

JS JOURNAL

Jan/Feb 87



Beans aid—Army flies Minister into Kent

is published every month for employees of J Sainsbury plc
Stamford House
Stamford Street
London SE1 9LL
Telephone: 01-921 6660

Associate editor

Yvonne Burke

Assistant editor

Jane Heeney

Editorial assistant

Dominic Long

Typesetting and Printing

David Green Printers Ltd

Contents

News 2-5

Branch openings

— Pinner 6/7

— Uxbridge 6/7

— Crayford 8/9

— Ashford 9

extension 9

— Wakefield 10

Homebase 10

Good Neighbour

Scheme — how JS

has been helping

the elderly 11

JS does its homework — a look at the company's involvement with schools and colleges 12/13

Night of a

thousand voices —

the Choir of the

Year competition 14/15

JS steps in to help

National Youth

Theatre 16

News of the

Macmillan fund 17

News in brief 18-22

New products 23

People and

feedback 24/25

Archives 26

Runners-up of the

photographic

competition 27/28

Cover story

In the battle against the elements, JS was up front where the real action was. Armed with a case of JS beans in tomato sauce, army minister, John Stanley flew into snowbound Kent. He was backed by the army in his mission to take much needed supplies to stranded villagers.

FRONTLINE



YOU CAN HEAR IT NOW ...

What did you do in the great freeze daddy? During the recent weeks, when Britain ground to a standstill under ever deepening snow, at JS, as elsewhere, the Dunkirk spirit prevailed. Heroes were born. Staff, everywhere, struggled to get into work and hardy drivers battled in appalling conditions to get supplies through to stores.

Sittingbourne was probably most badly hit, being cut off for days. But Charlton drivers missed only one delivery there. And

then the driver got within two miles of the branch. Instead of turning back he walked the rest of the way through the snow drifts to tell the branch what was happening and to report back to the depot.

At Gravesend the backway was cluttered with jack-knifed lorries so the JS lorry had to be parked down the road and the delivery carried the rest of the distance.

Lewes Road had milk flown in by helicopter and at Great Yarmouth extra loaves of bread were baked and flown by RAF helicopters to three isolated villages.

No locations were unaffected and we've heard many tales of staff walking miles in the snow to get to work.

One driver left Charlton at 5.00am for Eastbourne and returned at 8.00pm. Another set off for Canterbury at 4.00pm and arrived back at midday the following day.

Not all the drivers got through with their vehicles but the efforts made are evidenced by the small number who didn't get through.

A letter from chairman, Sir

John Sainsbury, went to all locations, thanking staff for overcoming problems caused by the bad weather. He congratulated all staff for their efforts in keeping the branches supplied and maintaining a service.

JS also kept the Royal Family supplied. Unable to get the usual order, Sandringham House contacted Kings Lynn store who promptly sent £300's worth of produce. A letter from Buckingham Palace thanked the branch for 'such willing and cheerful help'.

Not to be forgotten at this time are the old people when it can be a matter of life or death that we are all good neighbours. JS is doing its bit. A total of £50,000 has been distributed to old people's groups through the JS good neighbour scheme. See page 11.

But the real theme of this month's Journal is youth and the arts. From the Sainsbury's Retail Business Challenge to the Sainsbury's Choir of the Year Competition. It's an appropriate issue in which to advertise the 50 free double memberships available for Youth and Music to JS staff. See page 19.

Regional managers for Homebase



John Old



Evan Tidman



David Boverhoff

HOMEbase director and general manager, Dennis Males has announced the new appointments of three regional managers. They are John Old, manager, Nottingham; Evan Tidman, store systems manager and David Boverhoff, manager, Basingstoke.

Dennis Males said: 'It is our intention to have one regional manager for every 12 to 15 stores and we would expect each manager to serve for a minimum of five years and a maximum of seven. After which they would move to a comparable or more senior position within the com-

pany as we continue to expand.

'The new regional manager appointments, in keeping with our expansion programme, represent a significant step forward for Homebase and their role in the expansion programme will be an extremely important one.'



Sir Roy to review care

THE GOVERNMENT has asked Sir Roy Griffiths, deputy chairman and managing director, to undertake a review of community care.

Sir Roy is deputy chairman of the National Health Service management board and the Prime Minister's adviser on the health service.

He will tackle many issues raised by the Audit Commission in a recent major report, and

deal with the best use of resources (£6 billion pa) in areas caring for the mentally ill, mentally handicapped and the elderly.

Sir Roy's main tasks will include the assessment of whether funds channelled through the health service, social services and social security provide value for money and the comparison of residential care and home care.



Christmas review

CHAIRMAN, Sir John Sainsbury, made the following announcement at New Year:

'Christmas 1986 has been very satisfactory in every respect for JS. Customers found displays of a high standard, an excellent range of Christmas lines and service at unprecedented high levels, due in part to scanning and to improved packing assistance at the checkout. The branches were unanimous in their appreciation of the highest level of service ever from the depots. In short the whole company operation was most effective.

'Trade in the four weeks prior to Christmas was in line with our own demanding expectations and in the full week before Christmas takings were over £120 million.

'May I thank everyone in JS for their contribution and commitment to these results in this most important trading period.'

Habitat and Mothercare appear in SavaCentre

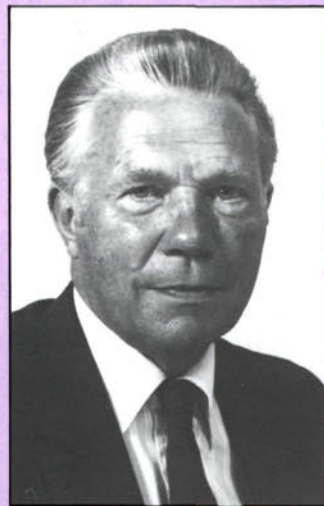
MOTHERCARE and **Habitat** now stand shoulder to shoulder with Sainsbury's and British Home Stores under the SavaCentre roof at Calcot.

The introduction of the new departments in the store was brought about by the merger, earlier this year, between Sir Terence Conran's Mothercare/Habitat Group and BHS creating the Storehouse Group of companies.

Following a trial period Mothercare/Habitat ranges should be introduced to all SavaCentres as space is made available.



Calcot's new departments.



Len Payne retires

LEN PAYNE, director, company systems, retired on 16 December 1986, after 12 years' service with the company.

He joined JS as director of distribution and in July 1979 assumed responsibility for company systems.

In 1981, Len Payne was appointed to the SavaCentre board and he joined the Homebase board in 1985.

He was made Commander of the British Empire, in the Birthday Honours list of 1983, for his services to industry.

Len Payne CBE, FCCA,

FCIT, CBIM, MBCS, MIRTE was president of the Freight Transport Association (1980-82) and president of the Chartered Institute of Transport (1983-84). Since 1983 he has been a member of the CBI Council and chairman of the Transport Committee — also a member of the CBI Working Party on government expenditure.

Prior to joining JS, Len Payne was vice chairman of the National Freight Corporation and, before that, managing director of British Road Services.

Awards for architecture

TWO STORES have recently won prestigious design awards.

The York supermarket and Homebase development has received a commendation in the 1986 Civic Trust Awards.

The aim of the awards scheme is to: 'Stimulate interest in the appearance of our cities, towns, villages and countryside; to create a greater awareness of the importance of environmental design.'

Mike Dunkley, company architect and John Huxtable, project architect were the in-house designers responsible for the development.

The stores were opened in October 1984 and are sited within yards of the medieval walls of the City. The citation reads: 'There is no retreat into the sentimental compromises that characterises so much current architectural design ... Decent proportions and thorough detailing reduces the

apparent bulk of the building and make it a handsome and welcoming place for shoppers.'

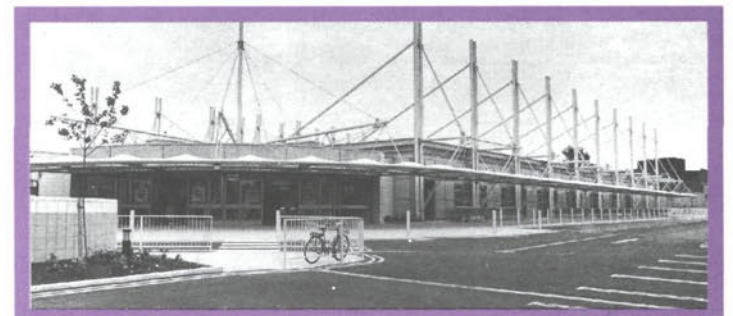
Canterbury store has received two awards. Like York, it has won a Civic Trust Award — one of only 30 out of over 1,000 nominated schemes.

The judges said that: 'If the qualities of this building could be established as the yardstick for other supermarkets ... the enjoyment of shoppers and the character of our environment would be greatly enhanced.'

In addition, Canterbury has been commended in the Financial Times Architecture at Work awards scheme.

Entries for this are assessed for their architectural quality, efficiency in internal planning and effectiveness as work places. Relationships with the landscape and neighbours are also taken into account.

The assessors commended Canterbury for 'its powerful external roof structure.'



Top: York and, Above: Canterbury.

Magazines vote for top store managers

TWO STORE MANAGERS have been voted amongst the best in the UK.

Richard Crann of York Homebase recently reached the finals of *DIY Superstore* magazine's Manager of the Year.

From JS, Don Hayward of Burton on Trent became one of *Supermarketing* magazine's Managers of the Year.

Along with the other Managers of the Year, and his district manager, Rodney Brooksby, Don took off for seven days in America. It was not to be a holiday but an action packed week studying six American supermarket chains.

The first store visited was the Giant Someplace Special Foodstore in Washington — a gourmet type store selling specialities.

Safeway in Washington was the next stop. Amongst its customers are a number of senators and congressmen — 'always recognisable by the number of bodyguards surrounding them.'

The party next visited a Basics

Right: Richard Crann on left of pic with fellow finalists Paul Leighton and Paul Walkden. Below: Don Hayward.



store. 'It was very untidy and the hygiene was poor.' They didn't stop long!

After a rest day, they took a trip to Orlando and went to a Winn Dixie store. Says Don: 'Its infra-structure reminded me more of JS than any other.'

Not at all similar to JS was the Xtra store — its produce display alone was 18,000 sq ft. 'The produce was displayed in colour blocks rather than commodity groups. Part of the display included an orangematic machine capable of turning out 500 gallons of juice a day from 20,000 oranges.'

Final stop was at a Publix store where they still give green shield stamps. Don also discovered that: 'Staff who have

worked for Publix for more than 1,000 hours all become shareholders.'

Richard Crann found glory when he entered the store manager competition run by *DIY Superstore* magazine and sponsored by Loctite Superglue.

One hundred and forty managers from many different companies entered the competition. Each completed a detailed questionnaire and on the 'outstanding strength' of his answers, Richard found himself with a place in the top ten.

A visit to York Homebase by the judges and an interview with Richard earned him third place and on October 28 he attended a special luncheon at the Dorchester Hotel.

New recruits to the 40 year club



Long servers are: Doreen Barker, Derek Dittman, Ron Harman, Les Hope, Tony Mellody, Ernie Thorpe and Frank Whittingham.

SEVEN MEMBERS of staff and their guests attended a luncheon in Stamford House on January 5 to celebrate their 40 years service with JS.

Chairman, Sir John Sainsbury, and assistant managing

director, retail, Joe Barnes, both with their wives, hosted the luncheon. Together the party enjoyed an exhibition and a video which looked back at what was happening in the company and the country 40 years ago.



PERSONNEL DIRECTOR Angus Clark, pays tribute to Derek Williams, senior manager in the personnel department, who died recently:

'Derek Williams died in January after suffering an illness which lasted just over a year. He joined JS in 1969 as remuneration and benefits manager to develop the grading system and salary scales, which are still in use today.

After bedding the arrangements into the company, and

establishing reliable survey methods, he moved in 1976 to become the senior personnel manager for central departments. Shortly before he became ill he was asked to look after all personnel and training requirements for the trading departments.

A Welshman, born in Swansea, he was naturally delighted to see our store open there. He began his career on the railways. After a period at Ruskin College, Oxford, a year at the London School of Economics, and some research work, he joined the steel industry in personnel work. After undertaking pay and benefits development for them he was attracted to bring his specialist experience to us.

Always cheerful and friendly, Derek made many friends, and had that easy Welsh way with words. A family man, lay preacher, and great reader, Derek leaves a widow, a son in the Royal Navy, a daughter who used to work in the buying departments and site potential, and three grandchildren. The many people who knew him will always remember his smile, his enthusiasm to help, and his courage during his illness. Our thoughts are with his family.'

JS designer dies

LEONARD BEAUMONT, former design consultant to JS, died on 11 December 1986.

He joined JS in 1950. Probably his most important contribution to the company was the development of the first corporate identity for JS through the use of consistent graphics and simple packaging design.

He chose a standard typeface which appeared on letterheads, packs, interior signs and shop fascias.

He retired from JS in 1962.



(L to r) Colin Harvey, Andrew Brand and the Reverend Peter Furber with a community association member.

Community Centre for Winchester

ON 1 NOVEMBER 1986, Colin Harvey, South Western area director, opened a new community centre adjacent to the Badger Farm store.

The centre was built by JS, at the same time as the store, for the benefit of residents of Badger Farm and Oliver's Battery.

Following some prayers of dedication by the Reverend Peter Furber, Andrew Brand—chairman of the Oliver's Battery Community Association—welcomed JS's concern for the local environment and thanked Colin Harvey for the company's generosity.



School lessons on screen

HAVE COMPUTER, will travel, around the world of retailing. Pupils from St Francis College, Letchworth, visited Letchworth store as part of a local school-industry scheme. Produce manager, Peter Best, used the store computer to illustrate how the systems work.

Homebase presents sports club with pavilion



Homebase's own team in front of the new pavilion.

DENNIS MALES pulling pints? An unlikely pair of barmaids is the Homebase general manager and Catford's mayor, Norman Smith.

They were testing the pumps at the opening of Catford Wanderer's Sports Club's new pavilion. Homebase built the pavilion and handed it over to the club which backs onto the Catford branch.

The development includes a multi sports area with three floodlit tennis courts and football pitch.

Homebase will have use of the area for parking on Saturdays, Sundays and bank holidays.



Catford's mayor with Dennis Males.

PINNER

An appropriately unassuming new shop front has appeared on the High Street of Pinner Village. But beyond the old world entrance proclaiming J Sainsbury in unfamiliar black and white there lies an ultra modern supermarket nine times the size of the old Bridge Street branch.



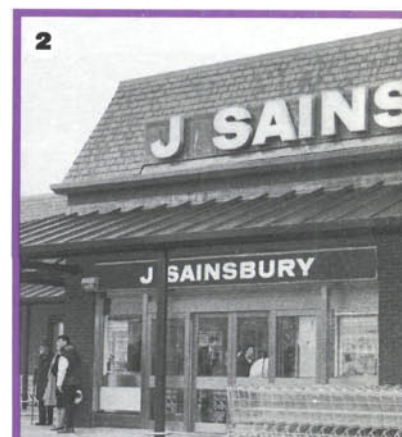
UXBRIDGE

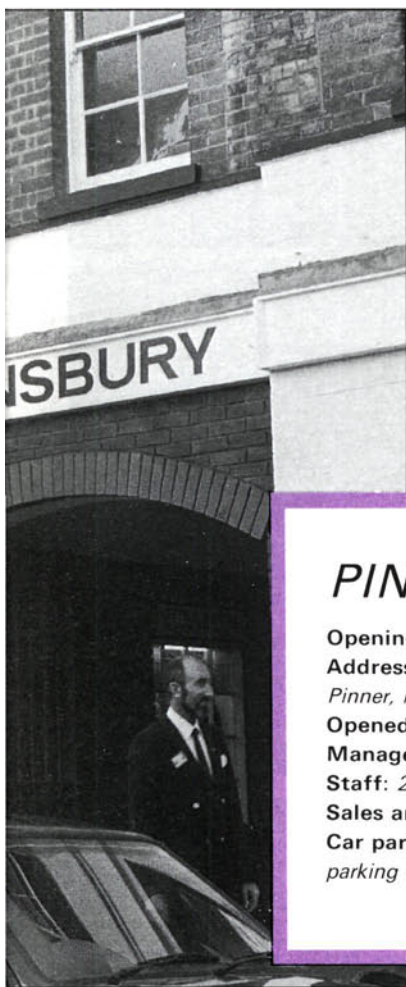
Pupils from the primary school next door made a beautiful card to welcome the new Sainsbury's in Uxbridge and on the opening morning of December 2 well wishers and customers arrived to witness the grand opening.



UXBRIDGE

Opening date: 2 December 1986
Address: York Road, Uxbridge
Opened by: Area director, Dino Adriano
Manager: Allan Roberts
Staff: 311 (105 new jobs)
Sales area: 32,830 sq ft
Car park: 428 spaces





PINNER

Opening date: 27 November 1986
Address: Barbers Walk, High Street, Pinner, Middlesex
Opened by: Area director, Dino Adriano
Manager: Meirion Phillips
Staff: 221 (155 new jobs)
Sales area: 26,663 sq ft
Car park: 214 spaces, with additional parking in adjacent station car park



1 High Street connection. Covered walkway to the store.
 2 Early risers in the bakery.
 3 Putting on a modest face — the High Street entrance to the store blends in with the small old fashioned shops.
 4 One little girl knows how to keep warm.
 5 The management team. Manager Meirion Phillips, is centre left, and next to him is BPM, Rosamond Richards.
 6 Central and Western area's display team in action!



1 Manager, Allan Roberts, left, with his deputy, Simon Patton, received a good luck card from Iain Rolland on behalf of the Hermitage Primary School. With him is teacher, Fiona Sharp.
 2 Nothing new about the name. JS has been in Uxbridge since 1978.
 3 From crab fingers to lobster claws. Welcome to fresh fish.
 4 It's been a slog, but we're ready. Department managers in fine form!
 5 Chorus line for the opening performance?
 6 Old fashioned attire for old fashioned service — the deli management.



CRAYFORD

OPENING DATE:

Homebase — 27 November 1986

Supermarket — 2 December 1986

Address: Stadium Way, Crayford, Kent

OPENED BY:

Homebase — General manager, Dennis Males

Supermarket — Deputy chairman and managing director, Sir Roy Griffiths

MANAGERS:

Homebase — Richard Olliffe

Supermarket — John Lavin

STAFF:

Homebase — 77

Supermarket — 282 (208 new jobs)

SALES AREA:

Homebase — 46,220 sq ft

Supermarket — 33,767 sq ft

Car Park: 880 spaces

Latest arrivals in the winner's enclosure are the new supermarket and Homebase in Crayford. They share a 17 acre site with a greyhound stadium and sports centre.



CRAYFORD



1 The excitement of opening morning proves too much for one little lad.
2 Side by side — two new stores for Crayford.

3 Sir Roy Griffiths welcomes the first shoppers.

4 (L to r): John Lavin, manager, Chris Davies, deputy manager and Paul Turner, senior department manager.

5 The management team on parade.

6 Father Christmas meets the younger Homebase shoppers.

7 Homebase management team — manager, Richard Olliffe, is centre.

8 Pick a pot plant or two.

9 A close inspection of the large array of seeds.



ASHFORD



Ashford has moved up a league thanks to a major extension. With minimum disruption to customers the store closed for three days only before reopening on December 4 with a sales area half as large again as it was previously.



1 The new look store makes a striking entrance.
2 An extra four checkouts have been added to bring the total to 22.

3 David Clapham (left), South Eastern area director and Colin Lythe, manager on the morning of the extension opening.

WAKEFIELD

The Ugly Sisters, Prince Charming and Baron Hardup were among the first customers at Wakefield's new Homebase which opened just before Christmas.



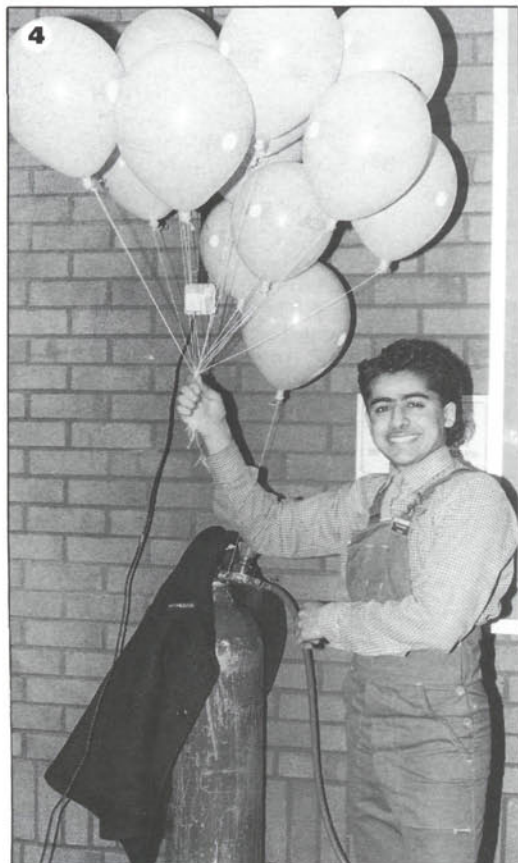
1 Philip Myers pulls a cracker! The pantomime characters came along from the local theatre and somewhere inside the hundreds of crackers given to every customer on opening morning were 25 double tickets to Cinderella.

2 At home in Wakefield.

3 The Cinderella cast meet pupils from the nearby Parkday Special School.

4 It's a family affair as every child receives a balloon.

5 The display team gathers by the hearth — a seasonal display.

WAKEFIELD
HOMEBASE

Opening Date: 18 December 1986

Address: Ings Road, Wakefield, West Yorkshire

Opened by: Homebase chairman, Gurth Hoyer Millar

Manager: Philip Myers

Staff: 54

Sales area: 33,070 sq ft

Car-Park: 180 spaces

GOOD NEIGHBOURS TO THE AGED

COMMUNITY GROUPS for the elderly have had an extra special Christmas due to grants from the company's Good Neighbour Scheme.

A total of £50,000 was given to 150 groups throughout the country in time for Christmas. The grants cover a wide variety of projects and equipment:

Bishop Seth Ward's Alms houses in Buntingford will feel more secure in future. The £500, which was presented to them by Ray Hasler, Buntingford depot manager, will start a fund for the installation of an alarm system.

Canterbury Age Concern received £250 with which they will purchase a microwave oven.

Three organisations in Norwich were presented with a total of £950

to buy some Christmas cheer. The groups are:

The Edith Cavell Day Care Centre (£500); the Rosebery Road Community Care Centre (£200) and the Friday Luncheon Club (£250).

A donation of £250 was presented to Croydon Age Concern by representatives of both stores in the area. The group will purchase a cooker for their new premises.

Woodland Fort Centre for the blind in Plymouth and the Elm Community Centre at Estover have received £140. The money will be spent on two induction loop hearing aids, specially designed for use when there is a lot of background noise.



A DONATION OF £200 has been presented to Halmer Grange old people's home in Spalding. The money will be used to help stage residents'

entertainments evenings.

Philip Crackle (centre), manager of Bretton, presented the cheque to Peter Anderson, and Jean Allen, chairman.



HAVERHILL DAY CARE Centre had an extra guest at their Christmas party.

Store manager, Harry Wright, arrived carrying a cheque for £500. He presented it to Norma Poole from the Centre who said the donation was 'wonderful'.

The money will be used to buy a piano.

RESIDENTS OF WARNDON Hall, Worcester, a home for the elderly, will be going shopping for a new stereo system, with £250 from the fund.

Music is important for the residents. As well as for entertainment, it is used for movement classes. A cassette player means that those with failing sight can listen to taped books and talking newspapers.

The presentation to the home was made by Gordon Webb (right), manager of the Worcester store.



Paul Norman, manager of Halifax, is pictured right presenting a cheque to Marian Foster of the Maurice Jagger Centre, Halifax. The £200 will purchase a microwave oven.



BINGO PLAYERS at Arthur Russell Court - a sheltered housing complex in Nuneaton - will soon hear the all important numbers loud and clear. Their grant will be spent on a public address system.

Andrew Greeves (above right), Nuneaton store manager, presented £250 to Max Ballard, house committee chairman.



A TELEVISION SET will be purchased by the Fanshawe Luncheon and Leisure Centre with their grant of £250.

The Centre was nominated by Dagenham store and manager, Keith Vasey, presented the cheque.

Fanshawe Centre caters for all the elderly people in the area, providing lunch and entertainments such as bingo, snooker, dances and, now, television.

JS Goes



The winners of this year's Sainsbury's Retail Business Challenge 1986 attended a presentation in London on December 2. Pictured left to right: Grant Furner, YTS trainee, Sainsbury's, Taunton; Colin Harvey, South Western area director, (judge); Anne Jones, headmistress, Cranford Community College (judge); Bob Cooper, director of meat and poultry buying, (judge); Susan Bateman, Halesowen College (3rd prize winner); Angus Clark, director of personnel services, (judge); Adrian Bridgewater, managing director, Hobsons — a specialist firm in the educational field who worked closely with JS on the Challenge (judge); Nancy Buckland, St Edward's College, Liverpool (1st prize winner); Secretary of State for Trade and Industry, the Rt Hon Paul Channon MP; Vivienne Cheap, South Kent College, Dover (2nd prize winner) and chairman, Sir John Sainsbury.

Retail Business Challenge

LOCALLY DESIGNED products to tap the Ripon tourist trade; a 50s style milk bar for the kids of South Kent; home made confectionery for sweet-toothed customers in County Antrim; 'Fab Nosh' alternatives to school dinners for choosy pupils in Hansdowne. Ideas unlimited ... and all in response to a challenge sent out by JS as part of its contribution to Industry Year 1986.

That challenge was the Sainsbury's Retail Business Challenge, a national team competition to find the best planned retailing business idea from schools and colleges.

Entrants, aged from 15-18 in all disciplines, were asked to put forward a two part proposal for a well planned retailing business idea to a potential backer. Part one was a written submission outlining the financial feasibility of the idea. Part two, the supporting piece of work, could be in any medium, for instance a product design, a video or a software package.

The aim was to encourage students to carry out group work across different curricula, combining their skills while at the same time increasing their interest in retailing and in making direct contact with local industry.

Carolyn Gray, company recruitment manager, co-ordinated the competition. She said: 'What was very encouraging and, I think, a great strength of the competition was the fact that so many of these young people had approached people like bank managers and these very busy people had devoted a lot of time and effort to help.

On November 6 the judges panel chaired by the chairman, Sir John Sainsbury, met to choose the winning three entries from ten school, college and YTS groups selected from an initial shortlist of 50.

The winning group came from St Edwards College, Liverpool. Their idea was 'Jeunesse', a fashion outlet for 18-24 year olds. The idea was presented with a glossy booklet, a specially designed logo, a shop plan and a highly sophisticated fashion show which was recorded on video for judges to watch.

Second was South Kent College, Dover, whose team of three girls created the idea and sound business plan for a 50s style milk bar. They had also produced a video and judges were treated to a nostalgic trip back to the days when teenagers were invented.

Third was Halesowen College who put forward a scheme for a fabric and accessories shop.

First, second and third prize winners won £1,000, £500 and £250 worth of equipment for their school, respectively.

These winners, and the winners of the parallel competition for YTS trainees at JS, received their prizes from the Secretary of State for Trade and Industry, the Rt Hon Paul Channon MP on December 2.

The Secretary of State commented: 'I congratulate Sainsbury's on their initiative in taking this competition forward. In so doing they recognise the important need to invest in our young people and to encourage them in areas involving industry and commerce.'

Said chairman, Sir John Sainsbury, 'It was right that one of our principle contributions to Industry Year should involve the young. For in the first half of this year — Industry Year — we have recruited nearly 10,000 young people; 1,700 have permanent jobs, 6,000 are students in part-time work and 2,000 are temporary. In the previous three years we recruited well over 40,000 young people.'



The runners up: Ann Green Street, Vivienne Cheap and Lisa Rooke from South Kent College, Dover. They created a plan for a 50s style milk bar. Photo — Dover Express.



THE SAINSBURY'S Retail Business Challenge was also extended to the company's own YTS groups. They were judged separately and the winning group was Taunton. They devised a Pizza bar and home delivery service. YTS area winners will be receiving awards in February and March. Above — Grant Furner receives his prize from Paul Channon.

to School

• • Invitation to Undergraduates



Above: (L to r): Mike Percy, area training manager, South Eastern area; Jeff Burley, area training manager, Central and Western area; Cathy Page, training specialist, Northern area; Kate Phipps, training specialist, Central and Western area and Adrian Smith, manager, management training.

Left: Steve Palmer (standing left), area training manager, Eastern area, supervises students as they work on their case study projects.

'TO OFFER UNDERGRADUATES an opportunity to make a more informed career choice.'

That was the main aim of five courses entitled 'Insight into Retailing', which were held at Fanhams Hall in December. Twenty-five undergraduates attended each of the two day courses which were headed by Peter Cox, manager, training and management development and Carolyn Gray, company recruitment manager.

'We held a pilot course in 1985 for 28 students', said Carolyn. 'Because of its success, this year's courses were held with students recruited from a number of universities and polytechnics, from a variety of disciplines.'

The courses are designed to give a better understanding of the role of food retailing.

Said Peter Cox, 'We look at food retailing in general terms and how it fits into industry as a whole. And we explain career opportunities at JS.'

'A variety of teaching and learning methods are used. There are lectures, case studies in syndicates including a site location problem and "manager for a day" — a case study which simulates the operation of a JS store.'

'We hope that students will leave the course with a good impression of the company, and will tell their fellow students. In that way a positive image of JS can be spread quickly amongst a large group.'

Graduate representatives from JS attended from a variety of departments so that the students could meet a range of people with different experiences.

Martin Edney is an electronic engineering undergraduate from Sheffield University. He said: 'I came on the course to learn about retailing in general and I've enjoyed it very much. I've learned a lot from informal chats with people from JS.'

More 'Insight into Retailing' courses will be held in 1987.



**QUEST FOR EXCELLENCE
SAINSBURY'S**

JS HELPED graduates in their quest for excellence in November by sponsoring the first national conference of the new Graduate Industrial Society.

The conference, held in Watford under the banner, 'Quest for Excellence,' was the society's first major event and attracted speakers and participants from industry, commerce and politics.

Deputy chairman and managing director, Sir Roy Griffiths (right), went along to Watford to speak to delegates.

During the two day conference subjects were covered which included leadership and excellence in management.



SAINSBURY'S

Choir of the Year Competition



Winning youth choir — Grosvenor High School from Belfast.



Buxton Opera House — 'an ideal venue.'

THE SAINSBURY'S Choir of the Year Competition is now a mature animal which uses its four years' experience to accomplish a staggering feat of organisation. With a record 13,000 singers in 302 choirs competing for two titles the whittling down process is complex and tense but it's sheer enjoyment all the way.

Regional auditions were held throughout the UK in April and May during which choirs performed their own ten minute repertoire. The choirs were both mixed and single-sex, with between 20 and 90 members. Expert judges selected 48 choirs (32 adult and 16 youth) to go through to the first of four stages, all of which were extensively covered by BBC television.

As well as the title Sainsbury's Choir of the Year 1986 there was also the title Sainsbury's Youth Choir of the Year 1986 to be sung for. There was prize money for the winners and for all competitors JS provided travel and accommodation expenses throughout.

By the time the finals arrived — staged at the Buxton Opera House one late November weekend — the competition was between two youth and four adult choirs.

The heats were over, the weather outside was cold and damp, but, as *Classical Music* magazine describes, the atmosphere within was sunny as the competition heated up.

'Buxton Opera House... proves to be an ideal venue for the finals. The competition takes over the adjacent Palace Hotel as its headquarters; throughout the two days of recordings, the bars and foyers bustle with every size and shape of singer, meeting new friends and old ones from previous stages of the competition. Inside the theatre the bright, sharp focus of TV lighting adds a further frisson to the tension of performance. Competing for the Youth Choir title are the Chamber Choir of the Arts Educational School, Tring Park under the director, Vaughan Meakins, and the 60 strong Grosvenor High School Choir from Belfast conducted by Ronald Lee... The Irish school choir is mixed, and is made up of tinies to teenagers, rehearsing in every lunchtime. The Arts Educational Girls' vocational training, by contrast, gives them a uniformly theatrical polish and a direct over-the-footlights appeal: Nicholas Maw's rhythmically



A scene of joy as balloons descend from the gods.



One of the adult finalists — Bath camarata



fiendish singing-and-clapping ballad *The Woodchuck!* wows the audience. Both finalists are popular choices.

In the adult section, Bath Camerata, Cantamus, Cambridge University Consort of Voices and the Oriel Singers battle it out for the title.

Chairman (of the judges) Barry Rose points to the importance of "technique, tuning, timing and teamwork", and announces that the winners are Grosvenor High School and Cantamus — the youngest adult choir, made up of 14-21 year-old girls, with an ambitious repertoire.

No complaints about this decision and the Opera House explodes with the tension-releasing yells of several hundred singers, as balloons descend from the gods.



Jubilation as the results are announced.



Left: The winning adult choir — Cantamus — performs.
Above: Simon Sainsbury, chairman of the Sainsbury's Arts Sponsorship Committee, announces the winners.
Below: The runner-up youth choir, from the Arts Educational School, was spotted by Val Doonican and immediately signed up for his Christmas show.

LET THE SHOW GO ON

JS IS TO SPONSOR THE NATIONAL YOUTH THEATRE OF GREAT BRITAIN AND THE NATIONAL THEATRE STUDIO IN 1987.

Simon Sainsbury, chairman of the Sainsbury's Arts Sponsorship Committee, made the announcement at a press conference on January 20.

The National Youth Theatre, which was created by Michael Croft 30 years ago, has always lived from hand to mouth. Sadly, Michael Croft died in November, after devoting most of his life to the cause of youth theatre. But before he died he negotiated the JS sponsorship of all NYT activities for 1987.

Simon Sainsbury commented: 'We are delighted to be sponsoring a company that has provided such a valuable insight for, and inspiration to, thousands of young people interested in the theatre.'

The National Youth Theatre has said: 'In Sainsbury's we have found a sponsor whose vision matches our own... Sainsbury's support will help to ensure that vision becomes a reality.'

The NYT's activities include a full canvas of 6,500 secondary schools, auditions in 11 centres throughout the UK and its seven week London summer season. In addition JS will provide sponsorship for theatre activities outside London and professional support for the promotion and presentation of the company.

A grant has also been awarded to the National Theatre Studio — the NT's experimental wing — where performers, directors and writers work together to develop their skills.

The Studio holds: workshops in movement, voice and singing; play readings of new works; project work on productions and 'studio nights' in the Cottesloe Theatre when examples of work in progress are shown for one night only.

'The work of the studio,' commented Simon Sainsbury, 'parallels Sainsbury's belief in the importance of research, development and innovation, whether it be in business or as a creative resource.'

In response to news of the grant the Studio, whose director is Peter Gill, said: 'Sponsoring the National Theatre Studio, which of its nature is a place where results can only be seen in the long term, is a particularly welcome and imaginative departure and we congratulate Sainsbury's on its courage and far sightedness.'



Above: Standing, from left to right are six actors who all began their careers with the National Youth Theatre: Miranda Foster, Derek Jacobi, Paula Wilcox, Ken Cranham, Simon Ward and Nicky Henson. They gathered to show their thanks to JS for sponsoring the NYT activities for 1987. With them is Simon Sainsbury. Photograph courtesy of Times Newspapers Ltd.



Left (middle): JS director and financial controller, Derek Henson (left) meets his namesake — actor, Nicky Henson. Left (below): Ken Cranham (left) and Simon Ward.



JS does it for MACMILLAN



● Staff from **Lewes Road** made a bit of a show of themselves recently.

Not only did they have a sponsored pub crawl around Brighton, but, as you can see, they all dressed up just to make themselves stand out a bit more.

The various guises paid off — over £700 was raised for the appeal.

● A grub-grab raffle at **Bury Park** raised over £300 for the fund — together with a special gesture from the winner.

Holder of the winning ticket was Mr Lewinski, a pensioner. When he was told the good news he said that he thought he was a bit old for running around a store.

Manager, **Tony Mellody**, offered him a 'pair of legs' for the run. Mr Lewinski then asked about the Macmillan fund. On hearing about the work the nurses do, he refused to take anything as a prize and insisted it all be donated to the fund.

Assistant office manager, **Patsy Hofmann** said: 'We think this is a fantastic gesture and it made us feel quite humble.'

● Lone bather, **Carol Lanceley**, YTS trainee at **Boscombe**, completed a sponsored swim on October 29.

Her solo effort raised £73 for the appeal.



● A sponsored walk in fancy dress has helped boost **Thornhill's** running total.

Margaret Mukul and **Maria Sweeney** dressed up for the walk around Roath Park in Cardiff (above). They and their little helpers raised £185 for the fund.

● **Burton on Trent** staff are fed up with the sight of their exercise bike.

They had it outside their store all day and night in a recent 24 hour cycle.

Around 100 staff had a pedal with the manager **Don Haywood** being the last man in the saddle.

To get the wheels burning, assistant manager **Keith Hadley** was first person to have a ride and things went smoothly until near the end of the marathon. Staff had been pedalling so hard that the bike broke down. Fortunately, a nearby sports club lent a replacement cycle.

With proceeds from a sponsored assault course and a cheese and wine evening the store's total is nearly £1000.

● On September 21, staff from **Lordshill**, and their families responded to the 'Management on the Move' call and walked ten miles through the New Forest. They raised £875.

One month later, department managers **John Dabell** and **Martin Eales**, cycled from Southampton to Bournemouth and back, raising a further £251.

The store's total to date is £2,106 — £520 will be given to the Children in Need Appeal and the remaining £1,586 is to be given to the Macmillan fund.



● Back in September staff from **South Western area office** (pictured above) walked for the fund and raised over £1,000.

The team was one of 50 teams from the area who have completed management walks, so far raising £12,000.

● On December 9, **John Worledge**, deputy manager at **Corby** dressed up for the day.

He was sponsored by staff to work as a packer on the tills — in drag!

He received £26 from sponsorship and customer donations.



● **South Western area** recently held a grand raffle. The draw was made by Macmillan nurses Dawn Stickney and Catherine Mackie on November 15.

Colin Harvey, area director (above left) and **Derek Appleford**, area administration manager and promotor of the raffle (above right), presided over the draw which took place in the Bracknell shopping centre.

Proceeds from the raffle netted approximately £26,000.

Derek Appleford and **Colin Harvey** would like to thank all branch staff involved 'for a truly fantastic result'.

● **Lee Bowers** and **Steve Ferguson** from **Goring Road** have recently completed a sponsored cycle in aid of the appeal.

They set off from Goring Road and 60 miles, ten stores and two punctures later, they rolled into **Hastings** branch, having raised £200 for the fund.



● A cross country hike by **Richard Hughes** and **Mike Price** (above) of **York** has raised £200 for the appeal.

The pair walked part of the Ebor Way — Richard completed 30 miles and Mike, 20. The walk took almost ten hours.

● **Mark 'Interesting' Seaborn**, they're calling him now he's proved his talent with a cue.

Braintree's answer to **Steve Davis**, chief display assistant, **Mark** (pictured below), won the store's sponsored pool competition and raised £160 for the funds.

On the same evening as the 'tense but entertaining' final, a presentation was made to **Nicki Halls**, bakery assistant. She was the top loser and, therefore, the winner of the store's slim-in which took place over eight weeks.

And outside work **Mark** has also been busy. He raised £200 in his own sponsored pool match at a local pub and that puts **Braintree** well beyond its £400 target for the nurses.



● **Bognor** recently raised £384 from a car boot sale.

The store's running total is over £1,200.

● A sponsored cycle ride at **Haywards Heath** raised £385 for the fund.

Fourteen staff took part: senior butcher **Tony Walters** raised most money — £128 — and produce manager **Ian Scholey** cycled the furthest, a distance of 11.6 miles.

● Ten canoeists from **Leatherhead** paddled for 25 miles and collected £450 for their efforts.

The trip began at **Staines Bridge** — the start of an incident filled day. There were a number of capsizes, but nine finished.

Sharon Duhig was bitten by a dog while she drained her canoe. She did finish the course, though.

news

IN BRIEF



THREE YEAR OLD David Metcalf is safe in the hands of Welephant, Crosby firemen's latest recruit. He's the elephant fire-fighting mascot who arrived in the car park of the Crosby store with the fire prevention display team.

His message was 'Be careful and never fool with fire'.

Also pictured is Bill Robinson from Bank Hall station. Officers are hoping Welephant will make it as a pop star with his own record simply called 'Welephant'.

All profits will be presented to special burns units at children's hospitals.



Branches 'adopt' children

FIVE BRANCHES have worked together to improve the quality of life for six severely handicapped children in Eltham.

Management and staff at Lewisham, Woolwich, Sidcup, Bexleyheath and Chislehurst spent months organising various events to raise £750 after 'adopting' the children who live at Wensley House.

Chislehurst manager, Peter Isaac (top left), took two members of staff along to Wensley House to hand over a giant cheque to 16 year old resident, Gurvindur Matharu and house supervisor, Don Nunn.

The money will help to make the house a real home from home with the added bonus of trips and pets!

Peter Isaac says the local staff hope to do more for the house in the future.

CAROLINE TER-HARK begins the New Year with a firm resolution in mind — to enjoy her reign as Kings Lynn's Miss Chamber of Trade.

On October 29, Caroline beat 14 other contestants in front of a packed house at the Duke's Head Hotel. Amongst her many hobbies, she does not list dressmaking — that's surprising since she made the stunning dress that she wore for the competition.

Caroline is a skilled super-market assistant at Kings Lynn store. She was persuaded to enter the contest by her boyfriend.

She said: 'I wanted to do it in a way, but he filled out the form for me. I never thought I'd win — it's like a dream, I just can't believe it.'

Caroline's prizes included a holiday in Majorca, £100 spending money and £100 cash.



WATFORD HAS its own dog thanks to the efforts of its staff.

And this dog is framed and hung on the wall of the staff restaurant.

The Guide Dogs for the Blind Association presented the store with a framed photograph of a guide dog after they raised over £1,000 for the training of a dog.

When the guide dog owner Gloria Bird, presented the photograph to manager John Trendall he said: 'I believe we have nearly earned another photo. We are aiming for a whole series. Some people go for landscapes, we go for dogs.'



£1000 winner

WINNER OF THE last £1,000 SSA draw for 1986 is **Lynne Mugford**, senior super-market assistant at **Camberley**.

She was presented with the cheque by **Colin Harvey**, South Western area director.



HUNDREDS of people are delighted that **Burton's Margaret Ward** is a fanatic because she's fanatical about fundraising.

Margaret has raised £5,000 in the last 12 months and just never stops organising events to raise money for worthwhile causes.

From slim-ins to knit-ins and coffee mornings, Margaret's schemes have benefited hundreds.

Recently she presented three television sets and £2,000 to Sister Una Heaselden at Burton General Hospital.

The cash will be used to refurbish the female medical ward five bathroom.

THE WELSH STORES pulled together in aid of the BBC's Children in Need Appeal on November 21 and 22.

Each of the five branches donned various disguises and rattled tins outside their shops.

A grand total of £4,418 was raised: **Colchester Avenue**, £1,830 (they presented their cheque to Russell Grant on BBC TV Wales) **Thornhill**, £676; **Cumbran**, £663; **Newport**, £1,028 and **Swansea**, £221.

JENNY WOODHALL baked a cake that raised around £17 a pound for charity.

Deputy customer service manager at **Lincoln**, Jenny held a guess-the-weight competition. Entrants contributed £121 and four people guessed the correct weight of 7lb 6oz.

The winner picked from the hat was customer Jane McNama pictured left with Jenny.



WHO'S MAD ABOUT MUSIC?

WE DON'T like to be ageist but the following item is for under 30s only.

No, it's not an invitation to an 18-30s holiday camp, it's an invitation to the world of music. This year JS has become a corporate Patron of Youth and Music and with grateful thanks for the company sponsorship the organisation is offering 50 double memberships for one year—free!

Youth and Music has been encouraging young people under 30 to attend live performances of opera, dance, concerts and musicals for many years. Concessionary rates are offered for over 700 performances a year at: The Royal Opera House, The London Coliseum, Sadler's Wells Theatre, The South Bank Centre, The Barbican Centre, The Royal Albert Hall, St. Johns Smith Square, Wigmore Hall, Fairfield Halls and many West End theatres showing hit musicals.

All venues can be booked through the one box office—Youth and Music in Neal Street, Covent Garden—directly or by post.

Members of Youth and Music are entitled to the benefits of the other branches of Youth and Music (jeunesses musicales) in over 40 countries around the world. For example there are opportunities for reduced priced tickets to major music events in Paris, Brussels and Vienna.

Youth and Music also organises an 'educational' programme which runs parallel with the ticket scheme. Full details appear in *Performance Plus* which members of Youth and Music receive giving month to month listings of events. Specific projects include: back-stage tours, dance classes with Britain's leading dance companies and pre-opera talks.

There's even a social group for members who often go to events on their own and wish to meet up before performances with other members for drinks in near-by wine bars etc.

Although most of the venues are in London there are a number of events in Yorkshire and the North-East.

Apply for one of the free double membership cards by filling in the coupon below and sending it to: *JS Journal*, 3rd Floor, Stamford House. Fifty names will be pulled from a hat.

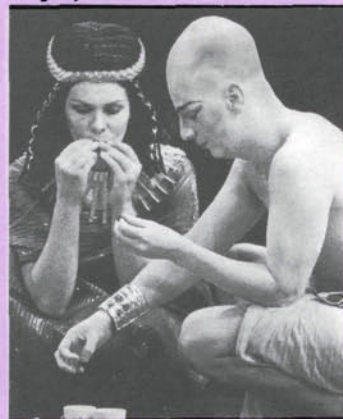
Applicants must be members of staff but their double ticket may also be used by a relative or a friend. All applicants must be under 30 years of age.



James Galway — South Bank Centre, April.



42nd Street — Theatre Royal, March.



Akhnaten — London Coliseum, March.

AVERAGE DISCOUNT ON NORMAL BOX OFFICE PRICES IS 50 PER CENT.

Highlights of the spring 1987 season include: The Royal Ballet's new production of *Swan Lake* — Covent Garden — 2 April — £5.00; Beethoven concerts with the Philharmonic Orchestra on 26 and 29 April — £5.15; *Les Misérables* — £7.50 and *Starlight Express* — £7.00.

I would like a free double membership for Youth and Music for one year.

MY NAME IS

JOB TITLE

LOCATION

news

IN BRIEF

THE GLOUCESTER YTS group has undertaken a really down to earth project which put trainees 300 feet underground.

The project, which was to examine working life and conditions in the past, took the group

to the Big Pit Mining Museum at Blaenarfon in South Wales and the visit involved a tour of the coal mine with an ex-miner for a guide.

Pictured in the photograph, which is courtesy 'Memory

Photos of Pontypool' is left to right: **Peter Crippner**, YTS tutor; **Rebecca Meeks, Blackpole**; **Sharon Austin, Worcester**; **Craig Powell, Blackpole**; **Nicola White, and Caroline Hogg**, both of Gloucester.



A FAMILIAR face in the *Journal* is **Hazel Dabrowski** whose spectacular successes in pool tournaments have been followed and applauded by her colleagues throughout her eight years at Heyford Hill store.

Once again she has won the British championships which took place in Blackpool where Hazel defeated the girl who beat her last year.

And now Hazel automatically goes forward into the European championships in Munich to be held in June.



MANY OF you obviously spent Christmas puzzling over the initials quiz. There was a large number of entries, most of which were correct.

The first three entries picked were from: **Ian Jones of Worcestershire**; **Sudhir Patel, IPD, Rennie House** and **Simon Birks of Goring Road**. They will each receive a data calculator.

However, all those who managed to correctly solve the puzzles will be sent the highly prized *JS Journal* pen-keyring — see right!

And for those of you who couldn't quite get the figures to fit, the answers are:

- | | |
|-----------------------------------|--------------------------------------|
| 7 = sides on a twenty pence piece | 40 = presidents of the United States |
| 1 = partridge in a pear tree | 7 = deadly sins |
| 170 = highest finish in darts | 39 = books in the Old Testament |
| 64 = squares on a chess board | 2 = ugly sisters |
| 26 = miles in a marathon | 5 = lines in a limerick |
| 3 = men in a boat | 6 = wives of Henry the Eighth |
| 12 = days of Christmas | 24 = black birds baked in a pie |
| 7 = colours in the spectrum | 3 = steps to heaven |
| 5 = rings on the Olympic flag | 1 = queen in a hive |
| 3 = wise men | 13 = cards in a suit |
| 6 = strings on a guitar | |

Put your hands on your head

SIMPLE SIMON says. And this lot are at that rare age when they're still more interested in Simon the pieman than Simon le Bon.

One hundred children filled **Swansea's** staff restaurant with Christmas cheer for their party but it was difficult to tell who had a better time — children or adults!



THE *JS JOURNAL* trivia quiz had no prizes, but we hope you got some reward out of tackling the questions.

The answers are:

1. There are TWO blanks in Scrabble.
2. The song 'I'm Late' was featured in the film 'ALICE IN WONDERLAND'.
3. Bees need to collect the nectar from two million flowers to make ONE LB of honey.
4. Cinderella's slippers were made of FUR in the original story.
5. The ALMOND is used to make marzipan.
6. Handel wrote the score for 'THE MESSIAH' in just over three weeks.
7. DOC was the only one of the seven dwarfs to wear glasses.
8. FOUR stations appear on a Monopoly board.
9. Batman's butler was called ALFRED.
10. The song 'Some Day My Prince Will Come' featured in SNOW WHITE.
11. An average person will consume 140 thousand pounds of food in a lifetime.
12. SHREDDED WHEAT was the first breakfast cereal to be produced.
13. Winnie-the-Pooh's tiny pig friend was PIGLET.
14. ROALD DAHL wrote the screenplay for 'Willy Wonka and the Chocolate Factory'.
15. The country which produces the most varieties of cheese is FRANCE.
16. Little Jack Horner was eating CHRISTMAS PIE.

CONGRATULATIONS to over 300 eagle-eyed readers who all spotted the ten differences in the *Journal's* 'Ring the Changes' competition.

We promised all those who found the changes a prize — and we don't go back on our promises!

Each correct entry will receive a prize even more sought after than a Crackerjack pencil or a Blue Peter badge — a *JS Journal* pen-keyring — exclusive to our readers.

POOLE RECENTLY helped raise funds for Age Concern.

A football team from the store played a friendly match against a side representing Poole Stadium.

The game was kicked off by Doris Webster, chairman of Poole Age Concern. She later presented the winner's trophy to the captain of the Stadium side. They were victors by four goals to two.

Over £300 was raised for Age Concern, which will go towards the purchase of a minibus/ambulance for the elderly.

It was the latest in a series of fundraising events for the target of £16,000.



COMMUNICATING the difficulties faced by deaf people was the purpose of this exhibition mounted by the British Deaf Association at the Halifax store.

And the message came over loud and clear.

The branch responded by raising money through a marathon book reading session using sign language and customers also contributed to the fund.

Pictured left to right are: interpreter, Tom Ingliss; branch chairman, Lyndon Clifton; the Mayor and Mayoress of Calderdale and seven year old Richard Austin, who presented a bouquet to the Mayoress.



'Service above self' award

ALTRINCHAM BRANCH provides service with a smile — and that's official.

The store recently won a service award from the Rotary Club of Manchester.

They were nominated by readers of the *Manchester Evening News* who voted for stores which provided 'consistently high standards of service to customers'.

On presenting the award, the Rotary Club said: 'As a movement whose motto is "Service Above Self", we applaud you for the fine example you set and trust you will enjoy continuing to do so.'

CWMBRAN CELEBRATED its tenth birthday in style at the Usk Vale Country Club with 190 staff in attendance.

Bakery manager, **Jim McDonnell**, made three cakes in honour of the occasion.

And Cwmbran has talent in its

midst. During the ten year celebrations, David Smith presented a shield to the victors of his district's pool tournament.

The winning team (left to right) is: **Rodney Gwynllyw, Andrew Baker, Phil Taylor, Nigel Powel and Tony Gould.**



BEING A FIRST aider does bring its rewards.

Following an accident outside **Bury St Edmunds** store, first aider **Julia Feacey** stepped in to help.

A customer and her two children were badly shaken after a fall. Julia took them to the canteen and offered 'tea and sympathy' until they were able to go home.

Said Julia: 'Luckily, there were no injuries, but the lady was very shocked. After they left the store I thought no more of the incident until, out of the blue, a couple of months later, I was told I had won the Bouquet of the Week from our regional news programme "About Anglia".'

'I thought it was a hoax until representatives came to the store with the bouquet and told me that the customer had written to them nominating me for the bouquet. It was lovely.'



MOTORWAY POLICE never make a drama out of a crisis.

When a passenger coach spilled its fuel tank on the M25, two miles from Burpham, local traffic police made an emergency

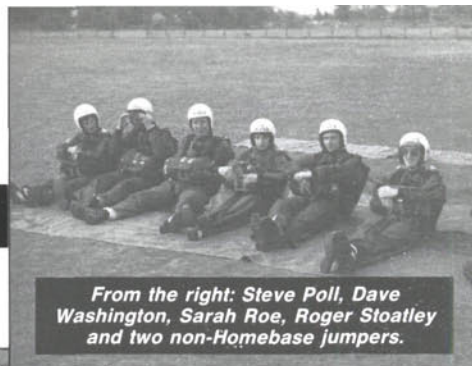
shopping trip to the **Burpham** store to buy 50 cases of JS low lather automatic washing powder.

Burpham manager, **Keith Fitzpatrick** is pictured here help-

ing police with their purchases! And we've been told there's no truth in the rumour that the big soap purchase was financed by police declaring the area a drive-in car wash!

news IN BRIEF

PENNIES FROM HEAVEN FOR RADIO LOLLIPOP



From the right: Steve Poll, Dave Washington, Sarah Roe, Roger Stootley and two non-Homebase jumpers.

SALISBURY AIMS to be litter free with the help of JS.

During the spring months, Salisbury Civic Society are running a poster competition, sponsored by JS.

Children from the area are invited to design eye-catching posters which will encourage residents to help clean up untidy areas in their neighbourhoods.

Winners will receive their prizes from Salisbury manager, **Michael Goodman**, on April 25, the start of Salisbury Environment Week.

IT WOULD seem that the growing trend for DIY has sent shudders through the normally tranquil scenes of domestic bliss.

Homebase head office has recently received the following on a customer comment card:

'I think the management board should give some consideration to a generous annual donation to the Marriage Guidance Council.'

'As the DIY stores proliferate and prosper so the divorce rate goes up. We poor males cannot meet the rising expectations of skills and abilities that are placed upon us. Thank you.'

No DIY. No comment?

Congratulations to **John Folkard** and **John Cleverley**, winners of the Streatam Cribbage pairs competition. They belong to the Norwich House Cribbage team with fellow members **Graham Young**, **Jim Weaver**, and **Norman Williams**.

HOMEBASE STAFF HAVE been throwing themselves from aeroplanes in a bid to raise funds for two national children's charities.

Since 1985, head office has been involved in fundraising for the Radio Lollipop Centre Appeal.

Radio Lollipop was formed in 1978 with the aim of providing an entertainment and broadcasting service at Queen Mary's Hospital for Children in London. One year later the service was launched and since then it has broadcast every day without exception. It now operates on a national basis from four regional centres.

Last year they launched the Radio Lollipop Centre for Children in Hospital Appeal with a target of £240,000.

The Centre, based in Carshalton, aims to provide many facilities including a 'play street', children only areas, two radio studios (a 'real' studio and one for children to use) and special rooms for mentally and physically handicapped children. It has been designed primarily for the use of long-stay children, their families and friends and various hospital services.

Eighteen months ago, Homebase began their fundraising and, to date, around £5,000 has been collected. One of the major efforts was a parachute

jump by some brave fundraisers, pictured above.

Photographed left, on the right of the picture is Lollipop's Hedley Finn who received this amount from (left to right) general manager, **Dennis Males**; secretary, **Maureen Evans** and systems analyst **Steve Poll**.

In further fundraising, head office staff have been shedding blood, sweat and tears to help the Children in Need appeal.

The ten members of the 'H' team completed a gruelling obstacle course, followed by an assault course, on the weekend of October 18.

The Army Assault Course Race was organised by the Federation of Multiple DIY Retailers who have adopted Children in Need as its annual charity. Eleven teams took part.

Saturday morning saw a relaxed 'H' team assembled at Aldershot ready for a day's practice. Smiles soon turned to grimaces, though, as the army instructors began barking orders with no sympathy for the green civilians.

On Sunday, the 'H' team tackled the course with a newly found aggression, with the emphasis on teamwork and determination rather than fitness!

At the end of the day there were sounds of 'never again', but perhaps they should repeat the performance since one 'H' team raised £400 for a very worthy cause.

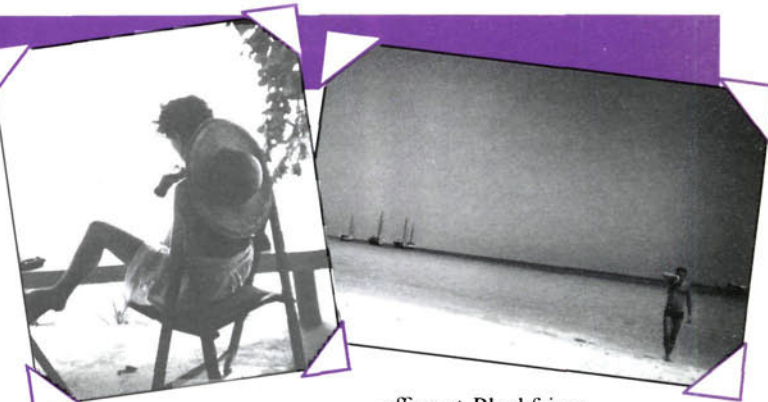
TAKE TIME OUT from shivering in arctic Britain to look ahead to a bargain holiday in the sun.

In celebration of its 40th birthday, the SSA is offering 1,000 members a holiday abroad for just £40 (plus insurance) when they book a holiday for four or more people. Others in the party go for normal price.

Holidays may be chosen from a selection of over 120 Intasun and Global self-catering apartments. There is a range of resorts to pick from in Spain, Majorca, Ibiza, Menorca, Italy, Portugal and Greece.

Details of holidays are available in the special SSA newsletter or ring the office (01-921 7227) for details.

Holidays may be taken for seven or 14 nights in April, May



or June 1987 and all selections are subject to the usual booking conditions of Global and Intasun.

Taking advantage of the offer is simple — select the holiday (ring 01-852 7444 to check availability) and then send your booking form with a deposit of £50 per person (cheques payable to Redgrave Travel) to the SSA

office at Blackfriars.

There are a number of special booking conditions to note: the party size must be a minimum of four — a group of five or more will still be entitled to only one £40 place; all paying passengers must take the special Intasun or Global insurance cover; bookings must be made by 28 February 1987 and only SSA members may book the holiday.

NEW LINES

PARTY PIECES

● FOR PARTIES, family snacks and quick meals, there are a number of new lines sure to fit the bill.

Party Pizza Wedges (£1.89, 430g) is an innovative idea and a boon for those torn between different pizza varieties. There are eight segments — two each of cheese, cheese with olives, cheese with peppers and mushrooms and cheese with spiced sausage. It may be eaten

hot or cold and is available from 121 branches.

JS has two new cold eating pies: Beef and Gammon Lattice Pie (89p), consists of a lean and coarsely chopped filling of beef, gammon and bacon in a crisp pastry. Also in a crisp pastry is Pork, Cheese and Pickle Lattice Pie. The pies are available from 191 branches.

New Bites are the way to eat turkey or bacon

without any fuss.

Bacon Bites (82p, 227g) and Turkey Bites (76p, 227g) consist of chopped and shaped pieces of bacon and gammon or turkey with seasoning in a light breadcrumb coating.

Both products are high in protein and contain no artificial colour.

Each pack features a recipe idea. Turkey and Bacon Bites are available from all branches.

HOW TO GET EXOTICALLY PICKLED



Pickled Onions in Strong Spiced Vinegar (75p, 710g). It contains no artificial colours or flavouring and will certainly perk up a ploughman's.

Very different and versatile are the continental and oriental style 'accompagniments' (340g).

Onions à la Grecque (89p) contains red wine, herbs and spices. It may be served cold with bread, cheeses and sliced meats, or hot with sour cream. Mushrooms Peking Style (89p), including sherry, peppers and pineapple, is also delicious hot or cold. It can be served hot with grilled meats or stir fry vegetables or cold with beansprouts and cucumber for an oriental salad.

A quite different taste is Courgette Provençale (69p) with peppers and onions. Serve it cold with salad, fish or poultry, or hot in a casserole.

These pickles, new from JS, are available from 52 branches.

● A NEW PREMIUM pie has been launched by JS. Latest addition to the Top Crust range is Steak and Mushroom pie.

This consists of prime lean beef and mushrooms in a red wine sauce with a puff pastry lid. All ingredients are of very high quality and it is high in protein with no artificial colours.

Steak and mushroom Top Crust Pie costs £1.54 (450g) and is available from 183 branches.

● BRINGING BITE to a variety of snacks and meals is a new range of pickles.

In compact 285g jars — just the right size for stacking in the fridge — comes the trio of Sliced Beetroot (29p), Onions (49p) and Gherkins (59p) all in vinegar. Each of these products contains no artificial additives, added sugar or salt. They make ideal accompaniments to a variety of salads and snacks.

For those who like their pickles to bite back — try



Appointments

Martin Bowden, formerly deputy manager at Watford, has been appointed manager of Aylesbury.

John Brackett, formerly manager of Kingsland Road, has been appointed manager of Rayleigh Weir.

David Clarke, formerly deputy manager at Telford, has been appointed manager of Walsall.

Robert Connelly, formerly deputy manager at Walthamstow, has been appointed manager of Kingsland Road.

Charles Galway, formerly manager at Rayleigh Weir, has been appointed manager of Stanway (Colchester) for the opening.

Kevin McGovern, formerly manager at Balham, has been appointed manager of Woolwich.

Joe Lincs, formerly manager at Woolwich has been appointed manager of Lee Green for the opening.

Richard Scholes, formerly manager at Walsall, has been appointed manager of Belgrave Road (Leicester) for the opening.

John Wakefield, formerly spare manager, has been appointed manager of North Finchley for the opening.

William Watson, formerly manager at Aylesbury, has been appointed manager of Bletchley.

Royston Watts, formerly deputy manager at Peckham, has been appointed manager of Balham.

Robert Wells, formerly manager at Wealdstone, has been appointed manager of Wembley.

Retirements

Harry Bastable, warehouseman at Hove, has retired after 34 years with JS.

He joined the company at Church Street, Hove, where he remained until its closure in 1966. He then transferred to the current Hove store.

Dennis Dew, meat manager at Bedminster, has retired after 34 years' service with the company.

He began his career with JS as a senior trainee butcher at George Street, Croydon, and in 1961 moved to Bristol as assistant meat manager. Dennis went to Bedminster, as meat manager, in 1973.

Ted Fielding, meat manager at Bridgwater, has retired after 34 years with JS.

He joined the company at Ealing Broadway and worked in several stores before becoming meat manager at 87 Ealing. Since then Ted has worked in Slough and Bridgwater stores.

William 'Cabbage' Greenhill, warehouseman at Charlton depot, has retired after 30 years' service with the company.

He joined JS at the Union Street depot and moved to Charlton in 1970.

Eileen O'Donovan, assistant checkout manager at Tottenham, has retired after 22 years with JS.

Phil Cook, driver at Basingstoke depot, has retired after 21 years' service with the company.

Ray Fry, returns operator at Buntingford depot, has retired after 21 years with JS.

Mary Scott, senior supermarket assistant at Shirley, has retired after 21 years' service with the company.

Joe Goetz, lift engineers assistant at Central and Western area office, has retired after 20 years with JS.

Anne Sherratt, general cleaner at Basingstoke depot, has retired after 20 years' service with the company.

Ron Brannam, bacon kiln technician at Basingstoke depot, has retired after 19 years with JS.

Denis Brown, chargehand at Hoddesdon depot, has retired after 19 years' service with the company.

Dorothy Edmonds, skilled supermarket assistant at Northampton, has retired after 19 years with JS.

Donald Harris, supervisor at Buntingford depot, has retired after 19 years' service with the company.

Edith French, part time supermarket assistant at Northampton, has retired after 18 years with JS.

Ruby Hudson, office manager at Sidcup freezer centre, has retired after 18 years' service with the company.

Fred Saunders, chargehand at Buntingford depot, has retired after 18 years with JS.

Beryl Hewett, leading trades assistant at Romford, has retired after 17 years' service with the company.

Pat Targett, BPM at Surbiton, has retired after 17 years with JS.

Harry Young, senior store service assistant at Brentwood, has retired after 17 years' service with the company.

Christabel Ford, skilled supermarket assistant at Gloucester, has retired after 16 years with JS.

Joyce Gant, supermarket assistant at Magdalen Street, has retired after 15 years' service with the company.

Agnes Pope, office clerk at Bath, has retired after 15 years with JS.

The following members of staff have also retired. Length of service is shown in brackets.

Muriel Bickley, Cannon Park (ten years).

Dot Bullock, Wood Green (ten years).

Olive Crutchlow, Cannon Park (ten years).

Annie Lewis, Stockwell (seven years).

Phyllis Rowe, Ruislip (seven years).

Arthur Dawes, Dudley (six years).

Alexander Savitsky, Romford (six years).

Sheila Speirs, Hitchin (six years).

Elizabeth Chappels, Harold Hill (five years).

Henry George, Barking (five years).

Enid Greaves, Leeds (five years).

William Harris, Braintree (four years).

Norman Matthews, Cannon Park (four years).

Iris Humphries, Hayes (three years).

Ivy Kiff, Wood Green (three years).

Theo Bomford, Bexleyheath (two years).

Wilf Priestley, Bath (two years).

Long service

Alan Atkinson, freezer centre manager at Leatherhead, has completed 25 years with JS.

He began his career with the company at Hook and then worked in several other stores including Tolworth, North Cheam and Kingston. Alan became grocery manager at New Malden in 1975 and joined Leatherhead seven years later. He was made freezer centre manager in 1983.

Alan Barham, fitter at Basingstoke depot, has completed 25 years' service with the company.

Tommy Bullen, driver at Charlton depot, has completed 25 years with JS.

Phyl Day, supermarket assistant at Bishops Cleeve, has completed 25 years' service with the company.

Patrick Dillon, meat manager at Stockwell, has completed 25 years' service with the company.

Ron Fullex, deputy manager at Chatham, has completed 25 years with JS.

He joined the company at 176 Streatham and in 1968 transferred to Ashford where he became assistant manager. Ron was made grocery manager at Dartford in 1975 and one year later moved to Maidstone. He became deputy manager at new Ashford in 1978 and since then has worked in several stores in that capacity.

Keith 'Chopper' Harris, delicatessen manager at Nine Elms, has completed 25 years' service with the company.

He joined JS at Hoxton and worked in several stores before being made produce manager at Bromley in 1976. Keith then worked at Stockwell and Balham and joined Nine Elms in 1985.

Joe Lines, manager at Woolwich, has completed 25 years with JS.

He began his career with the

company at Balham and then worked at several stores in the Croydon area. Joe became manager in 1978 and since then has worked at Fulham, Chelsea and, currently, Woolwich.

Brian Locke, invoice passing clerk at Streatham office, has completed 25 years' service with the company.

Ron Martin-Royle, driver at Buntingford depot, has completed 25 years with JS.

He joined the company as a warehouseman at Stamford House and one year later became a driver. In 1967, Ron moved to Buntingford and ten years ago was made depot driving instructor.

Obituary

Ann Aplin, part time order office clerk at Reading Homebase, died suddenly on December 13, aged 47.

She had been with the company for one and a half years.

Olive Cain, typing supervisor at Streatham office, died suddenly on November 1, aged 58.

She had been with the company since 1963.

George Dutton, non-perishables warehouse foreman at Charlton depot, died suddenly on November 8, aged 55.

He had been with the company for 35 years.

Joan Finlayson, senior clerk at Norbury, died on January 8, aged 55.

She had been with the company since 1951.

Anne Gorman, part time skilled supermarket assistant at Dagenham, died after a long illness on December 19, aged 50.

She had been with the company since 1980.

Reginald Polley, warehouseman at Hoddesdon depot, died suddenly on November 24, aged 52.

He had been with the company for 16 years.

Janet White, part time senior supermarket assistant at Lexden, died suddenly on November 11, aged 39.

She had been with the company since 1979.

FRED EYRE, manager, invoice passing, at Streatham, retired in June after 38 years of service and not 30 as stated in the November *Journal*.

He spent almost all of his 38 years in accounts mainly on invoicing passing and spent his last seven years as manager.

Apologies also to David Lambert (not Albert as he was referred to in last month's *Journal*). He recently retired after 16 years' service and not six as we reported.

Card opens memories

From A. H. Gibbs, veteran, Worthing.

I was very interested on receiving my copy of the *Journal* and the Christmas card. The card brought back memories to me. In 1928 I was an assistant at our Kilburn High Road branch where the tile which formed the design for the card came from. One Saturday morning Mr Smith, our superintendent, visited the branch and called me into the office. After a few words he said, 'Young man, you are to take over the management of this branch on Monday.' I was then 21 years old.

After 44 years with the firm I retired in 1967.

Antidote to theft

From: Doreen Davis customer at Beckenham.

I would like to thank the assis-

tants in Sainsbury's, Beckenham for the kindness and sympathy they showed me when my purse was stolen, and also the manager for lending me my bus fare home.

I trust the two who stole my purse enjoyed the groceries they purchased with my money — but they must be slipping.

They actually left a 5p piece in it when it was returned to me having been emptied of the cash before being thrown away.

There are odd people in the world these days I must say. Thank goodness for the nice ones like Sainsbury's staff.

Golden reading

Letter from: W G King, veteran, Basingstoke.

May I, through the *Journal*, thank our friends for remembering our Golden Wedding Day and sending their best wishes, cards and presents.

Looking at December's *Jour-*

nal I noticed I started at JS in time to receive the volume 1 No 2 of the *Journal*. It has been smaller in size with more pages but it's been worth reading throughout the years.

Just like mum makes

From: Sheila Jeffries, South Western area office.

I would like to say thank you to Mrs Harding (mother of a member of the area office staff), for so kindly, every year, making so many apple pies for the area office to buy. The money is donated to our annual charity — this year, the Macmillan fund.

Helpful Homebase

From: F. Polden, customer at Leeds

I have never found any company which provides its customers

with a better, more efficient, or more courteous service than Sainsbury's at Leeds.

I suffer from emphysema, which severely limits the distance I can walk, and indeed makes it impossible to do so at all under certain conditions.

On a recent visit to their 'Homebase' section, on stopping near a counter to regain some energy, I was approached by a member of staff. This lady, on hearing that for a few minutes I was incapacitated, insisted on going to get a selection of goods from which I could choose, which she then brought to me. Not only that, she organised my payment for me, and then saw me to my car. She was kindness and courtesy personified.

As this was the second experience this kind I have had in this store, I consider the company deserves congratulations for its expertise in selecting staff who provide an efficiency and courtesy to customers which is 'above and beyond the call of duty'.

206

Bert Hagger — a man who looked after his own

'AT FIRST I was concerned about just how I would fill my time in retirement after 41 years at JS — most of the time in a senior position. But in fact I'm never bored. I find the time just disappears and the problem instead is, how to fit everything in.'

We visited Bert Hagger on his return from a retirement treat for himself and his wife, Marie — a Christmas cruise around the Caribbean.

'Absolutely superb. We were swimming in Barbados on Christmas Day!'

Bert Hagger retired as district manager, Northern area, last year. All of his colleagues were sorry to see him go. As Derby manager, George Evans, said: 'He was always held in very high esteem. He was dedicated to JS and he gained respect for that, but although business came first he was also very involved in organising SSA events and always generated a great deal of enthusiasm. As a manager he was passionately concerned for individuals and was extremely supportive in times of difficulty.'

Northern area director, Tom Haynes, said he would like to express his appreciation for all Bert's efforts during the 11 years they worked together: 'He has always been concerned for the welfare of people throughout the whole area, not just his district, and that was both in work and outside, through the SSA.'

Bert's long career began by default: 'I took a temporary job with JS while waiting to join the Civil Service, as my father had done before me. But I didn't get

into the Civil Service and, of course, never left JS.

'I worked my way up and was one of the first post war men to be promoted to assistant manager. My first store as manager was Ballards Lane. It was a very difficult store to manage, with a high turnover of staff, so I had my work cut out. But by the time I left to come to the Midlands in 1968, it was a very happy shop.'

'In 1970 I was appointed district supervisor. I've looked after stores as far apart as Newcastle and Gloucester and I would cover more than 30,000 miles a year in my car.'

All those long hours, late nights, overnight stops. Does Bert, or Marie for that matter, resent some of the time devoted to JS over the years?

'Not for a moment,' says Bert

'Perhaps I'm indoctrinated, but I enjoyed it.' Marie is smiling: 'We were all in it together and it was fun. And Bert always had plenty of get up and go.'

That involvement spilled over into social activities. Bert explains: 'As a couple we were always socialising with other JS people and I found myself on the SSA committee. I helped out with the first family day at Brighton and then was involved in the first Coventry area family day.'

'We still attend functions and we intend to keep in touch with all our old friends.' But what new pursuits will retirement make possible? 'I'm taking up photography and I'm very keen on DIY and gardening — that's doubly time-consuming as we have a holiday home in Cornwall. The slack is definitely taken up!'

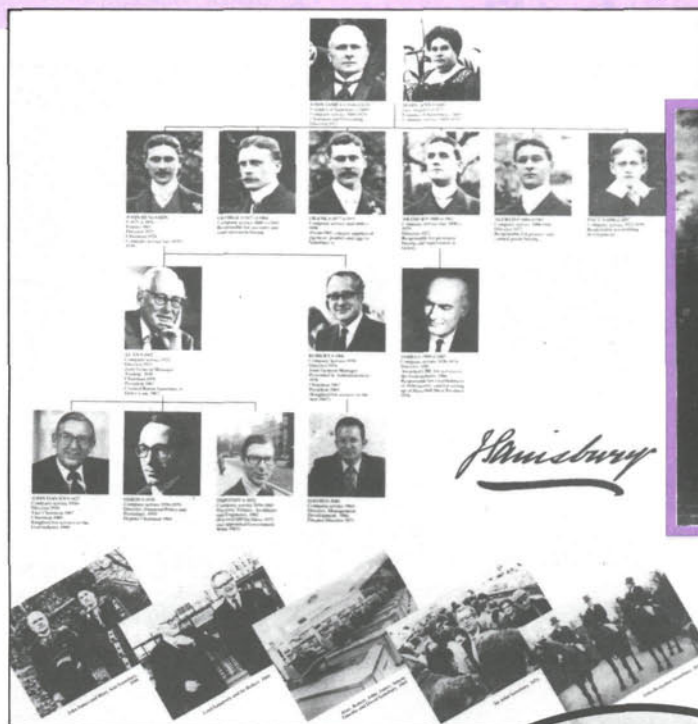
Speaking about the business today Bert says: 'Managing a supermarket is a science. It's not just a case of managing systems and situations, but of managing people. And you have to become involved — no matter how small a situation may appear.'

'Looking back at my own career, I like to think I managed with a good deal of firmness and a good measure of fairness.'

Right: Bert Hagger in his service store days. Below: (l to r) Brian Fell, Terry Wigley and Rodney Brooksby (district managers), Tom Haynes (area director) and Bert Hagger, enjoying one of the area's social events.



Panels of posterity



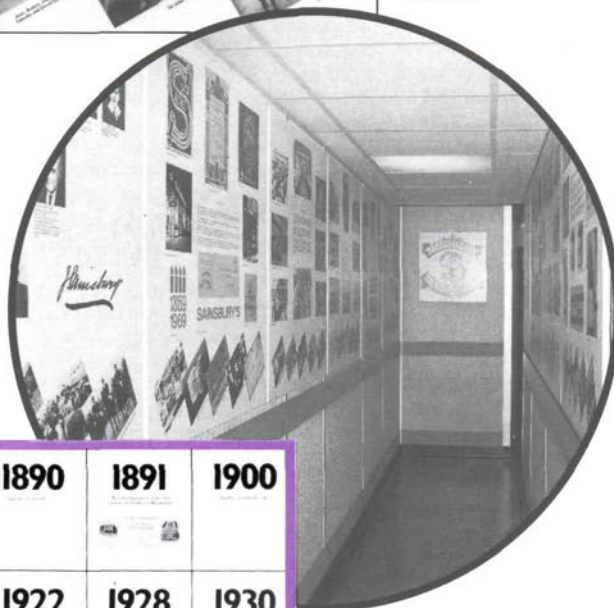
Above: Family tree from John James and Mary Ann Sainsbury to present day.

Right: The panels in situ.

Below: At a glance history of major company events.



Image from the past — the Crelos margarine girl, 1930, from the 'Sainsbury staff' panel.



1869	1876	1882	1890	1891	1900
1910	1914	1920	1922	1928	1930
1936	1938	1940	1950	1956	1959
1960	1962	1964	1967	1969	1970
1973	1977	1981	1983	1984	1986



A 1930s paper bag from the 'Trade marks' panel.

Blackfriars staff making a quick visit to the photocopying room in Wakefield House basement may be forgiven for pausing a few moments to inspect a permanent display of historical photographs which is the latest addition to the company archives.

In all over 150 pictures taken from the collections of prints and transparencies, kept by the Archives and the library, have been used to create a pictorial record of 11 different aspects of JS's history. They include panels on the history of the Sainsbury labels, JS advertising, subsidiaries and associates, and the history of JS trademarks (did you know for example, that the absence of a full stop in J Sainsbury dates from 1971?)

Pride of place goes to a pictorial pedigree of the Sainsbury family. The panel even bears a reproduction of the founder's signature! Each member of the family who has participated in the company is depicted together with a summary of his service and dates.

Two boards trace the history of the branches, showing the progression of store interiors from counter service to superstore, through elaborate Victorian displays, the interwar expansion of product ranges, the early self-service shops, and the uncluttered lines of the 1960s branches.

The first shop at Drury Lane is the central image of the branch exteriors board. On either side of it are Chapel Street, Islington, and London Road, Croydon. These two summarise the contrast between the early market street branches and the middle-class suburban shops. Later exteriors show how elaborate wrought iron and gilded glass on the fascias gave way to the simple elegance of the 1950s, and in turn to the sophisticated exteriors of today.

'A picture speaks a thousand words' may be a cliché but it is certainly true that the panels present not only an attractive chronology of JS, but also repay closer attention. Architectural and design comparisons can be made; the impact of technology on transport, products and shop equipment can be seen; and the company's place in the wider economic and social history of the past 118 years may be observed. Certainly our appreciation of the company today can be enhanced by a trip down the corridor outside the Archives!

The photographs may be seen by staff at any time, and are on open display outside the Archives. Staff visitors to the Archives themselves are also welcome, but an appointment should be made by ringing 01-921 6510.

PHOTOGRAPHIC COMPETITION 1986

LAST MONTH we published the winning photographs from our annual competition. They were spectacular but there were also some wonderful runner up photographs which we have decided to show you this month. Congratulations to all the commended talent.

Results-runners up



Market Place — Duncan Langley, Stockport

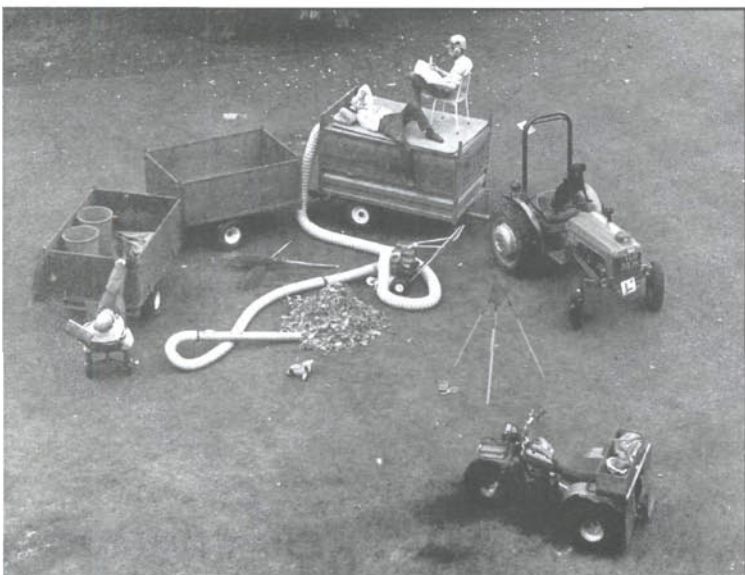


People At Work —
Duncan Langley,
Stockport



People At Work —
Garden Team, Fanhams Hall

Market Place —
David Evans, Kingston 27



PHOTOGRAPHIC COMPETITION 1986



Fashion — Margaret Ellis, remuneration and benefits, Blackfriars

British Tradition — Stuart Wood, Derby



British Tradition — Mary Byng-Percival, Oldbury SavaCentre

Fashion — Stuart Wood, Derby

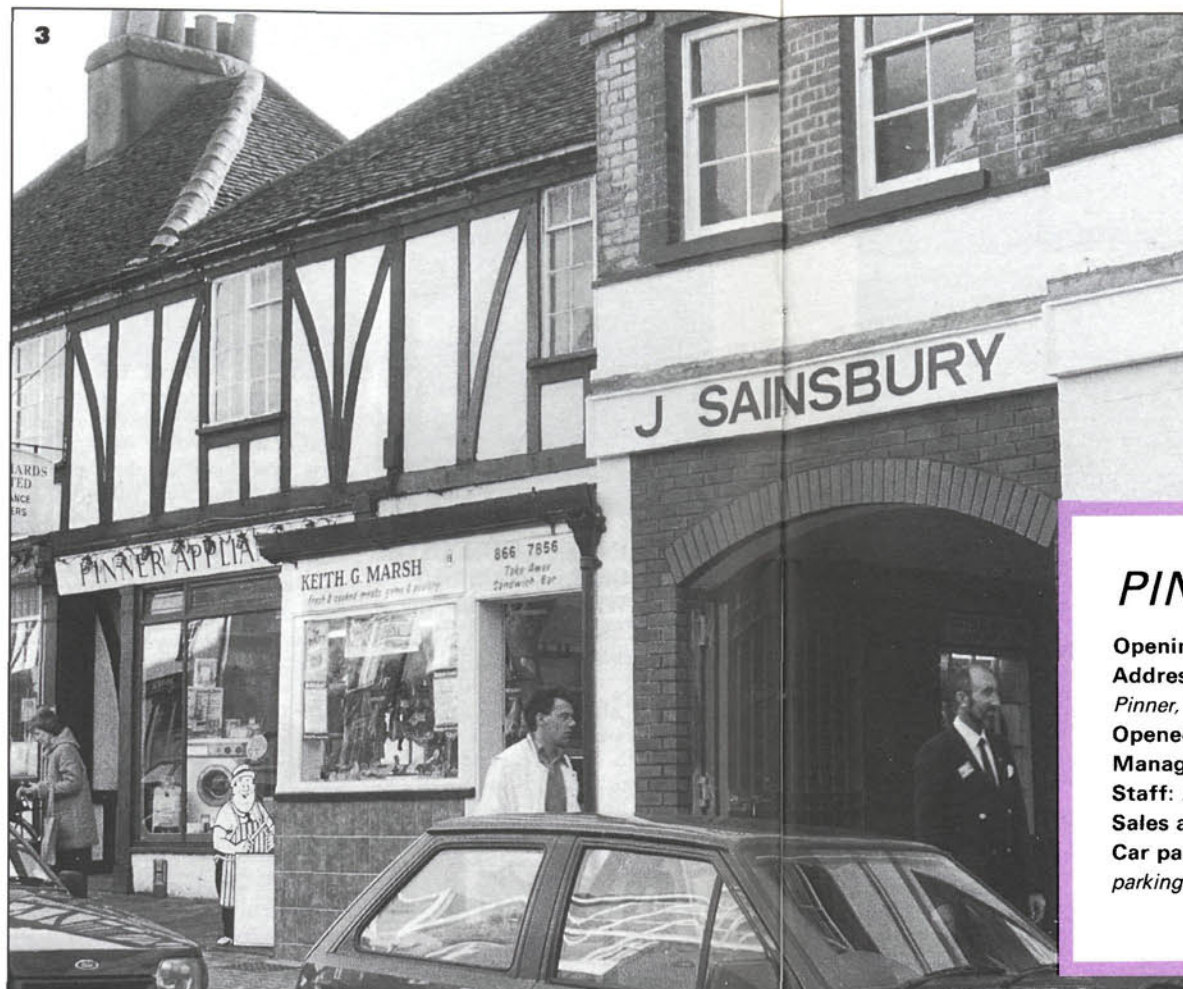


British Tradition — Fay Edwards, Sittingbourne



PINNER

An appropriately unassuming new shop front has appeared on the High Street of Pinner Village. But beyond the old world entrance proclaiming J Sainsbury in unfamiliar black and white there lies an ultra modern supermarket nine times the size of the old Bridge Street branch.



PINNER

Opening date: 27 November 1986
Address: Barters Walk, High Street, Pinner, Middlesex
Opened by: Area director, Dino Adriano
Manager: Meirion Phillips
Staff: 221 (155 new jobs)
Sales area: 26,663 sq ft
Car park: 214 spaces, with additional parking in adjacent station car park

1 High Street connection. Covered walkway to the store.
2 Early risers in the bakery.
3 Putting on a modest face — the High Street entrance to the store blends in with the small old fashioned shops.
4 One little girl knows how to keep warm.
5 The management team. Manager Meirion Phillips, is centre left, and next to him is BPM, Rosamond Richards.
6 Central and Western area's display team in action!

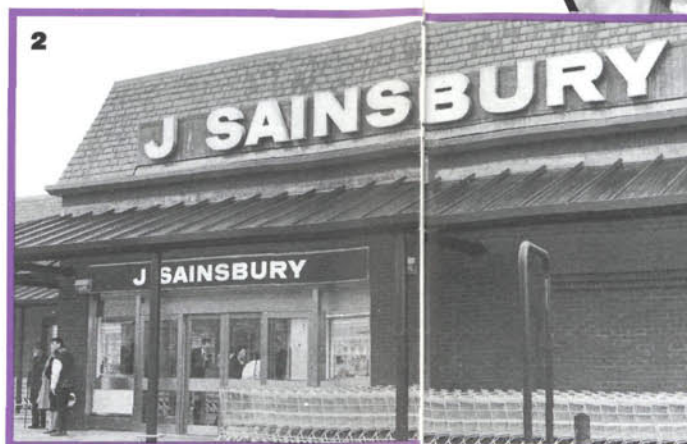
UXBRIDGE

Pupils from the primary school next door made a beautiful card to welcome the new Sainsbury's in Uxbridge and on the opening morning of December 2 well wishers and customers arrived to witness the grand opening.



UXBRIDGE

Opening date: 2 December 1986
Address: York Road, Uxbridge
Opened by: Area director, Dino Adriano
Manager: Allan Roberts
Staff: 311 (105 new jobs)
Sales area: 32,830 sq ft
Car park: 428 spaces



1 Manager, Allan Roberts, left, with his deputy, Simon Patton, received a good luck card from Iain Rolland on behalf of the Hermitage Primary School. With him is teacher, Fiona Sharp.
2 Nothing new about the name. JS has been in Uxbridge since 1978.
3 From crab fingers to lobster claws. Welcome to fresh fish.
4 It's been a slog, but we're ready. Department managers in fine form!
5 Chorus line for the opening performance?
6 Old fashioned attire for old fashioned service — the deli management.



CRAYFORD

OPENING DATE:

Homebase — 27 November 1986
Supermarket — 2 December 1986

Address: Stadium Way, Crayford, Kent

OPENED BY:

Homebase — General manager, Dennis Males
Supermarket — Deputy chairman and managing director, Sir Roy Griffiths

MANAGERS:

Homebase — Richard Olliffe
Supermarket — John Lavin

STAFF:

Homebase — 77
Supermarket — 282 (208 new jobs)

SALES AREA:

Homebase — 46,220 sq ft
Supermarket — 33,767 sq ft
 Car Park: 880 spaces

Latest arrivals in the winner's enclosure are the new supermarket and Homebase in Crayford. They share a 17 acre site with a greyhound stadium and sports centre.



1 The excitement of opening morning proves too much for one little lad.
 2 Side by side — two new stores for Crayford.
 3 Sir Roy Griffiths welcomes the first shoppers.
 4 (L to r): John Lavin, manager, Chris Davies, deputy manager and Paul Turner, senior department manager.
 5 The management team on parade.
 6 Father Christmas meets the younger Homebase shoppers.
 7 Homebase management team — manager, Richard Olliffe, is centre.
 8 Pick a pot plant or two.
 9 A close inspection of the large array of seeds.

ASHFORD



Ashford has moved up a league thanks to a major extension. With minimum disruption to customers the store closed for three days only before reopening on December 4 with a sales area half as large again as it was previously.



1 The new look store makes a striking entrance.
 2 An extra four checkouts have been added to bring the total to 22.
 3 David Clapham (left), South Eastern area director and Colin Lythe, manager on the morning of the extension opening.

JS Goes to School



The winners of this year's Sainsbury's Retail Business Challenge 1986 attended a presentation in London on December 2. Pictured left to right: Grant Furner, YTS trainee, Sainsbury's, Taunton; Colin Harvey, South Western area director, (judge); Anne Jones, headmistress, Cranford Community College (judge); Bob Cooper, director of meat and poultry buying, (judge); Susan Bateman, Halesowen College (3rd prize winner); Angus Clark, director of personnel services, (judge); Adrian Bridgewater, managing director, Hobsons — a specialist firm in the educational field who worked closely with JS on the Challenge (judge); Nancy Buckland, St Edward's College, Liverpool (1st prize winner); Secretary of State for Trade and Industry, the Rt Hon Paul Channon MP; Vivienne Cheap, South Kent College, Dover (2nd prize winner) and chairman, Sir John Sainsbury.

Retail Business Challenge

LOCALLY DESIGNED products to tap the Ripon tourist trade; a 50s style milk bar for the kids of South Kent; home made confectionery for sweet-toothed customers in County Antrim; 'Fab Nosh' alternatives to school dinners for choosy pupils in Hansdowne. Ideas unlimited... and all in response to a challenge sent out by JS as part of its contribution to Industry Year 1986.

That challenge was the Sainsbury's Retail Business Challenge, a national team competition to find the best planned retailing business idea from schools and colleges.

Entrants, aged from 15-18 in all disciplines, were asked to put forward a two part proposal for a well planned retailing business idea to a potential backer. Part one was a written submission outlining the financial feasibility of the idea. Part two, the supporting piece of work, could be in any medium, for instance a product design, a video or a software package.

The aim was to encourage students to carry out group work across different curricula, combining their skills while at the same time increasing their interest in retailing and in making direct contact with local industry.

Carolyn Gray, company recruitment manager, co-ordinated the competition. She said: 'What was very encouraging and, I think, a great strength of the competition was the fact that so many of these young people had approached people like bank managers and these very busy people had devoted a lot of time and effort to help.'

On November 6 the judges panel chaired by the chairman, Sir John Sainsbury, met to choose the winning three entries from ten school, college and YTS groups selected from an initial shortlist of 50.

The winning group came from St Edwards College, Liverpool. Their idea was 'Jeunesse', a fashion outlet for 18-24 year olds. The idea was presented with a glossy booklet, a specially designed logo, a shop plan and a highly sophisticated fashion show which was recorded on video for judges to watch.

Second was South Kent College, Dover, whose team of three girls created the idea and sound business plan for a 50s style milk bar. They had also produced a video and judges were treated to a nostalgic trip back to the days when teenagers were invented.

Third was Halesowen College who put forward a scheme for a fabric and accessories shop.

First, second and third prize winners won £1,000, £500 and £250 worth of equipment for their school, respectively.

These winners, and the winners of the parallel competition for YTS trainees at JS, received their prizes from the Secretary of State for Trade and Industry, the Rt Hon Paul Channon MP on December 2.

The Secretary of State commented: 'I congratulate Sainsbury's on their initiative in taking this competition forward. In so doing they recognise the important need to invest in our young people and to encourage them in areas involving industry and commerce.'

Said chairman, Sir John Sainsbury, 'It was right that one of our principle contributions to Industry Year should involve the young. For in the first half of this year — Industry Year — we have recruited nearly 10,000 young people; 1,700 have permanent jobs, 6,000 are students in part-time work and 2,000 are temporary. In the previous three years we recruited well over 40,000 young people.'



The runners up: Ann Green Street, Vivienne Cheap and Lisa Rooke from South Kent College, Dover. They created a plan for a 50s style milk bar. Photo — Dover Express.



THE SAINSBURY'S Retail Business Challenge was also extended to the company's own YTS groups. They were judged separately and the winning group was Taunton. They devised a Pizza bar and home delivery service. YTS area winners will be receiving awards in February and March. Above — Grant Furner receives his prize from Paul Channon.

Invitation to Undergraduates



Above: (L to r): Mike Percy, area training manager, South Eastern area; Jeff Burley, area training manager, Central and Western area; Cathy Page, training specialist, Northern area; Kate Phipps, training specialist, Central and Western area and Adrian Smith, manager, management training.

Left: Steve Palmer (standing left), area training manager, Eastern area, supervises students as they work on their case study projects.

'TO OFFER UNDERGRADUATES an opportunity to make a more informed career choice.'

That was the main aim of five courses entitled 'Insight into Retailing', which were held at Fanhams Hall in December. Twenty-five undergraduates attended each of the two day courses which were headed by Peter Cox, manager, training and management development and Carolyn Gray, company recruitment manager.

'We held a pilot course in 1985 for 28 students', said Carolyn. 'Because of its success, this year's courses were held with students recruited from a number of universities and polytechnics, from a variety of disciplines.'

The courses are designed to give a better understanding of the role of food retailing.

Said Peter Cox, 'We look at food retailing in general terms and how it fits into industry as a whole. And we explain career opportunities at JS.'

'A variety of teaching and learning methods are used. There are lectures, case studies in syndicates including a site location problem and "manager for a day" — a case study which simulates the operation of a JS store.'

'We hope that students will leave the course with a good impression of the company, and will tell their fellow students. In that way a positive image of JS can be spread quickly amongst a large group.'

Graduate representatives from JS attended from a variety of departments so that the students could meet a range of people with different experiences.

Martin Edney is an electronic engineering undergraduate from Sheffield University. He said: 'I came on the course to learn about retailing in general and I've enjoyed it very much. I've learned a lot from informal chats with people from JS.'

More 'Insight into Retailing' courses will be held in 1987.



JS HELPED graduates in their quest for excellence in November by sponsoring the first national conference of the new Graduate Industrial Society.

The conference, held in Watford under the banner, 'Quest for Excellence,' was the society's first major event and attracted speakers and participants from industry, commerce and politics.

Deputy chairman and managing director, Sir Roy Griffiths (right), went along to Watford to speak to delegates.

During the two day conference subjects were covered which included leadership and excellence in management.



news

IN BRIEF



THREE YEAR OLD David Metcalf is safe in the hands of Welephant, Crosby firemen's latest recruit. He's the elephant fire-fighting mascot who arrived in the car park of the Crosby store with the fire prevention display team.

His message was 'Be careful and never fool with fire'.

Also pictured is Bill Robinson from Bank Hall station. Officers are hoping Welephant will make it as a pop star with his own record simply called 'Welephant'.

All profits will be presented to special burns units at children's hospitals.

CAROLINE TER-HARK begins the New Year with a firm resolution in mind — to enjoy her reign as Kings Lynn's Miss Chamber of Trade.

On October 29, Caroline beat 14 other contestants in front of a packed house at the Duke's Head Hotel. Amongst her many hobbies, she does not list dressmaking — that's surprising since she made the stunning dress that she wore for the competition.

Caroline is a skilled super-market assistant at Kings Lynn store. She was persuaded to enter the contest by her boyfriend.

She said: 'I wanted to do it in a way, but he filled out the form for me. I never thought I'd win — it's like a dream, I just can't believe it.'

Caroline's prizes included a holiday in Majorca, £100 spending money and £100 cash.



WATFORD HAS its own dog thanks to the efforts of its staff.

And this dog is framed and hung on the wall of the staff restaurant.

The Guide Dogs for the Blind Association presented the store with a framed photograph of a guide dog after they raised over £1,000 for the training of a dog.

When the guide dog owner Gloria Bird, presented the photograph to manager John Trendall he said: 'I believe we have nearly earned another photo. We are aiming for a whole series. Some people go for landscapes, we go for dogs.'



£1000 winner

WINNER OF THE last £1,000 SSA draw for 1986 is Lynne Mugford, senior super-market assistant at Camberley.

She was presented with the cheque by Colin Harvey, South Western area director.



Branches 'adopt' children

FIVE BRANCHES have worked together to improve the quality of life for six severely handicapped children in Eltham.

Management and staff at **Lewisham, Woolwich, Sidcup, Bexleyheath and Chislehurst** spent months organising various events to raise £750 after 'adopting' the children who live at Wensley House.

Chislehurst manager, **Peter Isaac** (top left), took two members of staff along to Wensley House to hand over a giant cheque to 16 year old resident, Gurvinder Matharu and house supervisor, Don Nunn.

The money will help to make the house a real home from home with the added bonus of trips and pets!

Peter Isaac says the local staff hope to do more for the house in the future.



HUNDREDS of people are delighted that Burton's Margaret Ward is a fanatic because she's fanatical about fundraising.

Margaret has raised £5,000 in the last 12 months and just never stops organising events to raise money for worthwhile causes.

From slim-ins to knit-ins and coffee mornings, Margaret's schemes have benefited hundreds.

Recently she presented three television sets and £2,000 to Sister Una Heaselden at Burton General Hospital.

The cash will be used to refurbish the female medical ward five bathroom.



JENNY WOODHALL baked a cake that raised around £17 a pound for charity.

Deputy customer service manager at **Lincoln**, Jenny held a guess-the-weight competition. Entrants contributed £121 and four people guessed the correct weight of 7lb 6oz.

The winner picked from the hat was customer Jane McNama pictured left with Jenny.

THE WELSH STORES pulled together in aid of the BBC's Children in Need Appeal on November 21 and 22.

Each of the five branches donned various disguises and rattled tins outside their shops.

A grand total of £4,418 was raised: **Colchester Avenue**, £1,830 (they presented their cheque to Russell Grant on BBC TV Wales); **Thornhill**, £676; **Cumbran**, £663; **Newport**, £1,028 and **Swansea**, £221.

Y&M WHO'S MAD ABOUT MUSIC?

WE DON'T like to be ageist but the following item is for under 30s only.

No, it's not an invitation to an 18-30s holiday camp, it's an invitation to the world of music. This year JS has become a corporate Patron of Youth and Music and with grateful thanks for the company sponsorship the organisation is offering 50 double memberships for one year—free!

Youth and Music has been encouraging young people under 30 to attend live performances of opera, dance, concerts and musicals for many years. Concessionary rates are offered for over 700 performances a year at: The Royal Opera House, The London Coliseum, Sadler's Wells Theatre, The South Bank Centre, The Barbican Centre, The Royal Albert Hall, St. Johns Smith Square, Wigmore Hall, Fairfield Halls and many West End theatres showing hit musicals.

All venues can be booked through the one box office—Youth and Music in Neal Street, Covent Garden—directly or by post.

Members of Youth and Music are entitled to the benefits of the other branches of Youth and Music (jeunesses musicales) in over 40 countries around the world. For example there are opportunities for reduced priced tickets to major music events in Paris, Brussels and Vienna.

Youth and Music also organises an 'educational' programme which runs parallel with the ticket scheme. Full details appear in *Performance Plus* which members of Youth and Music receive giving month to month listings of events. Specific projects include: back-stage tours, dance classes with Britain's leading dance companies and pre-opera talks.

There's even a social group for members who often go to events on their own and wish to meet up before performances with other members for drinks in near-by wine bars etc.

Although most of the venues are in London there are a number of events in Yorkshire and the North-East.

Apply for one of the free double membership cards by filling in the coupon below and sending it to: *JS Journal*, 3rd Floor, Stamford House, Fifty names will be pulled from a hat.

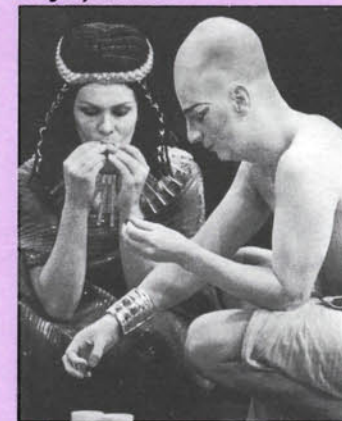
Applicants must be members of staff but their double ticket may also be used by a relative or a friend. All applicants must be under 30 years of age.



James Galway — South Bank Centre, April.



42nd Street — Theatre Royal, March.



Akhmat — London Coliseum, March.

AVERAGE DISCOUNT ON NORMAL BOX OFFICE PRICES IS 50 PER CENT.

Highlights of the spring 1987 season include: **The Royal Ballet's new production of Swan Lake** — Covent Garden — 2 April — £5.00; **Beethoven concerts with the Philharmonic Orchestra** on 26 and 29 April — £5.15; **Les Misérables** — £7.50 and **Starlight Express** — £7.00.

I would like a free double membership for Youth and Music for one year.

MY NAME IS _____

JOB TITLE _____

LOCATION _____

