

# blakemore ..... retail IT'S YOUR NEWS

THE MAGAZINE FOR BLAKEMORE RETAIL EMPLOYEES

## New Forecourt Store Opens in Laceby



Blakemore Retail Strike Gold at Grocer Awards



Store of Excellence Winners Announced



Five Wins at 2016 Retail Industry Awards

# Introduction

## Hello and welcome to the latest edition of Blakemore Retail it's Your News.

There is no doubt that with the challenges we have seen over the past few years everyone has had to play a key part in ensuring that we put ourselves in the best possible place to be able to compete. You will find many examples of what has been happening in this edition of our magazine, from the launch of our new forecourt, including our first in-store served coffee restaurant, INSOMNIA, to the purchase of seven ex My Local stores, whilst maintaining focus on our fresh and foodservice departments.

In fact fresh and food service has become so important to us as a business that we recently appointed Matt Teague to the Board as Fresh and Foodservice Development Director. Matt, along with his team has been instrumental in the development of Daily Deli, Subway, Greggs and Insomnia as well as having input into the chilled and produce departments. Matt's appointment will really add focus to such a key area and I'm sure you will all join me in congratulating him on his promotion.

Another developing area for us is digital and social media, with the support of SPAR UK (Shop and Win, SPAR website and store locator), Sarah, Caroline, Ed and her team (store and Post Office Facebook sites), and Sarah Ellis and her team (Cardlytics, MoreSPAR, In-store WIFI). This is an area we are only just starting to understand, so look out for many more trials and initiatives.

However, I believe the most important features, are the ones about you with many pages of awards and recognition. Staff and colleagues who have won trips to the SPAR conference in San Diego, won industry awards, raised huge amounts of money for the NSPCC, taken part in community work and completed numerous training programs like the Your Development Programme. It is because of your commitment and hard work that Blakemore Retail really does punch above its weight within the industry, something regularly recognized by key organizations like the IGD, CTP, The Grocer, as well as many of our partners such as, SUBWAY, The Post Office, Greggs, BP, Shell, Camelot, NSPCC and many others.

As a family owned business A.F. Blakemore invests 98% of the profits back into the business, this allows us to take a



much longer term view of how and what we invest in, whilst there is no doubt this has helped us over the years unfortunately the challenges are not going away. For example The National Living Wage, an excellent strategy but hugely impactful on a business like ours and the Apprenticeship Levy, again a great idea but has a huge impact on industries like ours. And last but not least Brexit. If you support in or out it doesn't matter anymore, the fact is we must make it work. Unfortunately inflation and uncertainty will come over the next few years, added to this are cigarettes and tobacco plain packaging, sugar tax, more control on alcohol- the list is endless.

As always, this is where the whole Blakemore Retail team comes in, with support from AFB and SPAR UK. We will always find ways to succeed, there will be some difficult decisions and lots of hard work but with your support and commitment I know we will achieve what we need to do.

Finally, as this is my first introduction to the magazine as Managing Director I feel it is only right to thank the many people who have had a large impact on my career with Blakemore Retail; to Peter Blakemore and ex SPAR Sales and Group Board Director Elwyn Davies, who had the original foresight to start a company owned division of stores nearly 27 years ago, to Geoff Hallam for all his support and guidance and not forgetting, all the people who make everything happen every day, some of you who I have known for a long time, because without all of you, Blakemore Retail wouldn't be half as successful as it is.

**Blakemore Retail Managing Director, Stuart Adkin**

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## Send Us Your Stories

*It's Your News is written by A.F. Blakemore's Corporate Affairs department.*  
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# Store Operations Update

In this edition of *It's Your News*, Store Operations Director Chris Bacon discusses the recent changes to the store operations team and provides an update on two key areas of focus:



Store Operations Director Chris Bacon

The last year has seen significant change in the structure of the store operations team. Following John Brooks' retirement in February, we took the opportunity to complete a review of the regions with particular attention being made to the geographical make up.

Following this review, it was felt that we should move from four regions to five to enable Regional and Area Managers to have a greater focus on the store development and control within their respective regions and areas.

With the retirement of John, we now had two Regional Manager vacancies to fill and following an intensive application and interview process Ruth Mutton was appointed Regional Manager in the East and Gareth James was appointed Regional Manager of the fifth and new region, the Midlands. Both Ruth and Gareth were candidates on the inaugural Blakemore Retail Future Leaders programme. Another bonus from their appointment was reducing the average age of the Regional Manager team from 59 to 49!

We also took the opportunity at this time to recognise the long term achievements of Owen Davies by appointing him Senior Regional Manager. As part of his new role, Owen will take on additional companywide

responsibilities, one currently being the improvement of leakage results. This now means, geographically the regions are smaller, less travel time, more time in stores and now each Regional Manager has four Area Managers and around 60 stores, enabling them to be much more focussed on the development of their store teams as well as being in greater control of costs.

### The Regions are now:

**West –Owen Davies**

**South West –Mark Podmore**

**East –Ruth Mutton**

**South East –Brian Cherry**

**Midlands – Gareth James**

Two of the main focus points in our regions currently are:

### People Development:

Following on from the work done last year in the South West, each region together with Training and HR has completed a Your Development Programme (YDP) assessment day. Candidates were invited to attend a day

packed with tasks, activities, group and individual work. Following this, successful candidates were offered a place on the YDP programme. This has proved hugely successful and will become an annual event. In addition, we continue to recruit for this position and we currently have more than 40 potential Store Managers /Assistant Managers on this programme.

### Cost Controls:

Controlling our costs, in particular waste, overrides and wages is vital to our success. All our store and regional teams recognise this and are extremely focussed on this at the same time as recognising the need for good availability of product and correct staffing levels.

The Regional Managers take part in a weekly conference call each Monday with Directors - where the previous weeks results are discussed along with any issues causing waste and remedial actions taken where necessary.

This has proved really successful with significant savings so far. Our results to period 6 have shown some excellent savings that has put us in a very strong position to achieve our budget this year.



(L-R) Regional Managers Owen Davies, Mark Podmore, Ruth Mutton, Gareth James and Brian Cherry

# New Forecourt Store Opens in Laceby

Blakemore Retail has opened a brand new £3m flagship petrol forecourt alongside a Greggs, Subway and an INSOMNIA coffee shop on the Laceby Crossroads in Grimsby.

The 2,850 sq ft store, which occupies the site of a former Little Chef, was officially opened by Deputy Mayor of North East Lincolnshire, Councillor Ron Shepherd on Saturday 13th August.

In addition to a wide range of everyday essentials, the SPAR offers a comprehensive hot and cold food-to-go range and fresh self-serve Costa Coffee.

The store also has in-store Greggs and Subway counters; along with premium Irish coffee shop brand INSOMNIA providing customers with a one-stop convenience, restaurant and takeaway solution.

Laceby is the first Blakemore Retail store to open Irish coffee shop chain INSOMNIA.

Managing Director Stuart Adkin commented:

**“The site represents a flagship innovation by Blakemore Retail bringing employment to 45 local residents and will bring a number of services to the area including a modern convenience store, forecourt, Subway, Greggs and a brand new coffee concept called Insomnia.”**



# Blakemore Retail Wins Best Independent Retail Chain at The Grocer Gold Awards

Blakemore Retail has won the highly coveted title of ‘Best Independent Retail Chain’ at the Grocer Gold Awards.

Blakemore Retail has enjoyed huge success over the past year, adding three new stores and 16 Subway franchises to its estate and becoming the first convenience retailer to partner with Greggs.

Since their launch in 2003, the Grocer Gold Awards have grown to become the most prestigious awards in the food and drink industry, recognising the very best standards in grocery retail.

Group Director Geoff Hallam commented:

**“I am extremely proud that Blakemore Retail has been recognised as Best Independent Retail Chain at the Grocer Gold awards.”**



“This is a great achievement for Blakemore Retail. Everyone in the entire organisation has worked very hard and is very deserving of this title.”

The awards were announced at a spectacular ceremony on June 14th at the historic Guildhall in London.



# Blakemore Retail Achieve Investors in People Silver

Following a recent assessment Blakemore Retail is celebrating after achieving Investors in People Silver status.



Investors in People is a nationally recognised quality standard that Blakemore Retail has held since 2002. The Silver status comes just three years after Blakemore Retail achieved Bronze in 2013.

The assessment process looks for continuous improvement in the way that the business communicates, trains and develops its staff, and prepares for future challenges.

As part of Blakemore Retail's assessment process, more than 200 colleagues were interviewed, including people from all areas and locations within the company.

Investors in People Practitioner Kathryn Shepherd commented:

“Silver accreditation is a fantastic

outcome given the size of the company and complexity of the working environment, which brings further challenges in delivering effective support for people.

“The Blakemore Way was even better understood and embedded. People seem to live the Blakemore Way rather than just being able to quote a set of values.

“The level of consistency was more impressive than last time and the accreditation seems to be even more robust than was the case for Bronze- a real achievement in a period of just three years. Many congratulations to everyone for their contribution to this success; it could only have been realized through the participation of people at all levels throughout Blakemore Retail.”

Training & Development Manager Kerry Hunt added:

**“I would like to extend a big thank you to all those that took part or assisted with the assessment and a very special thanks to all those that are out there working hard week in / week out as this has resulted in making the Silver accreditation possible.”**

# SPAR Brand

With over 1,000 products in the range and more than 100 award wins in the last 12 months— our SPAR brand products really are a jewel in our crown.

The SPAR brand range offers a host of benefits for stores and customers alike. Stores benefit through enhanced loyalty as customers return for products that can only be purchased at SPAR, margin enhancing lines within the range (SPAR brand accounts for 22% of total sales and 25% of total profit), and increased basket spend from customers. Customers spend a staggering 50% more when buying own brand. The customer in turn benefits from enhanced choice – including products which capitalise on modern food trends, and product quality equivalent to that which you'd find in any of our competitors.

So in order to maximise these opportunities we've created a working group to utilise the huge number of brand advocates that work within our stores to make customers aware of our SPAR brand offer.

Over the next 12 months our stores will see a step change in how new SPAR brand lines are introduced to the business, receiving comprehensive briefings on forthcoming product launches with opportunities to trial products, new initiatives to enhance in store execution of SPAR brand lines and encourage customers to

**'try me!'**

**However, there is nothing more important in driving sales than our staff in stores, so if we can make each and every one of you an advocate for our products – just the ones you love! Then we know you can encourage more customers to try them.**



## Pinchbeck's Michelle Chamberlain Crowned Sales Assistant of the Year

Michelle Chamberlain from Blakemore Retail's Pinchbeck store in Spalding has been named the UK's Best Multiple Symbol Sales Assistant by Convenience Store Magazine.



Winning Sales Assistant Michelle Chamberlain walks away with a prize of £500.

Michelle was recognised at the awards ceremony at The Dorchester in London on November 8th.

Judges chose Michelle because she demonstrates the ability to rise to challenges without it affecting her top-notch customer service.

Commenting on her win Michelle said:

"The customers are my favourite part of this job. I'm a people person and I love to chat to the shoppers. I know most of them by name and have seen them grow up over the last 13 years.

"This has definitely given me a confidence boost. I just can't believe it. This certificate is going up on the store wall."

Convenience Store's Editor David Rees added: "Michelle has shown all the attributes you would hope for in a sales assistant- efficiency, adaptability and a friendly nature, but above all a commitment to giving customers a warm welcome and the best service possible."

# Celebrations at Retail Industry Awards 2016



Blakemore Retail is celebrating a night to remember after scooping five category wins and one commendation at the prestigious Retail industry Awards 2016.

The division performed outstandingly at this years' ceremony picking up awards in the categories Multiple Community Retailer of the Year, Chilled Retailer of the Year, Fairfield picked up Forecourt Retailer of the Year and Wrexham was awarded Food to Go Retailer of the Year. In addition, Wrexham Store Manager Janet Cruse was awarded the title Store Manager of the Year for the exceptional dedication and enthusiasm she shows to her team and store. Sleaford Store Manager Tim Hindley was also highly commended in this category.

Congratulations to Stacey Aitken-Best, Store Manager from Leegomery who was shortlisted for Store Manager of the Year and Porthcawl and Quay Road Post Offices who were shortlisted for Post Office of the Year.

Judges commended Blakemore Retail across all five winning categories for its imagination, forward thinking approach, strong culture and links with the community.

Celebrating over 20 years of excellence, the Retail Industry Awards, known as the 'Oscars' of the grocery industry, reward excellence and outstanding achievements across a variety of different categories. Managing Director Stuart Adkin commented:

**"We are extremely proud that our stores and people have been recognised for their innovation, exceptional standards and strong links with the community."**

**"Everyone across Blakemore Retail has worked very hard and is very deserving of these highly regarded and sought after titles."**

The black tie ceremony took place on September 29th at the prestigious Grosvenor House Hotel in Park Lane, London.



Community Affairs Officer Liz Bell collected the Multiple Community Retailer of the Year Award



Wrexham Store Manager Janet Cruse not only walked away with Store Manager of the Year but Food to Go Retailer of the Year awards



Stuart Adkin and Geoff Hallam collected the award for Chilled Retailer of the Year



Fairfield Store Manager Michele Lawson was awarded Forecourt Retailer of the Year

# Double Success at CTP Awards

Blakemore Retail has scooped two awards at the Him! CTP Awards in the categories of Best Convenience Retailer for Fresh & Chilled and Promotions.



Best Convenience Retailer for Promotions

The Him! CTP Awards celebrate the 'best in class' in convenience, and are the only awards where over 20,000 convenience store shoppers and store staff are the judges.

Him! Research and Consulting are convenience experts and speak to more than 100,000 shoppers and retailers every year to get to the heart of what drives their behaviour. Their expertise spans not only convenience but also wholesale, the high street and out of home.

The Him! CTP Awards took place on Wednesday 11th May at the Victoria and Albert Museum in London.



Best Convenience Retailer for Fresh & Chilled

# MP Visits Laceby Lodge

Cleethorpes MP Martin Vickers has visited Laceby Lodge service station to discuss the opening of the store and its value in providing jobs for the local community together with business rates, employment costs and retail crime.



Cleethorpes MP Martin Vickers with Area Manager Carlyne Barker.

MP Martin Vickers commented:

**“I was very impressed with the new Laceby development. It has excellent facilities and has greatly enhanced the area after what was a long period when the site was derelict. I’m sure that both locals and visitors will benefit from the investment.”**

Area Manager Carlyne Barker added: “We were pleased to meet Martin to showcase our store and how we are working to meet the needs of our customers. It proved very beneficial to discuss the latest issues that are having an impact on our business and the wider convenience sector with our local MP. Having a strong relationship with Martin will help us to develop the business into the future.”

# Blakemore Retail Crowned Regional Corporate Partner of the Year



Blakemore Retail has been recognised as Corporate Partner of the Year in the West Midlands at the NSPCC Childhood Champion Awards 2016.



Operations Support & Marketing Manager Sarah Deakin and Community Affairs Officer Liz Bell

The award is in recognition of the outstanding contribution Blakemore Retail has made to the NSPCC. During the 2015/16 financial year Blakemore Retail employees have raised £314,316 for the children's charity.

The Childhood Champion Awards took place at the Banking Hall in Central London to celebrate the commitment made each year to the NSPCC's fight for every childhood.

Operations Support and Marketing Manager Sarah Deakin said:

**“I was delighted and honoured to accept the award on behalf of Blakemore Retail. Our staff and customers are passionate about fundraising for the NSPCC and the fantastic service they deliver to our primary schools”.**

NSPCC Partnership Manager Tianna Cowan commented:

“Blakemore Retail has been supporting the NSPCC and ChildLine since 2006, raising over £2 million for children. This money has been raised through the hard work and determination of store and office based employees through activities such as dress down days, cake sales and even a 500 mile bike ride. Despite working in a busy retail environment, the employees continuously raise money for the NSPCC, raising on average £300k a year.

“The funds help the NSPCC to reach thousands of primary school children aged 4 to 11 through the Speak Out. Stay Safe. programme giving a generation of children the knowledge and understanding they need to stay safe from abuse and neglect. Blakemore Retail continue to fundraise for the programme, as well as encouraging employees to volunteer, of which we have seven to date.”



# Newark Scoops Forecourt Trader Awards

Blakemore Retail's Newark petrol forecourt store has been recognised in the Midlands up to 4MLPA category at Forecourt Trader Awards 2016.

Congratulations to Battlefield who were shortlisted for Best Soft Drinks Outlet.

The ceremony took place at a regal-themed black-tie ceremony at the prestigious London Hilton Hotel on Park Lane in London.



Store Manager Julie Sharpe collecting the Forecourt Trader award

# Seven My Local Stores Announced

Blakemore Retail welcomed seven My Local stores to the business earlier this year located in Rhyl, Rugeley, South Benfleet, Cardiff, Chatham, Lambeth and Witham.

Managing Director Stuart Adkin commented: "During these turbulent times I would like to reassure all My Local employees that they form a firm part of Blakemore Retail's future plans and look forward to the positive contribution they can make to the wider Blakemore group."

**"The acquisition of these stores supports our wider strategy for expansion and we plan to invest in these stores."**

**"Once again I would like to welcome all 84 My Local employees to the Blakemore Retail family and thank all the teams involved for the fantastic support and hard work to ensure that six of the seven stores were operational within 48 hours."**

**"The final store, Rugeley, opened later on November 4th following the transfer of Blakemore Retail's original Rugeley store plus the addition of the local Post Office."**



Cowbridge Road, Cardiff



South Benfleet, Essex



Myatt's Field, Lambeth



Rugeley, Staffordshire



Rhyl, North Wales



Witham, Essex



Churchill Avenue, Chatham

# Dual-Brand SPAR Forecourts Announced

Blakemore Retail has announced a long-term supply contract with fuel brand Jet, which has seen the launch of two dual-brand SPAR forecourts.

The two sites, based in Buckley, Flintshire, and Newark, Nottinghamshire, joined the Jet network in April.

Area Manager David Garside said: "We see this as a great opportunity to test the water with a convenience brand we're already familiar with, and a new fuel supplier."

"We want to determine the value of the SPAR brand on the forecourt on sites

which are heavily convenience led, but also have the backing of a trusted fuel brand.

"Jet is a reputable fuel supplier, offering strong security of supply and refinery product at both these sites, which was also a key factor in our decision."

Jet Group Dealer Manager Graham Clout said:

**"The fact that Blakemore Retail decided to dual brand both sites is testament to the benefits our partnership with SPAR offers."**

"It gives forecourt owners the flexibility to select the best option available to them to meet the needs of each individual site, rather than a 'one size fits all' retail solution."

"Both of these sites are immaculately maintained and will be a real credit to the Jet network. We're confident they would already score highly in our award-winning 'Proud to be Jet' services and standards programme."

The UK's first Jet and SPAR dual-branded site opened last summer following the launch of the new convenience partnership in April 2015.



Buckley, Flintshire



Newark, Nottinghamshire

## Stores in Focus

Since the last magazine Blakemore Retail has welcomed the following new stores to its estate.



**Drakes Cross**  
Opened: December 8th 2015  
Average weekly sales: £31,500



**Catshill**  
Opened: December 8th 2015  
Average weekly sales: £19,000



**Yaxley**  
Opened: May 13th 2016  
Average weekly sales: £29,000



**Conwy**  
Opened: May 23rd 2016  
Average weekly sales: £40,000



**Hagley**  
Opened: August 17th 2016  
Average weekly sales: £38,000

# Your Development Programme

Your Development Programme is an eight month management development course aimed at new or newly promoted store managers.

The programme looks to equip candidates with knowledge and skills across key business areas including operations, customer service, managing legalities, HR, loss prevention, Fresh Food and IT.

The course concludes with candidates delivering a business presentation to a panel of senior managers and a graduation day.

Since the launch of Your Development Programme in July 2012, more than 80 Blakemore Retail employees have graduated from the course. There are a further 40 candidates currently taking part in the programme.

**Here are a few photos of recent graduates of the Your Development Programme:**



**Carole Stawarz-** Hasland



**Chris Wigston-** Ashgate



**Dawn Evans-** Risca Park



**Gordon Miles-** Llanrumney



**Paula Bates-** Two Dales



**Vicki Tozer-** Skegness



Delegates from the Midlands who have recently completed the programme



# Post Office Network Transformation nearing completion

**Blakemore Retail's Post Office network transformation programme has now entered its third year.**

Blakemore Retail opened the newly refurbished Mains branch at Stonydelph on 25th August 2016. This conversion ensured that all Blakemore Retail post offices are now trading in either a Mains or Local format.

At the end of the 2015/16 financial year our post office estate totalled 80 branches – 42 Mains and 38 Locals. Year to date, we have opened a further eight Locals and one Mains branch, with an additional 11 Locals planned to be integrated before the end of the financial year; this will bring the total number of in-store post offices to 100.

Therefore, over the last three years a total of 89 new-style branches have been opened, with investment exceeding well over £1.25m.

**What plans do we have for financial services?**

In 2015/16, financial services continued to grow slowly across a wide range of products.

We are targeting to continue this growth over the next few years, focusing on banking products, insurance, foreign currency, and counter services through the new Post Office Banking Framework. Independent research carried out earlier this year confirmed that while digital access for financial services is growing quickly, a significant proportion of the population still look to branches for simple transactions and/or complex financial decisions. As an important partner of Post Office Ltd, we can play a critical role in providing such services.

Post Office has one of the most trusted brands in the UK and award-winning products that are rated highly by consumers and industry experts – our products regularly appear in the best buy

tables. This is something we must make more use of if we are to continue to grow our financial services portfolio.



The Mains post office format Stonydelph Post Office

**Post Office – Key Areas of Focus**

During the summer, our focus has been on Travel Money and Insurance. This has been particularly important following the recent decline in sterling. Perversely, our travel money business has enjoyed an 18% growth in like for like sales resulting in additional £11k in commission year to date.

The Post Office created a new marketing campaign to show how easy it is for customers to get their travel money sorted at our branches and combined this with a 25 per cent discount on Travel Insurance, if bought at the same time as their currency. We have used Facebook to advertise this promotion, which has brought us significant success. At the time of going to press, the agency network was 1% above their last year's performance however, Blakemore Retail were a staggering 16% above last year – a fantastic performance. This is on top of a seven year on year deterioration of travel insurance sales.

As we move into the autumn/winter, focus will shift to other products including Mortgages referrals, Credit Cards, Savings and Insurance.

**What is the Banking Framework and how can it help Blakemore Retail?**

Post Office limited enjoy a very successful relationship with the UK banks to enable their customers to complete a range of transaction services in branches – 99 per cent of UK personal current account holders can access services in branches.

However, the services available vary with each bank, and this makes it difficult for Post Office Limited to market the service and in turn, confusing for our customers.

The Framework will establish a single set of consistent services that will be available right across the UK; this will streamline processes, remove manual transactions and paper and allow POL to market it properly. Final negotiations are currently taking place with the UK banks, with a target that the Framework will be operational from 1st January 2017.

As the number of bank closures have increased this year, Blakemore Retail have seen significant improvement in their transactional volumes as banks take advantage of the opportunity to access Post Office branches – these volumes are set to increase further as the number of bank closures increase over the next few years.

**How are we supporting our staff to increase Financial Services ?**

Making sure our staff are confident and equipped to talk about the products we offer will be paramount. There are lots of opportunities available to develop our staff as long as Post Office Limited provide the appropriate support. Central to this will be supporting the growth of our Customer Relationship Experts (CRE) role. By the end of the year, we plan to have around 15 CREs.

# Food Service - The

In this edition of It's Your News, Fresh & Foodservice Development Director Matt Teague provides an update on the growth of franchise partners in Blakemore Retail stores and highlights the significant opportunity foodservice can provide.

Our company is acutely aware of the commercial need to grow a stronger profit base. Fresh and foodservice provides a key and significant opportunity to do just that. So what are the pressures impacting our business that drives this need?

Firstly, operating within the fiercely competitive market place of convenience retail there is an ever increasing need to create a true and recognisable point of difference to set ourselves apart from our competitors that will attract, maintain and increase customer traffic to our stores. In addition, the pressures driven from the discounters in terms of retail price further erodes our competitive edge.

Secondly, new pressures derived from legislative changes introduced through government policies, for example, the National Living Wage, have added further and significant pressures to our net profitability.

Therefore, the requirement to develop the business where "new" sales are introduced that offer strong and significantly higher profit margins than those offered by conventional convenience retailing, is crucial for our future success. The race to achieve this in the market place is now underway, recognising this opportunity earlier than other convenience operators, we believe Blakemore Retail have an advantage over our competitors and are leading the way in this field.

Over the past two years we have developed an exciting and vibrant foodservice strategy, introducing new sub brands Daily Deli and Bargain Bites alongside partnerships with Subway, Costa and Greggs. 68% of Blakemore Retail stores now feature some form of foodservice.

Our business activity has led to delivering strong growth and our sales forecast to the end of this financial year will see our foodservice sales pass £34m, a growth of 16% on 2015/2016.

**dailyDeli**

**Number of stores- 30**  
**Average weekly sales- £9,000**  
**Average year on year increase following conversion- in excess of 12%**



**Bargain Bites**

**Number of stores- 15**  
**Number of lines- 25 including filled baguettes, hot breakfast sandwiches and toasties.**



**SUBWAY**

**Number of stores- 47**  
**Total retail sales- £190k per week**  
**Brand worth over £9.5m to Blakemore Retail**  
**Number of stores in development- 8**



# Need to Succeed

**INSOMNIA**  
 (COFFEE COMPANY)

Blakemore Retail have developed a partnership with INSOMNIA, a leading and highly successful coffee shop chain based in Southern Ireland.

This is an exciting opportunity for our business and like our ventures with SUBWAY and Greggs, INSOMNIA will enter our business as a trial, where the first store to feature Insomnia opened in August at Laceby, our latest fuel station development. The INSOMNIA coffee shop has started life with sales exceeding £3,500 per week and we expect to see these grow steadily across the next 12 months, as local customers and passing traffic get familiar with the brand. A second store is planned for early 2017 in Bakewell, which is a highly seasonal location in the Derbyshire Dales.



LOVE BEING AWAKE

**GREGGS**

**Number of stores- 5**  
**Sales growth of 20% year on year**  
**Five stores will bring over £1.5m of retail sales in 2016/17**  
**Number of stores in development- 8**



**COSTA EXPRESS**

**Number of stores- 147**  
**Over 31,000 cups sold per week**  
**Sales have grown by over 26% in last twelve months.**  
**Number of stores in development- 15**



To support retail implementation, Blakemore Retail now have a 14 strong fresh food team. Their main function is to train store staff, implement retail strategy and conduct audits relating to food and operational safety to ensure the

highest standards are maintained. The team are crucial to the current success of foodservice in our business and are a key component to the business delivering its foodservice strategy in the years ahead.

# NSPCC Fundraising

Hundreds of Blakemore Retail employees from across England and Wales have celebrated another jam-packed year of fundraising for national children's charity the NSPCC.

Over the 2015/16 financial year, Blakemore Retail donated £314,316 to the children's charity, bringing the total

amount raised throughout the 10 year partnership to £2.3million.

*Here is a snapshot of some of the fundraising activities that have taken place over the course of the last year:*



In November **Blakemore Retail** presented the NSPCC with a cheque for funds raised between June and October 2016 to the value of £84,936.



**Upton** organised a cake and book sale that raised £163.



Adrienne Blair from **Hatherley** raised £525 by shaving her head.



**Inkersall** hosted a tombola stall outside the store and raised £207.50.



**Rhuddlan** employee Leonie Edge braved a bean bath to raise £150.



**Stonydelph** Post Office held a charity hamper raffle that raised £103.



**Wordsley** Post Office raised £71 for the NSPCC by running a tombola and cake sale.



**Terminus Road** held a carnival day that raised £60.



**Fernhill Heath** and **Warndon** awarded the NSPCC Birmingham Service Centre a bundle of goodies.



**Tenbury Wells** hosted an in-store cycle and Easter hamper over four weeks that raised £677.00.



**Raunds** held an Easter colouring competition that raised £212.



**Bradley Cross Roads** held a 'Subway Party' with lots of freebies that raised £450.



**Upton** ran an Easter hamper that raised £185.



**Sherburn** held a charity hamper that raised £175.



**Bedale** organised a 'Big Board Game' day that raised £269.



**Porthcawl** Post Office organised a charity hamper raffle that raised £213.



**Market Harborough** team cycled the distance from the store to Lands End (353 miles) to raise £269.



**In recognition of employees hard work, Blakemore Retail has awarded the region's top fundraising stores and the top most improved store. NSPCC Partnership Manager Tianna Cowan commented:**

"Each year, Blakemore Retail does a fantastic job of fundraising for the NSPCC, and we continue to be blown away by stores' enthusiasm!"

"In 2015/2016 alone, we have had gifts donated to our Birmingham Service Centre for the children that we help

there, 50 – 500 mile bike rides, skydiving and plenty of cake sales!

"Thank you to everyone who has raised money for us – for every penny donation, you are helping us in our fight for every childhood."



**Bettws – Top Fundraising Store (South West Region) £4,018**



**Tenbury Wells – Top Fundraising Store (West Region) £4,896**



**Hillsborough – Top Fundraising Store (East Region) & Most Improved Store £3,602**



**Wyberton – Top Fundraising Store (South East Region) £3,101**



**Clifton Green** organised a charity hamper raffle which raised £250.



**Bedale** held a 'Valentine's Day' raffle and cake stall that raised £233.



**Cefn Glas** Store Manager Sean Barry and Fresh Food Operations Support Coordinator Hayley Parsons braved the Porthcawl Christmas Swim to raise £554.

# Halloween Spooktacular

## 2015

1. Auckley hosted a Halloween party and children's fancy dress competition that raised £425
2. Merthyr Tydfil held a cake sale raising £125
3. Tonyrefail hosted a cake sale raising £272
4. Chirk held a Halloween themed hamper raffle that raised £198
5. Sleaford held a 'Guess the weight of the cake' event and hamper
6. Baschurch held a Halloween themed hamper raffle
7. Tickhill Post Office dressed in their spookiest outfits and held a colouring competition
8. Fernhill Heath organised a confectionary hamper raffle
9. Tenbury Wells held an in-store spooky cycle that raised £240
10. Penyfford dressed up for the day raising £102
11. Hardy's Road held a spooky day in-store
12. Grove Road held a charity day that raised £96
13. Felixstowe store & Post Office held a charity day that raised £289.86
14. Greatstone held an in-store fun day
15. Batchley held an in-store fun day



We're supporting  
**NSPCC**



Stores put on a spook-tacular display of fundraising for the NSPCC in 2015 and 2016. Take a look at some of the ghoulish goings on:

## 2016

1. Bassingbourn hosted a Halloween fun day and raised £124 for the NSPCC
2. Market Harborough organised a spooky tombola and raised £129
3. Tonyrefail raffled off a Halloween hamper
4. Fernhill Heath arranged a Halloween event in aid of the NSPCC
5. Bromsgrove sold carved pumpkins with a donation going to the NSPCC
6. Broseley raffled off a Halloween hamper
7. The Two Dales store and Subway held a pumpkin colouring competition
8. Inkersall raised £84 with their Halloween fundraiser
9. Chipping Sodbury put together a Halloween hamper
10. Chirk set up a ghoulish window display
11. Cotteridge arranged a tombola
12. New Waltham raffled a Halloween hamper
13. Skegness organised a cake sale
14. Taylors Avenue fundraised with a lucky dip
15. Wardles Lane Post Office raised £55 by dressing up
16. Elstead laid on a coffee morning that raised £202



# Festive Fundraising

1. Sherburn raffled a Christmas hamper raising £155
2. Glemsford held a charity cake stall and fancy dress day
3. Bassingbourn raffled a Christmas hamper
4. Cefn Forest raffled a Christmas hamper
5. King's Lynn organised a Bobble Hat Day
6. Wollaston organised a Christmas hamper that raised £120
7. Teorchy organised a Christmas hamper
8. Cefn Glas held a 'Name the bear' competition that raised £70
9. Clifton Green held a charity hamper that raised £250
10. Stonydelph Post Office raised £103 with a Christmas hamper
11. Tenbury Wells held a in-store cycle raising £202
12. Wordsley Post Office organised a Christmas hamper
13. Blakeney organised a Christmas window display
14. Hardy's Road Post Office organised a Christmas hamper
15. Porthcawl Post Office organised a Christmas hamper that raised £213
16. Hillsborough Post Office raffled a charity hamper
17. Bradley Cross Roads Post Office organised a Christmas hamper
18. Wordsley held a Christmas themed Super Subway Saturday
19. Glemsford held a Christmas hamper
20. Westway raffled a Christmas hamper
21. Barningham organised a Bobble Hat Day
22. Cefn Fforest organised a Christmas hamper
23. Intake created a Christmas scene in-store
24. King's Lynn raffled a Christmas hamper
25. Sleaford organised an array of fundraising games
26. Bassingbourn hosted a Christmas fun day raising £450



Stores got into the festive spirit in 2015 raising sack fulls of cash over the Christmas period:



## Volunteers Spread Festive Sparkle to Support Operation Christmas Child

Store managers from across David Garside and Janet Cruse's area came together to support Operation Christmas Child this year.

A total of 34 Blakemore Retail stores across their areas donated 350 employee hours to help pack and wrap Christmas shoe boxes for children in Africa, Eastern Europe and Central Asia.

All managers obtained a donation from the Blakemore Foundation and brought items to fill the boxes on the day.

The shoe boxes included educational items, sweets, non-liquid hygiene items (soap, flannels, tooth brushes), stationery and small toys.

Operation Christmas Child is an initiative of Samaritan's Purse, an international relief and development organisation that works through local churches to support communities in Africa, Eastern Europe and Central Asia.



# Charity Ball Raises £32,000 for the NSPCC

Blakemore Retail's inaugural NSPCC Charity Ball took place in March raising £32,000 for the children's charity.



Guests were greeted with a drinks reception followed by a delicious four-course meal, prior to an evening of fundraising, staff recognition and entertainment by Take That tribute band, "Rule The World".

Fundraising highlights included a champagne balloon raffle, live raffle plus silent and live auctions.

Managing Director, Geoff Hallam said:

**"I'd like to give recognition to all Blakemore Retail employees who have lived and breathed fundraising for the NSPCC over the past 10 years. Your continued support is unbelievable."**

"We are so grateful to the people who have assisted our staff's fundraising throughout our partnership from those who give spare change in our collection tins, to those who back our store's wild and courageous fundraising events; they are all incredibly generous and without their support reaching our milestone of £2million wouldn't have been possible."

"Our charity ball has really helped us to celebrate this achievement and give special thanks to those that have made it possible! Thank you to everyone involved."

We're supporting  
**NSPCC**

The ball was held at Coombe Abbey in Warwickshire to celebrate Blakemore Retail's £2million fundraising milestone in aid of the NSPCC.

200 guests including suppliers and staff, attended the ball hosted by Managing Director, Geoff Hallam and NSPCC Director of Fundraising, Paul Farthing.



The Blakemore Retail Events team who organised the Ball along with NSPCC volunteers

# Marathon Men and Women

Four employees have collectively raised more than £14,000 for charity by running the London Marathon.

On April 24th, Retail IT Systems Trainer Iestyn Rhodes, Blakemore Retail Area Manager Paul Wiltshire, former Blakemore Retail Operations Support Assistant Andrew Hadley and A.F. Blakemore Community Affairs Officer Liz Bell were amongst almost 40,000 runners who embarked on the gruelling 26.2-mile race around the capital.

The race set off from Greenwich Park in south-east London and passed the capital's landmarks, including Big Ben and the Tower of London, before culminating at the world-famous finish line on The Mall. This year's marathon celebrated the one millionth runner crossing the finish line since the event started back in 1981.

The quartet have raised more than £14,000 in total. The good causes supported were Iestyn Rhodes's chosen charity, Scope, Paul Wiltshire's chosen charity, Breast Cancer Now, and finally, Andrew Hadley and Liz Bell's chosen charity, the NSPCC, which celebrated its 30th birthday this year.

Iestyn Rhodes, who completed the marathon in less than three hours, said: "I was really pleased with my marathon time of 2:59:01 as I had targeted 2:59:00."

"I found the first 16 miles tough, trying to be controlled with my pace, then enjoyed miles 17 – 21, then at miles 22 – 26 my legs started to not enjoy it so much! But I managed to keep to pace for the last few



Retail IT Systems Trainer Iestyn Rhodes

miles. It was great finishing in front of Buckingham Palace and I felt more than a bit emotional as I crossed the line.

"The London Marathon was my first major event of the year as I will be completing Ironman Tenby in September 2016, so I have a few weeks of recovery now before seriously getting the bike and swimming training going."

Paul Wiltshire, who completed the marathon in 3:48:59, thirty minutes quicker than his time last year, commented: "I am not ashamed to say, and it affected us all, that there are certain points on the marathon route – be it the iconic buildings such as Tower Bridge, the cheering supporting crowd calling out your name or a reminder of why we are raising money for Breast Cancer Now – which make it a very emotional journey around the London streets that brings tears to your eyes."

First-time marathon runner Andrew Hadley added: "Before training for the Marathon I hadn't even ever run for a bus, so the thought of running 26.2 miles hadn't crossed my mind. Back in August I saw an advert to run the London Marathon on behalf of the NSPCC, and I thought 'why not apply'. After all, the chances of getting in were quite low. A few weeks later, it all became very real when I got a call to say that I was going to be part of Team NSPCC for the London Marathon."

"Over the last eight months I gradually built up my training and ran the Warwick

Half Marathon in March. I also set about raising funds with car boot sales, raffles and tombolas. With support from my colleagues we set up a cake sale and Name the Elf game in Blakemore Retail stores. I also received personal sponsorships and donations from friends and family. I have raised £2,318 that will go to the NSPCC.

"I really enjoyed the day of the Marathon; it is an experience I will remember for the rest of my life. My time was not a world beater (six hours and 12 minutes) but it wasn't about that; it was about taking part, getting the medal and raising money for the NSPCC."



Community Affairs Officer Liz Bell with Admin Assistant Andrew Hadley



Area Manager Paul Wiltshire

# Over Half a Million Pounds Donated to Good Causes

Blakemore Retail staff have helped the company's charitable trust, the Blakemore Foundation to donate over half a million pounds over the past six years.

Blakemore Retail's dedication to supporting good causes is an integral part of community engagement today; whereby the use of the Blakemore Foundation is fundamental. Back in 2010, the division awarded 47 donations. This has risen to an incredible 2,722 donations awarded in 2015/16 worth £156,118.

The rate of support given to local good causes is down to the hard work and devotion shown across the Blakemore Retail division. This has enabled the Blakemore Foundation to donate £500,000 to 12,000 good causes over the last six years

If you're interested in supporting a local good cause in your area, then the Blakemore Foundation might be able to help. It offers three types of donations:

**Standard Donations:** These are awarded to local good causes, charities and projects located within the company's trading area up to the value of £200

**Match Fund Donations:** The fundraising efforts of all employees can be matched by the Blakemore Foundation up to the value of £200. (Please note that this does not include fundraising for the NSPCC or Retail Trust.)

**In Kind Donations:** These are awarded to support local community events in the form of goods e.g. food, drink or equipment for use as raffle prizes or refreshments.

For further information on the Blakemore Foundation, or to apply for a donation, please contact Community

Affairs Officer Kate Senter using the contact details below:

**Blakemore Foundation**  
Unit 401, Access 10 Business Park  
Bentley Road South, Darlaston  
WS10 8LQ  
Tel: 0121 568 2910  
Email: ksenter@afblakemore.com



Take a look at just some of the great causes supported over the past twelve months:



Jane Pattison of Wells braved a charity skydive for Cancer Research UK, raising £700.



Llanishen Fach donated refreshments to a 'Great Blooming Tea Party' in aid of Marie Curie.



Loughor donated refreshments to the community fun day hosted by Friends of Parc Williams, Loughor.



Beddau gave a bundle of goodies to Bridger's Girls Rugby Football Club.



Bassingbourn donated raffle prizes and their time to Bassingbourn Steam Fair 'Steam at the Hoops', helping to raise over £1,400 for the local pensioners.



Barningham donated refreshments to the Friends of Bardwell Windmills Mills Day.



Bannerbrook donated an array of treats to the Firefighters Football Club tournament.



Northgate donated refreshments to the Epilepsy Action, Cymru.



Ramsgate donated funds to People United's 'Best Fest' event.



Tracy Cocks from Bradley Cross Roads took part in Macmillan Cancer Supports 'Brave the Shave', raising an astonishing £1,000 for the charity.



Tom Williams from Bethesda took part in a sponsored bike ride in September, cycling from Bethesda to Cardiff (193 miles) in aid of the NSPCC and Hospice at Home.



Gwersyllt donated a variety of Easter treats to the After School & Holiday Club at St. Anne's Primary School, Wrexham.



Pinchbeck helped to promote healthy eating by making a donation of healthy foods to Pinchbeck Primary School.



Bassingbourn donated funds to PHAB club, Cambridge branch.



Bad Bargain Lane donated £100 towards Carecent York at the Central Methodist Church.



Hayley Parsons of Operations Support helped donate goods and hands on support to the Paul Popham Fund's fun run.



Burbage donated bottled water and fruit to Burbage Infants School's sports day.



Carol Jensen from Yarborough Road raised £1,800 by taking part in 'Brave the Shave' for Macmillan Cancer Support.

# Birthday Celebrations Crowned Community Success

Blakemore Retail employees made 2016 memorable with a royal display of charitable giving.

Staff from across the Blakemore Retail estate held majestic displays of community support in celebration of Her Royal Majesty's 90th Birthday. Staff threw a series of fundraising events including cake sales, fancy dress days and tombolas to name but a few.

In addition to this, over £700's worth of food and drink were donated via the company's charitable trust, Blakemore Foundation to a variety of good causes such as care homes, schools, churches and the NSPCC.

Here is a snapshot of a few of the royal occasions recorded across the company:



**Oulton Broad** dressed up in red, white and blue in honour of the Queen, raising £109.



**Felixstowe** held a charity cake sale.



**Redditch Road** decked the store in royalty for the Queen's birthday celebrations.



**Pinchbeck** hosted a stand at Pinchbeck Carnival selling sweets and cakes that raised £215.



**Cotteridge Post Office** held a charity tombola and cake sale that raised £88.



**Bassaleg Road** held a charity fun day for the Queen's birthday.



**West Mersea** went patriotic for the day.



**Holywell** held a sale of scrumptious cakes that raised £54.



**Barnby Dunn** dressed up in red, white and blue in honour of the Queen raising £57



**Bassingbourn** had a charity fun day and cake sale that raised £257



**Gainsborough** raffled off a home-made patriotic cake.



**Valley Road** held a cake sale with oodles of home-made treats.

# Leading the Blakemore Way Update

Back in 2014 Blakemore Retail rolled out its bespoke leadership development programme, **Leading the Blakemore Way** to store managers.

Since then, more than 500 people have attended the two-day programme aimed at supporting colleagues develop their leadership attitudes, skills and capability.

Over this time store and assistant managers, Post Office managers, food service managers and Your Development Programme candidates have attended the programme with 195 colleagues trained in 2015/16 and 62 in 2016/17 year to date.

Blakemore Retail Training and Development Manager Kerry Hunt commented:

**“Leading the Blakemore Way forms an integral part of the company’s business strategy and is critical that we have leaders at all levels of the business with self-awareness, attitudes and behaviours required to**

**help shape the business culture for the future.**

**“From September 2016 we have a further 18 courses scheduled and anticipate training an additional 220 people.”**



# Training News in Brief



Operations Support and Marketing Co-ordinator Caroline Wills completed the ILM Level 3 certificate in Leadership and Management in September.



Congratulations to Dave Smith from Wordsley who completed his ILM Level 3 in Butchery earlier this year.



# Blakemore in the Community

As part of the company's Community Engagement Programme, Blakemore Retail employees undertook 63 community projects over the last 12 months.

An incredible 5,187 hours were donated to worthwhile causes, up from 3,752 hours in 2014/15.

In addition to traditional painting and gardening activities, colleagues volunteered their time to the ChildLine Schools Service, study tours, reading with school children, charity events and healthy eating initiatives.

If you would like to take part in a volunteering activity, please contact Community Affairs Officer Liz Bell on 0121 568 2910 or email [lbell@afblakemore.co.uk](mailto:lbell@afblakemore.co.uk) to request a copy of the Community Engagement Information Pack.

**Here is a snapshot of recent community activity:**



Staff from **Newtown** spent the day at Newtown Rugby Club giving the outdoor facilities a fresh lick of paint.



Volunteers from **Ponthir**, head office and payroll worked collaboratively and marshalled a colour run in aid of the British Heart Foundation.



**Bannerbrook** worked with their Subway colleagues and spent the day litter picking in the community.



Chestnut Tree Children's Hospice in Eastbourne's Midnight Walk had support from volunteers from **Terminus Road**, Area Manager David Evenden and Fresh Food Coach Christine Harrison.



Staff from **Bettws** spent the day painting classrooms at Millbrook Primary School.



Gwaunmeisgyn Primary School had an outdoor castle built and two classrooms painted by staff from **Beddau**.



A retirement home was treated to a sensory garden by staff from **Stannington** for residents who suffer with dementia.



A team from **Tickhill** took part in a local community clear up.



Staff from **Bannerbrook** cleared pathways at Park Hill Primary School.



Staff from the **Valley** store and Subway visited numerous schools in Anglesey educating the children on healthy food options.



**Hasland** worked in conjunction with the local council as part of their conservation project. On the day the team supported the preparation of the area ready for the guests.



Tonyrefail Day Centre was given a makeover by green fingered volunteers from **Tonyrefail** store.



**Wrexham** lead a project with staff from across their area and transformed an old church into a useable space for a local Food Bank.



Volunteers from **Sherburn** store and Post Office spent the day transforming the Peter Pan nursery play area.



Volunteers from **Barton** planted bulbs and created hanging baskets for residents at Eagle House Care Home.



A team from **Cardigan** regenerated an area of land owned by Cardigan Council.



Ysgol Bro Inqli School in **Newport** had weeds, brambles and pathways cleared ready for children to return to school.



Tonyrefail Day Centre was given a makeover by green fingered volunteers from **Tonyrefail** store.



Lylac Ridge, an animal assisted therapy centre, received support from **Risca Park**.





# Store of Excellence Awards

Blakemore Retail has awarded eight outstanding employees the trip of a lifetime at its Store of Excellence Awards 2016.

Five store managers and one Post Office manager scooped the top prizes and walked away with a once in a lifetime trip to the 2016 SPAR Convention in San Diego based on their outstanding store audit scores.

The awards, which were officially launched at the Blakemore Retail Management Conference 2015, aim to recognise store and post office managers who put their customers first, with exceptional store standards as the foundation.

In addition, Area Manager Mark Paddison was awarded the title of Area Manager of the Year and Fresh & Foodservice Development Director Matt Teague Teague was presented with the Tim Lyon Commemorative Award for Outstanding Contribution.

Store Operations Director Chris Bacon said:

**“A huge congratulations to all of our finalists and winners. The finalists were all of the highest standard, which meant choosing the planned winners was extremely difficult, so much so that Stuart Adkin and I could not separate the top five scoring stores. As a result, this year we decided to award all five stores with the title of Store of Excellence.”**

## Here are the 2016 Winners'



Stacey Aitken-Best - Leegomery



Jan Cruse - Wrexham



Kevin Butler - Staplehurst



Michele Lawson - Fairfield



Liam Amos - Auckley



Jane Hewson - Brumby Corner Post Office



Mark Paddison - Area Manager of the Year



Fresh & Foodservice Development Director Matt Teague - Tim Lyon Commemorative Award for Outstanding Contribution

# Winners Take Trip of a Lifetime



This year's Store of Excellence winners were rewarded for their outstanding store audit results with a trip to the 2016 SPAR Convention in San Diego.

The conference consisted of a programme of presentations and workshops providing an insight into the convenience sector and SPAR's future plans.

Winners took in the sights of San Diego aboard SPAR's privately chartered yacht, spent a Top Gun evening at the Marine Corps Air Station Miramar and were wined and dined at the conventions Oscar Winners gala dinner.

*Here are a few photos of the Blakemore Retail team during their time in San Diego:*



# Shop & Win Returns!

Blakemore Retail customers have once again scooped top prizes as part of SPAR UK's national Shop & Win competition.

The first phase of this year's Shop & Win campaign kicked off in May 2016 with a further two campaigns running over the summer period. Customers had the opportunity to win £250,000 worth of prizes including iPad Mini's, Sony 55" 4K TV, Wimbledon tickets, Apple Watch Sport and 5\* trip to Rio de Janeiro.



Christine Mintoe- Pot House Lane



Donna Slater- Russells Hall



Hannah Kinch- Long Sutton



Joe Bingham- Hillsborough



Karen Cash- Hillsborough



Lynn Jones- Penyffordd



Natalie Gelder- Wyberton



Nicky Jackson- Russells Hall



Paul Britton- Wyberton



Simon Robbins- Westway



Alex Hohlovs- King's Lynn



Ben Hurt- Inkersall

# Future Leaders Programme Launches

Blakemore Retail has launched a brand new development programme to support managers to step into senior roles in the future.



Regional Manager Gareth James

The Future Leaders programme was established in April 2015 and the two year course aims to equip candidates with the skills, confidence and knowledge required to provide support in their current role as area managers and prepare them to step into senior roles in the future. All area managers across Blakemore Retail were given the opportunity to apply for the programme with shortlisted

candidates asked to attend an interview and deliver a business presentation to three senior managers.

Two success stories from this year's programme are Gareth James and Ruth Mutton who have both been promoted from area to regional managers.

Regional Manager Gareth James commented:

"I was delighted to have been accepted on to the company's inaugural Future Leaders course. With over 16 years' experience as an Area Manager within Blakemore's I am familiar with the role, but what I was lacking was a global picture of how it all interlinked.

"As a group we are all developing together, and having Chris Bacon as a mentor to guide me through the two year course is proving to be invaluable. The general framework is perfect for helping me connect ideas, and I've already gained valuable experience from cross divisional courses such as Project Management, and SPAR brand development. The practical examples

provide me with an intuitive perspective that will help me remember everything, and most importantly, equip me with the ideas I need to extend them in my own ways in the future.

"The course content is challenging, and designed to stretch myself on a daily basis, which will provide me with the skillset that is required to hopefully play a greater role within the organisation in the future. I can honestly say that this is the most stimulating and inspiring course of this type that I have ever participated in, and I would definitely recommend it to others."

Training & Development Manager Kerry Hunt commented: "The programme is intended to give candidates a wider understanding and knowledge of A.F. Blakemore and the convenience sector by improving operational, commercial and behavioural skills.

"The first intake of the programme has been a resounding success and we are now reviewing the programme to build upon its success ready for the next intake of candidates."

## Valley Employee Recognised with Customer Care Award

**A long standing Blakemore Retail employee has received a Special Directors Award for her positive attitude and excellent customer service skills.**

Sheila Roberts has worked at the Valley store for 38 years and recently received glowing feedback from a customer visiting the store on holiday:

"On our recent holiday to Anglesey we visited the Valley store for some bits. At the time I had been quite unwell and wasn't my jolly chatty self. On arrival at the till, Sheila was pleasant, engaging, funny and endearing telling us she was 84 years old and had worked there for more than 30 years.

"As I left with a tear in my eye but in a good way. This lady made a real impression on us and we hope she had a wonderful

wedding anniversary. She's a credit to you as a company. I work for Asda and hope I'm as happy as her in 30 years."

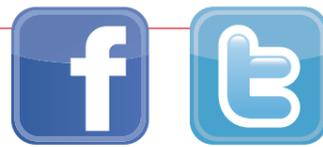
Regional Manager Owen Davies added:

"I have known Sheila for over 24 years and it has been a pleasure seeing her and working with her on my visits to our Valley store. She always is so happy and has such a positive attitude and outlook on life - I hope, if I live as long as Sheila, I will have a similar outlook on life.

"In the community she still looks after the old people, doing errands and shopping for them, most of whom are a lot younger than her! She still travels around Europe on her holidays with her friends. When I see her at the store she always likes a welcome kiss and often reminds me how good her legs are for her age."



Sheila Roberts



# Ed's Top Tips to make the most of your social media

Blakemore Retail's Social Media Co-ordinator Ed Bolla joined the business in March this year. Here, Ed shares his top tips for making the most out of your stores social media accounts.



Social Media Co-ordinator Ed Bolla

All your stores have Facebook accounts: are you making the most of yours?

With a little bit of work your social media pages can become a valuable marketing tool for your store.

Stores that have consistently invested a little bit of time and thought in their social media pages are now regularly reaching hundreds of customers with each of their Facebook posts.

Occasionally stores' posts reach thousands of people!

Our record reach for an individual post (so far), is held by Laceby Lodge. In the lead-up to the store's grand opening, one of their posts reached 27,682 people!

Check out the post below:



As you can see, the post itself is not particularly mind blowing, but you can't argue with that reach figure.

One of the main reasons why this post did so well is that the store's staff really got behind the post and liked it, shared it and commented on it.

So that's my first tip for making the most of your social media: support your store's social media posts by regularly liking, sharing, re-tweeting and commenting on your store's posts from your personal Facebook and Twitter accounts. Please note: if you do support the store's social media posts using your personal social media accounts, please do it in an appropriate and professional manner.

### How to make the most of your social media: for beginners

If you're not familiar with Facebook or Twitter it can be tough to know where to start with it all. The good news is you don't need a great deal of technical knowledge to get involved as the Operations Support & Marketing Team will write and post all social media content for you. However, to create social media posts the Operations Support & Marketing Team need pictures and information from you and your colleagues.

If you're unsure what sort of pictures and information to send the across: take a look at our social media post ideas list below.

### 1. Highlight your community/charity work



### 2. Show off your in-store displays



### 3. Talk about your in-store events



### 4. Highlight New Store Facilities



### 5. Talk about a nearby popular event



### 6. Celebrate staff long service awards



### 7. Tell customers about store refits, closures and update them on store services



## How to Get Something Posted on your Facebook and Twitter Pages

Please send your social media post pictures and information to the Ops Support and Marketing Team via the Head Office Support Portal.

If you have any queries about this process feel free to email our social media coordinator, Ed Bolla, on [ebolla@afblakemore.co.uk](mailto:ebolla@afblakemore.co.uk)

## Sleaford's Fundraising Efforts Support Fellow Colleague

Members of staff from the Sleaford store have come together to show support for a fellow colleague by raising funds for Cancer Research UK.



(L-R) Rachel Wright, Grace Wood, Rachel Ward, Linda Gerrard and Lisa Spry

Daily Deli employee Linda Gerrard is undergoing treatment following her cancer diagnosis and undertook a challenging sponsored 'Race for Life' event.

As a way of supporting Linda's fundraising for Cancer Research UK, the team got together and made it their mission to raise additional funds for the charity through in-store fundraising and Blakemore Foundation match fund support.

Store Manager Tim Hindley and Daily Deli Manager Lisa Spry commented:

"We felt we should do more as a store, so we applied to Blakemore Foundation for match funding and managed to get another £400 for Linda and the store's fundraising bringing her total to £875.

"Linda was overwhelmed by the generosity of the Blakemore Foundation so we invited her in for a photo and to collect her cheques."

# In the Spotlight



**Donna Cooper-**  
Area Manager

**What does your job involve?**

Developing and over-seeing an area of stores; maximising profits, managing and supporting a fantastic team of managers and maintaining a positive mental attitude!

**What is your idea of a perfect day?**

Sunshine and cider

**Where is your favourite place?**

Home

**If you won a lot of money, what would you do with it?**

Add to my Mulberry bag collection and buy a perfect house in the country with a nice car to go outside

**Which three people would you invite to your dream dinner party?**

Prince Harry, Ricky Gervais and Taylor Swift

**What is your favourite book?**

The stories of Winnie the Pooh

**Who is your favourite star of film or TV?**

Jennifer Anniston

**What is your favourite song?**

Beyonce – Crazy in love

**Who makes you laugh?**

John Dyson – funniest man I know

**If you could be born in any year, which one would you choose?**

1985 – Wouldn't change a thing

**What is the best thing you have ever achieved?**

Buying my first house at 21

**Which superpower would you like to have and why?**

Time manipulation

**What is your most vivid childhood memory?**

Appearing on Rosie and Jim

**What is your biggest regret to date?**

Not spending enough time with my Grandparents

**When you were younger, what did you want to be when you grew up?**

A cashier in a shop

**What three words best describe you?**

Loyal, Driven and a Worrier

**What three words best describe how you would like to be?**

Confident, Successful and Fulfilled



**Janine Parker-**  
Store Manager  
Bassingbourn

**What does your job involve?**

Store Manager Bassingbourn

**What is your idea of a perfect day?**

Being on a beach with my family

**Where is your favourite place?**

Cornwall

**If you won a lot of money, what would you do with it?**

Clear my mortgage and make sure my family were sorted, and go around the world

**Which three people would you invite to your dream dinner party?**

George Michael, Aiden Turner, Michael McIntyre

**What is your favourite book?**

Long Walk to Freedom – Nelson Mandela

**Who is your favourite star of film or TV?**

Patrick Swayze

**What is your favourite song?**

Father Figure – George Michael

**Who makes you laugh?**

My husband

**If you could be born in any year, which one would you choose?**

Anytime in 1950s

**What is the best thing you have ever achieved?**

Top student of the year two years running at college

**Which superpower would you like to have and why?**

Invisibility – I could sneak up on people and cause havoc

**What is your most vivid childhood memory?**

Visiting family in Worthing and getting up very early to drive across London, with my grandparents

**What is your biggest regret to date?**

Not going to University when I had the chance

**When you were younger, what did you want to be when you grew up?**

An accountant/solicitor or Cabin Crew

**What three words best describe you?**

Funny, Sensitive, Caring

**What three words best describe how you would like to be?**

Clever, Rich, Happy



**Stacey Aitken Best-**  
Store Manager  
Leegomery

**What does your job involve?**

The day to day running of my store and overseeing the running of Greggs. Making sure the store achieves all its budgets.

**What is your idea of a perfect day?**

A sunny day at the beach with friends and alcohol

**Where is your favourite place?**

Thailand

**If you won a lot of money, what would you do with it?**

Spend it. I would also travel the world and have a collection of supercars

**Which three people would you invite to your dream dinner party?**

Melissa McCarthy, James Corden, Bradley Cooper

**What is your favourite book?**

The girl with the dragon tattoo

**Who is your favourite star of film or TV?**

Will Smith

**What is your favourite song?**

No-One-Alicia Keys

**Who makes you laugh?**

Lee Evans

**If you could be born in any year, which one would you choose?**

1986

**What is the best thing you have ever achieved?**

Winning Store of the year 2016

**Which superpower would you like to have and why?**

Be able to see the future

**What is your most vivid childhood memory?**

Trying to strangle my brother!

**What is your biggest regret to date?**

I don't have regrets only mistakes

**When you were younger, what did you want to be when you grew up?**

A Policewoman

**What three words best describe you?**

Perfectionist, Trustworthy, Considerate

**What three words best describe how you would like to be?**

Not As Stubborn



**Katie Lazenby-**  
Post Office supervisor

**What does your job involve?**

Serving customers, banking personal/ business, dealing with peoples travel needs and chatting to our favourite pensioners making sure they are all ok, helping them out with anything they need

**What is your idea of a perfect day?**

Would have to be a morning watching my son and husband playing rugby, then an afternoon shopping and having a Starbucks with my daughter, then to finish off with a nice family meal out with lots of wine and pudding

**Where is your favourite place?**

Centre Parcs holds a lot of happy memories, we have been taking the kids since they were born. Also Greece, I love the food and the people

**If you won a lot of money, what would you do with it?**

I would take my family on a long holiday somewhere exotic like the Maldives or Dubai, swish hotels and fancy cocktails

**Which three people would you invite to your dream dinner party?**

I would only invite one person so there would be more food and wine for me, but who it is well that would be telling

**What is your favourite book?**

The Notebook by Nicola Sparks some of my favourite quotes are in that book, it is a beautiful read

**Who is your favourite star of film or TV?**

Trevor Eve, Idris Elba, Rachel McAdams, Robert Deniro

**What is your favourite song?**

All You Need Is Love

**Who makes you laugh?**

My husband always manages to make me smile even though I'm usually laughing at him not with him

**If you could be born in any year, which one would you choose?**

The year I was born 1984

**What is the best thing you have ever achieved?**

My children they are my everything. Being a mum is definitely my greatest accomplishment. Winning Post Office Sales Assistant of the Year is something I will always be proud of

**Which superpower would you like to have and why?**

I would like to be able to read minds; it would make life a lot easier and cure my nosiness and curiosity

**What is your most vivid childhood memory?**

British seaside holidays, bbq'ing in the rain at the beach at Sandsend

**What is your biggest regret to date?**

Not spending enough time with my dad, you can never get time back so use it wisely

**When you were younger, what did you want to be when you grew up?**

I wanted to be a vet or an actress and I ended up in a Post Office. Sometimes I feel like an agony aunt, psychiatrist/ doctor with all the things we get told and asked at work

**What three words best describe you?**

Kind, Caring and a Worrier

**What three words best describe how you would like to be?**

Confident, Carefree and Stress-free



# Your Customer Care Awards

**Do you have a member of the team that goes that extra mile and deserves a Customer Care Award?**

Why not nominate them for Your Customer Care Award? Just tell us why you think they deserve it. Staff can be nominated for an award by a customer or a colleague. A monthly winner will receive £50 worth of high street vouchers.

**Congratulations to these recent Customer Care award winners:**



Andrew Bradley - Two Dales

Teresa - Ludlow

The Team at Taylors Avenue

Mia Banaly - Kidderminster

Sarah Edwards - Coedpoeth

- July 2015  
**The team at Ludlow**
- August 2015  
**Mia Banaly- Kidderminster**
- September 2015  
**The team at Terminus Road**
- January 2016  
**The team at Coedpoeth**
- February 2016  
**The team at Winthorpe**
- March 2016  
**Tracey Triggs- Warboys**
- April 2016  
**Andrew Bradley- Two Dales**
- May 2016  
**Karen Crutchley- Post Office Area Manager**
- June 2016  
**The team at Taylors Avenue**

**Nominating someone is easy:**

Email [brtrainingsupport@afblakemore.co.uk](mailto:brtrainingsupport@afblakemore.co.uk) / Visit: [www.afblakemore.com/blakemore-retail/customer-care-award](http://www.afblakemore.com/blakemore-retail/customer-care-award) or post your nomination to Blakemore Retail Training Support, Longacres Industrial Estate, Rose Hill, Willenhall WV13 2JP



# Sales Assistant of the Year Awards 2016

Blakemore Retail presented its 2016 Sales Assistant of the Year Awards at the Telford International Centre in October.

The Sales Assistant of the Year Awards recognised individuals who have shown outstanding commitment to customer service and their community.

Staff were nominated for the awards by their area manager, and then each finalist

attended an interview with a member of Blakemore Retail's senior team.

Each winner was awarded with £500 worth of high street vouchers with runners up receiving £250 in vouchers. In addition, all finalists enjoyed a three

course meal and entertainment at Blakemore Trade Partner's SRS Gala Dinner.

Sales Assistant of the Year	Post Office Assistant of the Year	Food to Go Sales Assistant of the Year
 <p>Winner <b>Hollie-Anna Sheppard- Ramsgate</b></p>	 <p>Winner <b>Katie Lazenby- Sherburn</b></p>	 <p>Winner <b>Matthew Davies- Ponthir</b></p>
 <p>Runners up: <b>Eileen Davis- St Clears</b> <b>Helen Vinson- Taylors Avenue</b></p>	 <p>Runners up: <b>Jacqueline Stringer- Porthcawl</b> <b>Julie Colman- Quay Road</b></p>	 <p>Runners up: <b>Dawn Jones- Thurcroft</b> <b>Carol Wright- Bromsgrove</b></p>



# Celebrating Long Service

Over the last 12 months many Blakemore Retail colleagues have reached long service milestones from three to 45 years. Thank you to all of them for their continued service.

## 3 Years



Alex Barrett - Llandaff



Alison Meachin - Beddau



Andrea White - Coalville



Andrew Hadley - Operations Support



Andrew McMillan - Droitwich



Andy Lisle - Daventry Road



Angela Davies - Brunswick Road



Ann Marie Hewitt - Buckley



Ann Thomas - Ponthir



Becky Norton - Tenbury Wells



Carl Host - Westbridge



Carolyn Watton - Battlefield



Claire Tonks - Brewood



Clare Shilston - Abbots Langley



Colin Postans - Lakeside



Donna Powell - Subway Fresh Foods Coach



Emma Smith - Kirkgate



Ian Watt - Daventry Road



James McLean - Herlington



Jan Campbell - Herlington



Jane McLeod - Gwersyllt



Jane Moulding - Bocking Lane Post Office



Janet Taylor - Tenbury Wells



Jayne Coales - Raunds



Joanne Kennedy - Beddau



John Martin - Gwersyllt



Judith Hollett - Cefn Glas



Julie Arnold - Whitestone



Karen Emberton - Great Wyrley Post Office



Karla West - Hay Lane

## 3 Years continued



Katie Lazenby - Sherburn



Kelly Hunnisett - Pontyclun



Kristian Bodin - Wordsley



Laura Kennedy - Thorngumbald



Lewis Davey - Ponthir



Lisa Smith - Llanishen Fach



Lorraine Griffin - Forsbrook



Louise Hall - Gwersyllt



Lydia Crouch - Bannerbrook



Lydia Griffiths - Beddau



Marianne Harris - Risca Post Office



Michelle Diston - Bannerbrook



Michelle McGinney - Manchester Airport T2



Mike Ashford - Olton



Nadine Hardwick - Droitwich



Nikki Winson - Raunds



Paul Rees - Beddau



Rachel Ward - Sleaford



Rebecca Davies - Battlefield



Sean Garvey - Warndon



Stella Edubri - Trowbridge



Susan Streets - Manchester Airport T2



Tracy Aldridge - Herlington



Warangporn Fletcher - Bannerbrook

## 5 Years



Yvonne Jones - Batchley



Zoe Hulme - Forsbrook



Alex Gordon - Broseley



Ben McLaughlin - Store Development



Carley Griffiths - Trowbridge



Daniel Barker - Barton

# Celebrating Long Service

## 5 Years continued



David Savage - Kidderminster



Diane Perkins - Broseley Post Office



Emma Arber - Bassingbourn



Emma Sanderson - Gwersyllt



Gemma Hornby - Sleaford



Helen Waugh - Wells



Issa Madani - Manchester Airport T2



Jackie Hibbert - Brumby Corner



Jackie Long - Russells Hall



Jacqui Evans - Ecclesall Road



Jamie Parkman - Subway Fresh Foods Coach



Jane Ellis - Kidderminster



Jane Wood - Bakewell



Jennie Baxter - Kirkgate



Jordan Mason - Walton



Julie Osbourne - Nuthall Road



Karen Clarke - Great Wryley



Kerriann Cross - Sedbury



Laura Harris - Beddau



Leanne Bodin - Wordsley



Linda Bourne - Forsbrook



Lindsay Younger - Buckley



Lorna Painter - Cefn Glas



Luke O'Gara - Manchester Airport T3



Lynda Howlett - Gwersyllt



Mark Woodward - Store Development



Martyn Jennings - Ross-on-Wye



Matt Davis - Bishops Castle



Michele Verallo - New Road



Peter Bebb - Store Development

## 5 Years continued



Quiser Mahmood - Manchester Airport T1



Rachel Squires - Inkersall



Sarah Holmes - Ross-on-Wye



Sharon Oakley - Broseley



Sindy Davis - Kidderminster



Stacey Osborne - Cae Glas Road



Stephanie Booth - Upton



Tim Diprose - Store Development



Tracy West - Two Dales



Trish Howat - Battlefield



Vicky Williams - Wombourne



Adam Creighton - Market Harborough



Alan White - Whitestone



Aleksandra Klos - Llandaff



Alison Campbell - Ewenny Road



Alphonso George - Manchester Airport T3



Amanda Thompson - Prestatyn



Andrew Stringer - New Waltham



Belinda Lewis - Much Wenlock



Brigid Evans - Penyffordd



Carl John - Manager St Clears



Carol Stephenson - Welland Road



Carrie Cross - Caerwrlle



Chalene Barclay - Ponthir



Charlotte Durston - Llangefni



Colin Williams - John Lennon Airport



Dan Angelides - Walsall Manor Hospital Cafe



Darren Rees - Aberystwyth



David Dearn - Brewood



Debra Lewis - Hay On Wye

## 10 Years

Long Service

Long Service

# Celebrating Long Service

## 10 Years continued



Derek Harper - Llanberis



Diane Udale - Crewe



Elaine Curtis - Baglan



Hasan Saleheen - Queensway



Hayley Parsons - Head Office



Iqbal Jaffer - Welland Road



Jane Pritchard - Lapwood



Jayne Church - Trowbridge



Jo Sharples - Chirk



Joanne Pullman - Llanharry



Joanne Ward - Walsall Manor Hospital



Joe Simpson - Store Development



John Allison - Herlington



Jonathan Stokes - Baglan



Judith Telford - Humberston



Karen Bailey - John Lennon Airport



Kelly Jones - Welland Road



Lee Rogers - Oystermouth



Lesley Evans - Monkmoor



Linda MacDougall - Bradley Cross Roads



Linda Williams - Buckley



Lorna Lovell - Subway Fresh Foods Coach



Louise Bryant - Raunds



Louise Morris - Trowbridge



Martyn Morgan - Support Manager



Mary Roberts - Machynlleth



Matthew Western - Crewe



Michael Clark - Raunds



Michelle Rousell - Gornal Wood



Monica Dooher - Newbold

## 10 Years continued



Nicola Emery - Tonyrefail



Patricia Williams - Penlan



Paula McDonald - John Lennon Airport



Pauline O'Sullivan - Brumby Corner



Phillip Smith - Penyffordd



Rachel Cooper - Llanharry



Samantha MacKman - Long Sutton



Sarah Cargius - Gresford



Sarah Milae - John Lennon Airport



Sarah Parker - Bentley



Sean Barry - Cefn Glas



Shaun Humphries - Rhyader



Sue Mace - Buckley



Susan Jalpeth - Caernarfon



Steve Rushton - Store Development



Tara Galvin - Porthmadog



Tracey Ward - Daventry Road



Triona Sharples - Elton



Wayne Morant - Whitestone



Adam Brine - Bedale



Alison Evans - Bishops Castle



Angela Davies - Merthyr Tydfil



Avril Burton - Llanmartin



Becky Thomas - Machynlleth



Carol Clark - Bassaleg Road



Carol John - Neath



Carol Westwick - Wordsley



Christine Lewis - New Road



Christine Wills - South Woodham Ferrers



Claire Pearson - Trowbridge

## 15 Years

# Celebrating Long Service

## 15 Years continued



Craig Newbould - Wollaston



Debbie Kew - Sutton on Sea



Debbie McGowan - Pot House Lane



Debby Evans - Rhydyfelin



Donna Malkin - Fresh Foods Manager



Eileen Greensill - Brewood



Elaine Millard - Patchway



Emma Costello - Droitwich



Hazel Parry - Gresford



Jackie Goldring - Prestatyn



Jackie Thompson - Trowbridge



Janet Brown - Gornal Wood



Janet Lewis - Coedpoeth



Janice Hill - Bargoed



Jayne Greenhaf - Malpas Road



Jeanette Proctor - Ponthir



Jo Pinches - Penyffordd



Jon Diprose - Fourways



Julie Goodall - Wombourne



Julie Wilsea - Winterton



Katie Barrett - Rhayader



Kay Cox - Cardiff Road



Kevin Hall - Cae Glas Road



Kulasingam Kuganathan - Queensway



Layla O'Donnell - Bocking Lane



Linda Thorpe - Newbold



Lynne Longson - Thurstroft



Nicola Campbell - Pontycymmer



Paul Houldsworth - Kirkgate



Paul Mitchelle - Russells Hall

## 15 Years continued



Richard Baggaley - Ashgate



Richard Ferrero - Amlwch



Richard Longney - Ponthir



Samantha Stenhouse - New Waltham



Shirley Denison - Keelby



Stella Evans - Bishops Castle



Susan Picken - Brewood



Tracey Gibbs - Coalville



Tracey Wilkinson - Warndon



Tracy Peters - Penyffordd



Yvonne Traylor - Ton Pentre



Ali Owen - Chirk



Alison Martin - Whitestone



Amanda Campbell - Chepstow Road



Ann Thomas - Cefn Fforest



Beverley East - Porthcawl



Beverly Shaw - Lawnswood



Brian Owen - Loughor



Cael Williams - Bettws



Carol Soden - Leominster



Carole Colloby - Brunswick Road



Carole Sellars - Melton Mowbray



Cheryl Martin - Bettws



Claire England - Ashgate



Danielle Borrmann - Hay On Wye



David Cooper - Ferndale



Debbie Dukes - Gornal Wood



Emma Gibbs - Intake



Geraldine McCarthy - Aberavon



Ian Bailes - Area Manager

## 20 Years

Long Service

Long Service

# Celebrating Long Service

## 20 Years continued



Jane Beaumont - Stannington



Jayne Runham - St Ives



Julie Zennadi - Ystrad Mynach



Kelly Brunning - Bury St Edmunds



Linda Moore Bettws - Bettws



Louise Fletcher - Great Wyrley



Lyn (Patricia) Preece - Broseley



Mandy Harvey - Chepstow Road



Mandy Holohan - Cotteridge



Nicola Jones - Dyserth



Penelope Rose - Aberavon



Rhiann Lacey - Abertridwr



Sharon Noakes - Lapwood



Sharon Pagett - Wordsley



Shirey Rigo - Barton



Susan Mills - Filton



Tara Stone - Filton



Tina Wilding - Maerdy

## 25 Years



Valerie English - Halesworth



Abbie Hudson - Melton Mowbray



Alison Lain - Staplehurst



Angela Dixon - Kirkgate



Ann Dodd - South Woodham Ferrers



Carol Cooper - Quay Road



Carol Davies - Pontyclun



Chris Bacon - Store Operations Director



Christine Grey - Chirk



Daphne Williams - Llanharry



Dave Smith - Wordsley



Debbie Jones - Malpas Road

## 25 Years continued



Dee Vanes - Wordsley



Elizabeth Berridge - Porthcawl Post Office



Jackie Bryan - Caerleon Road



Jayne Wright - Laceby Lodge



Jenny Davies - Beddau



Jo Brind - Prestatyn



Joanne Martin - Caerleon Road



Julie Sharpe - Newark



Linda Gwyther - Penlan



Lorraine Hackett - Mount Crescent



Lynne Charlsworth - Stannington Road



Margaret Turner - Bannerbrook



Natalie Williams - Mount Crescent



Nettie Lawrence - Cardigan



Norma Scarsbrook - Glascoate Heath



Owen Davies - Regional Manager



Rebecca Ferrand - New Waltham



Sharon Hornsby - Westway



Sharon Morris - Tenbury Wells



Shaun Diamond - Store Development



Shirley Norton - Brunswick Road



Susan Baggallay - Glascoate Heath



Susan Mitchell - Russells Hall



Tracey Day - New Inn

## 30 Years



Deborah Lomas - Great Wyrley



Derek Clifton - Finance Director



Gail Crowley - Area Manager



Gareth Bowdlwr - Glascoate Heath



Janet Green - Wollaston



John Sikora - Pelsall

# Celebrating Long Service

## 30 Years continued



Julie Blundell - Bentley



Julie Starbrook - Newark



Julie Wathan - Aberavon



Lee Cordall - Westway



Lesley Male - Tonyrefail



Margaret Lucas - Lampeter



Marion Dawson - Wordsley



Matt Teague - Fresh Foods Development Director



Pat Field - Treherbert



Sandra Buffry - Porthcawl



Tracey Smith - Monkton



Von Morris - Westway

## 35 Years



Dawn Wood - Westway



Gwenfron Evans - Machynlleth



Jayne Robbins - Aberavon



John Kelly - Garden City



Joyce Grey - Penlan



Julie Burden - Tenbury Wells

## 40 Years



Julie Jones - Westway



Linda Carrington - Thorgumbald



Paul Davies - Gorseinon



Eirwen Parry - Amlwch



Paul Norris - Halesworth



Risa Drujich - Westway

## 45 Years



Hugh Williams - Prestatyn

## Group Photos



Dale Thomas - 10 years (Right)  
Rhys Burgess - 15 years (Left)  
From Baglan



Jackie Clarke - 20 years (Left)  
Diane Ford - 10 years (Right)  
From Pot House Lane



Sarah Hoskings - 5 years (Left)  
Louise James - 5 years (Right)  
From Bulwark



Team Westway celebrating a combined 200 years of long service

# Football Tournament Kicks Off Again

This summer saw the return of Blakemore Retail's charity football tournament, in aid of the NSPCC.

The five-a-side competition, which took place at Lutterworth Town Football Club in July, raised a grand total of £1,358 for the good cause.

The annual event was organised by Store Operations Director Chris Bacon and Operations Support & Marketing Co-ordinator Caroline Wills.

This year, Nigel Bostock's 'Casuals' were crowned tournament champions whilst Dave Parry's 'Ken Dodd's Dads Dogs Dead' came runners up.



Winning Team: Nigel Bostock's 'Casuals'



Runners Up: Dave Parry's 'Ken Dodd's Dads Dogs Dead'

# Staff Lottery Winners

The Staff Lottery draws take place four times per year: March, June, September and December. If you would like to be in with a chance of winning, please complete the Staff Lottery application form that can be found in the 'Your Care Programme' folder on SharePoint.

## June 2015 Draw



**£1000 Winner**  
Owen Davies -  
Regional Manager



**£100 Winner**  
John Dyson -  
Area Manager



**£100 Winner**  
Carly Morgan -  
Newtown

**£500 Winner**  
Catherine Heward -  
Scartho

**£250 Winner**  
Chelsea Leo -  
Welland Road

**£100 Winner**  
Donna Tallents -  
Wath

**£100 Winner**  
Linda Thorpe -  
Newbold

**£100 Winner**  
Lisa Rowland -  
Ramsgate

**£50 Winner**  
Hollie-Anna Sheppard -  
Ramsgate

**£50 Winner**  
Ellen Williams -  
Amlwch

**£50 Winner**  
Rita Wallis -  
Newark

**£50 Winner**  
Josephine Johnson -  
Louth

**£50 Winner**  
Dale Williams -  
Stonydelph

## September 2015 Draw



**£1000 Winner**  
Sarah Rickhuss -  
Walsall Manor Hospital



**£500 Winner**  
Pat Williams -  
Garden City



**£100 Winner**  
Anna Lena Misewicz -  
Valley



**£100 Winner**  
Kellie Orchard Reid -  
Amlwch



**£100 Winner**  
Sharon Steele -  
Ludlow



**£50 Winner**  
Lesley Shakespear -  
Russells Hall

**£250 Winner**  
Angela Coleman -  
Aberystwyth

**£100 Winner**  
Helen Mason -  
Tenbury Wells

**£100 Winner**  
Edith Kane -  
Shawbirch

**£50 Winner**  
Sarah Silcock -  
Head Office

**£100 Winner**  
Catherine Lumb -  
Crosspool Post Office

**£50 Winner**  
Kelsey Hill -  
Westway

**£50 Winner**  
Tracy Jackson -  
Melton Mowbray

## December 2015 Draw



**£500 Winner**  
Valerie Jones -  
Bodelwyddan



**£250 Winner**  
Becky Thomas -  
Machynlleth



**£100 Winner**  
Adam Price -  
Retail Trainer



**£100 Winner**  
Judy Saywell -  
Shawbirch



**£100 Winner**  
Nicola Wakeman -  
Wollaston



**£100 Winner**  
Sarah Silcock -  
Head Office



**£50 Winner**  
John Kelly -  
Area Manager

**£1000 Winner**  
Carol Cooper -  
Quay Road

**£100 Winner**  
Josephine Johnson -  
Louth

**£50 Winner**  
Linda Magee -  
Newbold

**£50 Winner**  
E Menna Rottie -  
Cardigan

**£50 Winner**  
Cristol Pullen -  
Ashgate

**£50 Winner**  
Trish Worcester -  
Winthorpe

## March 2016 Draw



**£100 Winner**  
Emily Yardley -  
Wordsley



**£100 Winner**  
Lorraine Gray -  
Grantham

**£1000 Winner**  
Jeanette Sims -  
Sleaford

**£500 Winner**  
Ruth Mutton -  
Regional Manager

**£250 Winner**  
Rowena Froggatt -  
Machynlleth

**£100 Winner**  
Elizabeth Purse -  
Sleaford

**£100 Winner**  
Patricia Holden -  
Olton

**£100 Winner**  
Sheena Guest -  
Penyffordd

**£50 Winner**  
Gillian Williams -  
Fourways

**£50 Winner**  
Michelle Phipps -  
Bulkington

**£50 Winner**  
Marie Buckley -  
Bradley Cross Post Office

**£50 Winner**  
Carrie-Ann Cross -  
Caerwrlle

**£50 Winner**  
Kerrie Bareham -  
Glemsford

## June 2016 Draw



**£1000 Winner**  
Carol Faulkes -  
Brumby Corner



**£500 Winner**  
Carol Williams -  
Dolgellau



**£250 Winner**  
Gemma Wakeman -  
Bromsgrove



**£100 Winner**  
Glenville Campbell -  
Coseley



**£100 Winner**  
Rhian Jones -  
Bala



**£100 Winner**  
Susan Williams -  
Lawnswood

**£100 Winner**  
Seren Evans -  
Colwyn Bay

**£100 Winner**  
Margaret Turner -  
Bannerbrook

**£50 Winner**  
Lisa Spry -  
Sleaford

**£50 Winner**  
Nigel Roberts -  
Dyserth

**£50 Winner**  
Amanda Turner -  
Kirkgate

**£50 Winner**  
Sarah Patricia March -  
Whitstone

**£50 Winner**  
Stewart Waldron -  
Post Office

## September 2016 Draw



**£1000 Winner**  
Dawn Philips -  
Cardigan



**£500 Winner**  
Alison Martin -  
Burbage



**£100 Winner**  
Wendy Hershey -  
Barmouth

**£250 Winner**  
Lindsay Priestly -  
Crowland

**£100 Winner**  
Tracy Jane Parrish -  
Stonydelph

**£100 Winner**  
Rochelle Jones -  
Rhos

**£100 Winner**  
Bernise Warren -  
Dolgellau Post Office

**£100 Winner**  
Anna Molyneux -  
Rhos

**£50 Winner**  
Kerry Lloyd -  
Hillsborough

**£50 Winner**  
Jonathon Young -  
Warboys

**£50 Winner**  
Sharon Roe -  
Chapel St. Leonards

**£50 Winner**  
Gillian Williams -  
Fourways

**£50 Winner**  
Paul Houldsworth -  
Kirkgate

# Celebrations

If you've got a photo you'd like to submit to *It's Your News* please email it to [cknowles@afblakemore.com](mailto:cknowles@afblakemore.com)

Here are a few we've received since the last magazine:

## Retirements



**Maureen Birks** retired from Inkersall in June after 20 years' service



**Sandra Stanford** from Bentley retired in March after 13 years' service



**Pauline Stokes** retired from Olton in April after 14 years' service



Regional Manager **John Brooks** retired in March after 13 years' service

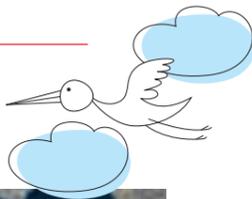


**Enid Morris** from Dolgellau retired in September 2016 after 27 years with the business



**Olwen Cook & Christine Lynch** both retired from the Valley store in May 2016 after 21 years & 18 years service

## Births



Congratulations to **Chantal Doyle** from Batchley who gave birth to a son, **Kylo** at 12.44am on 29th May 2016.



Congratulations to Post Office Area Manager **Kelly Loxley** who gave birth to a daughter, **Keira Lee** weighing 9lb 15oz at 6.04am on 26th May 2016



Congratulations to Tenbury Wells Store Manager **Dave Powell** who welcomed granddaughter **Lillie Ann** into the world on 7th September 2016 weighing 5lb 14oz.

## Marriages



Congratulations to Regional Manager **Brian Cherry** and his wife **Janice** who got married on 8th July.



Congratulations to acting Area Manager **Mark Bostock** who married his wife **Maggie** in October 2015.

## Birthdays



Many happy returns to Regional Manager **Mark Podmore** who celebrated his 50th Birthday earlier this year.

# Competition Corner

## Caption Me

In the last edition of Competition Corner we asked you to come up with a caption for this photo of Store Operations Director **Chris Bacon**. **Tracey Wilkinson** from Warndon was awarded £50 worth of gift vouchers for her winning caption:



'This will help with the waste figures'



## Your Chance to WIN £50 Worth of Vouchers!

### Caption Me

For this edition's Competition Corner we're challenging you to come up with a caption for the photo below of Blakemore Retail Regional Manager **Brian Cherry** and Area Manager **Mark Wilkinson**.

**Whoever submits the best entry will receive £50 worth of gift vouchers for a store of their choice.**



Please submit your entry to Operations Support and Marketing Manager **Sarah Deakin** via email or post. Make sure you include the following details:

Your name: \_\_\_\_\_

Your suggestion: \_\_\_\_\_

Your store or department: \_\_\_\_\_

Telephone number: \_\_\_\_\_

Send your entries to Sarah Deakin, Blakemore Retail,

Longacres Industrial Estate, Rose Hill, Willenhall WV13 2JP

[sdeakin@afblakemore.com](mailto:sdeakin@afblakemore.com)





## A big thank you

to all Blakemore Retail employees and customers who have raised an astonishing £276,000 for the NSPCC's Speak out. Stay safe. programme in 2015/16.

This money will allow us to reach thousands of primary school children to give them the knowledge and understanding to stay safe from abuse and neglect.

If you would like to volunteer for this fantastic service, please contact Liz Bell, Community Affairs Officer on **0121 568 2910** or **lbell@afblakemore.co.uk** to find out more!