

RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 13.07.2018



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Shaping the future
of independent retail
since 1889



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WELCOME

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Build your store's reputation with great-quality local products
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Editor

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The future of the high street is no longer pure retail.

That was the finding of the latest Grimsey Review, released last week. Author Bill Grimsey told RN he believes the main way to offset the threat posed by out-of-town shopping centres is to create community hubs in town centres instead. Independent retailers, he added, can play a key role in this by supporting, advertising and fundraising for local events on top of their traditional in-store offering.

It's a view supported by many of the main symbol groups, who in this week's special report present business plans for c-stores and forecourts that provide simple advice retailers can use to develop community-based stores.

Premier advises community engagement, which starts with a launch party and evolves to links with nurseries, community centres and schools. Best-one adds that seating areas create a welcoming area and cause shoppers to spend longer in-store. And Spar focuses on tastings of seasonal and local produce to engage local shoppers.

The groups' advice for creating appealing community stores is easy and quick to apply. More so than Bill Grimsey's other recommendation for high street protection - the removal of business rates in favour of a 2% sales tax. Such a move could make a huge difference, but a maze of negotiations would lie ahead before it could ever be introduced.

The huge benefit independents have over the multiples is their ability to act on advice or local opportunities immediately. There is plenty to get you started in this week's issue.

BREAKING NEWS

BRC warns on Brexit 'no deal'

More than 12,500 small retail businesses will be at 'high risk' of going bust should the UK government fail to reach a Brexit deal, the British Retail Consortium (BRC) has stated.

Richard Pennycook, chairman of the BRC, said: "It is likely we will see food rotting at ports, reducing the choice and quality of what is available to consumers. Frictionless trade is essential if the industry is to continue to provide value."

BRC analysis also found that food and drink products would face an average increase in the cost of importing from the EU of up to 29% because of non-tariff barriers, if no deal is agreed.

Charging clarity needed

The Association of Convenience Stores (ACS) has expressed concerns about the lack of clarity in the Department for Transport's 'Road to Zero' definition of a 'large fuel retailer'.

The 'Road to Zero' sets out the government's plans to see at least half of new cars be ultra low emission vehicles by 2030. One suggestion is to make electric charge points available at motorway service areas and 'large fuel retailers'.

ACS chief executive James Lowman said: "There are potentially thousands of petrol forecourts in the UK that could come under the government's definition of large fuel retailers. Instead of focusing on an arbitrary definition, the government should incentivise electric vehicle charging infrastructure."

Symbol group blames high demand 'These issues are some of the worst I've experienced'

Retailers frustrated by Londis delivery problems

by Alex Yau

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Londis retailers across the country have been left frustrated by delivery issues, with one store owner claiming he has lost hundreds of pounds as a result.

Stuart Reddish, who runs two Londis stores in Sheffield and Chesterfield and is the NFRN's vice president, told RN deliveries have either arrived late or not shown up at all. "These issues are some of the worst I've experienced and I've probably lost hundreds

of pounds from the lack of availability and paying staff to unpack stock when no deliveries have arrived.

"It's been happening since June and it's frustrating because the World Cup is on and I've had to turn customers away because I've had no stock.

"I've been told the issues are due to increasing demand, but I've been given no indication of when they might be resolved."

Mr Reddish added the delivery drivers had been hired from agencies. "They just drop stock off and

leave immediately without checking if everything is fine," he said.

Anish Parekh, of Londis Broadoak and Post Office in Ashton-under-Lyne, had also experienced delivery issues since the end of June. He told RN: "I've had several late deliveries and the reason I've been given is increased demand. I can understand it because of the World Cup and hot weather, but it would be frustrating if the issues continue."

Chris Herring, of Londis Shiphay Post Office in

Torquay, added: "I've had one late delivery, which didn't turn up for a few hours. It's understandable because the business overall has been growing and they have been professional and prompt in communicating."

A Booker spokeswoman said: "Due to the unprecedented volume of orders, we are experiencing some disruption to our deliveries. We are working very hard to keep these to a minimum and would like to apologise for any inconvenience this has caused."

Calls for card charge compensation

Independent retailers have called for compensation from Mastercard and Visa for high fees issued before 2015, following a Court of Appeal decision to refer cases put forward by Sainsbury's, Morrisons, Argos and Asda to the Competition Appeal Tribunal.

In 2015, fees on credit card payments were

capped at 0.3% and debit cards at 0.2% of any transaction. The tribunal will now determine what the fees should have been, and will decide what compensation from Mastercard and Visa the supermarkets should be entitled to.

However, David Worsfold, of Farrants in Surrey, said he is still being

charged 0.79% per transaction on credit cards and 0.28% on debit cards.

"I certainly hope this could lead to some compensation for us independent retailers, but I'm sure if it was the case, they would make it as complicated as possible," he said.

Meanwhile, another retailer, who asked not

to be named, said if multiples receive damages, independents should also be entitled to compensation.

"It should automatically be trickled down to other businesses, without a separate case being needed to be brought forward. There shouldn't be a double standard," he said.

Food to go attracts 500 customers a week to Nisa Local forecourt store

A food to go offering is helping attract more than 500 customers a week to a Nisa Local forecourt since its launch earlier this year. The Crown Services store in Brighouse, Yorkshire, is run by husband and wife Salim and Mumtaz Patel. They offer homemade samosas, breakfast buns and lunchtime baguettes, with sauces and dressings made from scratch. Mrs Patel said: "We get more than a hundred customers coming in for the cooked food every day and many are repeat customers who keep coming back."



2% sales tax recommended 'It would remove the disparity between online and offline'

Ditch rates to save the high street, says Grimsey

by Alex Yau

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Business rates must be replaced by a 2% sales tax in a bid to remove the disparity between online and physical businesses, Grimsey Review 2 author Bill Grimsey has told RN.

Speaking the week after the publication of his report on improving Britain's struggling high streets, Mr Grimsey said the tax would better represent a small business' financial circumstances than business rates.

"Outdated business rates will leave independent

retailers on the breadline and they need replacing," he said.

"A 2% sales tax would still generate billions of pounds and remove the disparity between online and offline businesses. If you take retail sales of £406bn last year, the tax would have generated more than £8bn."

Of last year's retail sales, online contributed more than £72bn. In comparison, the Ministry of Housing, Communities and Local Government said business rates collected by local authorities will rise £847m this year to £24.8bn.

Additionally, the number of insolvent business last year rose from 21,267 to 21,662, and Mr Grimsey said there could be more insolvencies as a result of business rates.

Figures from the Association of Convenience Stores suggest more than a fifth of convenience stores are based on high streets.

The latest review also makes proposals to transform high streets into 'community hubs' offering events, free wi-fi and more public buildings such as libraries.

Mr Grimsey said: "It would take four years to

start seeing results, but convenience stores should welcome this because high streets are under threat of losing footfall to out-of-town retail parks unless they use a different approach."

Stockton-on-Tees Borough Council, which followed advice in the first Grimsey review in 2013, now holds 90 annual events, such as firework displays, on its high street.

The council's chief executive Neil Schneider told RN: "The high street's retailers see an 18% to 25% increase in footfall during these events."

Football summer sales rise

Retailers across the country are reporting increased summer sales thanks to the positive performance of the England football team in the knock-out stage of the FIFA World Cup.

Raj Bathia, from the Battersea General Store in London, said: "The weather and World Cup together definitely made a big improvement in sales. We've seen a 15% increase in sales of snacks, soft drinks and alcohol, with beers, wines and prosecco doing the best – and since England won, a lot of champagne as well."

Meanwhile, Nicola Ransome, of Welton's in Leicestershire, saw a similar performance: "People are buzzing because of the World Cup and the weather, so business is really good. Alcohol sales are massively up, about 15% more than last year's."

Social media blows up sales of Larry the Lobster and Stevie the Stingray

A Bournemouth retailer is using social media to advertise its 30-piece range of inflatable animals. The owners of Hengistbury PO & News, Graham and Jane Shard, have seen sales increase since they started selling the inflatables. Mr Sharp said: "We're only 800 yards from the beach, so having a colourful storefront draws people in, especially during the hot weather. We use social media to encourage customers to visit the store to showcase which animals we have out the front. Larry the Lobster has sold out and Stevie the Stingray is very popular. Next week we will be introducing more."



Parfett's record turnover

Parfett's Cash and Carry has had record turnover for a second year with total sales of £345m and like-for-like sales growth up 16%, excluding tobacco.

The group also continues to recruit retailers to its Retail Club schemes, with independent fascia Go Local seeing 110 stores join in the past year.

Guy Swindell, head of marketing, said: "Retailers like the retailer club schemes we offer and that's proven in the number joining this year."

Greg Suszczenia, joint managing director, said: "In a difficult trading environment, this strong performance is a testament of our company strategy."

Assembly offers small firms help

Welsh Assembly members have launched a new report outlining government practices to help micro and small businesses, such as retailers and newsagents.

The report is based on the results of the Supporting Entrepreneurship Inquiry headed by the Cross Party Group on Small

Shops, which has held several sessions in the Welsh Assembly with industry experts and organisations over the past year.

The document recommends new ways to help existing and future entrepreneurs grow, including support for small businesses in training apprentices and a reform of

the business rates system to incentivise investment and avoid restricting growth.

Vice chair of the group Vikki Howells said: "With micro and small enterprises at the heart of the Welsh economy, it is right that we develop the policy environment to really support them."

Angela Sykes, from Denmore Premier in Denbighshire, welcomed the report: "It's definitely a good thing, as it helps small business expand. The Welsh Government is doing a good thing trying to inspire us to use apprenticeships and training, but business rates definitely need to change."

STORE LOOKBOOK



A love for retail

Ken Singh has ploughed experience gained inside and beyond his family's business to build a thriving set of c-stores, **Alex Yau** reports

When Ken Singh took a sales position at Currys PC World in the early-2000s, he didn't expect the experience he gained selling computers, televisions and home appliances to drive the development of a successful family convenience store.

But the lessons he learned working for a major retailer, coupled with part-time work at his parents' Love Lane Convenience Store in Pontefract as a teenager, fuelled a love for retail that he and his brother Bobby are ploughing into their businesses today.

Ken joined Currys PC World to gain his own independence and retail experience. Yet despite moving quickly up the ranks from sales assistant to manager, a desire to shape his own business eventually led him back to the family store.

"There was a point where I hit a wall because I couldn't influence where the business was going," Ken says. "I wanted to make a difference and returned to manage the family business because I could make a bigger impact there."

The skills Ken gained from working at the electricals chain easily transferred into independent convenience.

"There are a lot of lessons you can learn from a major retailer. I use a rota system to keep everything organised, for example, and I treat staff to meals and nights out.

They feel appreciated and staff turnover is low as a result. All my six employees have been with the business for several years."

Ken's experience outside of independent retail also helped shape a £70,000 refit on the 1,300sq ft store six years ago.

The refurbishment added air conditioning, new shelving, refrigeration and automatic double doors. Ken also moved scratchcards nearer to the till, and beers and wines from behind it to the front of the shop to make the store more welcoming and accessible.

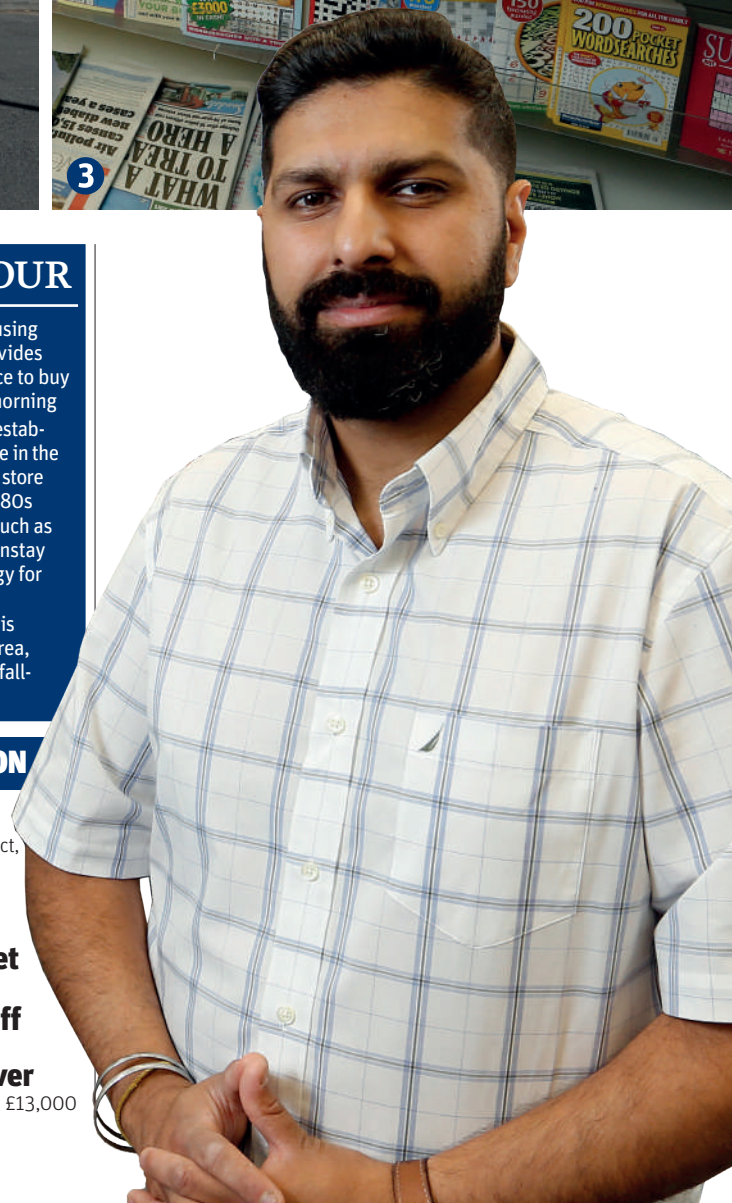
"My time managing a Currys PC World taught me about the importance of customer experience," says Ken. "The journey around your store matters and customers will keep coming back to you if they feel they can have a pleasant time there."

"My weekly sales went up by 30% after the refit, and scratchcard sales doubled. It is a much friendlier environment to shop in."

Ken and Bobby's experience also gave them confidence to expand the family business - they now run three stores around Pontefract with their wives. But with so much competition, they say community links have been as vital as retail know-how for staying relevant to their customers.

"I've grown up in the community, and that's the key. There are other convenience stores and a Post Office in the town centre 10 minutes away, but customers

“The journey around your store matters and customers will keep coming back to you if they feel they can have a pleasant time there **KEN SINGH**”



STORE TOUR

- 1 Based near a housing estate, the store provides residents with a place to buy newspapers in the morning
- 2 Ken's family has established a firm presence in the community since the store opened in the late 1980s
- 3 Footfall drivers such as magazines are a mainstay of Ken's sales strategy for local residents
- 4 Ken's post office is the only one in the area, providing many footfall-driving services

INFORMATION

Location
80 Love Lane, Pontefract, Yorkshire WF8 4BB

Size
1,300sq ft

Average basket
Between £4 and £5

Number of staff
Six

Weekly turnover
Between £12,000 and £13,000

4

STORE LOOKBOOK



keep coming back to me.

"We know them on a first-name basis and we always chat to them with a smile. No one else offers this personal service. We'll never be a store where customers do their big weekly shop, but customers know they'll always be welcome if they just want to pop in and buy a pint of milk or a chocolate bar."

Since Ken and Bobby took over the business, they have built on the work their parents began 31 years ago, but Ken attributes their success to his mother, Balbir, who single-handedly ran the store when their father, Jasbir, unexpectedly passed away in 1991.

Balbir had to learn every part of the business, from ordering from the cash and carry to accounting and negotiating with suppliers for the best prices.

"All the reps will tell you my mum is a tough lady because she always negotiates to get the best deal," Ken says. "She never misses a trick and the many skills I've learned when running a store have come from my mum. This is a mindset I'll continue to use, because running a convenience store isn't easy and you've always got to think on your feet." ●



STORE TOUR

- 5 A school nearby provides Ken with plenty of trade throughout day for chilled snack and drinks purchases
- 6 Employees have been at the store for several years and have established personal relationships with regular customers
- 7 Ken, Bobby and their family run two other stores in the Pontefract area



Want to see more of Ken's store?
Go to betterretailing.com/love-lane-pontefract

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SYMBOL NEWS

Consumers prefer local shopping

Sainsbury's 3.6% annual growth in convenience sales in the three months to 30 June demonstrates the continued strength of top-up shopping, an analyst has told RN.

Total like-for-like and grocery sales increased by just 0.2% and 0.5% respectively in the same period.

Thomas Brereton, retail associate analyst for GlobalData, said: "The 3.6% increase shows convenience is still a strong market because shoppers prefer to visit stores near them rather than somewhere out of town."

Sainsbury's chief executive Mike Coupe said the figures reflect the supermarket's decision to invest £150m in reducing the prices of products such as fresh meat, fruit and vegetables.

Conviviality results to be investigated

The Financial Reporting Council is investigating KPMG's audit of Conviviality's financial results for the year ending 30 April.

A KPMG spokesman said: "As the company reported, it experienced margin weakness at the start of 2018 and also a significant payment to HMRC, which had not been included within its short-term cashflow projections, creating a short-term funding requirement."

"Our audit of the company's financial statements for the year ended 30 April 2018 had not yet started at the point when administrators were appointed."

Conviviality went into administration on 5 April, with a debt of £125m owed to creditors.



800 customers praise shop online

A Nisa retailer in Southend has had his social media presence boosted after a website for the local area posted positive reviews of his shop. Your Southend published a review of a visit to Kash Tripedi's shop in Woodgrange Drive, praising him for the personalised service provided to customers. More than 800 of Mr Tripedi's customers have since posted their own testimonials as a result of the review. Mr Tripedi said: "I have a philosophy that anyone who walks through the door and into my shop is not just a customer – they are a friend."

P&H collapse paused revamp programme 'It's good it is continuing the investment in its stores'

Costcutter continues Shopper First refits

by Alex Yau
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Costcutter has resumed its Shopper First store refit programme, following a break caused by the collapse of Palmer and Harvey (P&H) in November last year.

The programme, which was launched at the start of 2017, develops the appearance and product range of stores based on one of five formats. Each of the formats is tailored to different locations and customer bases.

Shabaz Ali, of Costcutter in Falkirk, is taking part in Shopper First. He told RN: "I'm having my store developed under the programme and it should be completed in October. The revamped fascia will look professional. It is good that Costcutter is continuing the investment in its stores."

Mike Nichols, of Costcutter Dringhouses in York, whose store is also in the initial stages of development, added: "My overall sales are up 35% year on year because

of the World Cup and hot weather, and the programme should help further the momentum."

There are currently 55 Costcutter and Mace stores under the Shopper First programme, with 100 more shops to come.

A Costcutter spokeswoman said: "Combined with the new Co-op relationship, our retailers will be better placed to respond to key shopper missions, especially when it comes to fresh and food to go."

The news came as Costcutter revealed store

numbers fell from 2,200 to 1,776 over the past year, despite a supply deal signed with Co-op in November. The group partly attributed the decline to supply issues caused by P&H's demise.

Meanwhile, according to reports from Sky News, discussions for a takeover of Costcutter by Co-op are still open, after the symbol group's owner, Bibby Line Group, rejected a £15m bid.

Both Costcutter and Co-op declined to comment.

Wholesale is 'too late to trends and loses sales'

Wholesalers have lost out on sales by being too slow to react to trends, according to Bestway Wholesale managing director Martin Race.

Speaking at the Federation of Wholesale Distributors (FWD)'s annual 'Fast FWD' conference held at St George's Park in

Staffordshire at the end of last month, Mr Race said: "We have to get on top of trends and get closer to shoppers."

"Wholesale has to take risks with new products. The sector has been too late with trends such as vaping and protein. We have virtually lost out

completely on vaping – and look at the size of it."

Kamal Thakar, of Stop Shop News in Edgware, London, told RN retailers need more information and advice on vaping from wholesalers and suppliers. "Vaping is a complicated category and there are so many

flavours and devices that retailers need education from wholesalers.

"It's not entirely on the wholesalers, however, as we also need to be proactive. It's worth it because customers can spend an average of £60 on vaping and they'll give you repeat custom as well."

NEWS & MAGS

Up to £90 a month spent on service calls 'Working together can be very helpful to both parties'

'Set up free phone lines,' stores urge wholesalers

by **Marcello Perricone**

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Phone calls to wholesalers regarding service issues are costing retailers up to £90 a month, prompting calls for the creation of a wholesaler freephone line.

Last month, a survey by RN and sister publication Retail Express revealed retailers call suppliers an average of 3.5 times a week regarding issues such as late deliveries and refused credits, with each phone call lasting an average of 31.3 minutes.

Smiths News' and Menzies' service lines charge an average of 9p and 18p a minute respectively. According to RN's survey results, the cost to retailers per week when calling Smiths is around £9.85 and £19.71 when calling Menzies. In total, retailers can spend an average of £42.68 a month calling Smiths and £85.41 calling Menzies.

Raj Wadher, from Upton News HID in Slough, said: "A freephone line would be helpful, as we wouldn't have to worry about bills.

Last week, we didn't receive 10 different magazines, so we had to ring Smiths three times a day to find out what happened. We often call three or four times a week, each call is at least 12 minutes and problems don't get solved afterwards."

NFRN head of news Brian Murphy said: "All calls should be free. Camelot has opened a freephone line and it shows how working together can be very helpful to both parties."

A Smiths News spokesperson told RN: "Since

2017, all our customers have been able to contact Smiths News on an 0345 number. That is free to call in the vast majority of inclusive contracts."

Meanwhile, a Menzies spokesperson said: "We provide several ways for our customers to contact us, including local call numbers and our free online portal, i-Menzies. Customers can complete most business transactions using i-Menzies at a time that is convenient to them, meaning there is often no need to call."

NFRN call for Reach rethink

The NFRN has urged Reach plc to rethink its increase of the Sunday Mail's £1.80 cover price to £1.90.

The Scottish tabloid's new price increases retailers' profit per copy from 37.8p to 38.76p, but reduces margins from 21% to 20.4%. The profit would be 39.9p if margins were maintained.

NFRN national president Mike Mitchelson called for Reach to review the move.

"This announcement cuts our members' percentage trading terms and shows Reach is being inconsistent and disingenuous in how they do business. It flies in the face of their own campaign and of the support they appeared to give to independent retailers," he said.

Meanwhile, Johnston Press has increased the cover price of 13 newspapers, including The Scotsman, while margins have remained pro-rata.

Print sales drop for papers

Several newspaper publishers have reported declining year-on-year print sales due to 'evolving consumer habits', according to the Telegraph's 2017 financial report.

The paper's print revenues declined by 9% year on year in 2017, halving pre-tax profit from £27.1m to £13.7m.

Scottish Provincial Press, the publisher of 16 weekly newspapers, posted a £1.5m decline in turnover between September 2016 and 2017.

Meanwhile, News UK's Times and Sunday Times have reached 500,000 digital subscribers, surpassing print subscriptions for the first time.

Rochdale Online launches quarterly lifestyle mag

Twenty-year-old local news website Rochdale Online has launched a quarterly lifestyle magazine called Real Rochdale. The new title will feature 52 pages of fashion tips, photographs and local content. It will have a cover price of £5 and will be available in stores in Greater Manchester and by subscription. Rochdale Online managing director Pauline Journeaux said: "The size of the readership and the trust we engender in the local community is something we are very proud of."

News UK renews Smiths deal to 2024

News UK has renewed its distribution deal with Smiths News throughout the UK, extending the partnership until July 2024.

The contract secures revenues of £200m a year, and enables Smiths News to continue delivering News UK titles, including The Sun, The Times and its Sunday titles.

Mark Cashmore, Smiths' chief executive officer, said: "The contract is good news for the supply chain as a whole and positions us well to secure a similar outcome with our other publisher partners."

However, NFRN head of news Brian Murphy warned the deal reinforces the existing wholesale

monopoly and could lead to higher carriage charges.

RN columnist Neville Rhodes said: "I'm surprised by the length of the contracts, as you may not want to be committed to distributing someone's paper in 2024, given the current state of the market."

"The fact Smiths has just taken its existing

territories implies the other territories will go to Menzies, but we aren't going to hear much from the other publishers until they know what's going to happen to Menzies."

Sources within the Telegraph and the Mail indicated they were surprised by the deal, but declined RN's request for further comment.

PRODUCT TRENDS

Imperial launches myblu

Imperial Tobacco has expanded its Blu portfolio with the launch of its next-generation 'pod mod' system, myblu, along with new Liquidpods.

Myblu is designed to take 20 minutes to charge, while the device's Liquidpods enable consumers to switch between flavours using a one-step 'click and go' system.

Rather than refill tanks or coil, the 'pod mod' system uses a cartridge that holds the e-liquid in place.

Sophie Hogg, head of next-generation products at Blu UK, said: "The latest myblu product has been created to help adult smokers by offering a rapid delivery of nicotine."

Launching in September, the myblu Starter Kit comes at an RRP of £19.99 and includes a myblu device, a USB charger and one tobacco-flavoured Liquidpod.

Fridge Raiders take over

Kerry Foods is to rebrand its entire snacking portfolio with an emphasis on protein, putting ranges including Mattessons, Fire & Smoke and Go Go's under its Fridge Raiders brand.

The rebranding will capitalise on 11% year-on-year growth in the meat snacking category and will target adult snackers, who make up 85% of the category.

Alastair Gibbons, marketing manager for Fridge Raiders at Kerry Foods, said: "The relaunch will be supported by a £3m 'Get a Taste for Power' campaign spanning TV and digital, kicking off on 23 July."



Shoppers look to oats for a healthier breakfast

by Priyanka Jethwa

priyanka.jethwa@newtrade.co.uk

An increased focus on wellbeing has led to a growth in sales of cereals marketed as healthy options, with more shoppers gravitating towards oat-based products.

Pete Joubert, managing director at cereal brand Moma, said sales of its porridge variants grew by 50% in the past year, contributing to an increased awareness in reducing the amount of sugar in diets.

"Our no-added-sugar instant porridges are the most in-demand of our range. The focus on gut health and the importance of fibre is also emerging as a trend, and we believe this will continue to gain traction this year," he said.

Meanwhile, Eric Williams, marketing manager for Quaker Oats at PepsiCo, advised retailers to invest in on-the-go formats of oats, as they are growing 14% year on year.

Steph Okell, Quaker Oats senior marketing

manager, added: "Independent retailers are perfectly suited to offer a wide on-the-go range of healthier cereals due to the convenient nature of their stores. We recommend positioning products such as Quaker Oat So Simple pots near coffee machines to encourage additional basket spend."

Jamie Howse, of Spar Bellabeg in Scotland, said half his cereal category consists of healthier varieties, with Green City Wholefoods a bestseller.

"People are willing to pay a premium for Green City porridge. Being based in a rural area, we have a large customer base who buy wholefoods, so it pays to stock them," he said.

However, Jignesh Patel, of Ickleford Stores in Hitchin, said being based near a school means price-marked packs of healthier cereals sell best.

"Weetabix and Nature Valley ranges, price-marked at £2.99, are very popular at the moment," he said.

Stock baked goods to increase spend

Offering customers a wide range of baked products is a cost-effective way for independent retailers to attract new shoppers and increase basket spend at lunchtime.

That was the advice from Zoe Taphouse, category director at Allied Bakeries, who said 55% of

bakery foods are eaten at home and 65% of people use them in lunchboxes, offering retailers an opportunity to increase sales.

"Lunch is an important meal for the wrapped bakery category, with a third of all bakery goods eaten at lunchtime, compared

to 18% at all other times," she said.

Paul Whitely, head of marketing at Aryzta Food Solutions, said bakery shoppers spend more than average shoppers and shop more frequently.

"On average, an in-store bakery can generate an extra £51 per shopper

per month for retailers," he added.

Meanwhile, Ferhan Ashiq, of Shads Supermarket in Prestonpans, said long-life breads are among his bestsellers.

"Baker Street offers long-life breads and they are the most popular with mothers," he said.

BRAND SNAPSHOT



Fruity and functional

Upbeat's new range of fruit spring waters are enriched with vitamins and protein, aimed at the growing consumer demand for functional drinks.



Dreaming of chocolate

Mondelez is inviting Cadbury fans to create their own dream chocolate bar online, which will be supported by a TV and social media campaign.



Pop these on your shelves

Popchips' new flavour combination, Cheddar & Jalapeño, contains 95 calories per serving and is available in an 85g sharing bag with an RRP of £1.99.



Win big with Lucozade

Lucozade Ribena Suntory's competition offers retailers a chance to win £5,000 every week for the next 12 weeks by entering details on the shrink wrap online.



Gin royalty

Hi-Spirits' King of Soho Variorum Gin is a berry edition of its original London Dry variant, comprising of strawberry, juniper and citrus flavours.



A fresh pricemark

GlaxoSmithKline is introducing a 125ml £1 pricemarked pack of oral hygiene brand Aquafresh, which will be available from August.



Robinsons holds court

Robinsons, by Britvic, is the official soft drink sponsor for Wimbledon and will be supported by a £1m campaign, including sampling and social media.



Corona's cool campaign

AB InBev's campaign for Corona, 'Outside is Our Best Side', offers shoppers a chance to win their own Corona chiller.



Wine fit for the big screen

Concha y Toro has renewed Casillero del Diablo's sponsorship of Sky Cinema and movies across Sky's partner channels, with year-round exposure on TV.

WHAT'S NEW

Focus

Dips/spreads

Cross-merchandising dips and spreads near your bread and cracker selection can act as serving suggestions and also help boost sales



Moorish Smoked Humous

Moorish's Smoked Humous Original is a naturally cold-smoked spread that won a Great Taste Award in 2013. It is free from artificial ingredients, gluten and lactose, and is also suitable for vegans.

RRP £1.49

Contact lovemoorish.co.uk



Snackamolé avocado dips

Snackamolé's avocado dips are designed to meet growing demand for avocados and are made from ethically-sourced Hass avocados. The dips are gluten-free and suitable for vegans.

RRP £1.85

Contact info@snackamole.co.uk



Canny Chocolate Milkshake

Canny's chocolate milk contains no added sugar, is gluten-free and can be displayed with other non-chilled drinks. It appeals to people looking for indulgent drinks.

RRP £1.59

Contact alreet@wearecanny.uk



Pip & Nut butter

Pip & Nut's new limited edition Chocolate Orange Almond Butter combines roasted almonds, cacao and orange extract, and like its existing range, contains no refined sugar or palm oils.

RRP £3.95

Contact thekerner@pipandnut.com



Indie Bay Snacks

Indie Bay Snacks in Easy Cheesy and Smokin' BBQ flavours are vegan and are made from grains such as spelt, tapping into the trend for healthy snacks.

RRP 99p to £2.49

Contact hello@indiebaysnacks.com



Nirvana Brewery beer

Nirvana Brewery's range of alcohol-free and low-ABV beers includes its best-selling Kosmic Stout. The 0% gluten-free stout has a roasted flavour with chocolate notes and hints of vanilla.

RRP £2.50

Contact hello@nirvanabrewery.com

➔ **Priyanka Jethwa**
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Pots & Co puddings

Pots & Co handmade Raspberry & Vanilla Pot is made with Madagascan vanilla and has a hidden compote centre. It has premium packaging and is gluten-free and suitable for vegetarians.

RRP £1.50

Contact enquires@potsandco.com



The White Rabbit Pizza Co vegan pizza

The Smokin' Vegan pizza with spinach and olives by The White Rabbit Pizza Co is a traditional, premium thin and crispy Italian pizza, which is also gluten-free.

RRP £5

Contact info@whiterabbitpizza.co.uk

ACADEMY IN ACTION



Three-month follow-up:

Digital Engagement

Three months after we visited Bhavesh Odedara's Nisa Local shop in Carvey Island with Steve O'Neill, from category partner PayPoint, we find out how his store performance has improved through digital engagement

IAA ADVICE

- 1 Take ownership of your shop's online Google listing, update it with photos and describe the categories you sell
- 2 Ask a staff member to update the shop's Facebook page and post a few images each week, and set engagement targets
- 3 Review ranging, facings and prices on a few products, measure the impact and use the findings to improve your offer

THE RESULTS

“ We reviewed our EPoS data and found products to re-price and surprise bestsellers, which we double-faced. We also found underperformers, which we replaced with exciting new products that increased sales. We experimented with Facebook posts, adding interior shop images, which get much more engagement than standard posts. We also added photos of our card section to our Google profile, which increased sales by 6%.”

PARTNER ADVICE

“ Bhavesh has done a great job about raising his shop's profile online and improving product ranges. Maintaining online presence and continuing to review EPoS data will be vital to enhancing his shop's performance further.”

Steve O'Neill
 Group Marketing Director
 PayPoint



FIND OUT MORE

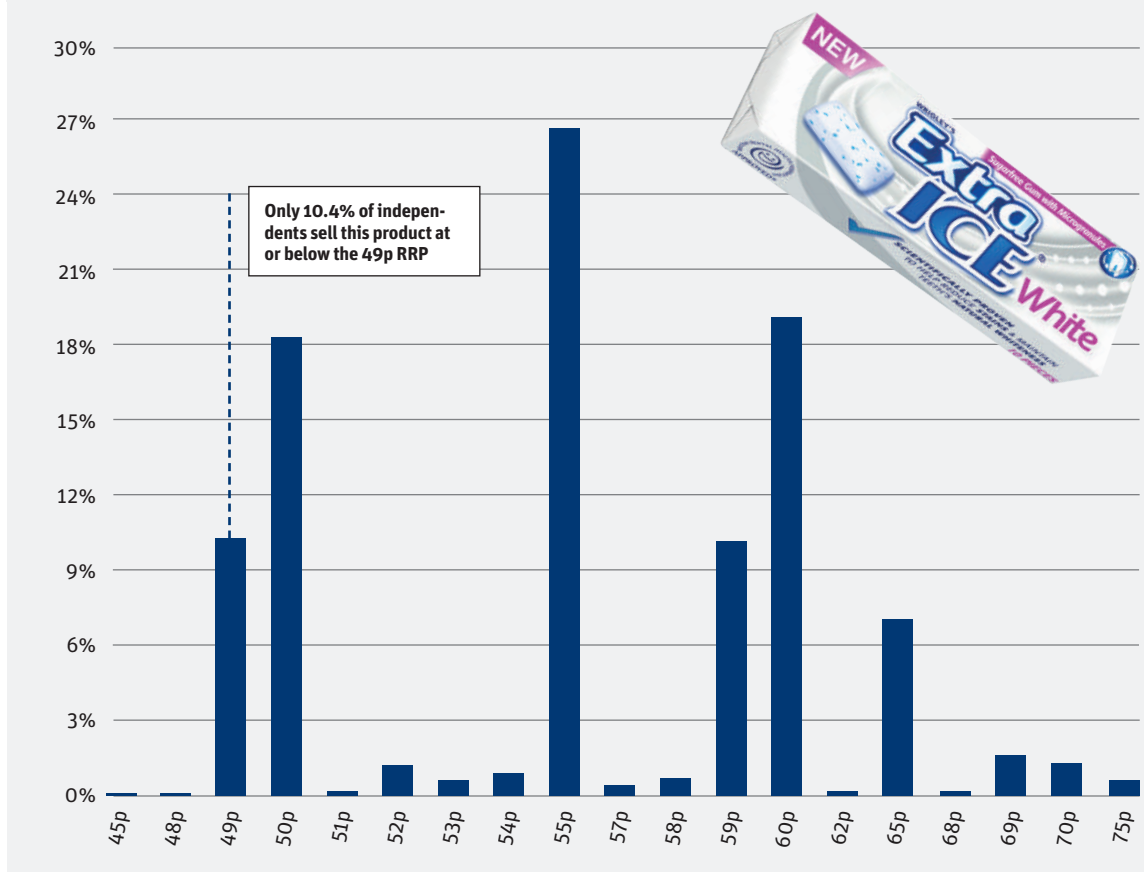
Visit betterRetailing.com/IAA to find out more about Bhavesh Odedara's visit from the IAA or call us on 0207 689 0500 to take part in a future visit.

Next week: Availability

PRICEWATCH

Profit checker Chewing gum

WRIGLEY'S EXTRA ICE WHITE 10-PIECE Price distribution %



Analysis

None of the six shops in this week's Price Checker table charged below RRP across 12 chewing gum products.

The most common price was 50p, although no retailer chose to add more than 11p on top of the

Booker RRP across any of the products. The smallest increase onto the RRP was just 1p.

The Profit Checker graph showed there wasn't a huge variation in retailers' pricing of Wrigley's Extra

Ice White, either.

Although 55p was the most popular option (26.8%), retailers also showed a preference towards the 49p RRP (10.2%), 50p (18.2%), 59p (9.8%) and 60p (19%).

Price checker

PRODUCT

Wrigley's Extra Sugarfree Peppermint
10-piece

Wrigley's Extra Sugarfree Spearmint
10-piece

Wrigley's Extra White Bubblemint
10-piece

Wrigley's Extra Sugarfree Cool Breeze
10-piece

Wrigley's Airwaves Sugarfree Menthol & Eucalyptus
10-piece

Wrigley's Extra Ice White
10-piece

Wrigley's Extra Ice Peppermint
10-piece

Wrigley's Extra Sugarfree Strawberry
10-piece

Wrigley's Extra Peppermint bottle
46-piece

Wrigley's Extra Ice Spearmint
10-piece

Wrigley's Airwaves Cherry Menthol
10-piece

Wrigley's Extra Spearmint bottle
60-piece

How we drive our profit

Chaz Chahal

STORE Simply Fresh
LOCATION Inkberrow
SIZE 1,000sq ft
TYPE suburban

TOP TIP

I don't try to do anything fancy – I just make sure I have a good range and availability for customers



I tend to stick to the RRP when I sell gum, which gives me margins of 35%. My gum is normally purchased from Nisa or Costcutter, and my most popular products are from Wrigley's. They're an impulse item and customers will normally purchase them without thinking too much about the price when they're at the till. We have a broad range of customers who buy chewing gum. You can't really add too much to the RRP because customers know how much the products cost and you risk chasing them away if you charge too much.

Raaj Chandarana

STORE Tara's Londis
LOCATION High Wycombe
SIZE 650sq ft
TYPE neighbourhood

TOP TIP

Always go for higher margins with chewing gum because price won't put customers off too much



I aim for higher margins with chewing gum and normally charge 65p. My products are purchased from Booker. Gum products are normally big impulse items and customers won't be bothered too much about paying a little more. I don't tend to do anything too special in terms of merchandising – they're placed near the till and that alone works. I do differentiate, however, by stocking international chewing gum brands, such as Orbit in Mango and Watermelon flavours. No other shop in the area sells these products. I normally sell five cases of chewing gum a week.

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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 LARGE C-STORE IN SOUTH WALES VILLAGE HIGH STREET	RETAILER 2 SUBURBAN SHOP IN PLYMOUTH	RETAILER 3 SMALL NEWSAGENT IN CENTRAL OXFORD	RETAILER 4 C-STORE IN CENTRE OF NORFOLK VILLAGE	RETAILER 5 SMALL NEWSAGENT AND SHOP IN SOUTH WEST LONDON	RETAILER 6 SMALL LOCAL STORE IN COUNTY DURHAM VILLAGE
54p	43p	50p	50p	50p	53p	49p	50p
54p	43p	50p	50p	50p	53p	49p	50p
56p	49p	50p	50p	60p	50p	49p	50p
54p	43p	50p	50p	50p	53p	49p	50p
56p	49p	50p	55p	60p	54p	49p	50p
56p	49p	50p	50p	60p	50p	49p	50p
56p	49p	50p	-	60p	50p	49p	50p
54p	43p	50p	50p	50p	53p	49p	50p
£2.00	£2.00	-	£2.00	£2.00	£2.00	-	£2.00
56p	49p	50p	50p	60p	-	49p	50p
56p	49p	50p	55p	60p	54p	49p	50p
£2.00	£2.00	£2.00	£2.00	£2.00	£2.00	£2.00	£2.00

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Jacqui Dales

Spar Boston Road Bakery



Mountain's Boston Sausages (two packs for £7)



Where did you discover them?

They've built a big reputation and everyone who lives around the area knows them. They have their own butchery and have been around for more than 100 years. We've been stocking their products for the past five years and we get two deliveries from them a week. They're based only a few miles away, which means we can rely on them to deliver on time.

Who buys them?

There's a mix of customers - these range from families who want to purchase them for their meals to workmen from the nearby sites who want something for supper in the evening. We've also been offering a service where customers can preorder products over Christmas. It started last year and was really popular.

Why are they so successful?

We normally sell 50 packs of eight sausages a week. They're popular because of the provenance. Customers want local foods and to know where they've been sourced from. There are notes on the packaging which communicate which farm they're from. They're not just sold locally, either, as they are also available in London. There's a good product range - they also offer pork pies.

Hitesh Pandya

STORE Toni's News
LOCATION Ramsgate
SIZE 960sq ft
TYPE seaside

TOP TIP

Make sure you have a wide range of chewing gum products in your store because they are popular products



I always go for higher margins of 25% with chewing gum by adding 5p on top of the RRP. They are an impulse item and customers are usually happy to buy gum regardless of the price. I don't add too much onto the RRP, however, because customers will go elsewhere otherwise. There are a lot of families nearby, but I find gum has a wide customer base regardless of their background. As a result, I normally make sure my chewing gum range is varied to cater to all different types of shoppers who walk into my shop.

Sarj Patel

STORE Pasture Lane Stores
LOCATION Sutton Bonnington
SIZE 1,000sq ft
TYPE village

TOP TIP

Always stick with a large range because there is a big enough customer base for gum



I choose to price chewing gum at Dhamecha's RRP, except for price-marked tubs. My most popular products are Wrigley's chewing gums, particularly varieties such as Ice White and Bubblegum. They're an impulse item and I generate enough sales with gum to keep the prices at RRP. I am in a very competitive area and customers might otherwise be chased away if they discover I am charging more than the next nearest shop. I merchandise the gum by the till because this is the best location to encourage impulse purchases.

REGIONAL NEWS

NFRN

Yorkshire

Watch out for fake race notes

Retailers close to race-tracks are being warned to be vigilant for fake £10 and £20 notes at peak times.

The issue was raised at last week's NFRN Yorkshire district meeting after a tip-off by one member that fake notes were evident at York racecourse in the days following key race days.

Nick Carling, former owner of Cardland in Poppleton who now offers holiday cover, said: "Retailers around places like Ascot or Aintree should be alerted to the problem of criminals getting fake notes off their hands when towns are busy with racegoers.

"All the information is that new £10 and £20 notes cannot be forged, but they can."

Northern

Dismay at Racing Post deal

Northern district NFRN members expressed disappointment at the Racing Post at their council meeting last week, following a controversial direct delivery deal with bookmakers.

Steven Tate, of Addison News in Stockton-on-Tees, said he lost six betting shops because of the deal. He told RN: "We have delivered papers to bookies for more than 25 years, and all of a sudden they pulled the plug on us with no consideration."

District president Graeme Pentland said: "Some people at the meeting said they were going to take it off their shelves in protest."



Northern Members concerned about margins 'Most people are happy someone has taken it on'

DHL urged to maintain Pass My Parcel terms

by Megan Humphrey

megan.humphrey@newtrade.co.uk

Northern NFRN district members called on DHL to maintain favourable terms ahead of its takeover of Pass My Parcel at their council meeting last week.

District president Graeme Pentland told RN he is most concerned about margins being cut.

"Currently, we get 40p per parcel, so I would be keen for that to remain the same and certainly not drop below. This is something we as a

federation need to ensure remains the same," he said.

The call comes after retailers received a letter from Smith's News on 26 June updating them on the status of the takeover. The letter said: "I know you have a number of questions, not least on the timing of any transition of the parcel service to DHL and the practical impact of this. We are still working through these details with DHL, but we and DHL remain

committed to keeping you fully informed as our plans progress."

At a meeting with Smith's News last week, Mr Pentland said the general manager of the Newcastle depot, Paul Ketley, hinted the takeover would officially take place in September, although a date has yet to be set.

However, retailers at the council meeting expressed relief about the takeover itself. Mr Pentland said: "Most people are happy that someone has taken

it on and the service will continue. It has been very popular and every day it brings in people who probably wouldn't use the shop otherwise.

"We all know newspaper sales are declining, but one thing the internet has provided us with is parcels, which has benefited retailers. DHL is a long-running and well-established company that hopefully can take the service forward and make it bigger than it was before."

Yorkshire JTI scheme debated

A new initiative by JTI to further clamp down on underage tobacco sales was met with a mixed reaction from retailers at last week's Yorkshire district meeting.

The initiative, designed to identify retailers at risk of selling tobacco to under-18s, will see any retailers found non-compliant on four occasions reported to their local authorities and offered professional

training by trading standards officers.

District president Jay Banning, who runs Parans Minimarket in Rothwell, Leeds, said he believed the move will "keep retailers on their toes".

"It's a good idea. Retailers get four 'strikes' before they are reported to trading standards, so it's giving them a chance to improve if they are caught out," he said.

However, Ian Smith, who runs Caroline News in Hull, was less convinced by JTI's approach.

"It's not a bad idea in principle, but it feels as though hardworking retailers who try their utmost to abide by the law are being placed in the same category as illegal tobacco sellers. The emphasis should be on catching them," he said.

Upcoming regional trade events

NFRN/Menzies open day
Date 26 July, 9.30am-2pm
Location Wakefield depot

Back to School
Date 2 August, 10am-8pm
Location Suman Bros, Watford

NFRN/NewstrAid curry night & trade show
Date 11 September, 6pm-10pm
Location 3D Centre, Bolton

YOUR VIEWS

■ Smiths News needs to look after us better

Last Sunday morning, I was missing a parcel of papers. I reported this to Smiths News at 6.20am using its free SNapp app. At around 7.45am that day, a driver returned with 30 copies of Sunday's Sun, but not my 22 copies of the Mail on Sunday.

I phoned and was told that they didn't have any copies left and I would be credited back. However, this meant I was left six copies short for HND and four short for under-the-counter customers.

At 8.05am, a regular customer came in for the Mail on Sunday and I couldn't sell him anything, so I advised him to go to the store next door and buy one. I also asked if he could buy me six for my HND round.

Smiths News needs to look after its paying customers. My bill totals £1,250+ per week, and it is time they put a minimum supply order or sales limit in place. If smaller shops want papers, let us sub-retail.

Graeme Clennell
GWNJC News, County Durham

■ A Smiths News spokesperson said:

"We have contacted Mr Clennell directly to explain and apologise. While we have set high standards across our 210,000 deliveries a week, there are many variable factors that we have to manage. While Mr Clennell followed the appropriate process, unfortunately on this occasion our normal service level was not up to standard and we have apologised for any inconvenience caused."

■ Menzies said its own driver was lying

I've been having terrible issues with Menzies, with my papers being delivered up to an hour late in the morning - a problem other newsagents down the road have also been dealing with.

I phoned Menzies and they said I had been receiving them on time, as this is what the driver had been inputting into the system, but it may be the case that the driver is falsifying the times.

However, the driver told me Menzies had been facing disastrous issues at the depot and things have been a mess.

I employ nine people for the paper round and, last week, I lost £150 in sales due to late deliveries. However, I'm still being charged £59 per week by Menzies for delivery.

Janet O'Keen
JJ Newsagents, Scotland

■ A Menzies spokesperson said: *"We will be contacting the customer directly to resolve this."*

■ Barcode exceeded my wildest dreams

More than 1,600 colleagues came together at Barcode Festival on 28 June for the first ever festival for the whole grocery industry, marking a step change in charity initiatives.

We always hoped that Barcode was going to be a game-changer for the charity but the end result exceeded my expectations. I could not be prouder of our industry for its amazing support and my team for the flawless execution.

Thanks also to our sponsors who each made our inaugural Barcode Festival truly unforgettable.

Steve Barnes
Chief executive, GroceryAid

VIEW FROM THE COUNTER with Mike Brown



I am writing this piece at Flamingo Land Theme Park near Pickering in North Yorkshire, where my paper boys and girls are enjoying a day out organised by the NFRN's Northern district as a thank you for all their hard work supporting newsagents and their communities.

It has been a long, hot week, so it is nice to relax for a few hours and forget about the shop. I have just about recovered from the rigours of the Federation's annual conference, where I seconded a motion proposed by our Northern district president to vigorously push for an increase in voucher payments from 1p. It seemed to capture conference's imagination and received almost 100% support. I remember Joe Gormley (leader of the National Union of Miners) was a noted hard bargainer. Let's see if we can win one here.

Marcus Rich, from TI Media, said at the conference that shoppers are now fulfilling their passions and purchasing hobby and leisure magazines related to them. He is absolutely right. In my shop, a huge interest in cycling was sparked by the inaugural Tour de Yorkshire three years ago. I have done very well with the Official Tour de France Guide but the whole sector is selling well, from Cycling Plus to Sidewalk and Mountain Biking UK. Healthy sales certainly make you feel more positive about the future of print.

I have only been to Parfett's once since it opened in Middlesbrough. The warehouse was not fully stocked, but the prices were very competitive, especially on cigarettes and alcohol. The Go Local retail development team were there in force so it all looks very positive.

YOUR SAY What impact will the Post Office takeover of Payzone have on your business?



Raju Patel

Premier Eldred Drive Stores, Orpington, Kent
There's a rival McColl's down the road with a post office, so it'll be a case of waiting and seeing how Payzone will work across the two businesses if the acquisition goes through.

I'd like to see the Post Office add more utility providers to Payzone's services. Some customers come in and ask for British Gas services, but we have to tell them to go to the other shop

because we're unable to provide them.

Gary Pilsworth

Offley Stores, Hertfordshire
I already don't use them, but as we have a post office, we do have the PayPoint station for payments - we can do bills and that kind of thing.

With Payzone being taken over by the Post Office, I think it will have an impact, but you earn so little on bill payments that I am really not bothered if we have them

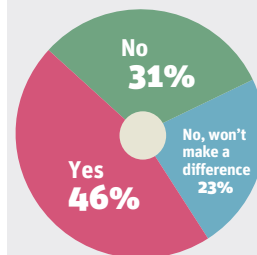
or not. Sometimes it is just more trouble than it is worth.

Naresh Purohit

Marseans, Dartford, Kent
None. I stopped using those sorts of services three years ago, and I don't plan on coming back, even if they lower usage charges and increase the commission.

I don't work for the Post Office and I don't work for Payzone - I work for myself. If something doesn't make me money, why would I do it?

RN READER POLL



Will the Post Office's acquisition of Payzone UK create extra footfall?

NEXT WEEK'S QUESTION

Would a 2% sales tax help resolve your business rates problems?

Vote now at
betterRetailing.com

FASCIA REPORT

A year of change

With changes in the convenience market occurring at a pace that takes the breath away, **Alex Yau** profiles the latest news in the symbol market

Look at the symbol and fascia market from any angle and the past 12 months have been an unprecedented period of change.

Symbol bosses agree the rate of churn – stores switching groups – is up; independent stores are now stocking multiple-branded stock; thousands of stores have seen the owner-

ship of their fascias change as companies have either hit the rocks or taken advantage of opportunities made available by consolidation.

Here, we look at the latest news from groups operating nationwide. Turn over to see how the biggest groups use their expertise to transform real-life stores like yours.

best-one
The heart of the community

Over the past year, Best-one has invested heavily in the development of its fresh and own-label range, with Big Jake's American BBQ range the latest own-brand arrival.

Kay Patel

Best-one Global
Food & Wine,
Stratford

Bestway allows me to purchase fresh products in single-pick quantities, which helps greatly with margins and wastage.

Budgens

The Discover the Choice own-label range has been updated with new products since launching last July, including deli meats and barbecue snacks most recently.

Jay Patel

Jay's Budgens,
London

We refitted in November, creating space to accommodate growing categories such as free-from. We make an average of £2,000 per week from gluten-free alone.

Costcutter
Supermarkets Group

As part of its supply deal with Co-op following Palmer & Harvey's collapse, Costcutter retailers will be able to sell the chain's own-brand products from 16 July.

Shabaz Ali

Costcutter
Falkirk

Not only am I getting the Co-op own-label range in my store, I'm working with Costcutter to refit it under the refreshed branding.

Day-Today

United Wholesale, which develops the Day-Today fascia as part of the Today's Group, is focusing on vaping and offers its retailers three options for the category.

Ferhan Ashiq

Day-Today,
Prestonpans

Day-Today will listen if you have any problems and act on them. They recently set up a WhatsApp group for this, which adds an important personal touch.

FAMILY SHOPPER

Family Shopper recently teamed up with PayPoint to allow retailers to print shelf labels, place orders and receive promotional pricing information from their EPOS Pro systems.

Mo Razzaq

Family Shopper,
Blantyre

We offer a home delivery service where the average basket spend is £12.59. Booker helped us develop this by putting us in touch with recommended delivery companies.

KeyStore

The Scottish group has local at the heart of its strategy – supplying an extensive range of local products and supporting stores to run fundraising events.

Garry Haigh

Keystore Peterhead
Motors, Aberdeen

I switched to Keystore last year and my range now consists of more Scottish alcohol products. Customers say how much more appealing the refitted store looks.

lifestyle express

Retailers who join the Lifestyle Express fascia will be provided with the group's planograms to get access to merchandising advice and information on key products.

Rajwinder Kaur

Lifestyle Express
Newhouse Mini
Market, Kilbirnie

I can rely on Lifestyle Express to offer a personal service, while its reps come in regularly to ensure my availability levels are always good.

Londis

The group is 'future-proofing' its stores by recommending retailers replace tobacco gantries with backlit displays for growth categories such as craft alcohol and vaping.

Bimal Patel

Londis Ferme Park Road, London



Since the Tesco takeover, the quality of own-label products has increased – customers regularly mention this. Margins have also increased and we're making 2% more profit overall.



Owned by Costcutter, Mace stores are set to be supplied with Co-op own-label products.

Nilesh Modhawadia

Mace Whissendine, Rutland



Mace is a good symbol group to be a part of overall and we are getting Co-op own-label products in as part of Costcutter's deal with the supermarket.

Nisa

Co-op's takeover of Nisa is in motion, with the symbol group's retailers now able to sell products from the multiple's own-brand range.

Jack Matthews

Bradley's Supermarket, Quorn



We've had help from Nisa's development fund to invest in a 7m chiller. The fund sits alongside the rebate scheme and the amount is determined by how much we order.

one stop

The Tesco-owned franchise doubled its own-label range to 100 products at the end of last year, revamping packaging on products such as milk, soft drinks and toilet roll.

Dee Sedani

One Stop Matlock, Derbyshire



One Stop recently introduced new own-label lines, which are essentially rebranded Tesco products. Customers want value and the range helps us offer this.

POST OFFICE

The Post Office has shared plans to take over bill payment provider Payzone and offer its retailers more footfall-driving services.

Siva Thievanayagan

Nisa Local and Post Office, Peterborough



We joined the Post Office seven years ago and have experimented with adding it as a service in different ways. Having it within your shop rather than separate works best.

Premier

Amazing Value Locally

As part of its merger with Tesco, Booker's Premier stores are set to get a range of rebranded own-label products from the supermarket.

Sam Coldbeck

Wharfedale Premier, Hull



Booker's Everyday Low Prices guarantee provides our customers with the confidence they can get products from major suppliers at affordable prices.

simplyfresh

The company has partnered with catering specialist Compass to open stores on university campuses and hospitals that offer healthy food targeted at younger customers.

Chaz Chahal

Simply Fresh The Forge, Bromsgrove



Simply Fresh offers guidance on which suppliers are best at growing areas such as chilled. They recommend niche suppliers, which helps us stand out.

SPAR

Spar is another symbol group which is putting major investment into own-label as it continually develops the 1,000 Spar-branded products it offers to retailers.

Raj Aggarwal

Spar Wigston, Leicester



I can rely on Spar to have regular deals on for the World Cup and Christmas, and customers comment on the quality and value of the own-label range.

Xtra LOCAL

Bestway's buying group, Xtra Local, provides members with 35 pages of promotions, a large range of PoS and support from the wider Bestway team.

Sohail Saleem and family

Xtra Local Tollhouse, Lanarkshire



Xtra Local allows us to buy in a simple way, with regular, strong offers. The big benefit to us is they don't try to put offers on things that don't sell – they focus on popular, big brands.

FASCIA REPORT

Your right partner

There will be few retailers in the UK who have not wondered if they're with the right symbol partner this year. **Tom Gockelen-Kozlowski** gives you the perfect opportunity to see what working with some of the best groups is really like

What would it be like to work with a symbol or fascia group? How would they transform your business and what advice and support would be on offer? This week, we have asked some of the biggest groups to show

you exactly that.

We have taken real-life businesses on the market and given these as case studies to big-name companies.

They have gone away and worked on these stores - looking at every detail - and come back with their five priorities

for making one of these stores a success. Which new categories will they suggest? What support will they offer?

Find out how each symbol group works in real life and, you never know, you may just choose to work with one of these companies yourself.

STORE 1 SMALL CONVENIENCE STORE

Located in a Welsh resort town near Prestatyn, this 650sq ft store is "heavily relied upon" by its nearby community. There are four schools, two care homes and a doctors surgery within half a kilometre of the store. The business offers a wide range of categories for a small shop. The owners, who are retiring, have run the store for 30 years.

STORE IN BRIEF

Location

Community store near schools and other amenities

Size

650sq ft

Weekly turnover

£10,500 (exc. services)

Key categories

CTN, alcohol, bakery, canned goods



STORE 2 MEDIUM CONVENIENCE STORE



STORE IN BRIEF

Location

Residential, close to amenities

Size

1,000sq ft

Weekly turnover

£6,000 (exc. services)

Key categories

CTN, alcohol, chilled, DIY and hardware

Next to a fish and chip shop and near to a primary school and pub, this convenience store, in the Suffolk town of Lowestoft, operates in a heavily-residential area. Two part-time members of staff, including the current owner, run the store. The business is open daily from 6am to 8pm and also serves a daily news delivery round of 120 homes.



**STORE 3
LARGE CONVENIENCE
STORE**

This store, which is located in a small Essex seaside town, is close to a number of banks and pubs with a Tesco Express a short walk away. The store is a 10-minute walk from a marina which attracts tourists and sailing enthusiasts. It is run by the owners, with three part-time staff. It has seen a turnover increase of 20% since 2016/17.

STORE IN BRIEF

Location
On small parade of shops

Size
2,500sq ft

Weekly turnover
£13,250

Key categories
Alcohol, confectionery, fresh, lottery, post office services, pharmacy and DIY products



Go to betterretailing.com/fascia-stores-2018 to see more pictures



**STORE 4
COMMUNITY STORE**

This store, in a highly-residential area, includes a post office, off-licence and full convenience offer. The business is close to a nursery, community centre and takeaway. A hospital, schools and a motorway junction all contribute to high passing trade.

STORE IN BRIEF

Location
Residential

Size
2,500sq ft

Weekly turnover
£15,000

Key categories
Post office, convenience store, off-licence

**STORE 5
FORECOURT**

Lying in the heart of the Cotswolds, the store is on a route which connects Cirencester, Bristol, Swindon and the smaller market towns of Tetbury and Chipping Sodbury. The store's interior is dated, but there is scope to increase its size and extend its opening hours. It currently shuts at 7.30pm on weekdays.

STORE IN BRIEF

Location
Rural, busy A road

Size
2,000sq ft (plus forecourt)

Weekly turnover
£8,500 per week

Key categories
Alcohol, lottery, traditional grocery, frozen foods



FASCIA REPORT



James Hall
symbol development
director, Best-one

Chosen by Which? magazine as top symbol group, Best-one has developed a reputation for excellent community retailing. This store would provide opportunities for the Best-one team to add a number of new categories which would cater to new shopper missions and make the business a greater asset to its community



A coffee station would be a great first step in developing a food to offer

PRIORITY 1 Increase the store's kerb appeal

The first thing I'd suggest is simplifying the message at the front of the store – there's too much going on. There might be an opportunity to place some tables and chairs outside to take advantage of the space in front of the store and make it more welcoming. At Best-one we see increased sales of, on average, 40% from customers who take the time to sit down in-store.

PRIORITY 2 Place chilled first in the store flow

The first category a customer sees in store should be chilled and fresh and, in general, more space should be dedicated to it, including sandwiches and chilled meal solutions. We'd also start by clearing space, rationalising the toys range and using PoS, such as header banners and fins, to highlight meal deals. Relocating the freezer and using the space to introduce a food to go offer next to an improved chilled offer – with croissants, savouries, hotdogs and a professional coffee solution – would bring the business up-to-date, too.

PRIORITY 3 Improve the customer journey

Lowering shelving so shoppers can see the whole store will make their shopping journey easier and make visiting this store more pleasant.

By highlighting key categories such as beers, wines and spirits and grocery through category PoS, we could help make missions clear for shoppers, too. The opportunity to encourage linked purchases might be increased, too, if the toiletries, pets and household range was rationalised and removed from opposite chilled alcohol. Perhaps a big night in range could replace this? We'd also advise including promotional bays and gondola ends with 'special offer' signage and stocking promotional lines only. Behind the till, we could make spirits more attractive with LED lighting.

PRIORITY 4 Undertake a category review

When we take over a store like this, we undertake a full review focusing on key categories and based on current EPoS sales benchmarked against store's potential takings. It helps us declutter aisles and focus on core ranging. Ensure that the top 20 products in each category are stocked and multiple facings are possible where space allows. Installing upright chillers would make the beers and wines fixture more attractive and chilled, ready for consumption – if it's not cold, it's not sold.

PRIORITY 5 Build seasonal displays

There is no signage visible which highlights seasonal opportunities, and in an area with a primary school – and which clearly sits in the heart of its community – this is vital. Any retailer taking over this business should find a prominent space and use it as a permanent seasonal display which rotates with different opportunities – Halloween, Bonfire Night, Mother's Day and sporting occasions – all of which retailers can remind local people about with well-placed signage.



A clear, tidy store front would be make the store more enticing



Undertake a category review to declutter and maximise sales



Isn't it time you became a winner with the UK's number one symbol group?*



For more information contact:

Best-one

Address: Abbey Road, Park Royal, NW10 7BW **Tel:** 0208 453 8353

Email: enquiries@best-one.co.uk **Website:** best-one.co.uk

*The UK's fastest growing major symbol operator with 20% YOY increase in sales (July 2016 - June 2017) and voted the UK's number one symbol group by Which? (Feb 2017)

FASCIA REPORT



Mike Baker
brand director,
Budgens

Budgens

The first stop for Budgens in its development of this store would be getting the presentation right. With Budgens' reputation for strong chilled, local and food-for-now ranges, brand director Mike Baker sees the store catering for new shopper missions and trends in the future



Budgens' branding has been developed to communicate its quality-focused positioning

PRIORITY 3 Range by shopper mission and review profit return on space

The store should think about creating a 'meal for tonight' offer and promoting it with 'mix and match' promotions. Both are great ways to satisfy customers' needs and increase basket spend. We would recommend looking at the profit the store makes on each section. For example, is it getting the most out of the two bays of stationery or could it make more with other categories?

PRIORITY 4 Introduce hot food to go and coffee (and some locally-sourced ranges)

These two categories are now an important part of a convenience store's offer. Both are simple to get into, generate good profits and cater to new shopper missions that will bring in new customers. Food to go and coffee can be incorporated into meal deals for breakfast, lunch and even afternoon. By seeking out and showcasing great local produce, and working with producers to tell their stories, the store could strengthen its profile as a community store. These are great ways to add to the range in a store like this and offer something that a multiple retail store won't have.

PRIORITY 5 Build a social media community

The store should create a Facebook page and build a community of customers. Posts should be kept engaging, while comments and feedback should be responded to quickly and used to market the refreshed store. Retailers can search out and engage with other local social media communities, such as the local marina or college, then follow, like and increase their reach to those potential new customers.

PRIORITY 1 Improve store presentation

The outside of the store needs a refresh, using brighter imagery and taking more space to communicate the value it offers with big, bold opening hours signposted on the fascia, too. Inside, we would merchandise categories in clear blocks, marking different grocery categories and making better use of the space around and behind the counter with products such as premium spirits. The team should create an event calendar and bring the store to life by adding theatre and seasonal PoS.

PRIORITY 2 Maximise sales from post office footfall

We would recommend the store's team think about how they can convert more post office footfall into purchases for other areas of the shop. They also need to create a more engaging 'power aisle' to the counter with impulse categories, including 'on trend' categories such as health snacking, protein, kids and American confectionery. The addition of floor stacks or dump bins of great value promotions would also help, but getting the right balance between sales opportunities while not creating a maze is vital.

Catering for food on the go can bring you new customers



A local retailer can build as much of a community feel online as in their store



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Jonathan Fraser,
Fraser's Budgens

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Budgens

FASCIA REPORT



Martyn Parkinson
brand director,
Premier & Family
Shopper

FAMILY SHOPPER

The main focus of Family Shopper's work to transform this store would be ensuring standards are as high as possible. This would include walking the store, regularly checking PoS and introducing on-trend categories

Our
medium
convenience
store action
plan



PRIORITY 3 Get merchandising right

It is vital for the store to stock all best-selling lines so, if this business is already operating, we'd recommend all planograms get reviewed. Any slow-selling lines need to be removed to make more space for bestsellers. All gaps need to be checked to ensure the store isn't trying to order delisted lines.

PRIORITY 4 Improve the customer journey

Every morning, retailers need to walk their stores, just as a customer does, as this will highlight areas for improvement. This could be the need for new lightbulbs in chillers, not using the shop floor or tops of chillers as additional warehouse space, or removing any stock that has been left on the shop floor and poses an accident risk. Walking the store can also reveal new or missed opportunities. Are all the categories in the right place? Could more impulse sales be achieved if certain lines were moved?

PRIORITY 5 Look for any opportunities to embrace trends

Is there an opportunity to look at on-trend growth categories such as food to go and coffee, healthy living, local ales, premium spirits and protein to drive additional sales? Meanwhile, could the store use the local school for promotion and provide children with free fruit to further underline the business's community credentials? All of this will enhance the store's reputation in the area and is likely to attract new customers and cater for new shopper missions.

PRIORITY 1 Focus on the store's external messaging

Firstly, the windows need decluttering to let customers see some of the great offers Family Shopper runs. The poster frames - some of which are empty in the photograph - could also be used to communicate these deals directly. It's really important to use the outside of a store to communicate with shoppers some of the modern categories such as food to go and coffee that Family Shopper offers.

PRIORITY 2 Use in-store promotional displays

Any new or refitted store needs to review its promotional end layouts - it should display no more than two offers per shelf and make sure every end is impactful. In terms of the management of these displays, it's vital that all products have the correct PoS, and where there are opportunities for off-shelf displays - particularly for beer and confectionery - to review them to ensure the store is using them fully. Meal deals, with great PoS, are also a must for most stores.

Using the outside of the store to clearly communicate the value and deals available will help attract new customers

End bays with a tight range of eye-catching offers will drive impulse purchases



Shoppers expect to see growth trends such as food to go catered for in convenience stores





FAMILY SHOPPER

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- * **Simple to run & operate**
- * **High cash profit**



“I love the simplicity of operating a Family Shopper. It offers my shoppers the best of convenience in a discount format, where they really can get bargains everyday. Having a rationalised range, that still offers choice at low prices, means I run an efficient store and eases my cash flow. Plus the Booker team supports you every step of the way.”

Mr Kumar, Glynneath.

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FASCIA REPORT

Londis



Martin Swadling
brand director,
Londis

Around half the Londis estate is located in a forecourt and the symbol group's brand director, Martin Swadling, believes focusing on communicating the updated Londis offer will help transform this forecourt, too. That means letting passing traffic know about the food for now and chilled and local produce that would be introduced

Our
forecourt
action
plan



PRIORITY 1 Improve kerb appeal and the store's branding

Any changes need to start with introducing strong external messaging. Roadside posters with promotional messages will attract shoppers, while strong fascia branding with window graphics will better communicate the offer inside, the services available and the opening hours. The graphics can also be taken in-store to bring the offer to life, giving a contemporary feel, as well as helping customers navigate the store. Features - such as seasonal promotions or tastings - can be created to add interest through the store, as well as communicating brand messages. Londis' updated graphics package would create a strong impact for this.

PRIORITY 2 Create dedicated promotional areas

A strong promotional package will drive sales and improve value perception. Offers can be communicated from the roadside through to the outside of the store with banners, posters and screens. In-store, dedicated promotional areas, including gondola ends and bulk stacks, can be created with PoS to interrupt the customer journey and drive impulse purchases. Londis offers come with free PoS, which makes it easy to implement a strong promotional offer.



The group is increasingly focusing on its value offer

PRIORITY 3 Ensure the range is fit for purpose

I would recommend conducting a full range review. Ensure the core range is correct across all categories, removing the tail of slow sellers. This will free-up space for growth areas such as fresh, food to go, food for now, premium spirits, craft beers and local products, as well as trends such as healthy eating and protein. Range reviews should ideally be conducted regularly, keeping the offer fresh.

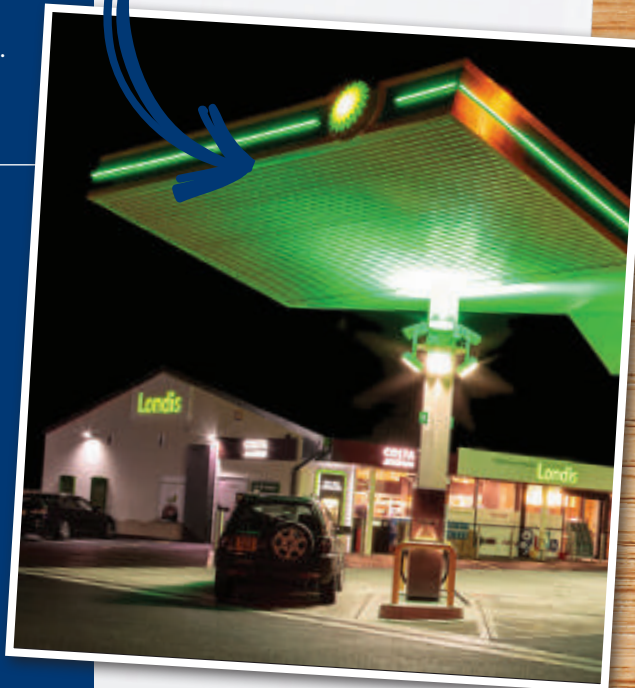
PRIORITY 4 Capitalise on the growth of food to go and food for now

Food to go and food for now are growth areas retailers should capitalise on. Coffee, a lunchtime meal deal, and hot and chilled fresh snacks are a minimum these days. Consider using unused space, such as an old workshop, to introduce a foodservice counter offer such as the Stone Willy's Pizza brand. Frozen meal deals, multibuy on pizzas and a bigger fresh offer promoted on the roadside will, alongside longer opening hours, help capitalise on the rush of busy commuters and passing traffic.

PRIORITY 5 Leverage social media

Social media is a must-have marketing tool to reach modern shoppers. This can tell customers about latest offers, news, events, new lines and shopper competitions - all via Facebook or Twitter. Facebook is the ideal platform for independent retailers and it can all be done for free. Londis provides free content for retailers to use alongside their own, as well as expert help and advice.

Strong branding outside can help communicate the store's offer inside



Deals and new products can be flagged up on social media





“The service & support we get from Londis is fantastic. We have grown our Fresh & Chilled sales by over 35%, we’re delighted.”

Marc & Sarah Jones
Londis Bryn Hoffnant

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FASCIA REPORT

Nisa



Janine Abbott
format manager,
Nisa

This forecourt isn't taking advantage of the additional trade that categories such as food to go, meals for tonight and fresh produce all provide, says Janine Abbott, format manager at Nisa. A new focus on the store's branding would also be an early priority

Our
forecourt
action
plan



PRIORITY 1 Bring the store to life outside

Externally, the store looks tired and dated and gives customers no reason to visit, other than to purchase fuel. New imagery and a Nisa fascia, or strong independent branding, would give consumers confidence they could purchase a good range of chilled and fresh food or food to go inside. This would instantly help to increase turnover by boosting footfall. With Nisa, retailers have the option to operate under one of three symbol fascias: Nisa Local, Nisa Extra or dual-branded. Alternatively, retailers can choose to keep their own independent branding for a truly local feel.

PRIORITY 2 Update the store's fixtures and fittings

Internally, the store looks clean and tidy but lacks atmosphere and would benefit from new, energy-efficient lighting, with feature lighting in certain areas. There doesn't appear to be any chilled or fresh offering or food to go at present, all of which are a must for modern shoppers. Given the store's rural location, a country feel with bespoke units for produce would be ideal. At Nisa, through our development and direct-to-store departments, we have teamed up with approved contractors and suppliers that supply and install quality equipment.

PRIORITY 3 Create a new layout and remerchandise

The store needs a new layout and remerchandising, because it is not maximising the space available. Our store development team would conduct a full review of the store and plan it to its full potential, making sure it flows to suit shoppers' needs and the local demographic.

PRIORITY 4 Update the store's range

The store would benefit from a range review. Our category management team would produce planograms detailing the ideal range and sitings based on the agreed layout. Nisa's flexible model provides its retailers with a range comprising more than 13,000 products with a 98% availability rate, to ensure they can provide a one-stop shop for all their customers' needs. This is supported by Nisa's award-winning 800-plus-strong, Heritage own-label range, plus the introduction of the Co-op own-label range.

PRIORITY 5 Concentrate on the selling area

Introducing a more effective counter area is not only more functional, but income-generating, too. This could be a new counter that has selling space incorporated into the front. Alternatively, adding promotional items in dump bins or introducing a small queue management system for impulse products could easily generate extra sales. Installing imagery in this area that highlights the services the store offers will draw attention to it, while adding local imagery will give the store a community feel.

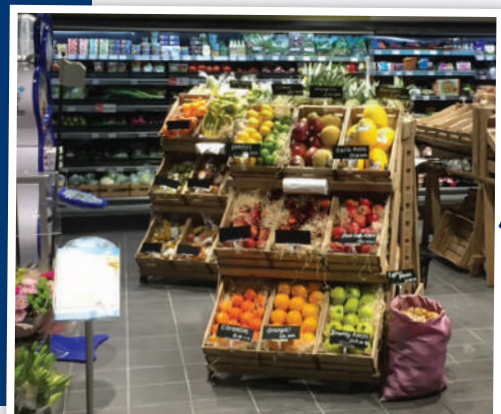
Bringing new categories and produce into the store would help attract new customers and repeat trade



The store would benefit from new fixtures and fittings that give it a more modern feel



Bringing the store to life outside with new branding would be a top priority





COMMITTED TO OUR RETAILERS SINCE 1977

“I looked at all the options from Spar, Costcutter, Londis etc., but I felt Nisa offered more when it comes to promotions, support from field and development staff, a very strong brand image, a forward thinking attitude and excellent delivery service.

Having moved our forecourt into a full convenience offer, it was vital that I worked with a company who understood the sector. We worked for many hours alongside the Senior Store Development Manager to create the perfect shop design, but as a small independent we only had one chance

to get it right and without the amazing support we received, we wouldn't have the store we have today.

Other main benefits of being a Nisa partner include being able to purchase the majority of the shops' produce directly through them and the ability to order directly through the back office system, which speeds up the process – the whole system really is seamless.

The feedback from our customers has been outstanding, and this can be measured by the consistent growth of our sales since the conversion.”

“

As a small independent we only had one chance to get it right and without the amazing support we received we wouldn't have the store we have today.

Tim Garner, Nisa Local Forecourt, Portsbridge Service Station

”

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Nisa
Making a Difference Locally

FASCIA REPORT



Martyn Parkinson
brand director,
Premier & Family
Shopper



Premier's offer is suited to a store with opportunities for building community links such as this one. But first, the store's shop layout, range and merchandising needs to be updated, according to the symbol group's brand director, Martyn Parkinson



PRIORITY 3 Introduce a food to go range

With all the amenities and road network surrounding the store, food to go is a great way to drive additional footfall, sales and margin. If the retailer is new to this, I'd recommend first installing an entry-level solution which will give you an indicator of how far you can go, and how much demand there is in your community. Look at both hot food and coffee ranges and, once installed, ensure it is in a location which is highly visible to customers.

PRIORITY 4 Put the store at the heart of the community

Don't underestimate the importance of the community in making a convenience store like this a success. Being part of the local community will give you the tools to be able to show your business off and to listen to what customers are looking for from your business. The nursery, community centre and schools are a great way to get involved, and they are likely to be very welcoming of the support from a local business.

PRIORITY 5 Say hello

The best way to begin that relationship with the area is to open the business with a launch party. These events can be big or small, but they often attract the attention of the local press and can provide an excuse for new customers to see inside a new and improved business. Suppliers are often all too happy to help out and these events can provide a great business opportunity, too.

Making the most of deals with clear displays is the best way to communicate value



Building a reputation for customer service and community retailing is at the heart of the Premier model



PRIORITY 1 Review your options

The first step in working with a new retailer is working out whether a refit or a refresh is possible. Ideas for this store include relocating the post office counter to create more space and then using improved signage around the store to help customers shop there. It is important early on to ensure that the right amount of space is being allotted to growth categories compared to those in decline and to then adjust accordingly.

PRIORITY 2 Is the store offering enough value?

It is really important that customers can see the value for money a Premier store is offering, and reviewing the store's promotional offer if this isn't the case. We can review the use of PoS material to make sure it is current, not cluttered and smart. This goes for the promotional display, too - it needs to be impactful and, of course, to be highlighting the latest promotions, as well.

Customers increasingly expect their local shops to have a hot food offer

Premier



Shopper's Favourite Symbol
Retailer 2018

Shopper's Favourite
Community Retailer 2018

Shopper's Favourite
Convenience Retailer 2018

MORE FOOTFALL MORE CASH PROFIT

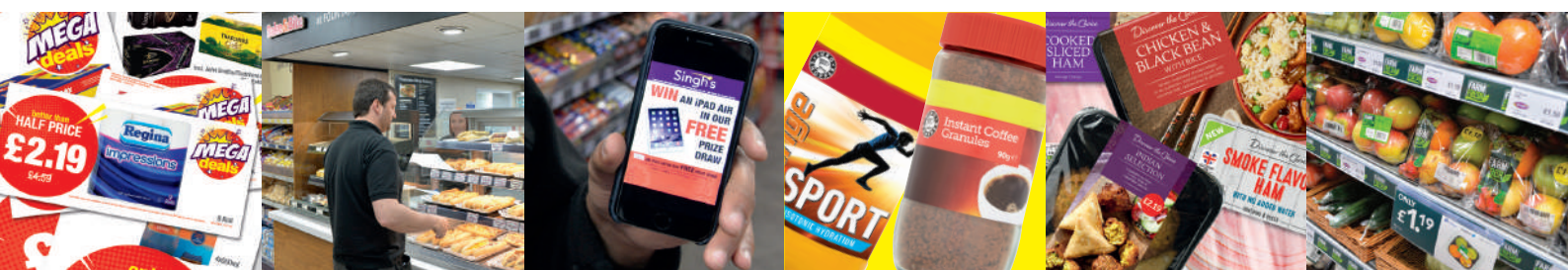
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"Premier makes me more money by providing a fantastic choice of products, at great value prices so I can offer a great service to my shoppers that drives footfall."

Tony Mallaban, Premier Avon Gold Supermarket, Bristol.

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FASCIA REPORT



Cat Worsfold
format proposition
manager, Spar



With its focus on food to go and its reputation for offering great fresh and local produce, Spar's format proposition manager, Cat Worsfold, feels the group would be well placed to compete with a nearby Tesco Express, to cater for visitors to the area's marina and local residents

Our
large
convenience
store
action
plan



The store's layout and design would be built around meeting the needs of both the local community and those using the nearby marina

With the Tesco nearby, this could also serve as a great point of difference to bring consumers to the store.

PRIORITY 3 Champion your local produce

Local products or a fine foods range are a great way of competing against the multiples - again, especially with the Tesco nearby. The popularity of local produce has grown in recent years, with people more interested in the origin and production of the food they buy. Why not create a bay dedicated to local or small producers, or even create a display table if you have the room?

The Daily Deli brand enables stores to offer standout food to go options throughout the day



PRIORITY 1 Focus on shopper missions

With the store serving both the community and those visiting the marina, we would suggest ensuring the store enables each type of customer to shop easily and logically. Splitting the food for now and tonight's tea missions will enable consumers looking for an on-the-go snack to enter and exit the store quickly. Meanwhile, those looking to do more of a basket shop can see each category in a logical manner. This approach can also encourage customers to pick up something on offer or exciting on the way.

PRIORITY 4 Capitalise on seasonal events

With a plethora of events throughout the year, catering to customer needs surrounding these events is a brilliant way to boost your trade and reputation, especially in a small village. Whether it's Easter, the World Cup or smaller events throughout the year such as Mother's Day or bank holidays, there is great opportunity to make a feature of these events in-store.

Great displays of fruit and veg help create theatre and excitement among shoppers

PRIORITY 2 Offer food for now and later

With a location close to the marina as well as local pubs, this store could benefit from having our simple hot and cold Daily Deli offering, which would satisfy customers' needs at all times of day. A staff-served hot and cold offer can create great theatre in a store. It is also very easy to tailor the offer by time of day, perhaps serving breakfast baps and croissants in the morning and then moving on to hot wraps or pasties for lunch and dinner.

PRIORITY 5 Bring excitement in-store

Creating excitement in-store can be a great way to encourage repeat custom. With a store of this size, there is ample space to create strong zones for beers, wines and spirits, fresh and chilled produce, and seasonal and gifting items. In-store tastings can also be a brilliant way of creating excitement at minimal cost.





THE SYMBOL OF SUCCESS



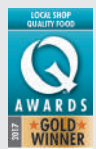
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FASCIA REPORT



Paul Wilson
business development manager, One Stop



One Stop base their franchise model on the group's proposition that they run successfully in their company estate. It provides retailers with significant investment when they switch or open a new store. Paul Wilson believes this co-investment is key to making One Stop the most successful convenience option available



PRIORITY 3 Design the right layout

One Stop will fully design the store and the layout in agreement with the retailer, before a fully project-managed refit. We invest £50,000 in every business that joins One Stop. Once open, we will ensure a successful start with both on-line and off-line marketing support and a store launch to celebrate the official opening with the local community. This ensures that any new One Stop store gets off to the best start possible.

PRIORITY 4 Build a range

We tailor the ranges in stores to reflect the local demographics, ensuring they have the right stock to meet local customers' needs. This is achieved through a combination of customer data from our company estate and by using the back-office portal system to fine-tune the stock, where we can add new products to the range. We can also suggest innovative new footfall drivers that are proving successful in company stores, which reduces risk and potential costs.

PRIORITY 5 Be there for our new franchisees

After a retailer has joined One Stop, we act as a trusted advisor, offering support and advice on all aspects of their business, including advice on how to manage a new team, marketing the store locally and sharing best practice with the other stores in the franchise estate. We conduct a full range review after 13 weeks, for example, to evaluate the performance of all the categories and identify further opportunities.

PRIORITY 1 Introduce the One Stop model

We always have in-depth conversations about how the One Stop model will work – the terms of business and a full financial review of the proposition, looking at average models – and prepare a business case for the site. The prospective franchisee then visits existing franchisees to learn about the journeys they undertook during their transformation from independent/traditional symbol groups, which are predominantly wholesale-driven, to a successfully proven franchise retail business.

PRIORITY 2 Train our new retailers

We provide a comprehensive level of on-site, EPOS and systems training for retailers and their teams to ensure they are in a position to serve the local community right from the beginning. We can also offer high-level commercial analysis of their businesses through our market-leading reporting suite, which covers everything including profit and loss, sales and wastage reports. This enables us to maximise sales and profits while driving waste and inefficiencies out of the business model.

Ensuring retailers have training and support for their entire team is vital to their success



The layout and range of the store is created using both company sales and customer data, along with local knowledge



The One Stop franchise model is a unique proposition that is different to that of most other groups

DON'T JUST WISH FOR A BETTER STORE WITH MORE PROFIT MAKE IT HAPPEN



Aman's sales have increased
£4,500 a week since joining

"One Stop is very different from every other group, they are retailers and all their teams have so much experience. The level of support you get from day one is exceptional, couple that with a proven model that takes all the hard work out of retailing and a trusted brand that customers recognise and you can't go wrong."

The data they can offer retailers is extraordinary, I know how every inch of my business is performing and I never have to worry about stocking a product that won't sell."

Gaz Bains
One Stop Belgrave Stores

Gaz's sales have increased
£2,600 a week since joining

"We're two and a half years into working with One Stop and since then we've ranked in the IAA top 100 every year and have been lucky enough to win three awards, which has taken our business to the next level. One Stop offers us promotions every four weeks, which are staggered so that it keeps the store fresh for our customers. We also have permanent promotions, like 3 for £5 on beers, ciders and ales and our meal deal is £3, which is among the cheapest in convenience."

Aman Uppal
One Stop Mount Nod



Call us on 01543 363 003 or go to www.openonestop.co.uk

One Stop. The award winning franchise.



Follow us @1stopfranchise

THIS WEEK IN MAGAZINES



Launch of the week

ESTABLISHED REGIONAL BABY TITLE GOES NATIONAL

After catering to parents in the capital for almost a decade, the publishers of **Baby London** have dropped the city-specific title and branched out to serve the rest of the UK

LAUNCHED IN 2010, Baby London has been available exclusively to parents in the capital for nearly a decade. This summer, publisher The Chelsea Magazine Company finally decided to include the rest of the UK by taking its upmarket baby title national.

Dropping 'London' from the name, the new Baby magazine will be available to newsagents across the UK, and will include lifestyle tips, product reviews and health advice.

Aimed at mothers who read women's glossies and home interior titles, this luxury pregnancy and parenting magazine includes a mix of pre- and post-birth articles to reach the largest possible audience.



BABY
On sale 18 July
Frequency monthly
Price £4.20
Distributor Seymour
Display with Mother & Baby, Gurgle

My week in magazines



Marcello Perricone

Magazines reporter

marcello.perricone@newtrade.co.uk

KIDS GO NUTS FOR COVERMOUNTED FREE GIFTS

Every time I walk through a newsagents, I can't help but notice the covermounted chaos in the children's section. Kids love free gifts, and nothing encourages impulse purchases like a covermounted magazine at floor level.

The summer provides parents with an extra opportunity for getting a treat for their children during the holidays, and the kids themselves are more likely to go for the gift on the cover than any content the magazine may offer.

With that in mind, publishers have been seriously investing in bigger and better gifts, and it is no longer enough to just have children's magazines in the shop - retailers need to know which titles and themes are selling well at the moment, and capitalise on that.

Lately, there has been an emerging trend in the form of slime - a non-toxic, viscous, squishy flubber that is selling well in the primary girls section. According to Immediate Media, both Mega and Girl Talk have slime gifts in the upcoming issues, and DC Thomson lists the slime as one of its biggest sales drivers, alongside unicorns and blind bags.

Retailers can benefit from prioritising titles with those gifts, as prominent displays and poster power are a powerful combination for sales.

Opportunity: covermounted gifts
Children's magazines sell well, but titles with free gifts can guarantee higher sales. Place best-selling titles at the front of displays, do your best to keep the section tidy and make sure the whole section is within reach of children.

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

Call 020 7689 3350

THIS WEEK IN MAGAZINES

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 facebook.com/thisisRN



GURGLE

- This parenthood magazine is full of advice for mums old and new, including tips, baby gear reviews and tales of being a mother.
- August's issue includes breastfeeding advice, healthy-eating tips for during pregnancy and secrets about how to put a baby to sleep.



On sale out now
Frequency monthly
Price £4.10
Distributor Marketforce
Display with Mother & Baby, Baby London, Smallish



GOOD HOMES

- This home interest title is full of organisation ideas, updates, best buys and new trends.
- The summer edition includes 953 ways to freshen up your house, alongside kitchen, bathroom, and garden makeover suggestions.



On sale out now
Frequency monthly
Price £3.80
Distributor Marketforce
Display with Ideal Home, House Beautiful, Real Homes, 25 Beautiful Homes



TRAIL RUNNING

- This sports magazine is aimed at trekkers and is packed with features, gear reviews and profiles of noteworthy trails.
- August/September's issue contains an analysis of the Regent's Canal, Heart of Wales Line and Smugglers' Way trails, alongside an interview with F1 racer Mark Webber about his love of trail running.



On sale out now
Frequency bi-monthly
Price £4.99
Distributor Frontline
Display with Country Walking, Camping, Climber



PRACTICAL SPORTSBIKES

- This motoring magazine is aimed at bike enthusiasts of both classic and modern motorcycles, and features everything from buyer guides to test drives.
- The August issue tells the tale of a reader's restoration of an old Honda, compares three new Kawasaki bikes and includes a free sticker sheet.



On sale out now
Frequency monthly
Price £4.20
Distributor Frontline
Display with Classic Bike, Motorcycle News, Ride



IMPROVE YOUR COARSE FISHING

- This specialist magazine teaches fishing enthusiasts the latest techniques to land any freshwater catch, from carp to tench.
- July's issue features eight fishery maps to cut out, gear reviews and a 48-page guide to feeder fishing.



On sale out now
Frequency monthly
Price £3.80
Distributor Frontline
Display with Angling Times, Angler's Mail, Match Fishing



Bestsellers Children's magazines

Title	On sale date	In stock
1 Fun To Learn Peppa Pig Bag o' Fun	12/07	<input type="checkbox"/>
2 Disney Frozen	11/07	<input type="checkbox"/>
3 My Little Pony	06/07	<input type="checkbox"/>
4 Fun To Learn Peppa Pig	05/07	<input type="checkbox"/>
5 Lego Ninjago	11/07	<input type="checkbox"/>
6 CBeebies	11/07	<input type="checkbox"/>
7 Fun To Learn Friends	12/07	<input type="checkbox"/>
8 Girl Talk	11/07	<input type="checkbox"/>
9 Disney Princess	04/07	<input type="checkbox"/>
10 Paw Patrol	18/07	<input type="checkbox"/>
11 Lego Star Wars	04/07	<input type="checkbox"/>
12 Lego Nexo Knights	18/07	<input type="checkbox"/>
13 Toxic	04/07	<input type="checkbox"/>
14 Top of the Pops	04/07	<input type="checkbox"/>
15 CBeebies Art	11/07	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

SYMBOL KEY

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

INCREIBLES 2

Sticker Collection

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STARTER PACK: £2.99 RRP
STICKER PACKET: 60p RRP

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www.paninigroup.com

THIS WEEK IN MAGAZINES



MOUNTAIN BIKING UK

- This sports magazine is aimed at lovers of mountain biking and includes interviews, cycling features and gear reviews for amateurs and enthusiasts.
- The special 30th anniversary issue comes with a card wallet and a keyring of MBUK's famous cartoon mountain-biking sheep, Mint Sauce.



On sale 12 July
Frequency monthly
Price £5.50
Distributor Frontline
Display with Cycling Weekly, Cyclist, Tour, Mountain Bike Rider



SFX

- This sci-fi and fantasy magazine features interviews, news and sneak peeks at the latest TV and movie happenings.
- August's issue has a Game of Thrones special featuring cast interviews about the final season and spin-off shows, alongside an Ant-Man and the Wasp movie review.



On sale 18 July
Frequency monthly
Price £4.99
Distributor Marketforce
Display with The Dark Side, Doctor Who, Star Wars Insider



RIDE

- This motoring magazine includes features, reviews and news about every kind of two- and three-wheeled motorcycle.
- The September issue has a review of summer gloves, a comparison of the old and new Yamaha MT-07, and a Honda CB1000R test drive, alongside a free 'Guide to Spain' supplement.



On sale out now
Frequency monthly
Price £4.30
Distributor Frontline
Display with Classic Bike, Motorcycle News, Practical Sportsbikes



SPECIALIST CHOICE MERYL WILLIAMS, PIKE'S NEWSAGENTS, PORTHMADOG LIVINGETC

Who buys it?

We find customers who buy Livingetc are usually women, aged about 45 to 65, who like keeping up with the latest trends in fashion and home styling.

How do you display it?

We display it with other home magazines, but we also make sure it is near other women's interests titles, such as Elle, Vogue and Cosmopolitan.



On sale out now
Frequency monthly
Price £4.60
Distributor Marketforce

Expert advice

Danny Walter

Editor, Mountain Biking UK



Mountain Biking UK's 30th anniversary issue is a celebration of the growth of mountain biking over three decades. We focus on the product, icons and events that have shaped, and are still shaping, mountain biking today – plus there is a huge £9,000 bike giveaway offering readers three chances to win the bike of their dreams.

It feels great to be celebrating 30 years in publication. Over that period, Mountain Biking UK has been supplying market-leading content to Britain's off-road audience – riding in some of the wildest places on the globe with the sport's biggest stars, often doing the craziest stunts imaginable.

Product testing has always been at the heart of Mountain Biking UK, and we are proud to have some of the industry's most experienced bike and gear testers bringing our readers fair and comprehensive reviews they can trust every issue. We also provide our readers with high-quality route information, skills advice and maintenance tips so they are getting the best possible experience on every ride.

Our strategy

Who buys your titles?

Everyone who loves riding a mountain bike and wants to get the most amount of fun out of their next riding experience.

How should your titles be promoted in-store?

Mountain Biking UK should be displayed in the sports category, at the front of the shelf, with the cycling titles.

How are you investing in independents?

We increase supply levels at independents on special issues such as this one to ensure we capitalise on the additional customer interest in the issue.

COMING UP IN NEXT WEEK'S RN



RN asks how suppliers are investing in energy drinks trends such as fruit-based and caffeine-free

Plus, retailers' pricing strategies for rolling tobacco go under the spotlight and RN heads to Oxford to meet a newsagent expanding his portfolio of stores

RN

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Partworks

Title	No	Pts	£
DeAgostini			
Art Gallery	19	60	8.99
British Steam Railways	19	50	1.99
Build the Jaguar	69	100	8.99
Build Your Own R2-D2	79	100	8.99
Cake Decorating	18	90	3.99
Classic Dinky Toys Collection	15	60	11.99
Enhancing Your Mind, Body, Spirit	79	120	3.99
Magiki Cuddle Buddies	14	30	3.99
My Animal Farm	66	80	5.99
Jazz at 33 and Third RPM	65	70	14.99
Star Wars Helmet Coll'n	66	80	9.99
Zippo Collection	74	100	19.99
Eagle Moss			
DC Comics Graphic Novel	76	100	9.99
Game of Thrones	55	60	9.99
My Little Pony Colouring Adventures	71	80	4.50
Star Trek Ships	128	130	10.99

Title	No	Pts	£
Hachette			
2000 AD			
The Ultimate Collection	23	80	9.99
Art of Cross Stitch	80	90	2.99
Art of Quilting	132	150	3.99
Assassins Creed: The Official Collection	37	80	9.99
Big & Little Crochet	10	72	4.99
Classic Routemaster	25	130	8.99
Doctor Who Complete History	75	80	9.99
Draw The Marvel Way	66	100	4.99
Marvel's Mightiest Heroes	119	130	9.99
Transformers GN Collection	41	80	9.99
Warhammer	48	80	9.99
Panini			
F1 Collection	59	60	10.99
Marvel Figures	13	84	11.99

Collectables

Title	Starter	Cards
Panini		
Disney Favourite Friends Sticker Collection	2.99	0.60
England Adrenalyn XL Trading Cards	4.99	1.50
FIFA 365 Trading Cards	4.99	1.00
Jurassic World Sticker Collection	2.99	0.70
L.O.L Surprise! Sticker Collection	2.99	0.60
Marvel Avengers: Infinity War Sticker Collection	2.99	0.60
Tangled TV Series 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
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	4.99	1.00
Match Attax 2017/18	4.99	1.00
Num Noms sticker coll'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 Ladybirds		2.50
Magiki Princesses		2.50
Piranhas & Co		2.50

Newspapers

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

Saturday newspapers	price	margin	pence	margin %
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	19.11p		21%
Express (Scotland)	90p	19.11p		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%

Sunday newspapers	price	margin	pence	margin %
Sun	£1.20	23.1p		21%
Sunday Mirror	£1.60	33.6p		21%
People	£1.60	33.6p		21%
Star Sunday	£1	19.89p		21%
Sunday Sport	£1	24.3p		24.3%
Mail on Sunday	£1.80	37.8p		21%
Sunday Mail	£1.90	38.76p		20.4%
Sunday Telegraph	£2.00	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	31.5p		21%
Sunday Post	£1.60	33.6p		21%

Weight Watchers 7-8 July

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Sunday Times	995g	465g	0g	0	0g
Telegraph	940g	170g	0g	0	0g
Times	830g	135g	85g	6	40g
Daily Mail	655g	230g	95g	3	40g
Mail on Sunday	650g	260g	35g	4	15g
Guardian	595g	295g	55g	5	25g
FT	565g	275g	0g	0	0g
Observer	515g	145g	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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5416839



Gorse Hill Mini Market, Stretford

- Freehold: £324,950**
New Lease: £99,950
- Turnover c.£12,000 weekly excluding services
 - ANP in excess of £85,000 per annum
- T: 0161 833 3311
5613300

Weetmans Paper Shop, Blaenau Gwent

- Freehold £135,000**
- Prominent location in residential area
 - Income to y/e 31/3/2017 £147,028
- T: 02920 023 123
4710054



Weybridge News, Surrey

- Leasehold £100,000**
- Annual sales £425,915 ended 30 June 2016
 - Commissions received c. £9,000pa
- T: 0203 846 0615
2411564



Select & Save, Birmingham

- Leasehold £280,000**
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 - New lease to be agreed
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5813074

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