

blakemore retail

IT'S YOUR NEWS

THE MAGAZINE FOR **BLAKEMORE RETAIL EMPLOYEES**

Blakemore Retail Celebrates Awards Success at Managers Conference 2015



Blakemore Retail Conference
'2020 Vision - Attain Excellence'



John Kelly and John Dyson's
Fundraising Tops £40,000



Fairfield Forecourt Celebrates
Success

Introduction

As I look back on 2015 it has been a very challenging year, but overall I think our business has performed very well, and we have made significant progress, especially when you consider that companies the size of Tesco and Morrisons have had major difficulties.

We have continued with our programme of opening Subways, the latest being in Brunswick Road, which opened in December. This brings the number of Subways that we operate to a total of 41. Matt, John and the team have done a fantastic job opening so many outlets in such a short space of time and we have received recognition from Subway, having been awarded Franchisee Developer of the Year 2015 and Best Corporate (Non-traditional) Owner 2015. Well done to the whole team!

Staying with the food service element of our business, we believe the future for our own sub-brands such as Daily Deli (the replacement for our rather tired looking "To Go" brand) has already got off to a good start. The stores we have converted so far, such as Wombourne, Battlefield and Wrexham, are showing some very encouraging sales increases.

Moving on to our newest sub brand, Bargain Bites, we have now implemented this in nine stores, all of which have seen sales increases for the new department that have been nothing short of spectacular. Whilst this obviously has a much reduced margin due to the £1 price point, it does give the right stores a real point of difference and attracts new customers into each store.

We have just passed the anniversary of the opening of our Fairfield petrol filling station, which exceeded all of our expectations. The combined sales for our food service, which include Subway, Greggs and Costa, are over 40% of the total store sales.



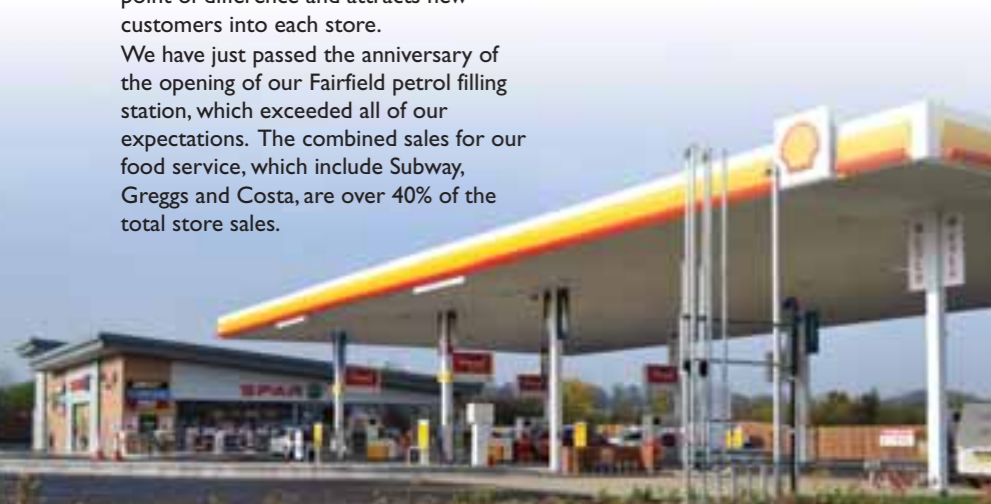
Construction work has commenced at the new PFS site, Laceby, on the outskirts of Grimsby, which will not only include Subway and Greggs but also our first seated coffee offer with the "Insomnia" brand. The launch date for this new and exciting PFS is early June 2016.

Staying with the subject of new stores, we increased our store numbers by adding Auckley, Pinchbeck, Inkersall, Fernhill Heath, Catshill and Drakes Cross during 2015, and in 2016/17 there are already 12 new stores planned.

Finally, I offer my congratulations to Area Manager Donna Cooper and Fresh Food Coach Julie Pepper on the birth of their daughters in November.

Best wishes,

Geoff



2020 Vision - Attain Excellence

Blakemore Retail Hosts 2015 Managers Conference

'2020 Vision – Attain Excellence' was the key theme of Blakemore Retail's 2015 Managers Conference in the summer.



Conference attendees enjoy live entertainment following the 'Best of British' gala dinner



More than 600 delegates gather at the Hilton Birmingham Metropole for Blakemore Retail's two-day conference

More than 600 store managers, field staff, A.F. Blakemore colleagues and suppliers attended the conference and gala dinner at the Hilton Birmingham Metropole on June 18th and 19th.

Blakemore Retail's management team took to the stage alongside representatives from SPAR UK, the NSPCC and Camelot to present on the company's key achievements from the last financial year and development plans for the future.

In his opening address, Blakemore Retail Managing Director Geoff Hallam reflected on recent accomplishments and highlighted the continuous improvement and investment in the business.

He said: "Blakemore Retail has seen some absolutely fantastic results from its latest new store openings and renovations that we can be really proud of, and our

financial results show that the business is very much moving in the right direction.

"Last year Blakemore Retail carried out 42 store refits, 30 Post Office refits and five new store openings, and with our ongoing commitment to further investment we can be confident that we've got a lot more great stores to come."

Geoff was followed by fellow speakers who presented on store format innovation, the growth of food service, future trends in the retail marketplace, SPAR's Selling Plan, the importance of customer service, promotion excellence, Blakemore Retail's Store of Excellence Awards, community engagement and the latest National Lottery initiatives.

Underpinning all of the above was a presentation from SPAR UK Managing Director Debbie Robinson on the

importance of the SPAR brand.

Also during the event, Geoff presented Blakemore Retail's annual Sales Assistant of the Year Awards and a series of long service awards to colleagues, including A.F. Blakemore Group Managing Director Peter Blakemore, who celebrated fifty years with the company in July.

The guest speaker was Team GB wheelchair racer Melissa Nicholls, who competed in the 2012 London Paralympic Games.

At the end of the first day delegates participated in an interactive Leading the Blakemore Way session led by Training & Development Manager Kerry Hunt before sitting down to a 'Best of British' Gala Dinner followed by live entertainment and a raffle in aid of the NSPCC.



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Send Us Your Stories

It's Your News is written by A.F. Blakemore's Corporate Affairs department.

If you have any stories or photos that you would like to see featured in the next edition, please contact:

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Business Review

Blakemore Retail Managing Director Geoff Hallam opened the conference with a review of the business and insight into current trends in the convenience sector.

2020 Vision - Attain Excellence



In his financial review, Geoff reported that sales for Blakemore Retail reached £441m for the 2014/15 year, falling just short of the £441.7m budget.

Meanwhile, net profit for the 2014/15 year hit £3.36m, showing a significant 22.2% increase on the £2.75m achieved in 2013/14.

Geoff said, "Our financial results show that the business is very much moving in the right direction. One of the key contributors to Blakemore Retail's solid performance last year was our Subway and Greggs franchises, which have really helped strengthen our gross margin.

"Further investment in our food service offering will be one of the key areas expected to drive profits again this financial year."

In his review of the wider retail marketplace, Geoff pointed out several indicators that the economy is improving, but stressed that there will still be challenges for the business.

Looking at changing shopper trends, he explained that, in addition to value for money, customers are increasingly considering product quality, brands and ease of shopping when deciding where to shop. He said, "The key message for us is that price, own-label brands and small shops all matter."

Recent trends also showed shoppers placing growing value on good customer service and moving away from traditional food to go and towards food service. Increases in online and little-and-often grocery shopping are spurring on a growth in planned top-up shopping. Geoff said: "Don't underestimate the importance of customer service as well as good product availability. Research has shown that 39% of people are choosing to shop at Blakemore Retail stores because of our staff. Good product availability is also essential, with 22% of Blakemore Retail shoppers buying items on promotion."

Geoff also reported on the ongoing investment in the business, highlighting the 42 store refits and 30 Post Office refits that Blakemore Retail carried out during 2014/15, as well as its five new store openings and 16 wash and brush ups.

Looking forwards Geoff showcased 12 new sites in the pipeline for 2015/16 and beyond as well as relocation plans for four stores. Upcoming store openings include a new-build site in Spalding and a new-build petrol forecourt site in Laceyby. Geoff concluded:

"Blakemore Retail has seen some absolutely fantastic results from its latest new sites and store renovations that we can be really proud of, and with our commitment to further investment we can be confident that we've got a lot more great stores to come."

Delivering Excellence

Store Operations Director Chris Bacon spoke about the significance of excellent customer service.



Chris told delegates that the number-one reason that customers shop with Blakemore Retail is its friendly and helpful service.

He said:

"Thirty-nine per cent of our customers cite friendly and helpful staff as their first reason for shopping with us. This is more than twice as important as any other reason so we shouldn't underestimate the power of our staff."

"Customer service is worth £500 million to the business and we should be doing all we can to excel in this area."

Chris then cited examples of good customer service, including:

- Good communication
- Treating customers as individuals
- Being fast and effective
- Being approachable and helpful

He stressed the role that everyone as an individual has to play in delivering excellent customer service.

Store Formats

Deputy Managing Director Stuart Adkin presented on the role of store formats within SPAR's strategy.

Stuart explained the current trends influencing store formats in the convenience sector, including growing emphasis on food service, local and specialist ranges, mission-based merchandising and theatre around fresh foods. He also pointed out the growing popularity of smaller formats and the blurring of lines between convenience stores and social meeting places.

Stuart then moved on to the key ambitions of SPAR UK's Formats Group: to refit or refresh all stores by 2019 and increase sales by £5 per sq ft in five years. He said: "It is vital that we keep our store formats up to date in order to ensure maximum sales. Blakemore Retail is on track to refit or refresh all of its stores by 2019, but we need a significant increase in sales to achieve the sales target."

Stuart stressed to delegates the importance of understanding stores' trading areas and the work that Blakemore Retail is doing to tailor store



formats to store location, customer needs, the affluence of their local area and the competition they face.

Stuart then introduced some of the format trials currently taking place across Blakemore Retail. A refit at Pelsall which saw space allocated according to

shopping missions saw its Tonight's Tea branded section enjoy a chilled sales increase of 20%.

Referring to the future development of SPAR store formats, Stuart talked about the potential for Blakemore Retail to introduce SPAR branded fuel forecourts to its estate, a concept already currently being trialled by SPAR independents across the UK with some positive results.

Stuart ended by thanking delegates for their contribution to the business. He said:

"Improving customer loyalty, attracting new customers, maximising sales and profit, and enhancing the SPAR brand allows us to invest in you, new sites and modernising our stores."

Future Trends

Blakemore Fine Foods Commercial Director Caoire Blakemore took to the stage to present on the role that innovation has to play in keeping Blakemore Retail ahead of its competitors.



Caoire called on delegates to look beyond today's marketplace to the technology and creative new ideas that will revolutionise it in the future.

She said: "Over the years Blakemore's has led the way in the retail, wholesale and distribution sectors with its innovation, from my great grandparents' first venture into wholesaling with the sale of paper bags to the key role the business played in the launch of SPAR's pioneering 'Eight 'til Late' concept. It is this kind of innovation that is going to take us into the future."

Caoire highlighted how technology is constantly changing the marketplace and people's shopping habits, with 60% of shoppers now using a smartphone or tablet when out shopping to inform their purchasing choices.

She also remarked on the growth of social networking and sharing economies,

where businesses share their resources with each other to reduce costs, and the growing popularity of online ordering and click-and-collect services.

Caoire said:

"Innovation isn't always about invention, but looking at what other businesses are doing and what we can do better. It's vital that we innovate in order to future-proof our business. We must be aware of what our next generation of consumer and employee needs."

Food Service – What’s Now and Beyond

Fresh Food Development Manager Matt Teague presented on the growing importance of food service to Blakemore Retail.



Matt began by stating the significant role that food service has to play within the business, stressing its strong profit margin and potential to set SPAR apart from its competitors.

He explained that the company has recently witnessed an intense period of development with Subway, opening one new franchise every five weeks.

Matt said:

“At the end of 2013/14 Blakemore Retail had nine Subway stores worth £1.6m in sales to the business, but by the end of 2015/16 we expect to have 48 Subway stores worth £8 million.”

Moving on to the company’s recent trial with Greggs, Matt explained that the business had seen some positive sales results and now has a development programme in place committing to 10

Greggs franchises across the estate over five years.

He also reminded delegates of the continued success of Costa Express, with the coffee brand now on offer in more than 100 stores and on course to generate sales of £2.85m for the business this financial year.

One of Matt’s key messages was the importance of maintaining the high quality standards demanded by Blakemore Retail’s franchise partners, with him announcing a new audit process to help the business achieve them.

Also reported on was the success of Bargain Bites, an eye-catching ‘£1 value’ food-to-go range introduced to stores to promote SPAR’s value message. Fresh for 2015 was Daily Deli, a new food service brand for SPAR which will bring all food service and snacking ranges under one brand.

By the end of the 2015/16 financial year, Blakemore Retail’s food service sales are projected to reach £30m.

The Importance of SPAR Brand

SPAR UK Managing Director Debbie Robinson took to the stage to present on the importance of SPAR Brand.

Debbie explained the significant role that SPAR branded products have to play in the business and the strong profit margins that they can generate.

Illustrating their recent success, Debbie informed delegates that SPAR Brand products picked up more than 100 awards last year alone. SPAR Brand fresh pizza sales have increased by 422% since 2011 and evening meal solutions by 133% over the same period of time.

Debbie also showcased the latest developments within SPAR, including new additions to the SPAR Brand range and Apple Pay, which was introduced to SPAR customers across the UK in July to enable contactless payments via iPhones.

Following this, Debbie highlighted the opportunities ahead for SPAR as a result of new business partnerships. In July, SPAR UK commenced a two-store trial with motorway service station operator Roadchef, with potential for a further 20 sites nationwide if successful.



To sum up SPAR’s recent success, Debbie ended by reminding delegates that for the first time ever SPAR UK currently holds two symbol retailer of the year titles: Retail Industry Awards Symbol/Fascia Group of the Year and Grocer Gold Symbol Retailer of the Year.

She said:

“We are in a unique position; SPAR is a global brand, operating more than 12,000 stores in 40 countries, but delivered locally with passion and integrity. Sales are growing, profit is increasing and we are stable long-term partners.”

The Selling Plan

A.F. Blakemore Head of Marketing Sarah Ellis presented an update on SPAR UK’s Selling Plan.

Sarah’s presentation focused on the sales opportunities associated with key national events and festivities.

These included the Rugby World Cup, Halloween, Christmas and Easter. Delegates were called upon to look at how they can optimise sales in the lead up to these occasions by organising in-store theatre and events to engage customers.

Sarah also stressed the importance of maintaining sales momentum throughout the Christmas and New Year period, announcing SPAR’s new “12 Deals of Christmas” initiative.

She said:

“Winter is a key period for the business and it’s vital that we maintain the summer sales momentum through Christmas and into the new year.”

“January has previously been a tough trading time for us, but we recorded some strong figures last year with a great post-Christmas marketing campaign, and this year we’ve started the momentum early.”

To complement the above, Sarah presented on SPAR UK’s new digital strategy, which included the launch of a new mobile-friendly website in November.

Also highlighted was the increased television airtime planned for SPAR UK’s national media campaign this year, and the phenomenal success of SPAR UK’s Shop & Win customer initiative, which saw 80% of customers return to stores within two days of entering the competition.



Promotion Excellence

Regional Managers John Brooks and Mark Podmore challenged conference delegates to achieve promotional excellence in order to drive in-store sales.



Regional Manager John Brooks

The duo highlighted the fact that promotions provide Blakemore Retail with a huge opportunity to increase sales, currently equating to around £123.5m per year.

John and Mark pointed out that 143 stores fall below the Blakemore Retail average compliance rate of 89% for promotions, but that with the correct communication, planning, implementation and compliance the business could achieve an additional £6 million in promotional sales.

John said,

“We know we can do better with this. There are huge opportunities for additional sales if we ensure that we follow the correct processes and procedures.”



Regional Manager Mark Podmore

The National Lottery



Camelot Senior Customer Business Manager Yvonne Fennell thanked Blakemore Retail employees for another winning year and announced some important changes to the National Lottery.



Camelot Senior Customer Business Manager Yvonne Fennell

In 2014/15 alone, Blakemore Retail generated £58.2 million in National Lottery sales, with a huge £224 million raised to support life-changing projects since the National Lottery was launched. Yvonne's first announcement on changes to the National Lottery involved new brand imagery. She stated that the National Lottery aims to build a

compelling brand with a clear purpose and set of behaviours:

- Playful
- Celebration
- Decent
- For everyone

In further changes, Lotto players will now have even more chances to win, with odds increasing from 1 in 54 to 1 in 9.3. Players who match two numbers will win a free lucky dip, and the raffle jackpot will be set at a guaranteed £1 million.

Yvonne said: "I ask that all stores get behind the new changes to Lotto. I ask that you attain excellence by maximising sales through events, achieve a smooth changeover of new imagery and communicate the Lotto changes and benefits to shoppers to achieve another winning year!"



Great British Paralympian Melissa Nicholls

Finally, Yvonne welcomed to the stage Great British Paralympian Melissa Nicholls, who was the conference's inspirational guest speaker.

Mel, who is a T34 wheelchair racer, shared how she overcame a devastating third stroke in 2008, which left her in a wheelchair, to represent Great Britain in the 2012 London Paralympics.

Store of Excellence

The Store of Excellence 2015/16 Awards were officially launched by Regional Managers Owen Davies and Brian Cherry, with a trip to the 2016 SPAR Convention in San Diego up for grabs.

A total of four store managers and one Post Office manager will have the chance to attend the conference based on their four best area manager store audit scores.



Regional Manager Brian Cherry

Owen and Brian explained how the awards process is changing this year:

- All stores will be judged on the same criteria, aimed at driving up standards:
 - Customer impressions and service
 - Food service
 - Fresh foods
 - Store standards, grocery offer and operations
- Each store will be visited for an audit a minimum of four times per year
- Action plans will be generated for each audit visit, with shorter follow-up times for underperforming stores

The pair emphasised that the business is changing and that stores need to put customers first, with exceptional store standards as the foundation.

Owen closed by challenging store managers to be the best:

"Are you the best store manager with consistent standards? If you are, you could be in with a chance of winning the trip of a lifetime!"



Regional Manager Owen Davies

Community Engagement

Community Affairs Officer Liz Bell took to the stage to celebrate all the ways in which Blakemore Retail employees have made a significant, positive contribution to the community.



Community Affairs Officer Liz Bell

Liz explained that in the last five years Blakemore Retail employees have undertaken 149 community volunteering projects involving 563 volunteers and have donated £330,163 to good causes via the Blakemore Foundation.

Liz then handed the reins over to Fresh Food Coach and ChildLine Schools Service volunteer Mandy Gasson, who spoke passionately about the opportunities available to Blakemore Retail colleagues to volunteer for the NSPCC's ChildLine Schools Service.

The ChildLine Schools Service has been established to give primary school children the awareness they need to recognise different forms of abuse and



Fresh Foods Coach and ChildLine Schools Service volunteer Mandy Gasson

seek help sooner. Trained volunteers visit primary schools to deliver assemblies and workshops.

Since Mandy became a volunteer more than two years ago, she has visited in excess of 45 schools and spoken to more than 1,500 primary school children about the service to drive awareness.

Mandy said, "To anyone thinking about taking part in volunteering, I would urge you to take the plunge. The service is looking for new people all the time, and the positive impact it has had on me personally has been huge."

"I am able to visit a school in the morning and present to 200 children for 30 minutes and then be back in stores for the rest of the day with a spring in my step."

"The very sad truth is that children are

still unaware of their rights to be happy and safe, to be heard, know how to get help and not be hurt. Being able to help in a small way is by far the most rewarding thing I have ever done, and for that I am extremely grateful."

If you are interested in volunteering for the ChildLine Schools Service, here is the process:

1. **Speak to your line manager for approval**
2. **Contact Liz Bell on 0121 568 2910 /lbell@afblakemore.com**
3. **Complete an online application form**
4. **Attend a face-to-face interview**
5. **Participate in four hours of online training, two days of training at a local NSPCC centre and 25 hours of assisted workshop delivery**

NSPCC Celebrates Top Fundraising Stores

Following on from Liz and Mandy, NSPCC Corporate Partnerships Managers Maribeth Lloyds and Kirsty White took to the stage to provide an update on NSPCC fundraising.

They announced that Blakemore Retail raised a fantastic £271,057 for the ChildLine Schools Service in 2014/15.

The top fundraising stores across each of

Blakemore Retail's four regions were also recognised on stage and awarded a trophy. The top fundraisers were as follows:

- East region: Barton – £2,670**
- West region: Tenbury Wells – £5,770**
- South West region: St Fagans – £4,715**
- South East region: Halesworth – £2,731**
- Most improved store: Kinver – £4,332**



Representatives from Blakemore Retail's top fundraising stores collect their trophies
L-R: Joanne Hands, Kinver; NSPCC Corporate Partnerships Manager Maribeth Lloyds; Allen Collett, St Fagans; Karen Whitwell, Barton; Dave Powell, Tenbury Wells; Paul Norris, Halesworth; and NSPCC Corporate Partnerships Manager Kirsty White

Leading the Blakemore Way

Training & Development Manager Kerry Hunt led an interactive Leading the Blakemore Way training session.



Kerry introduced the session by highlighting the 660 days that Blakemore Retail committed to leadership development training over the course of last year.

She then announced Phase 2 of the company's Leading the Blakemore Way programme rollout, which will train circa 400 assistant managers and food service managers across the business.

Following this, delegates participated in a task to reinforce their Leading the Blakemore Way tools and techniques and encourage them to consider the practical



steps that they can take to support colleagues who undergo the training in future.

Kerry said:

“We’ve seen Leading the Blakemore Way deliver a lot of benefits and we really do

believe that the techniques taught on the programme will help your development. Your trainers are here to support you, so please feel confident to approach us.”

Blakemore Retail Celebrates Best of British

Following the first day of the conference delegates enjoyed a Best of British-themed gala dinner and after-party. Here is a selection of photos from the evening's celebrations:



Brayford Wharf Crowned Selfie Champions

This year's Managers Conference ran a competition challenging stores to submit their best selfie photos.

Congratulations to Brayford Wharf, who were awarded a staff night out after being crowned winners.

Here's their winning snap:



Your Development Programme Trains Up More Future Leaders

Blakemore Retail's Your Development Programme helped to develop 26 more future leaders for the business in 2014/15.

Your Development Programme is an eight-month management development course aimed at new or newly promoted store managers. It covers 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 60 Blakemore Retail employees have graduated and gone on to management positions within the company.

Your Development Programme has been running in its current format for more

than two years. In autumn 2015 the business began operating a quarterly intake for the course. Recently the programme has also introduced an increased focus on food service and fresh food training.

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



Adam McCluskey, Gresford



Adam Vines, Baschurch



Andrew Brickel, Ross-on-Wye



Aron Screen, Bayston Hill



Hannah Dudley, Chipping Sodbury



Jordan Mason, Ecclesall Road



Katie Avison, Clasketgate



Laura Lucas, Monkmoor



Leo Rutter, Newtown



Paula Thomas, Chirk



Shaun Francombe, Bulwark



Stuart McCunnell, Chirk

Stores in Focus

Stores in Focus

Fairfield Forecourt Celebrates Success

Blakemore Retail's purpose-built Fairfield forecourt store in Lincolnshire has gone from strength to strength since opening in November 2014.

The store, situated on the Fairfield Industrial Estate in Louth, is the first of Blakemore Retail's sites to combine a SPAR convenience offer with both Greggs and Subway franchises, providing motorists and local residents with a one-stop fuel, convenience, restaurant and takeaway solution.

Ideally positioned as Louth's first 24-hour forecourt, the site has proved a popular lunchtime destination for workers based on the industrial estate as well as daily commuters.

Blakemore Retail Managing Director Geoff Hallam commented: "This new development is part of an ongoing programme of investment in our stores estate."

"The Greggs and Subway concessions, with their well-known and trusted brands, have helped drive sales and footfall as well as ensure that the store appeals to a wide demographic, including commuters and the local neighbourhood."

As well as food-to-go solutions from SPAR, Subway and Greggs, the store also offers Costa Coffee, fresh bread baked in-store and a wide range of ready meals, providing the complete convenience package.

The site's contemporary exterior is complemented by modern imagery on the inside to promote Blakemore Retail's company values and heritage.

Approximately thirty parking spaces are available for visitors to the site.

One year on since opening, Fairfield is achieving average sales of £51,000 per week. The store also operates Blakemore



The new store and forecourt on the Fairfield Industrial Estate, Louth

Retail's best-performing Subway and Greggs franchises, which generate average sales of £8,600 and £7,500 per week respectively.

Regional Manager John Brooks commented:

"We've received plenty of good feedback on the store and have lots of customers enjoying their shopping experience."

Fairfield is a brilliant advertisement for our business and the quality that we can deliver."



Wollaston Welcomes New and Improved Store

The village of Wollaston in the West Midlands has welcomed a new and improved SPAR after Blakemore Retail relocated its store 60 metres down the road.



After almost doubling in size from 1,400 sq ft to 2,600 sq ft, the store now presents a much improved customer experience and completely new offer.

A new Subway concession and hot and cold food-to-go departments have been introduced, as well as a new coffee offer with a Costa coffee machine. This is on top of all the other services that were already provided by the store, including National Lottery, PayPoint and Collect Plus.

Wider aisles, lower shelving, extra room for stands and more spacious checkouts have all contributed to a brighter atmosphere.

Regional Manager Owen Davies said: "The relocation of the store has given us the ability to increase our offer to



The new and improved Wollaston store on Bridgnorth Road, Stourbridge

customers, develop our ranges and also offer customer parking, which is a huge asset.

"Our old store was overtrading for its size, and due to limited space we could never stock the range we knew we could sell if we had a bigger store. We were also getting more and more competition opening up against us, including Aldi and Sainsbury's Local stores, which were taking our trade."

As a result of the store's relocation, average weekly sales have increased by circa 39%, from an average of £23,000 per week to £29,000 per week.

Meanwhile, customer numbers have increased by around 500 a week, and average customer spend has grown from £4.37 last year to £5.50 this year.

Owen added:

"Everybody is very complimentary about the new store. With more space it is a far nicer store to shop in, and the addition of the Subway department has gone down very well with the younger customers."

New Stores

In addition to Fairfield and Wollaston, since the last magazine Blakemore Retail has welcomed the following new stores to its estate:



Ramsgate, Kent
Opened: 2014
Average weekly sales: £22,000



Glemsford, Suffolk
Opened: February 2015
Average weekly sales: £19,000



Auckley, Doncaster
Opened: April 2015
Average weekly sales: £33,000



Fernhill Heath, Worcestershire
Opened: September 2015
Average weekly sales: £16,000



Pinchbeck, Lincolnshire
Opened: September 2015
Average weekly sales: £30,000



Pontyclun, Mid Glamorgan
Opened: November 2015
Average weekly sales: £16,000

Food Service on the Up

With food service playing an increasingly important role in the convenience sector, Blakemore Retail is on a mission to establish its stores as leading destinations for food to go.

The business has announced an ambitious strategy to expand the number of Subway and Greggs franchises across its estate as well as improve its SPAR food service offering.

By the end of the 2015/16 financial year food service sales are predicted to be worth £30m per annum to Blakemore Retail, with Subway franchises generating 27% of sales, Costa Express 9% and Greggs franchises 3%.



Subway Update

Following the recent success of Blakemore Retail's dual-branded Subway-SPAR stores, the business has plans to develop this model across a larger number of stores.

Blakemore Retail currently operates 41 Subway franchises, but the strategy is to increase this to 48 by the end of the 2015/16 financial year, as a result of which sales are projected to reach £8m per annum.

Blakemore Retail Fresh Food Development Manager Matt Teague commented: "The company has recently witnessed an intense period of development with Subway, with one new Subway franchise opening every five weeks."

"We have found Subway to be a perfect food service partner for the business, providing a made-to-order alternative to our ready-made SPAR convenience offer. Everyone recognises the Subway brand and knows the product."

The popularity of Blakemore Retail's Subway counters has also had a positive knock-on effect on customer spending

across other store departments, with the extra footfall generated by the franchises leading to shoppers making additional impulse buys in addition to their planned purchases. Blakemore Retail Managing Director Geoff Hallam added: "This is an exciting development for Blakemore Retail and illustrates our commitment to developing the business and tackling the trading pressures that are arising from the advancement of competitors."



Greggs Update

Following on from the success of its franchise partnership with Subway, Blakemore Retail is also expanding its partnership with iconic high street brand Greggs.



In July 2014 Blakemore Retail opened its first Greggs franchise at Brumby Corner in Scunthorpe as part of a three-store trial. Blakemore Retail now has four Greggs franchises, at Brumby Corner, Leegomery, Fairfield and Newbold.

The target is to open a further site at Lacey Lodge in 2016. Collectively the five sites are expected to generate £1 million in sales per annum for Blakemore Retail. Longer term the business has committed to 10 Greggs franchises over the next five years.

Fresh Food Development Manager Matt Teague commented: "The company's franchise partnership with Subway has shown us that the SPAR brand can benefit from trading with other strong brands."

"Greggs gives customers a further reason to shop in SPAR stores and, like Subway, the franchises will help to drive footfall in stores and generate additional income for the business."

Blakemore Retail's Greggs franchises offer



a product range typical of a modern Greggs store but on a smaller scale, consisting of sandwiches, a cake counter, hot savouries, coffee and a small fresh bread offer.

Like Subway, Greggs franchises are managed by Blakemore Retail employees as departments within SPAR stores. Prior to the opening of a franchise, staff undertake an extensive four-week training programme with the Greggs franchise team, where they spend time at local Greggs stores gaining an understanding of the methods of operation used by the bakery chain.



Daily Deli Update

Meanwhile, Blakemore Retail has begun the rollout of SPAR UK's innovative new food service concept, Daily Deli.

Daily Deli is a new brand unique to SPAR that brings all SPAR food service and snacking ranges under one name. So far Daily Deli has been introduced to 12 Blakemore Retail stores.

The Daily Deli range, which is available all day, includes fresh salad products, sandwiches, baguettes and accompaniments, and at certain stores also includes a serving counter.

There are six different Daily Deli opportunities available to stores, ranging from an entry-level offer comprising a self-service counter selling sandwiches, baguettes, chilled snacks and coffee, to a complete Daily Deli offer including a served counter selling hot meals, as well as a self-service option on the shop floor with sandwiches, baguettes, wraps, croissants and more.

SPAR UK Managing Director Debbie Robinson said: "Daily Deli is SPAR's answer to widening our presence in food service. Food service is an area of increased focus within the convenience channel, as the two sectors continue to merge. This year we are adapting to make the most of the trend for 'foodvenience'." Bentley Store Manager Gareth Bowdler commented: "Daily Deli has been a

success in our store. We've seen a big increase in customer flow and availability of products, and the range has increased quite dramatically. Sales have increased and so has customer satisfaction."

Moving forwards Daily Deli will be introduced to all of Blakemore Retail's food-to-go stores and new SPAR stores across the UK.





Leegomery Scoops Convenience Retail Award

Blakemore Retail's Leegomery store picked up the Zero Tolerance Award for Crime Prevention at the Convenience Retail Awards 2015.

The Convenience Retail Awards took place in London in March to celebrate the hard work and achievements of the very best retailers in the convenience sector.

Leegomery Store Manager Stacey Aitken-Best picked up the Crime Prevention award on behalf of her team in recognition of their commitment to reducing store crime and making a difference to their local community. Leegomery has recently introduced several initiatives to help reduce crime at their store, including cutting back on ranges most targeted by thieves, reducing the height of shelves to improve visibility and improving staff presence on the shop floor.

Also praised by the judges was the store's use of technology to record and report crime to the local authorities. Stacey has improved the store's use of EPOS and CCTV to track at-risk lines, which are now checked daily.

All of this work is supported by the team meeting with a police community support officer on a weekly basis to report any incidents.

Further success at this year's Convenience Retail Awards was enjoyed by Blakemore Retail's Chirk store, which was listed as a finalist in the Best Multiple Convenience Store category.



Leegomery Store Manager Stacey Aitken-Best picks up the Zero Tolerance Award for Crime Prevention from ACS Chief Executive James Lowman

Blakemore Retail Managing Director Geoff Hallam said: "Congratulations to the teams at both Leegomery and Chirk, who have worked tirelessly to ensure that excellent customer service is delivered at all times."

"Our staff always go the extra mile for our customers so to be recognised like this is a great achievement, one that we can all be proud of."

Sleaford's Julie Sutton Wins National Retail Award

Julie Sutton from Blakemore Retail's Sleaford store in Lincolnshire has been crowned the UK's Best Multiple Symbol Sales Assistant.



Winning Sales Assistant Julie Sutton, who scooped £500 in prize money at the awards

Julie picked up the title at the Sales Assistant of the Year Awards 2015, the national competition organised by Convenience Store magazine. The awards took place in November at The Dorchester in London.

Julie's responsibilities at Sleaford include looking after the store's news category, training new starters, stocktaking and banking, but it's her cherished local customers for whom she really gets out of bed in the morning.

She regularly carries out home deliveries for elderly people in her own time when their health or the weather is bad.

The community also gets a fair share of Julie's caring personality. She recently donned her gardening gloves to help build a vegetable plot for local disadvantaged youths and helped to organise, set up and run a variety of stalls at her store's Halloween fair, which raised funds for the NSPCC.

Convenience Store's editor, David Rees, commented:

"With her long list of responsibilities and caring personality it's little wonder that Julie is such a cherished fixture in her store."



The Forecourt Trader award winners celebrate their success

Battlefield Crowned Best Soft Drinks Outlet

Blakemore Retail's Battlefield store was crowned Best Soft Drinks Outlet at the 2015 Forecourt Trader Awards.

The Forecourt Trader of the Year Awards, which took place in September at the London Hilton Hotel, showcased the best retailers in the petrol retailing industry. Regional Manager Owen Davies commented:

"I am really pleased for Marcus and the team at Battlefield for achieving more success at this fantastic store. Well done again."



Post Office Network Transformation Continues

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

Since 2013 the business has converted 17 of its existing branches into the Locals format and 25 into the Mains format. The remaining 11 Post Office sites across Blakemore Retail will be converted to the Mains format by the end of April 2016. As mentioned in the last issue of the magazine, many new opportunities have materialised, with a further 16 new Locals and seven new Mains branches now integrated into stores across the estate. Over the last two years, a total of 60 new-style branches have been opened, with investment exceeding well over £1m.

Blakemore Retail still has the remainder of its existing branches to convert to the Mains format, together with an additional 28 new opportunities to consider.

Post Office Controller Stewert Waldron said: "I believe it will take around 18 months for existing branches and new opportunities to be integrated into our stores. This will bring the total number of Post Offices to approximately 100 – virtually one third of our estate."

New Post Office Developments

Post Office Current Account

There will be two types of current accounts: a 'Standard Account' that will offer free everyday banking with no hidden charges and a 'Control Account' that will work like the standard account, but for a fee of £5 per month it protects the account holder from unexpected bank charges and unauthorised overdraft limits.

This is currently available in 250 Post Office branches across the UK but will not be rolled out to the rest of the network until the Post Office has resolved any issues.

Post Office Mobile

This is currently being trialled in 200 branches in the North West as a sim-only



The Main Post Office format at Winthorpe Avenue

(SIMO) proposition, based on one simple "pay as you go" tariff. It is being trialled with EE, the UK's biggest network. If successful, this may be another new service for Post Office customers.

Government Services

The HM Passport Office is developing an exemplar online application service for simple adult passport renewals.

Customers will be able to obtain their own digital photo and upload it as part of their online application, which includes making payment. This will still require them to send back their existing passport to HMPO.

Travel Money Click and Collect Service

This new service will provide customers with an option to select Same Day Delivery as a Collection or Delivery choice for internet orders placed on postoffice.co.uk. Once the order is placed, a background check of branch stocks will commence and then the customer will be offered the list of branches most convenient for them to pick up from. Ten Blakemore Retail branches will be involved in the trial.

New Horizon Computers

The Post Office will be upgrading Horizon computers in the near future. Hardware replacement is due to start in August 2016, with software installed from March 2017 – this will modernise the front office operation for the 21st century. Blakemore Retail will be trialling the new computers from April 2017 at Broseley and Basingbourn.



The Local Post Office format

Blakemore Retail Raises £14,173 for Nepal Earthquake Survivors

The Disasters Emergency Committee has thanked Blakemore Retail for raising £14,173 for its Nepal Earthquake Appeal.

Blakemore Retail stores spent four weeks fundraising for the good cause via in-store checkout collection tins.

Blakemore Retail Managing Director Geoff Hallam presented the funds to the DEC at Blakemore Retail's Managers Conference in June.

DEC Chief Executive Saleh Saeed said: "Our latest Nepal earthquake appeal simply couldn't have happened without the incredible support from people such as yourselves."

"The money donated will go a long way in supporting those affected by the Nepal disaster and will help to enable them to rebuild their shattered communities."



Blakemore Retail Managing Director Geoff Hallam (left) hands over the funds raised by Blakemore Retail to DEC Chief Executive Saleh Saeed

Blakemore Retail Shoppers Scoop **Shop&Win** Prizes

A number of Blakemore Retail shoppers have picked up top prizes in SPAR UK's national Shop & Win customer competition.

The first phase of Shop & Win kicked off for six weeks in August 2014, followed by a second phase in January 2015.

With a combined prize giveaway value of over £250,000, the campaign was the largest ever mobile voucher promotion run by a convenience retailer. A total of 300,000 customer entries were received, and over 40,000 mobile vouchers were redeemed in-store.

Shop & Win returned in September with more than 100,000 prizes worth over £150,000 up for grabs, including a brand new Vauxhall VIVA.



Competition winner Jas Dhillon picks up £500 from Coseley

Crewe Celebrates Customer's Centenary

Crewe helped a loyal customer mark their one-hundredth birthday with a trio of gifts.



Sales Assistant June Norris (left) and Post Office Supervisor Marie Whittingham (right) present Olwyn Wood with flowers to celebrate her centenary

Sales Assistant June Norris and Post Office Supervisor Marie Whittingham presented Olwyn Wood with a bouquet of flowers, chocolates and £30 to spend in-store to commemorate her birthday in June. Olwyn has shopped at the store since it began trading 21 years ago.

Store Manager Shaun Procter commented: "Getting involved in celebrating the century milestone of one of our oldest customers didn't require a second thought. The community spirit that this store is built on is strong and we continue to show this in the sincerest possible manner where we can."

Olwyn said:

"I've been shopping here for many years now and everyone has always been so lovely. This was a wonderful surprise and I thank everyone for the effort they went to."

Two Johns' Five Years of Fundraising Tops £40,000



For the fifth and final consecutive year Blakemore Retail Area Managers John Kelly and John Dyson took to the saddle for the NSPCC's ChildLine.

Since 2011 the two Johns have pedaled a total of 1,500 miles each on bike fundraisers, raising more than an incredible £40,000 for the good cause. Their 2015 challenge consisted of a 500-mile cycle starting in Edinburgh, Scotland, and finishing in Dover, Kent. Completed in just under five full days, the pair pushed their fitness levels to the maximum, having to encounter extreme weather and mountain terrain. The cycle raised close to £11,000, which is the highest total yet.

NSPCC Fundraising Manager Kirsty White said, "We are extremely grateful to the two Johns for their efforts to raise vital funds for the NSPCC's ChildLine Schools Service. Without this kind of support we wouldn't be able to continue our work to protect local children."

Blakemore Retail Regional Manager Owen Davies commented: "Well done to both Johns on this fantastic achievement. Just preparing for these massive challenges has been a challenge in itself. "The lads spend many hours building up their strength and stamina for these distances. Starting training soon after Christmas, they can be on the roads in all weathers."

John Kelly commented: "It's been a fantastic adventure each year and we are

sad that it's all over. The support we have had over the five years of our bike rides has been brilliant, and it all started with a little bet in the bar at one of the Blakemore conferences!"

John Dyson added: "We would like to thank you all massively for your help over the last few years, from all of the stores with their sponsorship and fundraising efforts to the area managers and field staff who have supported and met us along the way."

"Most importantly, the money goes to a fantastic charity to help the children who need it most."



John Kelly (right) and John Dyson (left) arrive at their final destination in Dover

Blakemore Retail Helps to Combat Ebola Crisis

Blakemore Retail donated £11,626 to Oxfam's Ebola Crisis Appeal in March after a month of fundraising via in-store checkout collection tins.

Oxfam Business Development Manager Peter Hall said: "SPAR's support has been tremendous, especially against the challenging economic backdrop. It is testament to the dedication and hard work of all SPAR store employees and their customers."

"The money donated will go a long way in maintaining measures to protect against Ebola, whilst rebuilding countries most affected."

Blakemore Retail Managing Director Geoff Hallam added: "It is fantastic that Blakemore Retail raised such a large amount in such a short space of time for those urgently in need. Our staff put an incredible amount of effort into supporting such an important appeal."

Blakemore Retail Managing Director Geoff Hallam (right) presents a cheque for £11,626 to Oxfam Business Development Manager Peter Hall





NSPCC Fundraising

Thanks to the longstanding dedication and tremendous fundraising efforts of colleagues, Blakemore Retail has officially donated more than £2.2 million to the NSPCC since SPAR UK's partnership with the charity began in 2007.

Without Blakemore Retail's remarkable contribution of £271,057 to the NSPCC's ChildLine Schools Service at the end of the 2014/15 year, this milestone wouldn't have been possible.

NSPCC Corporate Partnerships Manager Kirsty White 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 the last year 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 since 2007 – for every penny donation, you are helping us in our fight for every childhood."

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



Community Affairs Officer Liz Bell and Blakemore Retail Managing Director Geoff Hallam present the £271,057 raised during 2014/15 to the NSPCC at Blakemore Retail's Managers Conference



Emily Smith from **South Woodham Ferrers** completed the Brentwood Half Marathon and raised £925.



Tracy Wilson from **Market Harborough** took on a skydive and raised £866.



Crewe held a charity raffle and raised £205.



Chipping Sodbury held a charity fund day at their store and raised £195.



Bromsgrove raised £450 with an in-store bikeathon.



Llangollen raised over £300 with their sponsored walk.

Surpasses £2 Million



Gresford raised £165 with a tombola stall at the Gresford Festival.



The **Leegomery** team raised more than £300 by climbing Mount Snowdon.



Much Wenlock organised a charity weekend that raised £165.



Sleaford raised more than £700 by taking part in a onesie walk.



Bassaleg Road held a charity fancy dress day and raised over £1,000.



Wordsley Post Office held an eight-hour bikeathon, tombola and cake sale which raised £246.



Ricky and Tom from **Llangefni** cycled 50 miles around the SPAR stores in Anglesey and raised over £600.



Grove Road held a 'Best of British' themed fun day and raised £103.



Head office organised a staff spring raffle that raised circa £3,000.



Eighteen staff members from Donna Cooper and John Dyson's areas took part in a 12-mile walk and raised £4,021.



Caernarfon set up a scrumptious cake stall and raised £214.

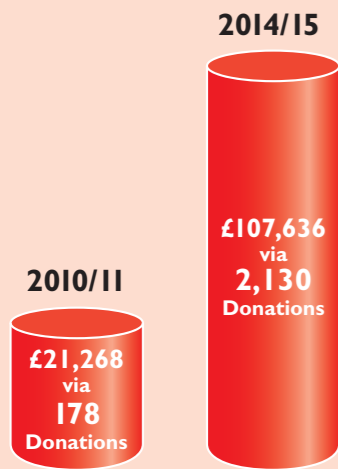


Rhuddlan employee Michelle Dean braved a bean bath to raise £260.

Charitable Giving Breaks Records for Fifth Year Running

Blakemore Retail broke records for charitable giving yet again in 2014/15, with employees awarding donations worth £107,636 to 2,130 local good causes via the Blakemore Foundation.

Amount Donated by the Blakemore Foundation



In recent years charitable giving across Blakemore Retail has soared. Of the 5,732 donations that colleagues awarded to good causes between the start of 2010/11 and the end of 2014/15, 2,130 were awarded in 2014/15. That's more than 37% of all donations since records began.

The Blakemore Foundation offers three types of donations to support local charities and organisations across Blakemore Retail's trading estate. These include:

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 ChildLine or the 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 more information contact: 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 recently supported:



Wells raised £360 with a charity fun day in aid of Dorset and Somerset Air Ambulance.



New Road donated funds to Bluebells Football Club.



Hannah Samuel from **Pontycymmer** took part in a Rainbow Run and raised £453 for palliative care charity Ty Hafan.



Caroline Stafford from **Felixstowe** Post Office took on the London Marathon and raised £2,750 for Meningitis Now.



Crowland donated raffle prizes to the Crowland Social Group for the Blind.



Elton donated goods to Elton Primary School's Easter event.



Wyberton donated refreshments to participants in the Wyberton Street Smart event.



Wordsley and Cotteridge Post Office Manager Toni Worker raised more than £400 by taking on a 13-mile trek for the National Kidney Federation.



Dolgellau Post Office donated mouthcare kits for patients at Dolgellau Community Hospital.



Beddau donated funds to Bryn Celynnog Comprehensive School's car building project, helping them to compete in the Penarth Downhill Derby.



Llangollen donated funds to the Llangollen Male Voice Choir.



Area Manger Paul Wiltshire raised an incredible £8,864 for Breakthrough Breast Cancer by running the London Marathon with his daughter, Laura.



Newtown donated goods for a charity hamper to raise money for Newtown Air Cadets.



Tracy Gillman from **Merthyr Tydfil** took part in the Merthyr Half Marathon and raised over £350 for Cancer Research UK and the British Heart Foundation.



Tickhill Post Office donated funds to the Hayley Patrick School of Theatre Dance for gymnastics mats.



Phil Bundy from **Cefn Fforest** raised more than £600 by taking part in a 50 km cycle in aid of the Alzheimer's Society.



Wrexham donated funds to Rhosddu Primary School's Splash Party sports day.



Blakemore Retail Operations Support Assistant Hayley Parsons ran Race for Life and raised more than £1,000 for Cancer Research UK.



Community Volunteering

As part of the company's Community Engagement Programme, Blakemore Retail employees undertook 69 community projects during the 2014/15 financial year.

Over the 12-month period an incredible 3,752 hours were donated to worthwhile causes, up from 1,938 hours in 2013/14.

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 to request a copy of the Community Engagement Information Pack.

Here is a snapshot of recent community activity:



Brayford Wharf sent four volunteers to transform an outdoor patch at Farm Day Nursery into a building site play area for the children.



Three staff from **Great Wryley** built an area for a new sensory garden at Holly Lane Nursery.



Worthing, along with Fresh Food Coach Christine Harrison and Area Manager David Evenden, supported a local charity event.



Bassaleg Road returned to Florence Hospice for a second time to transform their outdoor area into an underwater scene.



Staff from **Elstead** spent a day renovating The Clockhouse, which is used as a social centre for the elderly.



Store managers from David Garside's area came together to transform an outdoor area at Dorin Primary School.



Dyserth store and Post Office gave a local village hall a new lease of life with their paint brushes.



Fresh Food Coach Christine Harrison and six volunteers from various stores supported a charity Night Walk in aid of St Barnabas House hospice.



Seven staff members from **Forsbrook** ran a stall to help raise money for Forsbrook Primary School.



Ponhir helped Caerleon Community Hub prepare for launch by tidying up the centre and its outdoor area.



Four volunteers from **Trethomas** supported a local community event and ran a stall in aid of Hope Church.



Volunteers from **Bulkington** spent a day turning an outdoor area into a useable space for Arden Forest First School.



Warndon store and Post Office donated gift-wrapped toys, clothing and stationery to the NSPCC's Birmingham Service Centre for vulnerable children in the Midlands.



Whitestone continued their ongoing commitment to Whitestone Primary School by hosting their second healthy eating study tour.



Worthing and **Goring**, along with Area Manager David Evenden and Fresh Food Coach Christine Harrison, marshalled runners around their local Santa Dash.



Herlington tidied up an outdoor area at Baybrook Community Centre.



Upton organised and ran a tombola for a charity event raising funds for Alder Hey Children's Hospital.



Ecclesall Road transformed one of the playground areas at Hunters Bar School. The store will revisit later in the year to complete some further work.



Elstead store got involved in a local charity Colour Run by providing water for the event and marshalling it, even getting covered in powder paint themselves.



St Albans staff, along with Fresh Food Coach Christine Harrison, marshalled a local 10km run and supplied water for the event.



Nine volunteers from **New Road** spent a day supporting the local Tondy Mini & Juniors Rugby Festival.



Upton supported Orchard Manor Care Home's fundraiser by hosting and providing the items for their tombola.



Whitestone supported Whitestone Surgery's end-of-school fun day by hosting a fruit stand during the event and supplying the fruit.



Bannerbrook staff spent a day covering the fences of St Andrew's School with a fresh lick of paint.



Crowland store transformed a local playground by painting flowers on the fences and creating areas for children to use for gardening.



Rhos volunteers cleared a large patch of overgrown land at Johnstown Scouts and transformed it into an area that the Scouts can use to grow plants.



Upton spent a day a week over the course of several weeks supporting Upton Heath Primary School's gardening club.



Volunteers from **Westbridge** store supported their local area's elderly neighbourhood by mowing their lawns.



Three staff from **Caergwrie** along with Area Manager Gareth James spent a day at the Capricorn Animal Rescue centre painting their outdoor sheds.



Kind-hearted staff from **Raunds** gave a local play area a lick of paint.



Five volunteers from **Crewe** spent a day painting the outside of a drop-in centre for the homeless.



Five volunteers from **Bulkington** gave the outdoor area of St James Church of England Academy a new lease of life with a day of painting.



Four staff from **Sherburn** joined forces with other local businesses to carry out a community litter pick.



Four volunteers from **St Helens** and **St Leonards** marshalled runners around a charity Santa Dash.



Four volunteers from **Bassaleg Road** helped the New Bridges centre, where they cater for young adults with mental disabilities, by creating a seating area with lights and an outdoor games area.



Staff from **Chipping Sodbury** supported Storkies playgroup by assembling toys, weeding and removing stones in their outdoor play area.



Glemsford supported **Glemsford** Primary School's sports day by hosting a refreshments table.



Fifteen members of staff from **Llanharry** improved Llanannor Primary School's playground area.



Five staff from **Gainsborough** along with Area Manager Ruth Mutton spent a day painting the outside walls of White's Wood Lane Primary School and varnishing garden furniture.



Tonyrefail supported TrefY Rhyg Primary School by painting and tidying their outdoor school yard.



Four volunteers from **Brumby Corner** Post Office along with Area Manager Kelly Loxley and Post Office Controller Stewert Waldron spent a day painting at Wordsley Church.

Volunteers Make Over The Meadow Sports College

School children from a West Midlands special needs secondary school started the school term in a much brighter building and improved grounds thanks to 13 employees from Blakemore Retail.



Head office employees and field staff, led by Operations Support & Marketing Coordinator Caroline Wills, spent four days in July transforming the classrooms and school grounds of The Meadows Sports College in Sandwell.

The team of volunteers painted classrooms, sanded and re-painted the outdoor wooden play area and filled the raised beds of the school grounds with flowers and plants.

The Meadows Sports College is the only secondary school in Sandwell that meets the needs of students with complex, profound and multiple learning difficulties, associated communication and language difficulties and challenging behaviours.

Caroline commented: "The community project was a great experience and everyone worked really hard, despite the weather and unexpected obstacles.

"Our work has made a real difference to the school environment and the school is very appreciative. Thanks to all of the staff who helped out and donated their time."



Blakemore Retail Crowned Best at A.F.

After another inspirational year of community activity, the 2015 A.F. Blakemore Community Awards saw more entries than ever.

The year marked an extra special milestone for Blakemore Retail, as the division swept the board and took all of the community awards up for grabs. The awards recognise and reward employees who have made an outstanding contribution to their local communities, no matter how big or small. All winners were awarded a £250 cheque for a charity of their choice, as well as a trophy.



Call for Entries 2016
Does your community work deserve to be celebrated? For your chance to take home a trophy and a £250 cheque for charity, simply contact Community Affairs Officer Liz Bell on 0121 568 2910 or email lbell@afblakemore.co.uk.

Fundraiser of the Year Winner
Suzanne Williams,
Dolgellau Post Office



Post Office Manager Suzanne Williams has enriched the lives of many residents in Dolgellau with her enthusiasm for fundraising and charitable giving. Last year Suzanne raised more than £1,000 for Cancer Research UK by participating in Race for Life, and in a more recent 10,000 ft sky dive she raised over £2,000 for Prostate Cancer UK. Suzanne has supported the NSPCC's ChildLine for a number of years via her Post Office and already has plans to take on a midnight pyjama walk next. Suzanne has also made numerous donations via the Blakemore Foundation to local good causes, including Christmas hampers for Age Well UK and mouthcare kits for Dolgellau Community Hospital.

Fundraiser of the Year Highly Commended
Leanne Jones,
Wordsley



Wordsley Store Supervisor Leanne Jones was highly commended for going the extra mile to support the NSPCC this year. Leanne's passion for supporting the cause at such a high level has inspired others to get involved, including the store team at Warndon, who carried out two gift appeals for the NSPCC's children's service centre in Birmingham at Christmas and Easter. The team put their heart and soul into supporting the appeals, gift-wrapping a variety of toys, confectionery and clothing for children of different ages. Each gift was also accompanied by a heartwarming greeting from each member of staff.

Stores Collaborate to Transform Riding Centre

A team of 20 Blakemore Retail volunteers spent a day in August at Clwyd Special Riding Centre in Llanfynydd, near Wrexham in North Wales.

Employees from sixteen stores across Gareth James and David Garside's areas, along with Regional Manager Owen Davies, cleared a visitors' picnic area, installed a fence and dismantled disused equipment. Every week the Clwyd Special Riding Centre welcomes more than 200 people of all ages with special needs to benefit

from the pleasure of riding. The group of volunteers was team-led by



Penyffordd Store Manager Guy Coleman, who commented: "It was a pleasure to organise this community project for a charity which helps so many young children nationally. We all had a wonderful day at the riding centre and I would like to thank everyone involved for their tremendous hard work." Community Affairs Officer Liz Bell added: "This project is a great example of how collaborative action can make a massive difference to the community. I would urge other stores to think about ways in which they can work together to complete a project or fundraise for a good cause."

Blakemore Community Awards 2015

Team Leader of the Year Winner
Allen Collett,
St Fagans



St Fagans Store Manager Allen Collett inspired his store team to raise £10,029 for good causes last year, including £4,289 for the NSPCC and £5,678 for 2 Wish upon a Star, a charity which raises funds to improve bereavement services in South Wales. Determined to make a difference, Allen and his store team have set themselves the challenge of raising more and more funds year on year. Thanks to their efforts, hundreds of people within the local community have benefited from their fundraising and donations. The team has established a number of partnerships with community groups, including the local police force.

Team Leader of the Year Highly Commended
Christine Harrison,
Fresh Foods Department



Fresh Food Controller Christine Harrison's dedication to helping others has made her a key figure of Blakemore Retail's community volunteering programme in the South East region. Christine has team-led and assisted numerous community volunteering projects, collaborating with Elstead, Goring, St Helens and St Leonards stores. Showing a true passion for all her community activity, Christine has become a pillar of the local community. Her activity has enabled Blakemore Retail to strengthen its community partnerships in the South East region and provide a helping hand to numerous causes in need.

Project of the Year Winner
Janet Cruse,
Wrexham



Wrexham Store Manager Janet Cruse team-led 27 Blakemore Retail employees at the UK's only national employee volunteering event, Give & Gain Day. Janet's project was one of the largest that Blakemore Retail has taken part in to date, with employees flocking to the event from Wrexham, Shrewsbury, Crewe and Chester. The team joined forces with Groundwork North Wales at the Tayfon Environmental Education Centre & Nature Reserve in Wrexham to re-stain wood-clad buildings, paint wood murals in classrooms, improve footpaths and cut back vegetation. Since the event Wrexham has continued its support by donating goods for fundraising events.

Cefn Glas Infant School Receives New Allotment

Thirty colleagues from six stores and Blakemore Retail's head office created an outdoor allotment area for children at Cefn Glas Infant School in Bridgend, South Wales.

The team of volunteers spent a day in July gardening, building raised vegetable planters, repairing a drinks bottle greenhouse and re-gravelling the outside space of the nursery area. In addition, Blakemore Retail ran a colouring and drawing competition with the school, which involved pupils handing in their completed pictures at their local

SPAR store. Blakemore Retail Operations Support Assistant Hayley Parsons, who led the



project, commented: "The team worked really hard to build strong relationships with Cefn Glas Infant School; we saw the project as a fantastic opportunity not only to educate the pupils but also to build great committee relations." Cefn Glas Head of School Sue Henderson added: "We were really pleased to be a partner in this project. Along the way we developed friendly relationships with staff at both SPAR and Blakemore Retail, and much has been learnt about both organisations. It is so lovely to see this level of community spirit, and the organisation of the project was meticulous throughout."



Blakemore Retail Awards 2015

Blakemore Retail has held a series of awards to celebrate stores and individuals across its estate that have made an outstanding contribution to the business.

Store of the Year Awards

Blakemore Retail's Store of the Year Awards, held in April, assessed stores on their performance in the company's latest Operation Excellence initiative, which ran throughout the 2014/15 year.

Four audits were carried out at stores across the estate over the course of 12 months, scoring them across a range of criteria including product range and presentation, promotional compliance, stock ordering, stock storage and wastage. Stores with the highest audit

scores received a visit from Blakemore Retail directors, who then selected four overall winners. Meanwhile, Post Office stores were judged for the Post Office of the Year award on their financial performance throughout the year. An independent interview with Blakemore Retail's Post Office account manager decided the overall winner from six finalists. In addition, Blakemore Retail also awarded Area Manager Gareth James with the title of Area Manager of the Year and Subway Operations Manager John Mason with the Tim Lyon Commemorative Award for Outstanding Contribution.



All of Blakemore Retail's Store of the Year finalists won £100 worth of Love2Shop vouchers plus vouchers to spend in-store for all of their staff, whilst the overall winners were rewarded with a trip to the 2015 SPAR Meridian & Welsh Guild Conference in the town of Sitges, Spain.



Store of the Year: Bannerbrook
Store Manager: Sharon Nulty



Store of the Year: Brumby Corner
Store Manager: Joan Padley



Store of the Year: Ludlow
Store Manager: Teresa Rigby



Store of the Year: Porthcawl
Store Manager: Bev East



Post Office Store of the Year: Tickhill
Post Office Manager: Jemma Thorne



Area Manager of the Year: Gareth James



Tim Lyon Commemorative Award for Outstanding Contribution: Subway Operations Manager John Mason

Sales Assistant of the Year Awards

Blakemore Retail presented its 2015 Sales Assistant of the Year Awards at its Managers Conference in June.

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.



Post Office Assistant of the Year



Winner
Catherine Heward, Scartho

Runners up
Alys Davies, Builth Wells
Margaret Wilson, Brumby Corner

Food To Go Sales Assistant of the Year



Winner
Donna Powell, Ludlow

Runners up
Tracy Ogden, Brayford Wharf
Sally Ann Cherry, Brumby Corner

Sales Assistant of the Year



Winner
Kieran Jones, Cresswell

Runners up
Debra Howard, Ingoldmells
Leanne Jones, Warndon

Hola Spain...

Blakemore Retail's Store of the Year winners were rewarded for their contribution to the business with a trip to the 2015 SPAR Meridian & Welsh Guild Conference in Spain.

In May the winners boarded a plane for a four-day visit to the town of Sitges, near Barcelona, with SPAR retailers from across the Meridian & Welsh Guild.

The conference consisted of a programme of presentations and workshops providing an insight into the convenience sector and the key role that SPAR has to play within it.

Winners could also take advantage of a range of leisure activities including a day trip to Barcelona, cycle tour around the town of Sitges and tour of the Casa Bacardi factory.

Here are just a few snaps of the Blakemore Retail winners enjoying themselves:



Leading the Blakemore Way Update

The past year has seen an expansion of the company's bespoke leadership development programme, Leading the Blakemore Way.

Leading the Blakemore Way was launched back in 2009 to help colleagues develop their leadership attitudes, skills and capability.

Initially a two-day programme was rolled out to store and Post Office managers across the business. Then, in September 2015 Blakemore Retail embarked on the second phase of its programme rollout, focusing on assistant store and Post

Office managers as well as food service managers.

To date, more than 460 Blakemore Retail colleagues have completed the two-day programme.

Group HR Director Ian Diment said: "Leading the Blakemore Way forms an integral part of the company's business strategy and is a key strand of how we will deliver our 2020 objectives."

"It is critical that we have leaders at all levels of the business with the self-awareness, attitudes and behaviours required to help shape an effective and responsive business culture for the future."

Here is a selection of photos of delegates who attended the two-day programme:



Newbold, January 2015



Crewe, February 2015



Newbold, March 2015



Fairfield, April 2015



West Midlands, September 2015



Grimsby, November 2015

Training News in Brief



Area Manager David Garside delivered a Competent Persons Fuel Course in March to help equip forecourt staff with the legal and operational knowledge required to work on a modern forecourt.



Blakemore Retail's Fresh Food team successfully completed their Level 3 Food Safety in May.



Operations Support & Marketing Coordinator Caroline Wills achieved an ILM Level 2 Certificate in Leadership & Team Skills last January.



Trainer Nayna Mistry, Training Manager Anita Goodwin and Trainer Paula Parsons successfully completed Level 3 Food Safety in September.

Alton Towers Fun Day



The trip to Alton Towers was open to all employees free of charge, whilst family and friends could also attend at a discounted rate.

Rollercoaster enthusiasts from across Blakemore Retail enjoyed a day out at Alton Towers theme park in September as part of the company's staff benefits programme.

A total of 601 employees and 832 accompanying friends and family members visited the park, taking advantage of a complimentary lunch and free coach transport too.

Josie Taylor from Taylors Avenue commented: "Staff and families including myself and my family had a great time. Thanks for a great day and to all those that worked to give us this time together."

As a result of kind donations from attendees on the day Blakemore Retail also raised £281 for the NSPCC.

Here is a selection of photos:



Football Tournament Kicks Off Again

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

The five-a-side competition, which took place at Lutterworth Town Football Club in July, raised a grand total of £1,226 for the good cause.

Nineteen teams competed at the event, which was organised by Loss Prevention Manager Mark Stevenson, Store Operations Director Chris Bacon, Operations Support & Marketing Co-ordinator Caroline Wills and Operations Support Assistant Andrew Hadley. Caroline commented: "It was great to see so many colleagues travel so far to take part. The event provided a good opportunity for team building and we also managed to exceed last year's fundraising total by more than £200."

The tournament was dominated by stores in Regional Manager Brian Cherry's South East region, with the

'Wiltshire Warriors' defeating the 'South Coast' team 3-1 in the final to take the winners' title.

Runners up: The South Coast
Back row left to right: Bradley Ashton, Luke Parker and David Evenden
Front row left to right: Harry Fisher, Kevin Butler and Paul Stuart



The winning team: Wiltshire's Warriors
Back row left to right: Chris Masters, Dan Lloyd and Jordy Dye
Front row left to right: Ren Johnston, Michael Crosby, Jon Moffat and Jamie Lloyd

Blakemore Retail Takes to Social Media

Over the course of the last year, Blakemore Retail stores have been building up an online presence on social media.

Currently, circa 140 stores have accounts on Facebook and Twitter. The aim is to get all stores live by the end of 2016.

Blakemore Retail's Facebook and Twitter pages feature a wide range of activity aimed at stores' local customers, including promotions, local and in-store events, store refits and renovations, community work and staff achievements.

In addition, the pages are also updated with SPAR UK content and news from across the A.F. Blakemore group.

With only a couple of exceptions, the Facebook and Twitter pages are all managed by Operations Support & Marketing Coordinator Caroline Wills.

Caroline commented: "SPAR UK has a national presence on Facebook and Twitter, but the aim of Blakemore Retail's social media pages is to promote SPAR locally.

"The initial focus has been on setting up Facebook and Twitter pages to promote new stores, new Post Offices and new Subways. However, stores are welcome to put themselves forward for social media sites via their area managers if they wish.

"I'd always welcome colleagues to pass on any content for Facebook and Twitter that they think might be of interest to their local communities. It's store-specific, local news and photos that will boost our pages and get the likes coming in, so please keep me up to date."

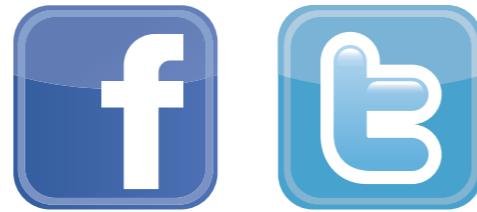


Help Boost Your Store's Presence on Social Media

If your store is on social media, you can help by sending Caroline information including, but not limited to:

- Store, staff and customer events
- Store refits and renovations
- Store fundraising, charitable giving and community volunteering
- Staff achievements such as long service awards
- Local community events going on near your store
- News coverage of your store in local newspapers or online
- Photos of innovative store displays
- High quality photos of store interiors and exteriors

Please email Caroline Wills at cwills@afblakemore.co.uk.



Find Your Store on Facebook and Twitter

Please show your support by following Blakemore Retail on social media. The following stores currently have pages on Facebook and Twitter:

- | | |
|---------------------|---------------------|
| • Abertridwr | • Lawnswood |
| • Aberystwyth | • Lingwood |
| • Anglia Uni | • Llandaff |
| • Ashgate | • Liangollen |
| • Auckley | • Llanharri |
| • Aylsham Road | • Llanidloes |
| • Baglan | • Llanishen Fach |
| • Bala | • Llanmartin |
| • Bannerbrook | • Llanrumney |
| • Bargoed | • Long Sutton |
| • Barningham | • Ludlow |
| • Barton | • Maerdy |
| • Baschurch | • Market Harborough |
| • Bassaleg Road | • Melton |
| • Bassingbourn | • Merthyr Tydfil |
| • Battlefield | • Mill Street |
| • Bayston Hill | • Monkmoor |
| • Beddau | • New Inn |
| • Bentley | • New Road |
| • Bettws | • Newark |
| • Birmingham Guild | • Newbold |
| • Blakeney | • Northgate |
| • Brackla | • Oulton Broad |
| • Bradley Cross | • Pelsall |
| • Brayford Wharf | • Penistone |
| • Brewood | • Ponthir |
| • Bridgend TC | • Porthcawl |
| • Brunswick Road | • Prestatyn |
| • Bulkington | • Quay Road |
| • Burbage | • Raunds |
| • Bury St Edmunds | • Ravenshead |
| • Cae Glas Road | • Reepham |
| • Caergwrle | • Rhos |
| • Cefn Fforest | • Rhydyfelin |
| • Cefn Glas | • Risca Park |
| • Chatham | • Russells Hall |
| • Chirk | • Scartho |
| • Clasketgate | • Sherburn |
| • Coedpoeth | • Skegness |
| • Coleham | • Sleaford |
| • Coseley | • St Dials |
| • Crewe | • St Fagans Road |
| • Crosspool | • St Ives |
| • Crowland | • St Neots |
| • Daventry | • Stradbroke |
| • Docking | • Taylors Avenue |
| • Eccleshall | • Tickhill |
| • Ewenny Road | • Ton Pentre |
| • Fairfield | • Tonyrefail |
| • Fairwater | • Treherbert |
| • Felixstowe | • Treorchy |
| • Ferndale | • Trethomas |
| • Fernhill Heath | • Trevechin |
| • Glemsford | • Trowbridge |
| • Gornal Wood | • Two Dales |
| • Grantham | • Upton |
| • Great Darkgate St | • Warboys |
| • Great Wyrley | • Warndon |
| • Great Yarmouth | • Watton |
| • Gresford | • Welland Road |
| • Halesworth | • Westbridge |
| • Hampton | • Westway |
| • Hay Lane | • Whitestone |
| • Herlington | • Wollaston |
| • Hillsborough | • Wombourne |
| • Kings Lynn | • Wordsley |
| • Kirkgate | • Wrexham |
| • Lakeside | • Wyberton |
| • Lampeter | • Ystrad Mynach |
| • Lapwood | |

Blakemore Retail also has a company-wide account on Facebook and Twitter. Search for **Blakemore Retail Official** on Facebook. Search for **Blakemore Retail** on Twitter.

Incentives

It's been a busy year for incentive competitions. Here's a snapshot of recent activity:

Cider Festival Incentive

SPAR ran an incentive competition supporting the Cider Festival. Stores were judged on the execution of their Cider Festival displays and themed materials. Competition prizes included £250 vouchers for the winner, £100 vouchers for the second prize and £50 vouchers for runners up. Grantham and New Road were runners up.



Runners up: Grantham



Runners up: New Road

Mega Friday National Lottery Incentive

SPAR stores were given the chance to win a slice of the millionaire lifestyle with a National Lottery Mega Friday incentive. The incentive challenged stores to achieve a 60% sales uplift on a regular base week, and to score 100% point of sale compliance when visited. The winner was Karen Roberts from Rhuddlan, who was awarded a five-star stay at a hotel in central London and helicopter flight over the sights of the city.



Winner: Karen Roberts from Rhuddlan

Pet Event Incentive

Mars Petcare ran a retailer incentive competition supporting the Pet Event. Stores submitted photos of their Pet Event displays showcasing their fully branded red stands and themed material. The main prize was £3,000 worth of Mars Petcare stock, whilst runners up received retail vouchers worth £200 and commended stores received retail vouchers worth £50. Tenbury Wells and Wollaston were runners up, whilst Leverstock, Louth, Melton Mowbray, Ravenshead, St Helens, Wingerworth were all awarded commendable prizes.



Runners up: Tenbury Wells



Runners up: Wollaston

Douwe Egberts Incentive

Douwe Egberts ran a retailer incentive competition supporting Douwe Egberts activity. Stores submitted photos of their Douwe Egberts Classic Roast displays and point of sale. Tenbury Wells won one of the main prizes, an iPad.



Winner: Tenbury Wells

Pringles Incentive

Stores also took part in a Pringles incentive, which awarded prizes for the best Pringles Tortilla Chips displays. Stores were judged on the number of cans they put on display and also their creativity. First prize was an iPad Mini and second prize was a Bose SoundLink Bluetooth speaker. Bishops Castle won the top prize and Tenbury Wells were runners up.



Winners: Bishops Castle



Runners up: Tenbury Wells

In the Spotlight



Donna Powell-
Subway Manager
Ludlow

What does your job involve?

The daily running of a Subway store. I am currently supporting new Subway stores, training staff etc.

What is your idea of a perfect day?

Being in the beer garden on a nice summer day with a mixed fruits Rekorderlig in my hand and friends

Where is your favourite place?

Old Trafford

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

Go abroad, buy a box at Old Trafford, donate to charity and buy a house

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

Alex Ferguson, Samuel L Jackson and David Beckham

What is your favourite book?

Facebook

Who is your favourite star of film or TV?

Liam Neeson

What is your favourite song?

Wannabe by the Spice Girls

Who makes you laugh?

Lee Evans, Johnny Vegas and Friends

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

1991, because a star was born

What is the best thing you have ever achieved?

Winning Food To Go Sales Assistant of the Year

Which superpower would you like to have and why?

Invisibility

What is your most vivid childhood memory?

Falling off a table when playing with Barbie dolls and breaking my arm

What is your biggest regret to date?

Not being confident enough in myself

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

A police officer

What three words best describe you?

Little, eyebrows and bubbly

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

Little, smiley and confident



Andrew Hadley-
Operations Support
Assistant
Head Office

What does your job involve?

I support Blakemore Retail's SPAR stores. This involves dealing with store requests, taking customer comments, checking POS and other duties

What is your idea of a perfect day?

A few drinks with my mates in a beer garden, then off to the Bescot to watch Walsall win

Where is your favourite place?

London when visiting my friends

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

I'd spend the money on fast cars, long holidays and my own brewery

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

Two of the most influential Walsall managers, Paul Merson and Ray Graydon, then Bill Gates to pay for it

What is your favourite book?

Karl Pilkington: An Idiot Abroad

Who is your favourite star of film or TV?

Bryan Cranston in Breaking Bad

What is your favourite song?

Attack by 30 Seconds to Mars

Who makes you laugh?

Jimmy Carr

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

1991 seems to be okay

What is the best thing you have ever achieved?

Graduating from university

Which superpower would you like to have and why?

Super speed would help with the London Marathon

What is your most vivid childhood memory?

Being stuck up a tree when I was six

What is your biggest regret to date?

I don't have any

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

A professional footballer

What three words best describe you?

Honest, reliable and calm

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

Honest, reliable and calm



Jemma Thorne-
Post Office Manager
Tickhill Post Office

What does your job involve?

Working with a fabulous team of four, serving customers, running the office to a high standard, making sure targets and standards are met, and making sure everyone is coached and trained to their highest ability

What is your idea of a perfect day?

Waking up and having no worries, stresses or commitments to think about, and being able to spend the whole day at the beach and then have a nice meal in the evening

Where is your favourite place?

My hammock in my garden as I can lay there and do lots of thinking and relaxing

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

Book a massive villa to fit all my family in as we never see each other as much as we should

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

Orlando Bloom because he is so gorgeous, Keith Lemmon to keep me entertained and Rita Ora because I love her music, so she can sing for me

What is your favourite book?

Unfortunately the only one – well three – I have read is...all I say is Mr Grey!

Who is your favourite star of film or TV?

Brad Pitt

What is your favourite song?

Ed Sheeran's Thinking Out Loud – it's such a beautiful song

Who makes you laugh?

Keith Lemon

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

1980 – the year I was born. It was the best

What is the best thing you have ever achieved?

Winning Post Office of the Year – it was one of the best moments in my life

Which superpower would you like to have and why?

To mute people as some people do speak without thinking

What is your most vivid childhood memory?

Spending the holidays with my amazing cousins

What is your biggest regret to date?

Not spending enough time with family members

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

A dancer

What three words best describe you?

Fun, outgoing and lighthearted

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

Patient, organised and intelligent



Laura Williams-
Store Manager
Gwersyllt

What does your job involve?

I am a manager of a fuel site with a Subway and Food To Go department

What is your idea of a perfect day?

It's definitely got to be sunny, preferably with a Magners in my hand

Where is your favourite place?

Somewhere with a really hot climate. Seychelles would be nice!

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

Well, my family and friends wouldn't have mortgages anymore... I think a Ferrari would look good on the drive to my mansion as well!

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

Three of my best friends – I couldn't have a party without them

What is your favourite book?

It's got to be the last book I read, which was Alan Sugar's biography

Who is your favourite star of film or TV?

That's easy... Rocky – I love those films

What is your favourite song?

Eye of the Tiger haha

Who makes you laugh?

Anybody from Gavin and Stacey, especially Bryn

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

1994 – that would mean I was still 21

What is the best thing you have ever achieved?

How my daughter has turned out and how she makes me proud

Which superpower would you like to have and why?

Samantha and the witch's nose...one twitch and everything is done

What is your most vivid childhood memory?

My very first dive off the really high boards in Wrexham swimming baths

What is your biggest regret to date?

No regrets – I just make sure I learn from mistakes

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

A fashion designer – that didn't last long though...I can't sew to save my life!

What three words best describe you?

Impulsive, honest and loyal

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

Successful, settled and a millionaire haha!



Your Customer Care Awards

Do you have a member of the team that deserves more than a thank you?

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 colleague. A monthly

winner will receive £50 worth of high street vouchers and 12-monthly winners will win 1st, 2nd and 3rd place prizes of £500, £250 and £100 vouchers.

Congratulations to these recent Customer Care award winners:

- The team at Machynlleth
- Chelsea Keenan – Briton Ferry
- Carol Cupitt – Battlefield
- Lee Grindley – Battlefield
- Issa Madani – Manchester Airport T2
- The team at Bulkington
- The team at Bassaleg Road
- The team at Dolgellau Post Office
- The team at Hardys Road
- Martin Woolley – Walsall Manor Hospital
- The team at Cefn Glas

Carol Cupitt - Battlefield



Dave Albrighton - Machynlleth



Lee Grindley - Battlefield



Issa Madani - Manchester Airport T2



Chelsea Keenan - Briton Ferry



The team at Cefn Glas



Nominating someone is easy:

Email brtrainingsupport@afblakemore.co.uk or post your nomination to **Blakemore Retail Training Support, Longacres Industrial Estate, Rose Hill, Willenhall WV13 2JP**

Webb Ellis Cup Attracts 300 Visitors to Market Harborough

Rugby's Webb Ellis Cup attracted an estimated crowd of 300 people to Market Harborough when it visited as part of the Rugby World Cup 2015 Trophy Tour.

The Webb Ellis Cup was available for viewing for three hours at the store in August as part of a 100-day tour of the UK and Ireland in the lead up to the Rugby World Cup 2015.

Store Manager Tracy Wilson said: "It was a great evening to share with so many of our customers and the local community. The atmosphere was fantastic and we were so pleased with the turnout."



Left to right: Market Harborough colleagues Remy Nichols, Laura Hutcheson, Adam Creighton, Heather Robertson, Andy Wright, Tracy Wilson and Allison Clark with the Webb Ellis Cup

Blakemore Retail Gives Away World Cup Tickets

At Blakemore Retail's Managers Conference in the summer Darren Rees from Great Darkgate Street and Project Manager Joe Simpson from head office won tickets for the England v Wales Rugby World Cup game.



England supporter Joe (left) and Wales supporter Darren (right) go head to head at the game

Celebrating Long Service

Over the last year many Blakemore Retail colleagues have celebrated long service milestones, from three to 45 years. As well as a cash sum, each member of staff to reach a long service milestone has received a certificate and badge. Thank you to all of them for their continued service.

3 Years



Alison Kelk - Tickhill Post Office



Amara Ishaq - Bentley



Antonia Smith - Retail Trainer



Billy Hoarey - Manchester Airport T1



Cameron Sampson - Buckley



Carley Griffiths - Trowbridge



Carol Acton - Gwersyllt



Caroline Wills - Operations Support & Marketing Coordinator



Carrie Rogers - Yarborough Road



Cath Williams - Elton



Chantal Doyle - Bromsgrove



Cheryl Spruce - Great Wyrley Post Office



Chris Hancox - Elton



Connor Johnstone - Broomhill



Daniel McCrystal - Rowley Regis



Danni Cyster - Bentley



Darell Goolding - Fresh Food Coach



David Thorne - Llanrumney



Deborah Dew - St Fagans Road



Dianne Worsey - Great Wyrley



Dominic Leake - Tenbury Wells



Donna Cooper - Area Manager



Elaine Cullen - Management Services



Giles Bolt - Brackla



Jackie Tolley - Ludlow



Jacqueline Hamman - Maidstone



Jan Jones - Rhydyfelin



Janet Knowles - Elton



Janine Parker - Bassingbourn



Joanna Mordecai - Bridgend Town Centre

Celebrating Long Service

3 Years



Joanne Duffy - Droitwich



Joy Young - Brunswick Road



Julie Cope - Forsbrook



Kathleen Davidson - Manchester Airport T3



Kayleigh Ashmore - Warndon



Kelly Hovell - Hampton Court



Kelly Maskell - Buckley



Kevin Arlan - Herlington



Kirsty Tideswell - Forsbrook



Lindsay Younger - Buckley



Lisa Sawyer - Warndon



Lisa Watkins - Trowbridge



Lynette Davies - Brunswick Road



Mandy Bird - Nuthall Road



Marcus Sims - Elton



Marilyn Gullis (left) & Christine Davidge - Ewenny Road



Marina Williams - Crowland



Mark Cox - Welland Road



Michelle Verallo - New Road



Miriam Harris - Rowley Regis



Nienna Moore - Hay Lane



Oliver Smith - Penyffordd



Richard Williams - Warndon



Rosie Whyatt - Brewood



Ross Attwood - Whitestone



Shandya Casteleyn - Much Wenlock



Shannon O'Sullivan - Garden City



Shirley Plant - Manchester Airport T1



Stacey Wright - Beddau



Suzanne Rowlands - Brunswick Road

3 Years continued



Tracey Baldwin - Welland Road



Wendy Homer - Rowley Regis



Wendy Jeffrey - Whitestone



Amanda Smith - Manchester Airport T1



Andrew Barker - Buckley



Andrew Evans - Llanishen Fach



Anita Goodwin - Retail Trainer



Ben Marshall - Tenbury Wells



Carol Evans - Garden City



Debbie Jones - Buckley



Debbie Lambert - Wombourne



Elaine Woods - Brunswick Road



Joanne Williams - Broseley Post Office



Joshy Joseph - Staplehurst



Joyce Clarkson - Louth

5 Years



Ahmed Hassen - Manchester Airport T2



Alison Wallis - Brunswick Road



Andrew Lamb - Brunswick Road



Angela Ptolomey - Welland Road



Christine Bevan - Brunswick Road



Cristian Radoi - Manchester Airport T1



Gerry Fitzgerald - Bentley



Gemma Gregory - Hillsborough



Karen Guryn - Forsbrook



Karina Harris - Hillsborough



Alix Valentine - Bassingbourn



Angela Seddon - Barton



David Vickers - Manchester Airport T1



Haythem Charter - Manchester Airport T2



Kerry Arkinstall - Burbage

Long Service

Long Service

Celebrating Long Service

5 Years continued



Lisa Robertson - Burbage



Louise Jones - Wollaston



Lynn Chapman - Bulkington



Mark Blakemore - Buckley



Mark Carney - Manchester Airport T3



Maureen Thurogood - John Lennon Airport



Melissa Ashley - Westbridge



Natalie Edwards - Much Wenlock



Nicola Cheyne - John Lennon Airport



Nikethini Jeyakeyan - Queensway



Patrick McCrystal - Wollaston



Paula Temperley - Bulkington



Rebecca Farrall - Elton



Rob Hughes - Thongumbald



Sally Parker - Garden City



Sally Lowe - Westbridge



Sasha Ellis - Bassingbourn



Sebastian Kaminski - John Lennon Airport



Shane Higgins - Wombourne



Shirley Davies - Elton



Steven Valentine - Manchester Airport T1



Stuart Brown - Gornal Wood



Tanya Rogers - Rhos



Timothy Powell - Ludlow



Tracey Raven - Lakeside



Wendy Sykes - Manchester Airport T1



Adam McCluskey - Gresford



Alan Huxley-Jones - Caernarfon



Andrea Philips - Louth



Andrew Bradley - Two Dales

10 Years continued



Andy Pryce - Brunswick Road



Angela Reeves - Greatstone



Anthony Sutton - Lingwood



Arun Karunasen - Queensway



Ben Currie - St Helens



Brian Cherry - Regional Manager



Carol Faulkes - Brumby Corner



Carol Shaw - Scartho



Carol Shields - Coseley



Caroline McCann - Melton Mowbray



Catrin Davies - Mach



Chowdhury Udin - Queensway



Chris Kinsey - Beddau



Chris Tuckwood - Upper Parliament Street



Christine Brummell - Llangollen



Christine Harrison - Fresh Food Coach



Christine Williams - Fourways



Claire Jones - Russells Hall



Craig Lawson - Wollaston



Dan Robinson - Shawbirch



Darren Preston - Herlington



Deborah Bradley - Tenbury Wells



Donna Richardson - Newbold



Emma Jones - Valley



Emma Owen - Brunswick Road



Gareth Nay - Bishops Castle



Gemma Morris - Trowbridge



Glen Roberts - Garden City



Guy Coleman - Penyffordd



Gwilym Jones - Rhuddlan

10 Years

Celebrating Long Service

10 Years continued



Mandy Gasson - Fresh Food Coach



Jacqui Lowe - Bad Bargain Lane



Jamila Ablott - Louth



Jan Cruse - Wrexham



Janice Barton - Upton



Jeanette Nichols - Long Sutton



Jeneara Thomas - Cefn Glas



Josie Brown - Crosspool



Julie Baker - Outwood



Julie Hewson - Melton Mowbray



Julie Pepper - Fresh Food Coach



Julie-Ann Weale - Buith Wells



Karen Goulden - New Waltham



Katie Wilkinson - Reepham



Kelvin Japheth - Caernarfon



Dennis Arber - Bassingbourn



Kathy Wilcox - Long Sutton



Leonie Edge - Rhuddlan



Leslie Turner - Blakeney



Linda Davis - Louth



Lisa Roberts - Russells Hall



Lorna Dawson - Forsbrook



Lynne Clark - Bocking Lane Post Office



Lynne Mitchell - Barnby Dun



Marie Ibbotson - Quay Road



Martin Hill - Bodelwyddan



Maureen Edwards - Cefn Glas



Michelle MacKenzie - Valley



Michelle Peel - Bayston Hill



Neil Norton - Great Wyrley

10 Years continued



Nicola Saunders - Bethesda



Pamela Chapman - Hoo



Pamela Smith - Russells Hall



Patricia Middleton - Russells Hall



Paul Pears - Rhayader



Paula Grimshaw - Fresh Food Coach



Pauline Betts - St Leonards



Pauline Griffiths - Bridgend Town Centre



Ruth Jackson - Hoo



Sandra Jones - Bodelwyddan



Sarah Downes - Fourways



Sharon Maddocks - Upton



Sharon Nulty - Bannerbrook



Sheila Wolstenholme - Prestatyn



Shirley Davey - Gresford



Simon Sidwell - Monkmoor



Simon Thomason - Brunswick Road



Simon Withers - Monkmoor



Stacey Aitken-Best - Leegomery



Stephen Robinson - Scartho



Steuart Durham - Bannerbrook



Steve Holcombe - Training Manager



Sue Ronan - Penistone



Susan Lane - Broseley



Teresa Styles - Lapwood



Tessa Willetts - Lawnswood



Tom Williams - Caernarfon



Toni Rickhuss - Bentley



Tracey Davison - Walton



Vicki Tozer - Skegness

Celebrating Long Service

15 Years



Alison Lewis -
Builth Wells



Ben Elias -
Area Manager



Brian McCarthy -
Ton Pentre



Carol Riley -
Elton



Ceri Manley -
Fairwater



Christine Chapman -
Anglia University



Christopher Hammond -
Tetney



David Albrighton -
Machynlleth



Davina Lacey -
Bentley



Denise Wheeler -
LLanidloes



Derek Jones -
Batchley



Edith Kane -
Shawbirch



Elaine Howard -
Treherbert



Gillian Ballard -
Warndon



Glynn Bramwell -
Ashgate Road



Harriet Atterbury -
Porthmadog



Heather Brading -
Barmouth



Helen Doyle-Newbold
Wombourne



Jacqueline Hunt -
Hampton Court



Jane Clowes -
Lapwood



Jane Edwards -
Tenbury Wells



Jayne Jones -
Amlwch



Jenny Wolstenholme -
Rhuddlan



John Stockwell -
Ponhir



Julie Pocock -
Bassaleg Road



Karen Dugard -
Bradley Cross Roads



Kelly Fowkes -
Droitwich



Kelly Thomas -
Treherbert



Kim Young -
Ramsgate



Lee Hicks -
Rhayader

15 Years continued



Mandy Hewitt -
Warndon



Marion Holmes -
Trowbridge



Mark Hall -
Beddau



Mendres Qerimi -
Queensway



Michelle Barnes -
Fairwater



Nicola Williams -
Valley



Panna Desai -
Queensway



Rose Lewis -
Betws



Roselyn Malpass -
Gornal Wood



Sandra Kiff -
Ton Pentre



Sarah Gallagher -
Lawnwood



Sarah Jones -
Maerdy

20 Years



Sharon James -
LLanberis



Stuart Macmillan -
Goring



Tracy Jones -
Barmouth



Alison Lain -
Staplehurst



Alison Norton -
Caerwrlle



Angela Williams -
Gorseinon



Ann Nicolson -
Tenbury Wells



Carol McLaughlin -
Ferndale



Chelle Jones -
Rhos



David Cooper -
Ferndale



Diane Cousins -
Caerleon Road



Helen Yard -
Keelby



Jacqueline Stacey -
Cardiff Road



Janice Monks -
Aberavon



Jean Partridge -
Brunswick Road



Jenny Chubb -
Risca Park



Jo Probert -
Barmouth



Julie Jones -
Maerdy

Long Service

Long Service

Celebrating Long Service

20 Years continued



Becky Grayson - Wadsley Bridge Post Office



Jane Collier - Risca Park



Karen Hudson - Sherburn



Lynn Summers - Chepstow Road



Marie Whittingham - Crewe Post Office



Nicola Perrott - Rhydyfelin



Nicola Simpson - Ravenshead



Nigel Roberts - Dyserth



Olwen Cooke - Valley



Pat Moss - Wollaston



Pat Stoddart - Forsbrook



Sharon Noakes - Lapwood



Shirley Powell - Penyffordd



Shirley Rigo - Barton



Susan Morris - Penyffordd



Tina Borrmann - Hay-on-Wye



Tom Wilson - Newtown



Tracey Smith - Monkton



Trish Rhodes - Sherburn



Yvonne Roberts - Rhos



Caroline Paskin - Malpas Road



David Chadderton - Kings Norton



Donna Maloney - Trevechin



Elaine Smith - Tonyrefail



Lorraine Sansam - Wyberton



Lynne Charlesworth - Stannington Road



Marilyn Williams - Bulwark



Martin Rushton - Retail IT Development Manager



Michelle McLaughlin - Bettws



Nick Palmer - Area Manager

25 Years continued



Pamela Harrington - Chatham



Rebecca Ferrand - New Waltham



Rob Howard - Great Darkgate Street



Sharon Griffiths - Bocking Lane



Shaun Smith - Project Manager



Stuart Adkin - Deputy Managing Director



Sue Evans - Russells Hall



Sue Membury - Penlan



Sue Richards - Beddau



Susan Baggallay - Glascoate Heath



Teresa Anderson - Fairwater



Ceri James - Ton Pentre



Diane McDonough - Broseley



Elinor Rotie - Cardigan



Gail Crowley - Area Manager



Pat Williams - Fairwater



Sally Cawthorn - Quay Road



Susan Skelley - Bocking Lane

35 Years



Ann Roberts - Monkton



Marlene Johnson - Downend



Steve Richards - Rhydyfelin

40 Years



Angela Davies - Cefyn Glas



Lynette Reed - Treherbert



Violet Humphrys - Newtown

45 Years



Margaret Want - Halesworth

Group Photos



Heidi Sampson - 10 years (Right)

Judith Watts - 15 years (Left) Wyberton



Sandra Kiff - 10 years (Left)

Ceri James - 15 years (Right) Ton Pentre

Attendance Awards

Attendance Awards

Blakemore Retail holds attendance draws quarterly to recognise employees who achieve 100% attendance. The following staff received cash prizes dependent on how many months of continual attendance they achieved and whether they are full or part-time employees.

July 2014 Draw



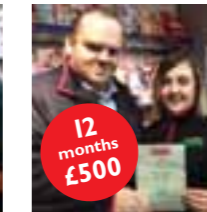













 12 months £500 Andrea Rollings - Malpas Road	 12 months £250 Karen Lanceley - Monkton	 12 months £250 Angela Hill - Presatyn	 6 months £250 Carole Colloby - Brunswick Road	 6 months £250 Gillian Fisher - Aberavon	 6 months £250 Fay Fahey - Cefn Glas
 6 months £125 David Williams - Bargoed	 12 months £500 Sinniah Veerapatharar - Mayfair	 12 months £500 Craig Grayson - Hillsborough	 12 months £500 Grant Maxfield - Horsham	 12 months £250 Victoria Cole - Thorngumbald	 12 months £250 Debbie Turner - Creswell Post Office
 12 months £250 Jean Kinnear - Sutton-on-Sea	 6 months £250 Jamie Reading - Aberystwyth	 6 months £250 Paul Strutt - Great Yarmouth	 6 months £250 Adam Brine - Bedale	 6 months £250 Susan Martin - Gillingham	 6 months £250 Anne Pittaway - Walsall Manor
 6 months £125 Mary Gilroy - Barningham					

October 2014 Draw

 12 months £500 Sandra Cole - Thorngumbald	 12 months £250 David Thomas - Porthmadog	 6 months £500 Sarah Duffy - Coseley	 6 months £250 Nick Palmer - Western Region	 6 months £250 Sean Barry - Cefn Glas	 6 months £125 Marilyn Williams - Bulwark
 6 months £125 Karen Cooper - Russells Hall	 12 months £500 Helen Carless - Pelsall	 12 months £500 Gareth Bowdler - Bentley	 12 months £500 Pauline Palmer - Hoo	 12 months £500 Julie Starbrook - Radcliffe	 12 months £500 Sean Anderson - Redditch Road
 12 months £250 Louise Barrett - Loughor	 6 months £250 Julie Fitzsimmons - Baglan	 6 months £250 Martin Ward - Daventry Road	 6 months £125 Eleanor Ridout - Porthcawl Post Office	 6 months £125 Ben Staley - Lampeter	 6 months £125 Matilda Wakelam - Warndon Post Office

Attendance Awards

January 2015 Draw

 12 months £500 Glenville Campbell - Coseley	 12 months £500 Carolyn Bones - New Inn	 12 months £500 Andrew Goodwin - Benllech	 12 months £500 Tracey Collier - Loughor	 12 months £250 Lynette Shorney - Abertridwr	 12 months £250 Collette Power - St Clears
 6 months £250 Olwen Cooke - Valley	 6 months £250 Michael Jones - Llanharry	 6 months £250 Lynn Caldecott - Gresford	 6 months £250 Nerys Griffiths - Benllech	 6 months £125 Lesley Pole - Monkton	
 12 months £500 Scott Balaam - Bury St Edmunds	 12 months £500 Shaun Smith - Store Maintenance	 12 months £500 Lynne Sharpe - Assarts Farm	 12 months £250 Stephanie Solari - Gillingham	 6 months £250 Paul Houldsworth - Kirkgate	 6 months £250 Jennifer Storer - Assarts Farm
 6 months £125 David Chatterton - Kings Norton	 6 months £125 Connor Haggart - Leominster	 6 months £125 Margaret Wilson - Brumby Corner			

April 2015 Draw

 12 months £500 Jacqueline Gillard - Tonyrefail	 12 months £500 Timothy Farmer - Hillsborough	 12 months £500 Sharon Gates - Aberavon	 12 months £500 Ezikiel Nibbs - Ludlow	 12 months £250 Simon Byrne - Louth	 6 months £250 Jacqueline Mellor - Benllech
 6 months £250 Richard Ferrero - Amlwch	 6 months £125 Jeneara Thomas - Cefn Glas	 6 months £125 Hazel Perry - Gresford	 12 months £500 Carole Willis - Birmingham Uni Centre	 12 months £500 Eileen Woolmer - Grove Road	 12 months £500 Mary Reilly - Birmingham Uni Centre
 12 months £250 Victoria Heath - Penistone	 6 months £250 Steven McMahon - Newbold	 6 months £250 Sharon Nulty - Bannerbrook	 6 months £250 Jonathan Drewson - Penlan	 6 months £125 Julie Palmer - Ramsgate	 6 months £125 Pamela Jones - New Inn
 6 months £125 Lorna Jackson - Crowland Post Office					

Celebrations

Retirements



Eileen Davies retired from Briton Ferry last July after 24 years' service.



Brenda Sumnall from Ellesmere retired last November after 22 years' service.



Christine Day retired from Wells in June after 23 years' service.



Marketing Support Coordinator **Karen Jeavons** retired in March after 34 years' service.

If you've got a photo you'd like to submit to *It's Your News* please email it to radams@afblakemore.com.

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



Janice Rooke from Kirkgate retired from the business in December after 46 years' service. Colleagues commented:

"Janice was a very well-liked member of staff who always came to work smiling on a Monday if Grimsby Town had won. She made the best cup of tea and always had biscuits in her locker. She always took pride in keeping the warehouse tidy and is greatly missed, but alas, now she will have all the time she needs to support her beloved Grimsby Town, who she has followed for over 50 years."

Birthdays



Area Manager **Donna Cooper** celebrated her 30th birthday in March.



Jane Ellis from Kidderminster celebrated her 50th birthday in March.



Maureen Stanley from Bentley celebrated her 60th birthday in July.

Births



Congratulations to Store Manager **Rachel Brown** from Long Sutton, who gave birth to a daughter, Abigail Florence, weighing 7lb 3oz, on July 8th 2014.



Congratulations to Fresh Food Coach **Julie Pepper** on the birth of her daughter, Caitlyn, weighing 7lb 12oz, on November 21st 2015.



Assistant Store Manager **Steph Wakeman** from Much Wenlock welcomed her first grandson, Max Jacob, weighing 6lb 11oz, on September 24th 2014.



Congratulations to Area Manager **Donna Cooper** on the birth of her daughter, Bella Rose Kate, weighing 7lb 8oz, on November 19th 2015.



Regional Manager **Owen Davies** celebrated the birth of grandson Steffan Owen John, weighing 8lb 4oz, on October 15th 2014, and granddaughter Lwsi Mair, weighing 7lb 5oz, on February 11th 2015.



Batchley Store Manager **Asher Deakin** welcomed son Zachary John, weighing 8lbs 7.5oz, on May 12th 2015.

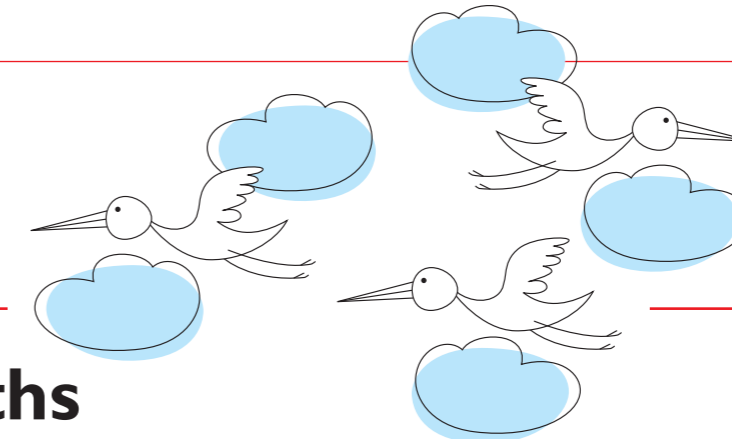
Marriages



Congratulations to **Richard Wright** from Bentley, who got married on September 5th. The team at Bentley presented him with champagne and flowers for his wife.



Lorna Hancox from Much Wenlock celebrated her 60th birthday in August.



Staff Lottery Winners

June 2014 Draw



£500 Winner

Jessica Godwin - Bromsgrove



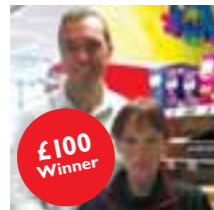
£250 Winner

Margaret Light - Dyserth



£100 Winner

Daniel Sant - Llangollen



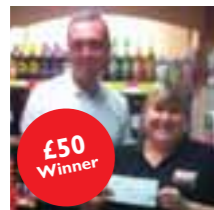
£100 Winner

Katherine Reid - Ellesmere



£100 Winner

Nigel Roberts - Dyserth



£50 Winner

Gail Dearlove - Coedpoeth

£1000 Winner

Paul Mayfield - Grantham

Karen Goulden - Kirkgate

£100 Winner

£100 Winner

Sian Jones - Bala

Lesley Metcalfe - Newbold

£50 Winner

£50 Winner

Louise MacLeod - New Waltham

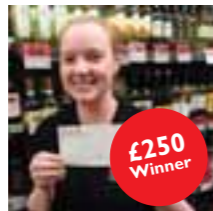
Norma Thomas - Albrighton

£50 Winner

£50 Winner

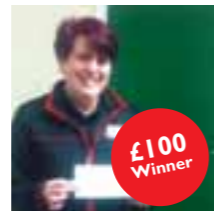
Katrina Bowmar - Upper Parliament Street

September 2014 Draw



£250 Winner

Laura Kerr - Great Wyrley



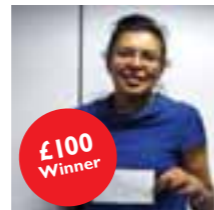
£100 Winner

Ingrid Kane - Winterton



£50 Winner

Joanne Duffy - Droitwich



£100 Winner

Nayna Mistry - Training

£1000 Winner

Beverly Jones - Rhos

Lorraine Barfield - Barnby Dun

£500 Winner

£100 Winner

Gloria Marshall - Caerleon Road

Brenda Holmes - Crosspool

£100 Winner

£100 Winner

Claire Lloyd - Lampeter

Margaret Lucas - Lampeter

£100 Winner

£50 Winner

Paulene Moore - Rugeley

Linda Dix - Aberavon

£50 Winner

£50 Winner

Nicola Jones - Dyserth Post Office

December 2014 Draw



£250 Winner

Julie Roberts - Penyffordd



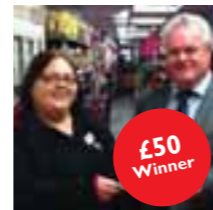
£100 Winner

David Powell - Tenbury Wells



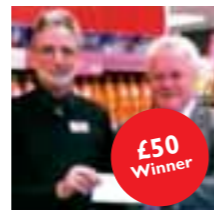
£100 Winner

Jacqueline Susan Long - Russells Hall



£50 Winner

Kellie Orchard Reid - Amlwch



£50 Winner

Roy Latham - Bayston Hill

£1000 Winner

Jackie Edwards - Barnby Dun

Helen Thomas - Colwyn Bay Post Office

£500 Winner

£100 Winner

Donna Bird - Warboys

Emma Stanley - Coseley

£100 Winner

£100 Winner

Donna Bird - Warboys

Sharon Griffiths - Bocking Lane

£50 Winner

£50 Winner

Dave Hammond - Training

Mandy Perrins - Stonydelph

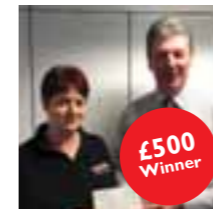
£50 Winner

March 2015 Draw



£1000 Winner

Helen Carless - Pelsall



£500 Winner

Kay Bamford - Fresh Food Coach



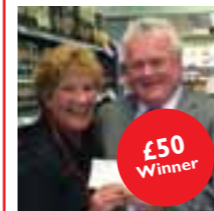
£100 Winner

Heather Brading - Barmouth



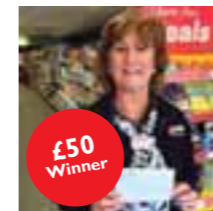
£100 Winner

Michaela Williams - Machynlleth



£50 Winner

Angela Jones - Much Wenlock



£50 Winner

Elizabeth Richards - Aberavon



£50 Winner

Tracy Baker - Prestatyn

£250 Winner

Radhouane Ghraba - New Waltham

A Turner - Kirkgate

£100 Winner

£100 Winner

Helen Ford - Brumby Corner

Helen Burdett - Coalville

£100 Winner

£50 Winner

Julie Brough - Bocking Lane

Gillian Darley - Quay Road Post Office

£50 Winner

Competition Corner

Guess Who?

In the last edition of Competition Corner we asked you to guess which Blakemore Retail employee this young lad grew up to be. Unfortunately no one guessed correctly.

The baby in the photograph is Deputy Managing Director Stuart Adkin



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 this photo of Blakemore Retail Store Operations Director Chris Bacon.

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



Blakemore Retail is supporting the ChildLine SCHOOLS SERVICE

We raised £271,057 in 2014/15, enabling the ChildLine Schools Service to reach over 22,000 primary school children.

We NEED volunteers to deliver assemblies and workshops in primary schools in your area.

For more information on how Blakemore Retail employees can volunteer, please contact Community Affairs Officer, Liz Bell on 0121 568 2910 or email lbell@afblakemore.co.uk.

