long term. "Minimum pricing means the playing field for pricing has been levelled

between Scottish small retailers and the supermarkets. They can't undercut us anymore."

Abada Akhtar, of Premier Smeaton Stores in Fife, told RN: "We've stopped stocking high-strength, three-litre bottles of cider. It's early days, but people are already buying smaller, cheaper single bottles of lower-alcohol cider and lager instead."

Retailers could have the chance to shape the future of the pricing policy after further details of the rules were released. The legislation has a 'sunset clause'

- meaning it will lapse after five years unless it is re-enacted by Holyrood.

In the run-up to this date, NHS Health Scotland will evaluate the success of minimum pricing. This includes studying the impact on the price, product range and promotion of alcohol sold in small convenience stores. The University of Stirling will carry out this work. A spokesperson confirmed to RN the university will be "exploring small retailers' experience of MUP and its impact on their stores."

CitizenCard to double as way of payment

A longstanding national identity card could soon double up as a payment card for age-restricted products.

CitizenCard has teamed up with digital identity app Yoti to allow retailers to accept the card as both a digitally-verified form of identity and a payment card in one.

CitizenCard is making the card free to every school, college and university in England and Wales.

A Yoti-enabled CitizenCard will allow retailers to verify a customer's identity online or through their EPOS system. Plans to allow cash to be pre-loaded onto the cards are also underway.

Samantha Coldbeck, of Wharfedale Convenience Store in Hull, told RN: "Any identity card that can be integrated with our EPOS system is welcome - the digital element of it would be difficult to forge. At the moment, driving licences and passports are the most used form of proof of

age, so a lower-cost option is good news for teenage customers."

CitizenCards were first introduced in 1999 and are widely accepted as proof of age by retailers. The company is governed by a board of directors including the Association of Convenience Stores and the NFRN.

GDPR



New regulations will affect customer data collected on EPoS, and the sending out of newsletters and other marketing messages

GDPR: What you need to know

With two weeks to go until the arrival of GDPR data restrictions, **Tom Gockelen-Kozłowski** goes in search of some expert advice to answer your questions about the law and help you prepare for it

What is GDPR?

The General Data Protection Regulation (GDPR), which comes into force on 25 May, is an EU-led effort to provide a consistent approach to data protection across the continent and update the rights and protections for citizens in an era of social media, artificial intelligence and the so-called 'Internet of Things'.

According to Katie Jenkins, head of customer proposition at Bolt Learning, GDPR is something every business should take seriously: "It increases the responsibilities of all businesses that collect or process data, and the fines for non-compliance are big – up to €20m (£18m) or 4% of your turnover," she says.

What rights will customers now have?

Individuals will have the right to:

be informed about the data held on them; access this information; rectify any mistakes; erase any information held; restrict the processing of this data; object to any use of data; not be subject to data profiling; and reuse the data across different services ('data portability'). Most of these rights are already established but this final right, in particular, reflects an era in which people expect to be able to move data between smartphone apps.

What is the first step in getting ready?

Fortunately, following current data protection practices will get you most of the way towards meeting the requirements of the new law. "Many of the main concepts and principles are much the same as in the current Data Protection Act,"



If you collect customer data via your EPoS, you'll need to inform them exactly what is being collected

the government's GDPR guidance assures businesses. Available on the Information Commissioner's Office (ICO) website (ico.org.uk), this guidance runs businesses through the changes, a key part of which is a greater emphasis on documentation and accountability.

What are the changes for convenience stores?

Retailers who think their businesses are unaffected by GDPR should think again, according to Katie Jenkins. "If you collect customer data via your EPoS, you'll need to inform them exactly what is being collected, what it is being used for and be prepared to erase a customer's details on request," she says. Stores can even be liable for data breaches after the physical theft of an EPoS terminal, she says: "Put in place measures to limit the likelihood and draw up a policy of what you and your staff should do in the event of a breach."

How are store websites affected?

If your business has a website used just for marketing – perhaps providing information on your opening hours, promotions and community events – then GDPR will not affect its running. Yet your website enables customers to order products or sign up to a newsletter, it will be affected far more profoundly.

First, you must gain customers' consent to hold any data collected by these processes. According to the ICO's guidance, this consent 'must be freely given, specific, informed and unambiguous' – pre-ticked boxes and assumed consent are unacceptable.

Is data kept on staff also affected?

Yes. According to Katie Jenkins, employers need to be careful not to fall foul of GDPR in the way they use employees' data. "Be careful not to pass on their details to anyone other than those performing a specific function for the business, such as payroll suppliers," she says.

What happens if you suffer a data breach?

From theft of hardware to scams and hacking, the risk of a data breach for businesses of all sizes is a very real one. Katie Jenkins says that under GDPR, businesses need to be ready: "If there is a data breach, you may need to inform your supervisory authority and your customers. Create a plan showing what you and your employees should do in the case of a breach." ●

YOUR VIEWS

YOUR LETTERS

■ We're not just the shop windows for mag subscriptions

Marcello Perricone writes in last week's issue about the declining magazine market, and quite rightly cites increasing prices and reduced margins as a contributing factor.

I totally agree, so I would like to invite all the magazine publishers to use the pages of this trade magazine to justify offering up to 50% reduction in cover price for subscriptions, while expecting us to carry on being a shop window.

We display and promote publishers' magazines, from weeklies through to two-year-long partworks, yet they continually try to lure customers away from us using snake-charming trickery. Surely it would be more efficient to reduce the cover price to a more affordable amount and sell more copies than offer a 50% discount.

Or do magazines cost so little to produce that you can still turn a good profit, and carry on starving the trade?

Graham Doubleday
Doubleday Newsagents, Mossley



Only a few days ago, my store was robbed again

Ravi Raveendran

■ Let's talk about how to solve retail crime – together

A few days ago, my store was robbed again. Someone snatched a packet of cigarettes from my son, who was working behind the counter.

This kind of crime isn't new, either. Since the beginning of this year, I have repeatedly been the victim of petty crime like this.

I feel it is now time for my local MP, Ruth Cadbury, and the police force to come together and realise that measures need to be taken to try and prevent this from happening.

I understand that the police are already stretched, but I think if we set up a local traders group, where a police official and a MP sat down and listened to our concerns, we could help them stop retail crime like this happening again and again. At the moment, there is no dialogue, and because of that we are suffering.

Ravi Raveendran
Colombo Food & Wine
Hounslow

Ruth Cadbury MP replied: "I am disturbed to hear that Mr Raveendran has been robbed in his shop in Hounslow several times recently. Shops like his

provide an important service to the community and he should not have to run his business in fear. I am arranging a meeting with him and the local police, along with ward councillors, to ensure that we have an effective Business Watch scheme in this part of Hounslow."

■ It now costs us to sell newspapers

As retailers, we are constantly being squeezed on newspaper margins, and with delivery charges rising, the costs are becoming unsustainable. On top of that, on five out of the past six days, we have had late newspaper deliveries due to traffic, weather and other factors. It means that it has cost us to sell newspapers.

I don't think it's fair to blame wholesalers alone because our local Smiths depot is good to us. But I feel the industry needs to examine how it handles newspapers all together and reevaluate the wider distribution channel.

Personally, I would like to see the cost of delivery incorporated into the price of stock, as is done with other categories.

Les Gilbert
Chard Newsagent
Chard

YOUR SAY How do you think Sainsbury's takeover of Asda will affect you?



Narinder Kaur

Premier Narinder's Convenience, Huddersfield
I don't think it will affect me at all because I have neither of those stores near to me. I have two Co-ops, but I get a lot of their customers coming to my store instead because my prices are so competitive. Customers aren't willing to pay so much, and I always make sure I tell them the moment I have a great deal in – little things like that make a big difference.

Jack Matthews

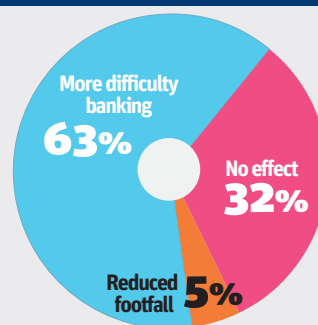
Bradley's Supermarket, Quorn
I can't say it is going to make any major difference, as the market's pretty consolidated. I would have thought that Asda already gets the best deals available, and if supplier prices

drop 10%, there's not going to be a supplier, there's not going to be a retailer and there's not going to be a food industry. We're talking about minimal savings, and I don't expect it will affect me, really.

David Worsfold

Farrants Newsagents, Cobham, Surrey
It won't have any direct effect on my business, as we don't compete with the multiples. Customers will always have the perception that multiples are cheaper than convenience stores – there is no point fighting against it. However, by taking over Asda, Sainsbury's will be in direct competition with Amazon, which is trying to get into the grocery market. So by getting together, it fights off Amazon's growing power.

RN READER POLL



What effect have local bank branch closures had on your business?

NEXT WEEK'S QUESTION

Are you ready for the new GDPR regulations on 25 May?



Vote now at
betterretailing.com

EVERYONE'S HAPPY WHEN THE WEATHER GETS HOTTER

With the weather getting warmer and being based in the busy coastal town of St Ives, our sales of alcohol spiked across the bank holiday weekend, with Smirnoff, Russian Standard Vodka, Bombay Sapphire and Gordon's Gin doing particularly well.

Those looking to picnic outdoors also started to pop by, picking up bags of charcoal and barbecue trays. Come June, that will skyrocket as well.

Although we still have a bit of mist on the coastline in the morning, we have noticed a lot of holidaymakers arriving from Germany, which has led to increased footfall in store.

I'm hoping that we will soon get consis-



tently hot weather, as not only does that mean more people coming in and buying drinks, but everyone is in a better mood.

Deep Patel
Carnellis Stores
Cornwall

100 YEARS AGO

11 May 1918

Retailers hoped new restrictions would prevent 'aliens of military age' and the 'foreign shirker' from opening shops. They were accused of snapping up the trade of British shopkeepers called to military service

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



Where does the time go? We have already managed to work our way through one third of the year and on the day I am writing this, there are just 48 days to the longest day, after which the nights will start to draw in.

At last we are starting to see some warmer weather, because last week we had frost again and my windscreen cover was back on the van at night. I felt so sorry when in Mike Brown's column last week, he reported that the farmers had been losing little lambs with the weather conditions being so harsh.

The farmers in my local area don't seem to have lost too many but Mr Atkin from Garmelowe put little plastic macs on all his lambs before he let them go from the lambing shed into the fields: that way they are, to a certain extent, protected from the elements and they also look very cute.

I can say that on the odd mornings there has been some magical sunrises. It really is the best part of the day and now the trees that have come into leaf are such a vivid green they stand resplendent against a clear sky – quite beautiful.

Also, in response to Mr Doubleday's letter last issue – I do use the white strapping the papers are bundled up with. I tie two or three lengths of it together, fastening it in a knot, then, hey presto, I tie my returns with it and send them back to the wholesalers for them to dispose of. I promise you, it really works.

There was a sign at Shebdon saying the road would be closed for 14 days from 30 April; at the Adbaston end, the sign said four days. On 30 April, both signs disappeared and the road stayed open. I wonder if the signs were put on the wrong road in the first place...

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



So the government's own Commercial Victimisation Survey shows that threats and assaults on people working in retail and wholesale have nearly trebled. Trend identified in the @ACS_LocalShops Crime Survey, but these figures are even more shocking.

James Lowman
@JMLowman

Saturday	☁	19	9
Sunday	☀	21	9
Monday	☁	18	8
Tuesday	☀	20	8
Wednesday	☀	19	9

Working late getting ready for the bank holiday. Don't be caught short – drive those extra sales #SunsOutBunsOut for #bbq

Harj Dhasee
@HarjDhasee

English asparagus (£2.99) and deliciously juicy strawberries (£1.25) are available at all stores today. Absolutely scrummy in a strawberry and asparagus salad, they're just perfect for the glorious weather predicted for the Bank Holiday weekend.

Jempson's
@jempsonsstores



Great display at Wyton – bring on the BBQs! Nice work team

sewell on the go
@sewellonthego

ACADEMY IN ACTION



Responsible Retailing

In week eight's IAA visit with Simply Local retailer Mukesh Patel, category partner Imperial Tobacco identifies all the ways he can continue to retail responsibly



Name Mukesh Patel
Shop Simply Local (Moat Stores)
Location Malvern, Worcestershire
Size 700sq ft
Staff 2 full-time, 1 part-time

The Independent Achievers Academy is a learning and development programme that helps to increase sales and profits. Academy in Action shows how retailers like you are working with our partners to use the Academy's advice.



This week, we focus on the ways you can operate ethically and legally, exploring how you can protect your staff and shoppers through standards, legislation and caring for the environment. Doing this shows staff you run a reputable business and shows customers they can trust you.

Before benchmarking your shop using the checklist on the next page, read how Rob Taylor and James Hall from category partner Imperial Tobacco helped Simply Local retailer Mukesh Patel in identifying and forming a tailored action plan.

Mukesh runs a 700sq ft store in Malvern, Worcestershire, which is part of a parade of stores in a busy town area attracting 300 shoppers per day. Since opening 18 years ago, Mukesh and his wife have built up the business and its reputation locally by being stringent on underage sales. How can the IAA help them improve?

Want to see more?

For more on how to improve your store and to see more of Mukesh's shop, go to betterRetailing.com/Academy-in-Action



WHY I TAKE PART

“ I took part in the IAA's benchmarking for responsible retailing because I wanted to go through the checklist and find out what I was doing right, and more importantly, what I needed to improve on. I want to be sure my shop is perfect for my community. Rob and James from Imperial Tobacco have a lot of experience in this category, and I know I can learn a lot from them.

IAA ADVICE

Mukesh's challenge: Eliminating underage sales

Mukesh has very few attempts at underage sales because he has been in the community so long and those that do get recorded. Mukesh recently took on a new staff member, so how can he ensure they keep his store compliant?



James and Rob say: "Mukesh keeps a refusal log, but the till receipts created are kept separately and could potentially be lost, albeit accidentally. Stapling the receipts to the notes so they are in one place and signing the book each week shows you are actively monitoring the situation and means you can spot patterns. It also means you're protected if you get inspected."

Action Keep refusal receipts stapled to your notes, and sign off the log refusal book every month to keep up-to-date.

Mukesh's challenge: Protecting customers through legislation

Mukesh has a four-star food hygiene rating from the Food Standards Agency but wants a five. To help prevent waste he freezes perishables a day before their expiry date. How can Mukesh increase his food hygiene rating?



James and Rob say: "You can start by displaying your four-star rating more prominently in-store to highlight that high standards in your shop have been recognised. To gain a further star, think about labelling your perishables, like chicken, with the date they were frozen, so consumers know when they must eat the food by. It will give them certainty that the food is ok to buy."

Action Display your food hygiene rating prominently and label foods with the date they were frozen so consumers have clarity.

Mukesh's challenge: Reducing waste effectively

To reduce waste, Mukesh actively rotates his stock. However, he doesn't have a way of ensuring each section is being checked regularly to avoid wastage. How can he actively keep on top of monitoring his waste?



James and Rob say: "Keeping track of stock nearing its sell-by date is an important way to reduce waste, but this could slip if things aren't written down. Introducing checklists, on a tablet if you have one, ensures sections are monitored regularly and helps new staff. Fresh produce will need checking daily, but ambient lines can be done less often. Checklists could also improve areas like availability."

Action Introduce checklists to ensure sell-by dates in each section are regularly monitored to reduce waste.

PARTNER ADVICE

It's essential to view retailing through a rigorous lens of responsibility. Mukesh's shop is an outstanding example of convenience done right, but after a detailed discussion we've identified an action plan which should iron out any niggling issues.

Rob Taylor and James Hall
Communications Executive
and Anti Illicit Trade Manager, Imperial Tobacco



YOUR ACTION PLAN

1 Walk your shop

This is designed to be used to help you think like a customer



2 Benchmark your shop

Use the checklist below, ticking all you see evidence of



Following the Think 25 scheme to eliminate underage sales

- ☐ Do you have signage around the shop about age-restricted products?
- ☐ Do your staff ask for proof of age, keep a log of refusals and do you check and sign it weekly?
- ☐ Do you carry out refresher training for your team every month and have a signed log of this?

Minimising theft and ensuring staff feel safe

- ☐ Do you keep high-value products in secure or highly visible locations?
- ☐ Do you have visible CCTV or a robust security system like security tagging?
- ☐ Do you train staff on how to spot and deal with thieves and have checks to support this?

Obeying legislation so staff and customers are protected

- ☐ Do you have a food hygiene rating (if you are not exempt) of four or more?
- ☐ Do you know your local police and/or trading standards officers?
- ☐ Do you have written records of the regulations you comply with like accident books?

Reducing shop waste effectively

- ☐ Do you have a price reduction procedure to sell items instead of throwing them out?
- ☐ Are you creative (use as ingredients or donate) with items nearing their sell-by date?
- ☐ Do you know your waste percentage and do you monitor it once a month?

Limiting your impact on the environment

- ☐ Do you separate rubbish from recyclables like cardboard, plastic and food waste?
- ☐ Do you have energy efficient equipment like LED lights or fridges with doors?
- ☐ Do you help customers reduce their impact through things like recycling facilities?

3 Pick one thing to improve

Write it down, implement it this week and let us know how you get on using #IAA18



CREATE YOUR OWN SHOP REPORT

Go to betterRetailing.com/IAA/benchmark to create your own shop report or call us on 020 7689 0500 to take part in a future visit.

Next week: Service to the Community

SPECIAL REPORT

Protect your business

With ever more legal restrictions and guidelines affecting the way that businesses can run, **Tom Gockelen-Kozlowski** speaks to experts and retailers to get their advice on getting it all right

Retailing is becoming more complicated. That statement works for just about every element of running a convenience store, from finding the right niche products to line up against established big brands to maintaining profitability in the newstrade.

Increasingly, however, there are areas where the law requires retailers to

operate within strict legal guidelines. Relationships with suppliers are codified in contracts, staff wages are determined by legislation and new categories must be managed in a way that does not step outside of European law.

RN has therefore brought together a range of top retailing experts and retailers to get their advice on navigating these complex issues.





BIG ISSUE

MINIMUM UNIT PRICING

The new law came into effect last week for retailers in Scotland after six years of legal challenges to stop it. Asif Akhtar, of Premier Smeaton Stores in Kirkcaldy, Fife, has seen his range dramatically changed by the rules which mean every unit of alcohol must cost at least 50p, radically changing the pricing of some budget ciders and spirits. "My customers are 50/50 on whether it's a good thing," says Asif. "But if it cuts down problem drinking and antisocial behaviour, then that's a good thing."

THREE-STEP GUIDE TO COMPLYING WITH MUP LEGISLATION

COMMUNICATE THE CHANGES

When any new law comes into force which affects consumers directly, retailers will always worry they will be blamed for higher prices and products being delisted. "Our customers have been aware of the law and we have had posters around the store to make double sure they do," says Asif. This has meant that while many customers' favourite products have disappeared from his shelves, none of them blame him or his staff. Much of this communication-heavy strategy was built from initial research which Asif and his wife, Adaba, did online as the government provided resources for small businesses.

DELIST ITEMS

"Our £3 bottles of 3l cider would have gone up to £11, so we have cut our range right back," says Asif. Even a 2l bottle of Strongbow – previously priced at £3.49 – now costs above £5, but remains a must-stock for his business. A week into the new law, it is too early to say too much about the effect of it, but Asif was fully prepared. "On the morning it came in, I went around and switched the prices. Now it's just about waiting to see how our regular customers react," he says.

BUILD YOUR RANGE AROUND UNAFFECTED ITEMS

"While high-strength drinks in high-volume bottles are the real losers under the new rules, there are winners," Asif's wife, Adaba, says. "We've stopped stocking the product which has experienced the biggest price change – three-litre bottles of cheap cider. Instead, we're filling that space with more single cans and bottles of cider." This includes craft produce and bigger brands where the price and margin is higher.



Asif Akhtar has used posters to help prepare his customers for changes to alcohol law



If it cuts down problem drinking and antisocial behaviour, then that's a good thing

SPECIAL REPORT

BIG ISSUE

PLANNING

When Kashif Nadeem, owner of Premier Blackadder Mini Market on the Scottish Borders, undertook a major refit, such was the complexity of the planning process that he and his builders now plan to create a website to advise other businesses how to navigate the legal and planning obstacles they will face when taking on major projects. "We're also going to bring in a couple of people from the council because my experience is that you can ring the council six times, speak to six different people and get six different answers," Kashif says.

THREE-STEP GUIDE TO NAVIGATING THE PLANNING PROCESSES

BUILD THE RIGHT TEAM

Finding an architect who knows what is likely to be acceptable to a council is an invaluable first step in a planning process, because the process of working with the council needs to start almost immediately. "First you need the architect and to apply for planning permission. From this you can get a building warrant and this will contain any changes to your plans that need to be made," Kashif says.

LIAISE WITH THE COUNCIL THROUGHOUT

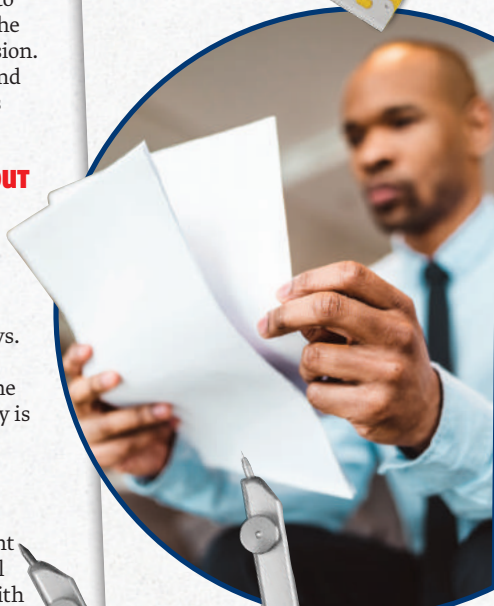
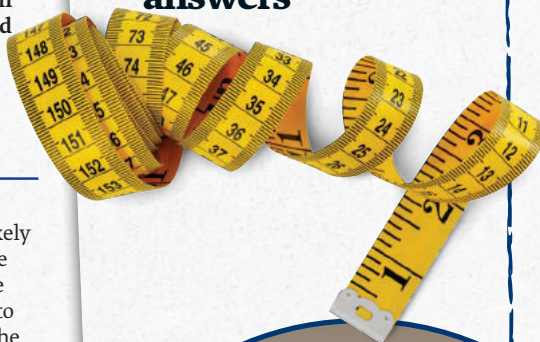
While work goes on, a local authority will want to know that a business, and the builders contracted, are keeping to the agreed plans. "We had to send photos to the council's building officer every time we removed a wall, for example," Kashif says. At regular points throughout the building work, he also recommends meeting with the building officer to ensure the local authority is happy with the progress.

MAKE SURE YOU HAVE A COMPLETION CERTIFICATE

"A completion certificate is a vital document and you must keep it if you ever want to sell the business at a later date," says Kashif. With the arrival of this document and the end of the work, the council will also measure up the new site and assess it for a new rateable value. Although businesses can go on to appeal this and request business rates relief, this is not guaranteed and can be a drawn-out process. "We ended up turning a small part of our café into a stockroom to achieve our 100% relief," Kashif says.

“

My experience is that you can ring the council six times, speak to six different people and get six different answers



Getting plans right early avoids potentially expensive changes later on

BIG ISSUE

AGE-RESTRICTED SALES

Under Age Sales, a social enterprise established eight years ago, works with independent retailers to help ensure they are meeting their legal responsibilities when it comes to selling age-restricted products such as alcohol, cigarettes and fireworks. It offers practical information on how best to set up a shop in a way that should help to prevent issues from arising and provides training to staff to ensure they follow best practice. Under Age Sales can also assist retailers who have been referred to Trading Standards for serving an underage person.

THREE-STEP GUIDE TO AVOIDING UNDERAGE SALES

PREVENTION IS BETTER THAN CURE

"In a perfect world, retailers would contact us when they are setting up, so we can help them put policies and training in place so they don't fail when they are visited by Trading Standards," says Tony Allen, founder and managing director at Under Age Sales. "Our first step is about creating an 'expectation of challenge'." Among other things, this means ensuring signage about identification required for certain products is displayed prominently, so customers are aware of the need for it. "The people carrying out test purchases for Trading Standards can often tell as soon as they walk into a shop whether it is going to fail," he says.

DON'T PANIC

"In reality, most retailers get in touch with us once they have had a problem and failed in some way," Tony says. "In these instances, we can help them in their communications with Trading Standards and licensing authorities." According to Tony, retailers need to remain calm if they learn they have failed a test purchase. "Trading Standards' role is not to try and catch you out, and they don't want to take cases to court because this is time-consuming and expensive. They need to be reassured that you acknowledge the problem and now have sound policies and processes in place, which we can help with."

TRAIN, AND KEEP TRAINING

"If you don't train your staff, they will not know what they need to know," Tony says. "A lot of what we train on goes beyond common sense." One example is the 'de-escalation of conflict'. "If someone is screaming at you that they don't need to give you ID, you need to calm the situation. There are ways to do this - take a pace backwards, drop your shoulders, use the word 'we' rather than 'I' when asking for identification to make it less personal. This is part of what we can offer training on."


BIG ISSUE

SELLING E-CIGARETTES

Suppliers across the board admit that while the opportunity e-cigarettes provide is huge, lack of education for both retailers and consumers means the opportunity is not being fully realised.

The arrival of EUTPD II legislation means greater restrictions in the market, with advertising banned and cartridge sizes reduced as part of the changes. The constant investment in this area means store owners have many options for improving their sales while remaining on the right side of these law changes. Working with major companies is one way to reduce the chances

of your store stepping on the wrong side of these and any future restrictions. Nick Geens, head of reduced risk products at JTI, says: "Compliant vaping ranges such as Logic, backed by a global manufacturer, have remained on the market and continue to perform strongly. Logic holds a 16.7% share of the independent and symbol vaping market."

THREE-STEP GUIDE TO STAYING ON THE RIGHT SIDE OF E-CIGARETTES RESTRICTIONS

UTILISE YOUR DISPLAY

Unlike the display of cigarettes and rolling tobacco, retailers have the benefit of being able to display e-cigarettes prominently. Nick Geens believes it is an advantage which store owners must capitalise on. "The current legislation places no restrictions on the display of reduced-risk products in-store. We strongly recommend retailers maintain a prominent, tidy and consolidated range of vaping products – as well as the accompanying accessories, such as atomisers and e-liquids in a range of flavours – to meet all consumer needs and maximise sales," he says. With PoS and stands available from most suppliers, retailers can work with the brands they stock to do this in an effective and compliant way.

WORK WITH COMPANIES YOU TRUST

There has been a view in some quarters that the EUTPD II restrictions, which affected tobacco retailing significantly, may actually have had the benefit of professionalising the e-cigarettes category. Nick Geens says the consequence has been a removal of risk for retailers as potentially-risky smaller operators have fallen out of the category. "Following tighter controls on the category, we saw a consolidation of the market as smaller, non-compliant brands were removed from shelves," he says.

COLLABORATE WITH YOUR SUPPLIERS

With suppliers aware that this is a maturing market with much potential, there is a lot of support available for retailers who ask for it. As Nick Geens explains, there are even online resources available to businesses 24/7. "JTI Advance provides an online resource for retailers looking for information on the category, as well as training modules to support staff education," he says. "This year we have rolled out a national network of dedicated 'Logic Champions' – experts on the vaping category who work closely with the JTI salesforce across the UK to provide retailers with the latest advice and most up-to-date legislative information."



Major brands are investing in support to help stores stay compliant



SPECIAL REPORT

BIG ISSUE

READING CONTRACTS

"Retailers are so busy that they often don't have the time to look at every detail of a contract, and there are businesses which are very good at knowing the time to call people when retailers won't be fully listening," says Barry Frost, managing director of Commercial Plus. He often hears from retailers who have got into trouble after signing a contract which has - in hindsight - become costly to their business.

"There are contracts out there that, if they read them fully, no retailer would ever sign," he says.

So, how can retailers ensure they don't get into trouble by signing the wrong contract or become victim to a scam? Barry has some simple advice to keep retailers safe.

THREE-STEP GUIDE TO PROTECTING YOUR BUSINESS FROM BAD CONTRACTS

IF SOMETHING APPEARS TO BE TOO GOOD TO BE TRUE, IT PROBABLY IS

This rule is central to Barry's advice and is one way that many less-reputable companies will try to lure businesses into hard-to-escape contracts.

"One business has a contract which says it can install a new machine in your premises without your permission. If the contract is five years, they can put in a new machine after four years and 364 days. But further within the contract it says that having a new machine in-store creates a new five-year contract. It's a never-ending contract," Barry warns.

"Be wary of someone who says their deal is the best thing since sliced bread, but that there is only a limited supply, because this is usually a guide that he will want a commitment pretty quickly," he adds.

NEVER SIGN SOMETHING ON THE DAY OF A SALES VISIT

"A reputable company will allow you some cool-off time to go away and have a think about their offer," Barry says. "You have to be wary of any company which is trying to get you to sign something on the day." To make this clear, Barry advises retailers to tell any rep ahead of a visit that you will not sign anything there and then.

DO YOUR RESEARCH

Barry's advice is to give at least a week to think about any contract. If possible, it is also worth getting a second - expert - pair of eyes to look the small print. Take at least a week to decide if you want to sign the contract. "Have a solicitor take a look at any contract before you sign anything," Barry says.



We've seen retailers going into stores with GoPro cameras - we don't want them putting themselves at risk


BIG ISSUE

ILLICIT TOBACCO

Illicit tobacco takes tax money from the government, revenue and profits from retailers and suppliers, and can be particularly dangerous to smokers. James Hall, anti-illicit trade manager at Imperial Tobacco, is leading the company's approach to combatting this criminal activity and has some simple advice for retailers affected. "We often hear store owners say 'nothing ever happens', but it does - we've had 12 seizures in stores selling illicit tobacco already this year," James says.

THREE-STEP GUIDE TO HELPING FIGHT THE ILLICIT TRADE

REPORT ANY RETAILERS YOU ARE AWARE OF WHO SELL ILLICIT TOBACCO

Imperial has just launched an app for its sales reps and it is already helping the business to manage reports of illicit tobacco more effectively. "If you've got information coming in, you can get more results. If you put one piece of information in, you've got all your eggs in one basket, but if we have 100 pieces of information coming in, we've got more chance of combatting it," says James. Before, reps had a very archaic form which they would have to fill in to report illicit trading, so they may not have always passed on what they heard. With the new app, reports can come in in 60 seconds. Before this app was launched, Imperial were receiving less than 20 pieces of information per month, but the company now says it has now had 522 in the past three months.

BE AWARE OF ONLINE TRADING

"If you look at Facebook and search for cheap cigarettes you will find pages where you can buy illicit tobacco," says James. While stores selling illicit tobacco are the main culprit in most retailers' minds, the online threat is growing all the time - and legitimate businesses can help in the fight against this part of the trade, too. "If a retailer knows about a tab house nearby, we can use that information. So far, we have taken down 6,000 posts and where there are repeat offenders, Facebook accounts are starting to be taken down, too," he says.

DON'T TAKE ON THE PROBLEM SINGLE-HANDEDLY

If you follow the supply chain of illicit tobacco all the way up you will often find criminal gangs. "We've seen retailers going into stores with GoPro cameras - we don't want them putting themselves at risk," says James Hall. Reps, instead, can collect the information, which is then shared with the authorities.



BIG ISSUE

NATIONAL LIVING WAGE AND AUTO ENROLMENT

Alpesh Shingadia has to keep track of the latest changes to employment law to ensure his business keeps up-to-date with them. When his father first opened Londis Southwater & Post Office decades ago, the minimum wage was yet to come into force, but today there is a National Minimum Wage, National Living Wage and auto enrolment for staff pensions. "We always do our research now, to make sure we know what's happening," says Alpesh. Indeed, as of last month the National Living Wage is now £7.83 per hour, with the National Minimum Wage (for those aged 21 to 24) raised to £7.38. These figures are expected to rise to meet a pledge to have a £9 National Living Wage in place by 2020. With changes in the individual figures changing regularly, Alpesh's business is now primed for making this work smoothly.

THREE-STEP GUIDE TO STAYING WITHIN EMPLOYMENT LAW

TAKE IT SERIOUSLY

"This is our staff members' livelihood and they're our biggest asset," says Alpesh. This responsibility means making sure that all money is paid and his payroll system is up-to-date is a priority. With the government increasingly naming and shaming businesses which do not comply with legal standards, there can also be reputational damage for stores which do not comply.

SEEK EXPERT HELP

"We work with a company called NEST Pensions, which has helped us through the changes in pensions, for example," says Alpesh. NEST is a government scheme set up to give businesses guidance and advice on operating in the new auto enrolment era. "They bring expertise from a whole range of industries – not just retail – so it gives us confidence that we're working in the best way possible when it comes to our staff costs and charges," Alpesh says.

WORK OUT WHAT IT MEANS

"As soon as there are any changes, we have to look at our budgets. If an increase in the National Living Wage takes place, we have to decide whether that is going to come from extra sales or cutting back staff hours," Alpesh says. His approach is usually to try to increase sales or find productivity gains elsewhere. ●



Businesses stocking illicit tobacco, like this one in Washington, Tyne & Wear, are losing their gantries



Staff costs are going up, so are you making sure they're earning their higher pay?

DISPLAY



Making your store shine

Building a great in-store display can help a promotion or new range fly. **Priyanka Jethwa** speaks to store owners and suppliers to get their top advice

Putting together a great in-store display involves using the right amount of PoS material and making sure it is strategically placed around the store. It is also important to consider who your customers are, as this can influence the type of theatre

you use. We spoke to 10 retailers running different types of stores – from rural to city – to find out what works best for them and what their top tips are for creating a brilliant display. We also got advice from five suppliers on how to create the most striking in-store display.



Be as creative as possible with your displays



VILLAGE

Raj Kaur

Newhouse Mini Market,
Ayrshire



Putting together seasonal displays for events like Christmas and Easter helps increase footfall. It's important to place them right at the front, and then highlight them across the store using shelf talkers. We have a dedicated seasonal bay in-store where we display our seasonal hampers.

NEIGHBOURHOOD

Ian Lewis

Spar Minster Lovell,
Oxon



Availability is key when putting together a great display. You have to make sure your bays are always full and that the prices are visible. To do so, we always take advantage of pre-sales and ensure we have enough stock to get us through the promotional period.

TOURIST

Carole Birnie

Corfe Castle Village
Stores, Dorset



Be as creative as possible with your displays to help them stand out against others. As our store isn't big, space is valuable. We invested in a hanging cigarette gantry behind the till to help free up space to store alcohol. The gantry definitely stands out as it's something different to what shoppers are used to seeing.

AFFLUENT AREA

Nainesh Shah

Mayhew News,
London



As a specialist magazines store in an affluent area, we have to make sure we stand out. We do this by hanging large magazine posters outside the store to attract shoppers. It's also worth investing in a moving image screen to further make your store a destination – this is something we are looking into.



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DISPLAY

SUPPLIER ADVICE

Be creative

To support retailers throughout the World Cup, Heineken is encouraging independents to highlight their beer and cider displays, as the category accounts for 42% of total alcohol sales. Toby Lancaster, category and shopper marketing director at Heineken, says retailers should consider using creative PoS around the store to help increase sales, such as its Amstel stand. He says: "Having clear signs directing customers to the beer and cider fixture means retailers will not lose out on customers wanting to buy a drink before the match."

Focus on impulse

Creating in-store theatre around impulse purchases is one way retailers can increase basket spend. On the back of Mars Wrigley Confectionery's launch of Starburst Chewing Gum, the supplier has developed PoS material for till points to help attract attention to the fixture. Jo Alvarado, customer director at Mars Wrigley Confectionery, says: "We have a team that provides solutions for retailers depending on the size of the store and space for gum."

Use posters

With the vaping category still emerging, Liberty Flights is encouraging retailers to post promotional posters around their stores to showcase their ranges. The supplier also offers retailers in-store and online training to make sure they feel confident in talking about the category. Peter Herkes, national sales manager at Liberty Flights, says it is important to consider the size of your store when picking out units, adding: "Bespoke gantries help give the category a premium look, helping both staff and customers engage with it more."

Involve your whole store

Placing PoS strategically around the shop can help drive impulse sales. To help retailers get in-store theatre right, Kellogg's offers retailers stackable snack stands, which hold 10 cases of single cereal bars, and Pringles vending machines, capable of holding up to 150 40g Pringles cans. Simon Smith, senior sales business lead at Kellogg's, says: "A successful fixture should look visually appealing but also be convenient for consumers – whether that is a small counter top unit, or a vending machine."

Merchandise by room

Procter & Gamble focuses not just on category-by-category display, but also by room. Sandeep Hedge, director for convenience, wholesale and club channel at P&G, says retailers should merchandise products by kitchen and bathroom, as this allows them to easily navigate the fixture. Additionally, ensuring store standards are high can help – and Procter & Gamble says its retailer website can help achieve this. "Using tools such as our ShelfHelp planograms gives retailers advice on how to make a product stand out on shelf," he says.



RURAL

Kate Mills

Heath Stores,
Tonbridge



A great display needs to have height, and some sort of interactive element. I like to offer my shoppers samples to try, so they are more inclined to buy a product, and if I am putting something on promotion on display, I make sure there are a few items out from the range, not just one.

FORECOURT

Adam Hogwood

Budgens of Broadstairs,
Kent



Fewer lines and more facings are key. The best displays are always the ones that are neat, and organised in a grid-like way, where you don't have loads of products jumbled up together. This way, it makes it easier for shoppers to find what they are looking for.

POST OFFICE

Duncan Ellison

Longden Post Office,
Shropshire



Building a great in-store display should always incorporate a way to show off local suppliers you work with. For example, we have a large map drawn on a chalkboard that pinpoints all 50 local suppliers we use. It also runs with the 'rustic' theme we have in store.

FORECOURT

Rocky Leach

Chellow Heights Service
Station and Spar, Bradford



As a forecourt store, we like to use front-of-store displays to highlight events like Mother's Day and Pancake Day, and we decorate the table with our own PoS, such as plastic inserts. For a store like ours, it's the best way to create attractive in-store theatre.

VILLAGE

Susan Gadd

Orford General Store,
Woodbridge



When it comes to displaying fruit and veg, it's important to make sure everything is always fresh. This is an easy way to create impactful theatre, and it attracts more consumers to the stand. Moreover, having a range of seasonal fresh produce keeps shoppers interested.



TOWN

Duncan McCutcheon

McCutcheon Newsagents,
Tyne & Wear



Utilise all of the PoS available to you from suppliers and symbol groups. As a Premier store, we always have our Mega Deals signposted on the end of each aisle – and because of that, Fruit Shoot is currently flying off the shelves. ●



“

RN helps me keep up-to-date with stock changes across retail and provides great tips for product placement. It also inspires my staff to try new ideas.

JASDEV JATANA, FAMILY SHOPPER SUBWAY, CAMBRIDGESHIRE

Each week, RN is full of easy-to-use advice that gives you instant value to help grow your profits

RN

Order your copy today ☎ Michael Sharp ☎ 020 7689 3356 ✉ michael.sharp@newtrade.co.uk

THIS WEEK IN MAGAZINES



Magazine of the week

TAKE A BREAK AND THAT'S LIFE GET AN OLDER SISTER

Bauer Media's monthly Simply You is targeted at 40-plus women, and will feature real-life stories, high-street buys and advice on topics including health and making savings

BAUER MEDIA'S true-life magazines Take a Break and That's Life were both in the top 10 of best-selling magazines in 2017, and they're about to get a sister publication. Simply You is a lifestyle magazine aimed at women aged over 40, and features a mix of real-life stories, high-street buys, and advice on topics such as health and making savings.

The magazine will be published monthly as part of a quarter-year trial to establish the title in the marketplace. Make sure to position it front and centre to take advantage of the newest entry in this genre.



SIMPLY YOU
On sale out now
Frequency monthly
Price £1.90
Distributor Frontline
Display with Take a Break, That's Life, Woman's Weekly

My week in magazines



Marcello Perricone

Magazines reporter

marcello.perricone@newtrade.co.uk

ROYAL WEDDING IS JUST THE START OF THE EVENT SEASON

With the Royal Wedding between Prince Harry and American actress Meghan Markle just a couple of weeks away, magazine publishers are going into overdrive with pre-nuptial coverage.

Part one of Royal Life's special edition, The Royal Wedding, launched at the beginning of April and part two will go on sale on 30 May, following the ceremony. In the meantime, several publications, including Yours, Hello! and OK!, are covering every little happening, getting the hype rolling by creating a weekly cycle of content themed around the couple and the wedding.

However, the Royal Wedding is just the beginning – we've entered a time of year when newsagents will be able to ride event after event to boost their sales. Shortly after the Royal Wedding comes the FIFA World Cup and Hollywood's summer blockbuster season, just a few weeks later.

With trends come customers old and new, and retailers should be looking at how they can capitalise on this dynamic (and busy) sales period.

Opportunity: Royal Wedding

The ceremony gets more and more coverage with every passing day, and with the royal event happening next Saturday, this week is bound to be the biggest yet. Display the relevant titles together, front of shelf, to attract passing consumers and capitalise on this major topical occasion.

THIS WEEK
IN MAGAZINES **WE WANT YOUR
INSPIRATIONAL IDEAS!**

GET IN TOUCH with your news and mags success stories for a chance to feature



Which titles fly off your shelves? Have you grown your sales with a great display or promotion?

RN

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THIS WEEK IN MAGAZINES

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L.O.L. SURPRISE!

- The third issue of this children's magazine includes extra pages of activities and a free tiara and sash.
- It also includes Panini's L.O.L. Surprise! sticker album and sticker packet, available here one day before the album officially launches.



On sale 16 May
Frequency four-weekly
Price £4.99
Distributor Marketforce
Display with Frozen, My Little Pony, Shopkins



Bestsellers Aviation

Title	On sale date	In stock
1 Flypast	01/05	<input type="checkbox"/>
2 Aeroplane Monthly	10/05	<input type="checkbox"/>
3 Flight International	08/05	<input type="checkbox"/>
4 Aviation News	10/05	<input type="checkbox"/>
5 Airliner World	09/05	<input type="checkbox"/>
6 AirForces Monthly	17/05	<input type="checkbox"/>
7 Pilot	25/04	<input type="checkbox"/>
8 Combat Aircraft	03/05	<input type="checkbox"/>
9 Air International	26/04	<input type="checkbox"/>
10 PC Pilot	19/04	<input type="checkbox"/>
11 Flyer	17/05	<input type="checkbox"/>
12 Airports World	26/04	<input type="checkbox"/>
13 Flight Journal	11/04	<input type="checkbox"/>
14 Spaceflight	10/05	<input type="checkbox"/>
15 Airways	11/05	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**



LAND ROVER OWNER INTERNATIONAL

- Land Rover Owner International celebrates 20 years of the Land Rover Discovery 2 with articles and buying guides about the famously versatile all-terrainer.
- The issue also includes road-trip features, car comparisons and a free Land Rover lanyard.



On sale 16 May
Frequency monthly
Price £4.60
Distributor Frontline
Display with 4X4, Total Off-Road, Petersen's 4-Wheel & Off-Road



WORLD OF PETS

- This pet-focused magazine has news, stories about the world of house animals and several sections of pet advice.
- This issue covers topics such as moving home with pets and the issue of animal compatibility when dating another pet-owner.



On sale 16 May
Frequency three times a year
Price £5.99
Distributor Intermedia
Display with Your Cat, Your Dog, Cat World, Small Furry Pets



TRAIL

- This hiking magazine includes an analysis of the country's best routes, equipment reviews and tips for trail aficionados.
- This issue includes suggestions for summer solstice hikes and a feature on the UK's second highest mountain, Ben Macdui, and a free spork.



On sale 17 May
Frequency monthly
Price £4.60
Distributor Frontline
Display with Country Walking, Camping, Climber



THE PHOENIX

- This weekly mag is aimed at children aged six to 12 years old, and aims to stimulate their minds with facts and stories.
- This week's issue includes comic storylines, puzzles and drawing tips for anything from robots to crocodiles.



On sale 12 May
Frequency weekly
Price £3.25
Distributor Intermedia
Display with Horrible Histories, Okido, Amazing

SYMBOL KEY

Price change	Launch	Frequency change	Bumper issue
One shot	Special issue	Free gift	Competition

STICKER COLLECTION

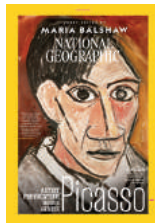
BRAND NEW!

STARTER PACK
£2.99 RRP

STICKER PACKETS
60P RRP

ON SALE SOON!

THIS WEEK IN MAGAZINES



NATIONAL GEOGRAPHIC

- This famous magazine has a new look and high-quality paper to accompany its revamped content showcasing stunning photography and features.
- This issue includes a three-month competition which offers a family of four the chance to win a trip to the Galápagos Islands worth more than £25,000.



On sale out now
Frequency monthly
Price £5.99
Distributor Seymour
Display with Smithsonian, Archaeology, Discover



RIDE

- With a focus on classic retro bikes, this motoring magazine runs tests to prepare riders for the summer season.
- This issue includes the first-ever riders' supplement, with advice and introductions for readers who have just bought their first bikes.



On sale 16 May
Frequency monthly
Price £4.30
Distributor Frontline
Display with MCN, What Bike?, Bike, Classic Bike

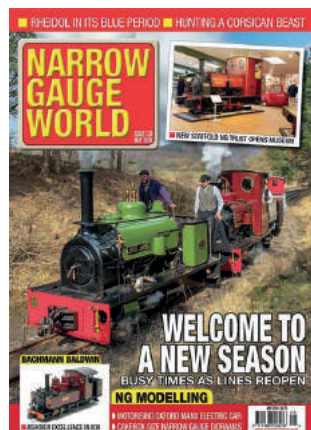


TOY SOLDIER & MODEL FIGURE

- This glossy collection magazine is focused on toy soldiers and model figures, featuring photos and articles about all areas of the hobby.
- This issue includes a chance to win a miniature Confederate Parrott Rifle from manufacturer W Britain.



On sale 11 May
Frequency eight times a year
Price £5.99
Distributor Intermedia
Display with Toy Soldier Collector, Military Modelcraft International



SPECIALIST CHOICE MERYL WILLIAMS, PIKE'S NEWSAGENTS, PORTHMADOG NARROW GAUGE WORLD

Who buys it?

Railway enthusiasts, both regular customers and visitors to the area who come to events organised by the Ffestiniog Railway and the Welsh Highland Railway.

How do you display it?

We sell a range of about 20 railway magazines displayed in a block in the centre of our main shelves at eye level. We add a clip-on shelf during the summer to attract the attention of tourists.



On sale out now
Frequency monthly
Price £4.75
Distributor Warners Group

Expert advice

Amy Donkersley

Circulation executive,
Key Publishing



Key Publishing is firmly established as the world's foremost publisher of transport and specialist leisure titles. We have a portfolio that includes a range of aviation, historic, rail, transport, modelling and flight simulation magazines. As well as our regular frequency magazines, we also produce specials and bookazines every one to two weeks.

To add value and encourage additional sales, we regularly include posters with stunning photography, calendars, wall planners, engaging supplements and useful guides and maps.

To mark the 100th anniversary of the Royal Air Force, we have produced The Official RAF 100 Years bookazine. This will be released on 4 July to coincide with the parade and flypast on 10 July in London.

Also, look out for the July issue of Airliner World and its free Embraer E2 Supplement, on sale from 13 June, and our Armistice 100th Anniversary Specials later in the year.

Our strategy

Who buys your titles?

Dedicated enthusiasts who are prepared to pay a premium for quality, as well as respected industry professionals.

How should your titles be promoted in-store?

Commemorative, anniversary and value-added issues should be displayed in the leisure/transport section at the front of the shelf. Historic specials should be displayed in the leisure/historic section.

How are you investing in independents?

Independents are very important as they generate nearly £900,000 in retail sales value each year. We invest in copy to maximise the sales opportunity and ensure we have good availability. We also create incremental revenue opportunities through our programme of one-shots, specials and annuals.

COMING UP IN NEXT WEEK'S RN



How is the team at York University's newest Nisa store planning a summer of strong sales?

Plus, learn how to manage your craft ranges most effectively, and top retailers explain their ranging and merchandising advice for impulse format products

RN

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Partworks

Title	No	Pts	£
DeAgostini			
Art Gallery	10	60	8.99
British Steam Railways	10	50	1.99
Build Your Own R2-D2	70	100	8.99
Classic Dinky Toys Collection	11	60	11.99
Enhancing Your Mind, Body, Spirit	70	120	3.99
My Animal Farm	64	60	5.99
Jazz at 33 and Third RPM	61	70	14.99
Star Wars Helmet Coll'n	62	60	9.99
Zippo Collection	70	60	19.99
Egglemos			
DC Comics Graphic Novel	72	100	9.99
Game of Thrones	53	60	9.99
My Little Pony Colouring Adventures	62	80	4.50
Star Trek Ships	124	130	10.99

Collectables

Title	Starter	Cards
Panini		
Cars 3 sticker collection	2.99	0.60
Fantastic Beasts and Where to Find Them Sticker Collection	2.99	0.50
FIFA 365 Trading Cards	4.99	1.00
Football 2017 collection	2.99	0.50
Guardians of the Galaxy volume 2	2.99	0.50
Invizimals Trading Cards	3.99	1.00
Marvel Avengers: Infinity War Sticker Collection	2.99	0.60
2018 FIFA World Cup Russia Adrenalyn XL Trading Card Game	5.99	1.50
2018 FIFA World Cup Russia Official Sticker Collection	3.99	0.80
UEFA Women's Euro 2017 Stickers	2.99	0.60
Beauty & the Beast Sticker Collection	2.99	0.50
Magic Box		
Zomlings Series 6		0.50
Star Monsters		1.00

Title	Starter	Cards
Topps		
I Believe In Unicorns Sticker collection	3.00	0.60
Journey to Star Wars Match Attax 2017/18	4.99	1.00
Match Attax 2017/18	4.99	1.00
Num Noms sticker cl'll'n	2.99	0.50
Premier League Sticker collection	1.99	0.50
Ring Pop Puppies	2.00	-
Shimmer and Shine Sticker collection	3.00	0.60
Shopkins World Vacation	3.00	0.60
Star Wars: The Last Jedi Sticker collection	3.00	0.60
UEFA Champions League Sticker collection	4.00	0.60
WWE Slam Attax 10 Trading Card Game	4.99	1.00
DeAgostini		
Magiki Ponies		2.50
Piranhas & Co		2.50

Newspapers

Daily newspapers				
	price	margin	pence	margin %
Sun	50p	11.15p	<div></div>	22.3%
Mirror	80p	16.05p	<div></div>	21.4%
Mirror (Scotland)	80p	17.12p	<div></div>	21.4%
Daily Record	75p	16.05p	<div></div>	21.4%
Daily Star	40p	7.26p	<div></div>	22.5%
Daily Mail	65p	14.5p	<div></div>	22.31%
Express	65p	13.31p	<div></div>	22.5%
Express (Scotland)	60p	12.10p	<div></div>	22.5%
Telegraph	£1.80	38.7p	<div></div>	21.5%
Times	£1.60	34.4p	<div></div>	21.5%
FT	£2.70	54p	<div></div>	20%
Guardian	£2	44p	<div></div>	22%
i	60p	13.2p	<div></div>	22%
i (N. Ireland)	60p	13.2p	<div></div>	22%
Racing Post	£2.30	54.0p	<div></div>	23.48%
Herald (Scotland)	£1.30	29.90p	<div></div>	23%
Scotsman	£1.60	36.0p	<div></div>	22.5%

Saturday newspapers			
Sun	70p	14.98p	21.4%
Mirror	£1.20	24.72p	20.6%
Mirror (Scotland)	£1.20	24.72p	20.6%
Daily Record	£1.10	22.6p	20.6%
Daily Star	60p	12.085p	21%
Daily Mail	£1	21p	21%
Express	90p	17.152p	21%
Express (Scotland)	90p	18p	21%
Telegraph	£2.20	49.5p	22.5%
Times	£1.90	39.9p	21%
FT	£3.50	79.1p	22.6%
Guardian	£2.90	63.8p	22%
i Saturday	80p	17.2p	21.5%
i (N. Ireland)	80p	17.2p	21.5%
Racing Post	£2.60	61p	23.46%
Herald (Scotland)	£1.70	39.1p	23%
Scotsman	£1.95	43.88p	22.5%

Sun	£1.10	23.1p	21%
Sunday Mirror	£1.50	31.5p	21%
People	£1.50	31.5p	21%
Star Sunday	£1	19.89p	21%
Sunday Sport	£1	24.3p	24.3%
Mail on Sunday	£1.80	37.8p	21%
Sunday Mail	£1.80	37.8p	21%
Sunday Telegraph	£2.20	45.5p	22.75%
Sunday Times	£2.70	56.7p	21%
Observer	£3	73.5p	24.5%
Scotland on Sunday	£1.70	39.95p	23%
Racing Post	£2.60	61p	23.46%
Sunday Herald (Scotland)	£1.70	35.7p	21%
Sunday Express	£1.50	29.65p	21%
Sunday Post	£1.60	33.6p	21%

Weight Watchers 6-7 May					
	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	970g	140g	45g	3	25g
Sunday Times	850g	360g	45g	2	35g
Times	695g	135g	10g	2	5g
Mail on Sunday	690g	315g	40g	2	35g
Guardian	605g	345g	5g	1	5g
Daily Mail	560g	230g	0g	0	0g
Observer	520g	140g	0g	0	0g
Sunday Telegraph	460g	90g	0g	0	0g

Scale of third-party advertising insert payments							
Insert weight	Original scheme	Mail	Mirror	News UK	Express	Guardian	Telegraph
Cumulative?	no	yes	no	no	no	no	no
0-69g	n/a	n/a	n/a	n/a	n/a	n/a	n/a
70-100g	1.5p	2.5p	2.57p	2.7p	2.93p	2.75p	2.93p
101-200g	2p	3p	3.36p	3.3p	3.65p	3.35p	3.65p
201-300g	4p	5p	6.09p	5.5p	6.26p	5.75p	6.26p
301-400g	5p	7p	7.43p	6.7p	7.06p	7p	7.06p
401-500g	*	7.5p	*	*	*	*	*
Over 500g	*	8p	*	*	*	*	*
* By negotiation							

Insertion payment guide

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

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Knapp Stores, Swanage, Dorset

Freehold £225,000

- Busy High Street location, retail area of c.70 sq m
- Planning permission for 2 dwellings

T: 01962 844 455

3818109

Weybridge News, Weybridge
Surrey

Leasehold £110,000

- Gross weekly sales c. £9,000-10,000
- Town centre High Street location

T: 0203 846 0615

2411564

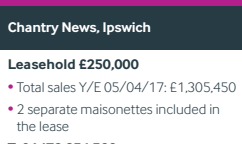
Gorse Hill Mini Market,
Manchester

Leasehold £119,950

- Turnover c.£13,000 weekly excluding services
- Adjusted Net Profit in excess of £85,000 PA

T: 0161 833 3311

5613300



Chantry News, Ipswich

Leasehold £250,000

- Total sales Y/E 05/04/17: £1,305,450
- 2 separate maisonettes included in the lease

T: 01473 256 588

1418178

Hyde Newsagency, Winchester,
Hampshire

Leasehold £59,000

- Long established newsagents/ sandwich store
- 4 bedroom owners' accommodation

T: 01962 844 455

3818116



Albert Road Dairy, Plymouth

Freehold £250,000

- Busy high street close to city centre
- Prime location for re-development

T: 01392 285 600

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