

JS JOURNAL

January/February 1989



JS wins national training award

A LIFE PEERAGE FOR

Sir Roy Griffiths, non-executive deputy chairman, writes on the occasion of Sir John Sainsbury becoming a life peer.

SIR JOHN

'Some announcements are simply awaited. The only question relates to the timing. This was answered by the inclusion of a life peerage for the chairman, Sir John Sainsbury, in the New Year's Honours List.

'One equal certainty was the tremendous applause from his friends, colleagues and the whole of the company. The delight was enhanced by the appreciation of the rare distinction of the prospect of father and son being members at the same time of the Upper House. Lord Sainsbury (we need to distinguish — Mr Alan) was awarded a life peerage in January 1962 and at 86 is still assiduous in his Parliamentary attendance and

duties.

'Sir John, who received his knighthood in the New Year Honours List 1980, has been chairman of Sainsbury's since 1969 (he was appointed a director in 1958 and vice chairman in 1967). One can only pick out the highlights from the long list of his other offices held and honours awarded. He is an Honorary Fellow of his old College, Worcester College, Oxford. In 1985 he was made an Honorary DSC Economics of London University and in the same year he became an Honorary Bencher of the Inner Temple. He was made a director of the Royal Opera House, Covent Garden in 1969 and subse-

quently chairman in 1987. He was a trustee of the National Gallery from 1976-1983.

'Awards of a life peerage recognise in part past contribution to the nation's affairs. Sir John's pre-eminence in the business world, his leadership in the Arts and his commitment to public works more than amply met the criteria. The Awards are however also given to recognise high potential to contribute to the work of the House of Lords — Life Peers are expected to play an active part. It will be fascinating to see how the comparatively relaxed debates and proceedings of the Upper House lend themselves to his primary characteris-



CHAIRMAN SPE FOOD AND FARM

AT DECEMBER'S Royal Smithfield Show, the chairman was invited by the Guild of Agricultural Journalism to give the Royal Smithfield Show Lecture. This prestigious lecture takes place as part of the show which covers meat, poultry and agricultural issues and is in its third year (last year's speaker was Peter Walker, secretary of State for Wales).

The large audience included many journalists working in the food and farming press.

Lord Sainsbury's theme was Managing Change in the Food Industry.

He outlined the following changes in the life style of JS customers over the last ten years:

* Real incomes have increased by over 30 per cent.

* Car ownership has increased from 57 per cent to 64 per cent.

* The number of families with more than one car has increased from 11 per cent to 19 per cent.

* The formal family meal is on the decrease.

* Eating out is on the increase.

* Microwaves are now used in 30 per cent of households.

* There is much more concern about 'healthy eating'.

Changes over the last ten years in UK agriculture include:

* Total UK agricultural production has increased by 18 per cent.

* Yields have increased considerably. For example, wheat yields are up by well over 30 per cent, whilst the price has fallen in real terms by about 40

per cent.

* Almost three quarters of all food that can be produced in the UK is home produced, compared to two thirds ten years ago. In red meat the deficit in the balance of trade has been reduced by two thirds whilst lamb exports have risen by 58 per cent.

* The proportion of English lamb of total lamb sold in the UK, has risen from 44 per cent to over 60 per cent.

* In the UK agricultural income has fallen by an estimated 48 per cent in real terms compared with 17 per cent in the EEC as a whole.

Said the chairman: 'Those in the production, processing, and distribution of food need to manage change with considerable skills.'

The good food retailer, he

believes, should provide the strongest possible link between the producer and the customer: 'Intelligent anticipation of the developing requirements of the consumer is essential... it is just as necessary to be close to his suppliers, to the market, and to the technical, economic and practical changes that effect the production of the goods he sells.'

'To be close to the supplier requires that there be a full and detailed collaboration between our technical staff and quality controllers, and their opposite numbers in our suppliers...'

'The constant search for improved quality and the development of new products is a key part in our job and can best be achieved in a spirit of partnership.'

The chairman related the

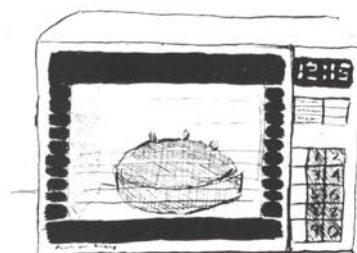
tics of urgency, vitality and authority; characteristics which have served the company, staff and shareholders superbly well and are already, after the first eighteen months of his chairmanship of the Opera House, causing that distinguished body to dance to a more insistent and purposeful beat.

'The Upper House, which has survived the might of Cromwell, the strictures of Lloyd George and the various reforms and attempted reforms of this century, will undoubtedly contain Sir John's supportive zeal, but possibly only after he has changed its opening hours, improved its productivity and possibly prepared it for public and beneficial flotation. These are speculations. One thing again is certain. The Lords will be enhanced by his presence and we warmly congratulate him.'

John Crichton



AKS TO NG PRESS



story of Traditional Beef as a recent example of the benefits of such a partnership. 'We wanted to find a way of enhancing beef quality by going back to traditional methods of hanging and maturing beef to improve tenderness and flavour. Our research involved working closely with chosen abattoirs and their local farmer to adapt traditional methods of meat handling to the modern needs of chilling and packaging.

'As a result we have developed a premium product with consistent standards where demand is at present outrunning supply.'

The chairman talked about a number of innovative lines like Tendersweet bacon, free range poultry, the Pink Fir Apple potato and speciality lettuce,

and explained how they were developed.

'In the same way that we seek to be innovative and improve the products we sell, so we try and improve and innovate in the area of customer service and information.

'I inherited from generations before me a fundamental belief that it was our responsibility to make shopping as convenient for our customers as we could, and this should include clear ticketing, clear labelling and as much information as possible.'

On the subject of 1992 Lord Sainsbury anticipates that competition will intensify for UK food manufacturers as some smaller European food manufacturers will wish to have a European presence in the market rather than a national one. 'We could well

see some of the European food retailers who have no presence in this country seeking to establish themselves here.'

The chairman's final subject was, he said: '... a topical and sensitive issue. This is the question of food safety. The food industry in the United Kingdom is both responsible and responsive. It operates on an enormous scale. Each year it sells £38 billion worth of products through more than 100,000 outlets to feed 57 million people. I suggest the industry's record of producing and distributing good wholesome food is second to none and, consequently, consumers have confidence in the food they eat.

'However, by its nature, this confidence is fragile and easy to destroy. I believe there is no

greater responsibility on a food retailer than attaining the highest standards of food safety and the highest standards in the handling of food, preventing any health hazard to the consumer that can possibly be avoided. In our company we have always believed in the paramount responsibility of cleanliness and freshness in the handling of perishable food, and the highest possible standards in their processing by our suppliers.

'If this is the responsibility of the retailer, then I would suggest the responsibility of the media, on the subject of food safety is to present a balanced and well-informed report for the public, a report which should avoid sensationalism and scaremongering.'

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

Editor

Yvonne Burke

Assistant editor

Dominic Long

Editorial assistant

Paula Kiernan

Design

Chris Bivand

Typesetting and Printing

David Green Printers Ltd

Contents

A peerage for the
chairman 2/3

Headlines 4-7

The sweetest
sounds around
from the
Sainsbury's Choir
of the Year
competition 8/9

Openings

— Weedon Road 10/11

— Camden Town 10/11

— Walsgrave

Homebase 12

National Training
Award 13

Story of the year
— engineers report
on getting
Tewkesbury Road
back in business 14/15

Launch of cookery
competitions for
youngsters 16/17

New lines 18

JS Health
Education
Programme 19

Behind the lines 20-24

People 25

Writelines 25

Archives — the
first 25 years of
Basingstoke depot 26/27

Photographic
competition —
highly commended
pictures 28

Cover story

L to r: Yolande Beckles,
Owen Thomas and Maria
Ardizzi, with the
National Training Award
won by JS, full story
p.13

FRONTLINE

HAVING JUST got used to writing 1989 on our cheques, we are already looking forward to how the company will look in 1990. As we went to press, the whole of JS's senior management was gathering at Eastbourne for a conference on the theme of Quality and Innovation.

There were talks on all aspects of the company's

development, and delegates explained these areas more closely in small discussion groups. We'll be including a full report on some of the new developments in the next issue of the *Journal*.

Still in a competitive spirit, but on a lighter note, this issue announces the end of one national competition (Choir of the

Year) and the launch of another one (Sainsbury's Young Cook of Britain). But closer to our hearts are the two *Journal* competitions we launch in these pages; the first for staff (Crack-a-Joke Competition) and the second for children of staff (Young JS Cook of the Year). Now let's get cooking.

HEADLINES



Forty year servers took time out from the celebrations to pose for the camera.



Paul Shoemaker

Celebrating 40 years of service

THIRTY THREE people gathered at the Howard Hotel, London, on January 9 to celebrate a total of 600 years' service with JS.

The years had been put in by 15 of those present. They and their spouses were welcomed to the 40 year luncheon by the

chairman and Lady Sainsbury, Mr and Mrs David Sainsbury and Mr and Mrs Joe Barnes.

Speaking to the guests after lunch, Lord Sainsbury paid tribute to the long servers for their contribution and their achievements, and to their spouses for their support.

Homebase appointment

PAUL SHOEMAKER, formerly store manager at Romford Homebase, has been appointed regional manager designate. He commences his new role early in the new financial year when the company's stores will be divided into four new regions.

Paul Shoemaker joined

Homebase in 1982 after 18 years with JS.

APOLOGIES TO Savacentre's Merton store director, John Hayler, and Basildon store director, Ray Hayne, whose names were incorrectly spelt in the December issue.

HEADLINES

JS funds bus for the disabled

THE LONDON Borough of Camden is running a unique shopping bus service for the disabled thanks to a substantial donation from JS. The support covers five years' running costs and the purchase price of the bus.

The service will be operated by Camden Dial-a-Ride, a local group experienced in running transport schemes for disabled people.

It will provide a door to door service from customers' homes to the new Camden Town store which opened on December 12. Bookings for the service may be made a day in advance at fares comparable with those of London Trans-

port buses.

Pictured with the bus at a cheque presentation ceremony are (left to right): district manager, Tony Trevethan; Mayor of Camden, Bill Budd; chairman of Camden Dial-a-Ride's management committee, Ossie Stuart; chairman of Camden's planning and transport committee, Bill Saunders; Camden Town store manager, Rodney Woolliscroft.



Praise for staff efforts

A STATEMENT on Christmas trading was made by the chairman, Lord Sainsbury on December 23. It appeared on all notice boards.

The chairman thanked everyone, saying: 'I should like to congratulate all staff on the huge volume of trade the company has achieved this week. The heavy concentration of Christmas trade into this week has imposed even greater pressure on all stores, depots and head office than we could have anticipated. The fact that we

were in such a good supply position, and were able to give the service to the public that we did, was only possible through the efficiency and hard work of everyone.'

'Christmas 1988 has marked an important advance in the use of the company's outstanding lead in logistic systems and has made a major difference to the quality of service we have attained.'

Our picture was taken at Kempshott as it got off to a busy Christmas start.



Health initiatives rewarded

JS HAS SCORED a double first in Keighley for taking health initiatives.

The store is the first food business in Keighley to gain the Bradford Council's Heartbeat Award, and is the first in the Bradford district to get two certificates — one was given for the store and one for the staff canteen.

Said the Council: 'It is heartening to see large successful businesses taking seriously the

problem of heart disease and to see them making an active contribution to reducing this area's death rate.'

The award was given for JS's initiatives in offering healthy food and nutritional information both for customers in the store, and for staff in the staff restaurant.

Lord Mayor, Councillor Smith Midgley, presented the award to manager, John Mitcham.



Director of distribution, Derek Graham, with the award.

Energy saving generates award

THE COMPANY HAS received a 1988 Gas Energy Management (GEM) award from British Gas Southern for an energy conservation project at Basingstoke depot.

The project involved converting an oil fired system to gas, redeveloping a boiler house and replacing the condensate recovery system throughout the depot.

The changes have resulted in a 23 per cent energy saving at Basingstoke, reducing consumption by 104,000 therms a year.

The project is now being considered for the national GEM award, the judging of which takes place this month.





Helping the old beat cold

THE BETA AWARD presented to JS by the Electricity Council for the most energy efficient large building in the South East (see *JS* November 88) is proving to be good news for sufferers of winter draughts.

The award carried £1,000 prize-money, which the company donated to Neighbourhood Energy Action (NEA), an organisation which promotes energy efficiency initiatives to combat fuel poverty.

One such initiative is the Camden Energy Project which trains unemployed people in draught-proofing as part of the government's Employment Training scheme. Trainees get an opportunity to put their skills into practice by draught-proofing the homes of the elderly or disadvantaged, thereby gaining experience whilst providing a valuable community service.

Pictured above is director of construction, Peter Ibbotson, accompanying NEA vice chairman, Baroness Ewart-Biggs (left), on a visit to the home of Violet Dudeck (centre), during the draught-proofing of her flat.



Coming to the small screen

KEEP AN EYE on TV screens for two new Homebase commercials on the theme 'for good ideas, there's no place like Homebase.'

One ad features a make believe gardening competition. The 'plot' revolves around a contestant trying to hide, from an admiring judge, the fact that all his plants were grown by Homebase. Filming took place last summer in a real-life garden specially landscaped by Homebase for the day.

Our picture shows actress, Vicky Ogden, being made up for her role as the contestant's wife while Eric Dodson, who plays the judge, rehearses his lines.

The other commercial will feature a couple who, while decorating their new home, are bothered by the envious attentions of the previous owner.

Getting to know Grimsby

COMMUNITY LINKS with Grimsby were strengthened recently by joint managing director, David Quarmby, speaking at the annual prize-giving of local St James School.

The town's new supermarket

opened on October 25 with David Quarmby predicting a 'bright and successful future in Grimsby.' He also spoke of the company's links with education and the longstanding relationship JS had with several suppliers in Grimsby.



David Quarmby with top students from St. James School.
6 **Photo: Grimsby Evening Telegraph.**

Children's yogurt project to go live

JS IS BACKING a new flavoured yogurt developed in the classroom by a group of Wokingham schoolchildren.

The children, from Nine Mile Ride Primary School, created the marmalade yogurt during a special biotechnology project. The project started as a result of a course attended by the school's headmaster, David Archer at the National Centre for School Biotechnology at Reading University. The Gatsby Trust — a Sainsbury family charitable fund — has helped the centre with

funding.

The children came to Blackfriars recently to present deputy chairman, David Sainsbury, with the finished product for him to taste. He liked it as did the buyers, who are now researching production of the yogurt.

Pictured are two of the pupils telling David Sainsbury how they developed the product.



Ministers drink to safe driving

MINISTER FOR ROADS and traffic, Peter Bottomley and environment minister, Virginia Bottomley, paid a visit to Ladbroke Grove just before Christmas to promote low and non-alcoholic drinks.

As part of the government's drink-drive campaign the husband and wife ministerial team drew attention to the wide range of low and alcohol-free drinks in the JS range during a

photo-call with national pressmen. Peter Bottomley even played waiter for the cameras, and served a team of despatch riders with lagers that would keep them on the straight and narrow.

Before returning to Westminster, the couple gave a lead in 'green' motoring by stopping off at the petrol station to fill up from the unleaded petrol pump.

It's a family affair

WORKING FOR JS is a family tradition in the Wilson household. Three generations of the family have worked for the company. Left to right: Sharon, who works at Warwick; David junior who works at Leamington; Norman and Betty (Norman retired as manager of Sutton Coldfield in 1981); David, who is manager of Nuneaton; Ian, who is manager of Solihull.

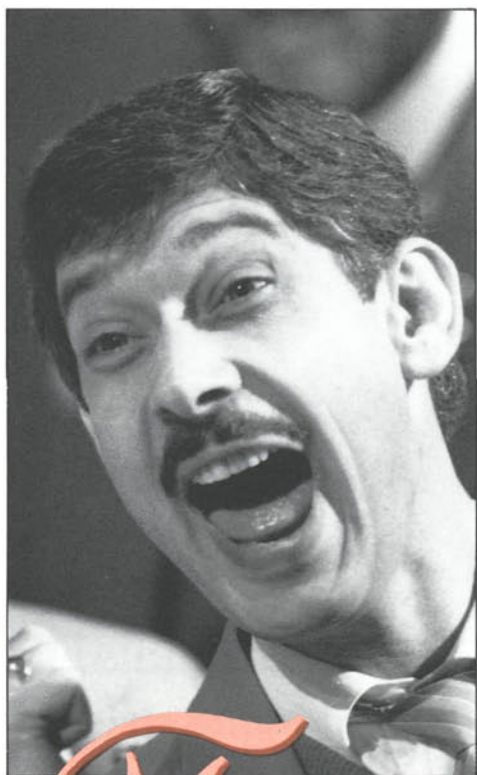
Ian is father to Sharon and David junior, Norman and Betty are parents to David and Ian.

Norman, David and Ian all met their wives Betty, Joan and Kathleen while working alongside them in the store.

Maybe the next generation of Wilsons will follow in dad's, grandad's and great grandad's footsteps!



CHOIRS SING FOR THEIR



NOW THE VOICES have faded away and we can announce that the Sainsbury's Choir of the Year 1988 is the Vasari Singers from Dulwich, London; the Sainsbury's Youth Choir of the Year is the Chamber Choir of the Arts Educational School, Tring Park, Hertfordshire.

The competition is the largest of its type in the country and this year involved some 10,000 singers nationwide. On December 15 the finals arrived with a crescendo at the Buxton Opera House in Derbyshire.

The six finalist choirs in this, the third competition, had sung their way to success against 300 other entries. There was a declaration from the judges that the standard of singing and presentation was 'outstanding'. They comprised: Richard Stilgoe, the entertainer and composer; soprano, Rosalind Plowright; Malcolm Williamson, master of the queen's music; Laszlo Heltay, internationally renowned conductor and chorus master, and Andrew Parrott, director of Taverner Choir, Chorus and Players.

The winning choirs received £1,500 and £1,000 prize-money respectively, and the Sainsbury's Choir of the Year Trophies — two inscribed mahogany and brass music stands.

Broadcast by the BBC in seven programmes, each was viewed by around 1½ million people. Perhaps most expressive of its spirit and behind-the-scenes excitement was this article written by Fiona Maddocks, reproduced here by kind permission of *The Independent* newspaper, in which it first appeared.

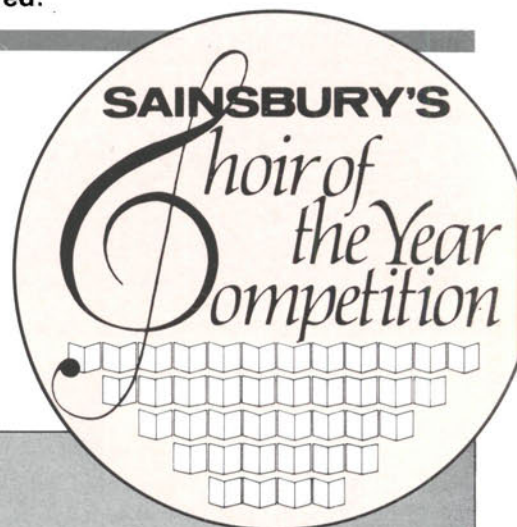
THE MASTER OF the Queen's Music set the tone. Strutting out of the mid-Victorian splendour of Buxton's Palace Hotel, wearing all his medals and a sweater bearing a large yellow melon which, he explained, was the Aborigine flag, Malcolm Williamson CBE had no truck with formality. He was here, in this polite Derbyshire spa town, to adjudicate the country's largest choral contest, the Sainsbury's Choir of the Year Competition. Black tie, go hang. This was going to be fun.

Rehearsals inside Frank Matcham's opulent Edwardian opera house had already started. Under the watchful gaze of the fat caryatids and fleshy cherubs which spill out of the proscenium arch, 32 small, neat boys from Manchester opened their mouths lustily, as if waiting for worms from on high. Swaying gently to the oom-chacha piano accompaniment of a Strauss waltz, they sang of bluebirds in the woods and honey bees, humming so prettily as if their lives depended on it. Cissy? Hell, no, and you get on telly which makes your chums jealous, as one of them said later.

The British, it is often remarked, have always been a nation of singers — take, for example, those great Victorian choral societies in the North, singing Handel's Messiah with a passion fit to prompt a Second Coming, or our celestial cathedral choirs, or our hearty parish congregations, singing hymns like no one else.

nent Welsh male-voice choir, the treasurer reported that the biggest expenditure in the past year had been not on music, or even ale (a common complaint against choral societies in the last century), but on wreaths for deceased members.

It would be natural to assume this tale symbolises the fate not just of Welsh choirs but of the choral tradition in general. Buxton this weekend, however, told a different story. A dozen choirs of every kind, selected from 300 hopefuls from all over Britain, competed for two titles.



SUPPER



Top: The Hallmark of Harmony, a barbershop chorus from Sheffield. Above: The Vasari Singers (left) and the Chamber Choir of the Arts Educational School from Tring Park, celebrate with the judges and Simon Sainsbury (front row, third from right). He is chairman of the Sainsbury's Arts Sponsorship Committee.

Youth and Adult Choir of the Year, with a display of expertise and zest which, even for a silent observer, took your breath away.

Estimates of the number of choral societies in Britain today vary. The Association of British Choral Directors, formed only two years ago to meet a growing demand, has no fewer than 25,000 names on its mailing list. Nevertheless, the choral tradition cannot afford to be complacent. Children no longer grow up singing hymns by habit; most school songs have been condemned to the bonfire as mere xenophobic doggerel; music education in many schools has been edged off the syllabus, and children have too many other distractions. Why sing?

'Gets you away from the wife,' was one of the more lyrical responses this weekend, from a member of Hallmark of Harmony, an irrepressible and ribald barbershop chorus from Sheffield who burst into spon-

taneous song at any available moment, even over their beef stew and carrots. Dressed in powder-blue suits, boaters and pink lurex waistcoats, crooning about choo-choos and heavenly chariots, they took it all very seriously, worrying only about the number of pub hours available between midday rehearsal and evening performance. Was their performance safe?

Close-harmony barbershop singing, borrowed from the American south and specialising in nostalgia from the turn of the century, has been a recent success story within the choral tradition. The shortage of tenors much lamented by other choirs is nowhere in evidence here. Standards are high but no one is turned away. They just keep you off stage if you're no good.

The only other real newcomer is Gospel singing, growing out of the black Pentecostal movement. The Angelical Voice Choir from East London was notable as being the

only choir in Buxton with a religious affiliation. Some of the more strait-laced choirs were said to object that this less disciplined, if more exuberant singing, complete with drum-kit and microphones, was being taken seriously by the judges.

But who can blame them for favouring something new. They, in turn, found the choice of repertoire depressing. Why choose saccharine arrangements with feeble tra-la-la lyrics by second rate composers when so much challenging new music is being written today? Why not commission new works?

Nevertheless, according to one judge, Laszlo Heltay, the British are still better at singing, at making their voices blend, than anyone else. As a Hungarian, with years of choral conducting all over the world to his name he is in a position to judge. But why? 'Physiognomy, perhaps. Or your weather. It's a mystery to us all.'

WEEDON ROAD



Northampton's 52 year association with JS looks set to continue long into the future. The town's new 'high tech' store is equipped with all the most modern JS technology including facilities for customers to pay by Switch debit card.



1. Joint managing director, Joe Barnes (left), and the chairman, meet up with a special customer — retired store manager, Gerald Ogle.
2. 'I don't remember buying those!'
3. The opening day queue forms underneath the arches.

Opening date: 12 December 1988

Address: 14 Kentish Town Road, Camden Town, London NW1

Opened by: Joint managing director, Joe Barnes

Manager: Rodney Woolliscroft. **Staff:** 433 (390 new jobs)

Sales area: 30,883 sq ft **Car park:** 299 spaces

5. Rodney Woolliscroft gets a word of welcome from first day customers.
6. A blooming smile in the flower shop.



7. Business on the fish counter meant all hands were required on deck.
8. The 'high tech' design incorporates aluminium panels and exposed steel.



4

fresh fish

COLEY per lb	1 1/2	ANCHOVY per lb	5 2/3	ELDTERS per lb	1 1/2	COCKLES per lb	1 2/3
GREY HULLLET per lb	1 7/8	PLAICE per lb	1 5/8	COD per lb	2 0/8	CRAB	1 0/4
CONSER per lb	5 5/8	PLAICE "fries"	2 0/8	FINNAN HADDOCK	2 6/8	HERBOTS	2 1/8
CHAB	8 1/8	PLAICE "fries"	2 0/8	HADDOCK steak	1 9/8	LOBSTERS	6 6/8
DOVER SOLE	6 2/3	TROUT	1 4/8	HADDOCK steak	2 5/8	MUSSELS	1 8/4
HADDOCK per lb	1 9/8	RED HADDOCK	1 9/8	HADDOCK steak	2 5/8	FRANKS	7 8/4
HALIBUT per lb	4 1/8	RED HADDOCK	1 9/8	KIPPER per lb	1 1/8	FRANKS	2 3/4
HERBOTS	7 1/8	GARFISH	1 1/8	KIPPER per lb	9/8	SCALLOPS	6 7/8
HERBOTS per lb	9/8	SKATE	2 4/8	MUSSELS per lb	1 4/8	SQUID	1 4/8
LEIN per lb	1 9/8	SKATE	2 4/8	MUSSELS per lb	1 0/8	WHITEBAIT	1 4/8
LEMON SOLE	2 5/8	SHADDOCK	4 6/8	MUSSELS per lb	2 2/8	MUSSELS	2 1/8
MACKEREL	5 5/8	WHITING	1 9/8	TROUT	2 9/8	SALMON	5 7/8
MACKEREL	5 5/8	WHITING	1 9/8	TROUT	2 9/8	SALMON	5 7/8
MACKEREL	5 5/8	WHITING	1 9/8	TROUT	2 9/8	SALMON	5 7/8

A map of the United Kingdom with a white outline on a teal background. Two locations are marked: 'Weedon Road' with a black dot in the central region, and 'London' with a black square in the southeast.

Opening date: 6 December 1988 **Address:** Weedon Road, Northampton

Opened by: Chairman, Lord Sainsbury **Manager:** David Cox

Staff: 389 (338 new jobs) **Sales area:** 33,940 sq ft **Car park:** 607 spaces

(The management team found themselves the subject of some clever architecture too! — find out how on page 20.)

(The management team found themselves the subject of some clever architecture too! — find out how on page 20.)

CAMDEN TOWN



WALSGRAVE

Residents of Walsgrave were given a Christmas present far too big to fit into a stocking — a brand new Homebase store. Crackers containing mystery gifts popped everywhere as Santa dropped in to give away a holiday and share in the opening day fun.



1. The 47th Homebase draws an expectant crowd.
2. Ian Evans gives some advice on Christmas trees.
3. The opening day cracker competition proved customers were game for a laugh.
4. Two green-clad assistants were willing to act as Santa's helpers.

Opening date: 16 December 1988

Address: Ansty Road, Walsgrave, Coventry

Opened by: Homebase chairman, Gurth Hoyer Millar

Manager: Ian Evans **Staff:** 49 (40 new jobs)

Sales area: 35,125 sq ft **Car park:** 166 spaces

POSITIVE STEPS FOR INNER CITY TRAINING



A PRE-RECRUITMENT training programme, set up during the twelve months before the opening of Ladbroke Grove, has won a National Training Award for JS.

Local unemployment in 'inner city' North Kensington was averaging 17 per cent, with nearly half that number being out of work for more than a year. With the store under development, the company knew from experience that many of the unemployed, potential employees, would be unmotivated and lacking in confidence.

Working with two local organisations an innovative programme was devised to raise the skills of local job-seekers. In conjunction with Project Fullemplay (a specialist agency which works to improve employment opportunities for ethnic minorities) supported by the North Kensington Task Force, a series of pre-recruitment courses was run.

These courses gave an introduction to retailing in general, and JS in particular, as well as seeking to improve individual personal effectiveness.

As a result, 77 per cent of the course members were offered jobs at the new store, and their subsequent progress and promotion rate has been significantly above average.

What had initially been seen as a problem area provided a challenge which met with great success, both for JS and for the community as a whole.

Said BPM at Ladbroke Grove, Joanne Jenkins: 'The pre-recruitment programme with Fullemplay has had great benefits. It meant we were able to recruit all the people we needed to staff the store and a number of those people have moved on to take up positions with more responsibility.'

'But it also has had a knock-on effect. The profile of the company has been built up in the area. We are seen to be doing something positive about local unemployment. As a result we receive more applications for vacancies. People coming in now are encouraged by the success of those who have gone before, achieving promotions regardless of their age and background.'

Owen Thomas, director of personnel said: 'We are delighted to have received this award. The programme has been an enormous success. Trainees had been unemployed for an average period of 18 months before the programme and we were very pleased to see their job-finding skills and confidence raised to a level where we could offer such a large proportion of them jobs and careers with JS.'



Left to right: Owen Thomas; Yolande Beckles, who designed the syllabus and ran the courses for Project Fullemplay whilst on secondment from Kingsbury store; Sean Kerly and company recruitment manager, Maria Ardizzi, who put Yolande forward for the position of retail skills training officer at Fullemplay and managed the programme for JS.

The 1988 awards, organised by the Department of Employment, were presented by Sean Kerly, of the Olympic hockey team, at the Butcher's

Hall, London, on December 15.

Owen Thomas accepted the award on behalf of the company.

A career in the making



ALISON CALLIXTE
Section manager on checkouts,
Ladbroke Grove

'I left school at 16 with no qualifications and worked at various jobs without much success or satisfaction. For 18 months before I went on the pre-recruitment course I was unemployed.'

'I live round the corner from the store and when it was being built I asked the Job Centre about vacancies. They put me in touch with Fullemplay and I went on the course to see what it was all about.'

'JS offered me a job at the new store and I trained at Islington. While I was still there I was promoted as supervisor on checkouts. I joined Ladbroke Grove as section manager on checkouts. I found it a bit difficult at first but my manager was very helpful.'

'The pre-recruitment course was very useful. I was apathetic from being unemployed for so long but Yolande would tell me a few home truths, and I'd go home and think about them. She really built up my confidence.'

AFTER THE FIRE ...

AS THE SHUTTERS went down on 1988 and the *Journal* looked back over its year, one story demanded a closer look.

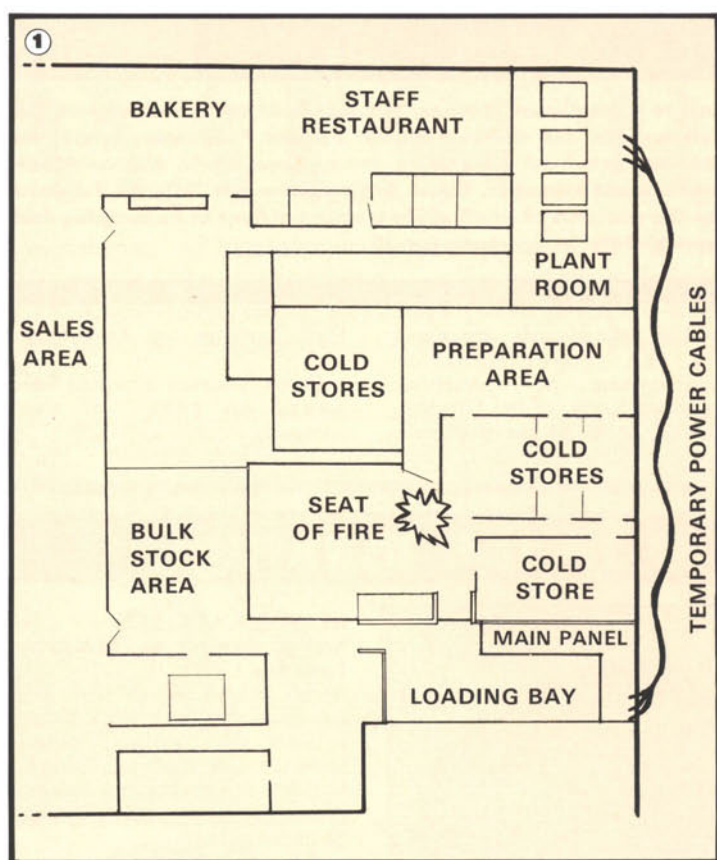
Regular readers may remember the report in October 88's *JS Journal* of the fire at Tewkesbury Road.

The blaze began just before closing on Friday 9 September 1988 and caused around £1½ million worth of damage. Miraculously, it took just three short weeks to re-open the store.

Thanks to the camera work of engineers Les Cole and Dave Glitz, we have the story captured in pictures.



② Tewkesbury Road.



① Plan of the store's affected area.



⑦ ⑧ At first glance the meat preparation room seemed merely in need of a good wash down; closer investigation revealed that the fire had flashed overhead in the ceiling void making replacement of the entire ceiling and engineering services essential.





③ The fire started next to cold stores adjacent to the meat preparation room leaving the roof bowed and blackened. The internal racking was the only thing preventing total collapse of the ceiling and walls of the cold stores.

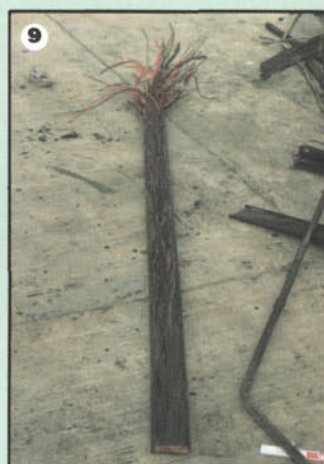
④ The first stage of repairs was to remove all damaged equipment and wiring. This work was carried out in tandem with a clean up operation.

An army of cleaners worked nights from 7.00 pm to 7.00 am cleaning, as Les Cole put it: 'Anything that didn't move!' Electricians took over at 7.00 am, also working in 12 hour shifts together with other engineers and building operations.

⑤ Seven damaged cold stores were completely removed and some 40 tons of scaffold and metal sheeting erected to effect roof repairs whilst temporary power supplies for sales area lighting, refrigerated display cabinets, refrigeration packs, and heating and ventilation equipment were set up.

The temporary supply was installed by uprooting cables carrying 415 volts from under the plant room floor and connecting them to cables run outside the store to the main electrical panels.

⑥ Fortunately Tewkesbury Road is less than one year old and standard panels which were ready for fitting into stores yet to open were available to speed up re-opening.



⑨ Removing burnt-out cables was no small task; single cables melted together taking on the shape of the trunking (steel casing) that housed them.

⑩ The mass of cables produced another hazard; burnt PVC from the cable casings and water from the firemen's hoses combined to produce hydrochloric acid making handling difficult.

⑪ Some steel-wired cable was untouched inside.

THE BRIGHT SPARKS



LOOK WHAT

THE SEARCH FOR Sainsbury's Young Cook of Britain has begun.

The competition was launched before members of the press by deputy chairman, David Sainsbury, and television presenter, Sarah Kennedy.

Four young hopeful chefs were invited along to the Savoy Hotel in London to prepare dishes of their choice to mark the start of the competition. Now the search has spread across the nation.

Judges are looking for keen cooks between eight and 14 years old to devise an imaginative, healthy and balanced meal for the 'guest of their dreams' and say why they want to meet that person.

Young cooks may enter as an individual or as part of a school project. Sixty four regional entrants will be chosen from written applications and they will be given the chance to cook and present their meals to eminent judges including top chefs and cookery writers in each of the eight areas, when specially designed mini-kitchens travel



Britain in June. The eight regional winners will go to the Savoy Hotel in London in October for the National Final.

The top prize is a seven day trip for four to Disney World, Florida. Second prize is a cookery weekend at the Chateau de Montreuil, Northern France. Other prizes include personal computers and cameras.

S COOKING!



Above: Four young cooks launch the national competition, standing left to right: Stuart Burgess; Sophie Clayton; David Longman and Georgina Fisher with Sarah Kennedy.

★ **WITH THE NATION'S** young cooks sharpening their knives in preparation for the battle to find the Sainsbury's Young Cook of the Year, the *Journal* launches a parallel competition aimed at finding the best young cook amongst children of JS employees.

This exclusive competition carries a first prize of a weekend at the Savoy Hotel for four. There will be four runner up prizes as there will be five finalists.

So, if your child, of eight to 14 years old, is a master with the microwave, a wonder with the wok, or just a general clever clogs in the kitchen, ask your personnel manager for an application form today and set them to work on a recipe for success.

WHAT TO DO

Tell us what you would choose to cook if you had the 'guest of your dreams' to a special meal.

1. First, choose someone you would really like to meet. Then think what they would like to eat! In under 50 words say why you would like to meet and cook for this person.

2. On separate sheets of paper, no larger than A4 size (put your name at the top of each sheet, please), write out clearly in your own handwriting the ingredients and method for your three course menu, showing us an imaginative, healthy and balanced meal which you'd enjoy cooking.

3. You can choose food suitable for lunch or dinner — dishes can be hot or cold. Think about using good, fresh ingredients to make a special meal — which needn't be expensive!

4. If selected, you'll be asked to cook, and present in an attractive manner, two courses (your main course and pudding) from your menu, for two people, in 75 minutes.



5. Fill out your entry form in block letters and attach it to the front of your menu.

6. Ask your parent who works for JS to sign the form and fill in their work location.

RULES

* Entry is free and must be received by March 31.

* Entrants must be at least eight and not yet 15 years old on 30 September 1989.

* Only children of employees of J Sainsbury plc and its

related companies are eligible to enter.

* If you are selected as one of the five finalists you will be invited to the company's head office at Blackfriars, London, in October, to cook two courses from your menu in 75 minutes by yourself. Microwave ovens will be available if required.

* Entrants will receive £7.00 (cheque or Sainsbury vouchers) to cover the cost of ingredients. A complete mini-kitchen will be provided, including cooker, fridge and cooking utensils.

WHAT YOU WIN

FOR THE WINNER there is a fabulous treat in store. You and your parents, plus another relative or friend, will be staying at the luxurious Savoy Hotel in London.

Arriving on Saturday, you will be given tickets to attend a West End show in the afternoon.

This will be followed by a visit to the kitchens of the Savoy to meet the chef, and discover how he prepares some of the wonderful dishes on offer. And then, a culinary delight, dinner in the Savoy restaurant.

On Sunday you will enjoy breakfast in style, time to do some sightseeing (the Savoy is within walking distance of many places of interest). Then there'll be another adventure for the tastebuds with lunch at the hotel before departure.



NEW LINES

ESCAPE THE DRAUGHT

DRAUGHTS can be excluded with the new domestic insulation products from Homebase. The range offers everything, from letterbox draught excluder (£2.49) and rolls of insulation for surrounding doors and windows, to door strips, in

PVC and wood (£1.75-£3.99). The window insulation film is easy to apply and at £3.25-£10.95, is certainly cheaper than double glazing. The range ensures all types of doors and windows can be protected.



CURL UP WITH A TREAT



NEW BITE-SIZED Curls are the answer to every sweet-toothed nibblers' dream. Milk chocolate coated sponge with toffee or orange flavour filling. Available in 156 stores, they are priced at 69p for a pack of five.

DRIVE CAREFULLY

THIS IS THE time of the year when motorists need to pay special attention to their jalopies, bangers, jam jars, tanks, and yes, even their cars! That's why Homebase has launched a car care range, including anti-freeze

and summer coolant (£1.75-£2.99), CFC-free de-icer (59p), trigger de-icer (£1.69), all seasons screen wash (59p-89p) and motor oil (£3.99). Good news for the most hard-working member of the family.

A SAUCE YOU CAN'T REFUSE



JUST THE (Italian) job! Unlike many 'Italian' sauces on the market, the new Classic Italian Sauce range is actually made in Italy. There are three varieties: traditional; with mushrooms, and with mixed peppers. This versatile range is perfect for spaghetti bolognese, lasagne and

other pasta dishes or as a pizza topping. The traditional variety is available in all stores, the two other varieties in 278 stores, and all are priced at 77p for a 550g jar.

Also available in 178 stores is a 350g jar of traditional for the individual or a small family. Priced at 59p.



JS HEALTH EDUCATION PROGRAMME



Left: These leaflets are available in confidence from personnel managers in all locations.

Right: Danielle Douglas, programme co-ordinator (left) and Christine Jones, assistant area personnel manager, South Eastern area, at Bromley council's 'Look after your staff' exhibition. The council asked JS to show local employers what can be done.



Jackie: Feeling nervous?

Stella: A bit.

Jackie: It doesn't hurt you know.

Stella: Yes — but it's a bit embarrassing isn't it...?

Jackie: Look, having a smear test done could save your life. You know Karen in Produce?

Stella: Yes.

Jackie: Well, she went to the clinic for a checkup and they found something.

Stella: What? Cancer?

Jackie: Yes, but because they caught it early, it's not a problem. She's fine now.

Stella: But she's only 27.

Jackie: It doesn't matter what age you are. Once you're a woman of the world, you know what I mean? You should have regular checkups. You ought to have your breasts checked as well.

Stella: OK. I'm convinced.

Do you remember Stella and Jackie's conversation in the waiting room of the Well woman's clinic in 'Stella Beats the Deadline'? If you don't, you can find it printed right. If you haven't yet seen this JS Health Education video, you can ask your personnel manager for a loan copy so you can view it at home.

Breast cancer is the most common form of cancer in women. Each year there are approximately 24,000 new cases and 15,000 deaths from the disease. This compares with 75,000 deaths among women from all forms of cancer.

The disease is rare under the age of 35 but becomes increasingly common above that. The number of cases between the ages of 30 and 34 is as little as 20 per 100,000. By the age of 50 to 54 cases have risen to 146 per 100,000 and continue to increase with age.

There are several methods of detecting changes in women's breasts at the earliest possible moment. When cancer is the cause, early detection offers the chance of easier treatment and a better quality of life. Self examination at regular intervals is a useful way of detecting any changes and the National Health Service now aims to provide women over 50 with breast X-rays every three years.

Remember, that if you do find something



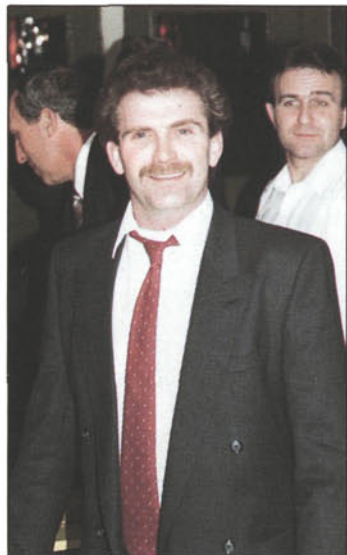
you should see your own doctor immediately. In most cases it will not be cancer because most lumps on the breast are not cancerous. It may be just a small cyst or a benign growth which can be dealt with very easily, particularly when it is found early. If it is cancer, then early treatment will give you the best possible chance of a complete cure.

Cancer of the cervix causes approximately 2,000 deaths among women each year. Cervical cancer is increasing in young women, however, this is a curable disease. The majority of women who are treated while the disease is at a limited stage of development are completely cured and it is therefore important to receive regular screening for this form of cancer.

The purpose of a cervical smear is to detect changes which may later turn into cancer. When these changes are found, and it happens to only six or seven women in every 1,000, steps can be taken to prevent the cancer from developing.

So, don't be put off, go for tests and checkups! Pay attention to your GP's reminders! Remember that under Sainsbury's health care policy, you can have time off with pay if you work full-time, or reschedule your hours if you work part-time, to have a well woman checkup. Your personnel manager has full details about how the policy applies to you personally.





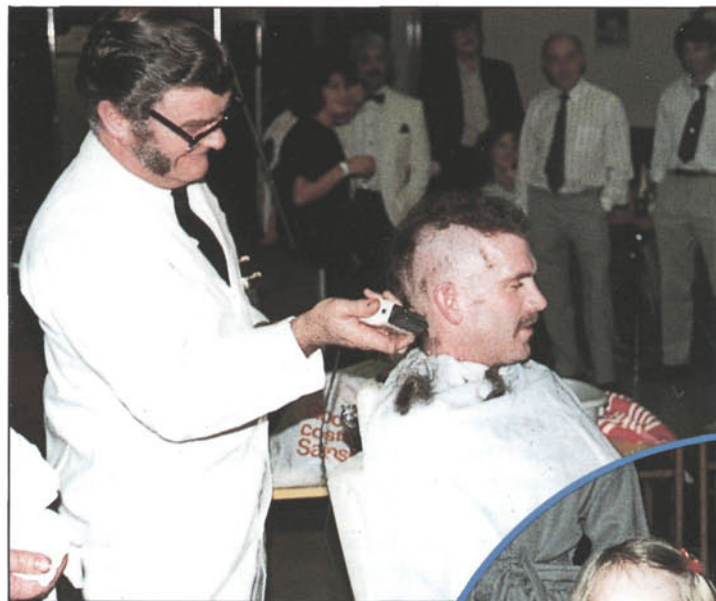
Gavin's film star looks ...

Hair today — gone tomorrow

BUNTINGFORD DEPOT DRIVER, Gavin Little, sacrificed his good looks on New Year's Eve to give a brighter outlook for 1989 to some children close to the hearts of the transport department.

Jubilee House, a residential home for mentally handicapped children, has been adopted by Buntingford's transport staff as

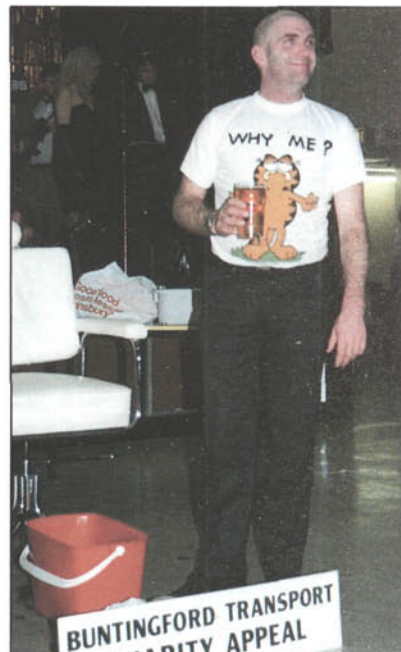
the beneficiary, not only of their fundraising efforts but of their spare time too. Fundraising has so far provided a video recorder, bed linen and the decorations and presents which staff took to the children's Christmas party whilst disguised as Santa, a clown, Mickey Mouse and a gang of other Disney favourites. Plans for 1989 include



... get the treatment ...

Right: Mickey Mouse provides some Christmas fun.

here showing the most familiar, if not the most trend-setting, outfit of them all!



... for a part in Kojak!

decorating the home and taking the children on a trip to the zoo. Thanks to Gavin's bare faced sacrifice, there's £1500 available to see those plans through.

Woman chooses Liz as a model mum

LIZ BROWN, Epsom's customer service section manager, is a special woman.

Liz was chosen by *Woman* magazine to appear in their 'Woman of the Week' feature in November, where she was described as a 'busy working mum' who didn't 'get much opportunity to go looking for clothes.'

Despite her hectic schedule, Liz graced the pages of *Woman* by modelling outfits in no less than five photographs. We've featured one of those pictures



Driver wins award for bravery

AN HEROIC DEED by a driver from **Charlton depot** has won him the High Sheriff of London Award.

Robert Cashin was returning to the depot when he noticed what appeared to be a scuffle between a young couple. Robert stopped his vehicle, ran across the road, chased after the young man and caught him. It later emerged that the man was wanted by the police in connection with two rapes and a burglary.

Robert has been commended for his bravery by both the local police and magistrates. In addition to the award, he received £125. Pictured, from left, are Robert, Detective Sergeant Kearns of Greenwich police and the High Sheriff of London, Mr R Brew.



Blockbusters go for gold



TWO STUDENTS from **Taunton branch** had the Midas touch recently when they took part in the television quiz show, **Blockbusters**. **Sara Goddard** and **Emma Jackson** managed five gold runs and in addition to various prizes, won £470.

CAT that got the cheque

STANWAY RAISED £470 recently for the CAT (Cancer Scan Appeal). **Carol Fowler** and **Ann Trott**, both store instructors, drew a large cat, divided it into squares, sold each one and the winning square won a prize. Pictured are Carol, Mr Unsworth (CAT), Ann and **Charlie Galway**, store manager.

Look who's on the menu

CAMDEN TOWN'S management team has turned into a sweet bunch thanks to the creative skills of bakery section manager, **Louise Roberts**.

Louise, who studied bakery for three years at **Ashton-under-Lyne College**, spent a whole weekend making a cake (pictured left) in honour of store manager, **Rodney Woolliscroft's** birthday. Using marzipan, moulding icing and a sponge cake, she built a familiar scene — the management

team at lunch.

All the figures have real-life counterparts as Louise explained: 'Everyone has got an outstanding feature so I just exaggerated it. People didn't notice at first but after a close look they'd say "Oh look! There's Tim" or "There's Lawrence".'

If you're in any doubt who the 'cakey' character is with the rosy cheeks, sitting at the head of the table, we suggest you turn to page ten.





When shopping is a drag

WHEN DAME Doris Trot went on a shopping trip to Redhill, the staff were more than a little perplexed. Especially as the Dame had taken the Princess, the King and Daisy the Cow with her! But there was good reason for this tomfoolery. It was the launch of the local theatre group's annual pantomime, Jack and the Beanstalk, which ran over Christmas. Surprised cashier, Margaret Clarke, is pictured 'checking out' the Dame. Look out Margaret 'he's behind you.'

Cop a load of this!

THE FAIREST COP of them all turned up to apprehend a cheque for £1,449.50 as it proceeded in a southerly direction from **Buntingford depot** to the **Wishing Well Appeal** at Gt Ormond Street.

TV's Glynis Barber, from cops and robbers show Dempsey and Makepiece, took custody of the cheque before seeking assistance with enquiries as to how such a large sum was procured.

Statements later revealed that the money was raised in an orderly manner by means of raffles, organised by despatch

clerks, **Angie Sykes** and **Tracy Stairs**, and through **Frank Knight's** devotion to fundraising duty in risking GBH from a razor during a sponsored moustache shave!

Buntingford depot's plainclothes assistant personnel manager, **Colin Woodward**, accompanied Angie and Tracey to the station (Russell Square!), at fourteen-thirty hours on the afternoon of December 8, in order to meet up with Glynis at Gt Ormond Street and maintain close surveillance of the cheque presentation.



Cheryl Keeting, delicatessen supervisor at Northfield, who appeared on **Blind Date** in September 1987, with the show's host, Cilla Black.



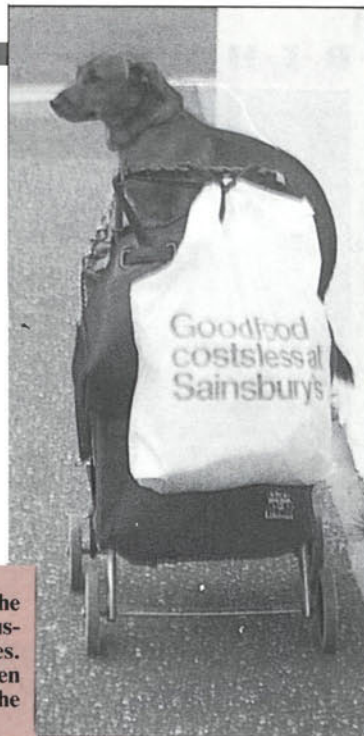
◀ **Angie** (second from left) and **Tracey** (far right) have their collars felt as they and **Colin** hand over the loot to **Glynis**.

Bradford bags them young



BRADFORD TAKES the prospect of the shortage of management in the 90's very seriously. So deputy manager, Joe Thurley, went on a 'catch 'em young' recruitment drive, and gave a guided tour of the store to 48 pupils of the Holy Trinity C of E School at Bingley. His plan worked. The six year olds all agreed they would like to work for JS when they leave school. And, the photograph shows, they are already fans of the *JS Journal*!

YOU WOULD be barking up the wrong tree if you thought this customer would risk losing his groceries. His owner had popped off for ten minutes and left 'Rover' guarding the grub. It's a dog's life!



Blind date anyone?

DO YOU WANT a lorra, lorra laffs? Are you single and over 18? (What is this?) Are you lively, witty and enthusiastic with a great sense of fun? OK, who wants to go on Blind Date?

Cilla is up to her old match-making tricks. She's looking for likely contestants and we promised to help her. If you fancy your chances — all ages are welcome — contact the *Journal* for an application form. Preliminary interviews will be held all over the country to select contestants for recording in May.

See you behind the screen on the screen!



Manager is an angel

STAFF AT Newcastle-under-Lyme raised £77 for Children in Need by betting the newly appointed manager, Mark Smith, that he wouldn't dress up as an angel. Taking up the gauntlet (or should that be

harp?), Mark donned white dress, halo and wings and flew round staff to collect the money. The archangel is pictured with staff, dressed as hell's angels, at their Christmas party. Divine!



CALLING ALL COMEDIANS! Cast your minds back to Christmas day ... the turkey, the cranberry sauce ... the crackers. How many can honestly say the jokes in their crackers were worthy of a snigger or a smile, or anything other than an unanimous groan?

Well, here's your chance to bring a smile to Christmas 1989.

We've heard there's a lot of very funny people working at JS so we're asking the would-be comics amongst you to fill in the form below and attach it to a piece of paper with as many jokes as you can think of. The best 120 will be used in JS Christmas crackers and prizes will be awarded for every joke used, with a special prize for the funniest.

Although there are a few hundred shopping days till Christmas, time is short — entries must be received in the *JS Journal* office, Blackfriars, by February 17, so get cracking, and remember — let's be funny out there!

CRACK A JOKE ENTRY FORM

NAME

JOB TITLE

LOCATION

TELEPHONE

Please attach this entry form to a sheet of paper with your jokes written in BLOCK CAPITALS. Entries should be sent by internal post or by Royal Mail to: *JS Journal*, J Sainsbury plc, Stamford House, Stamford Street, London SE1 9LL.



Quick climb into record books

'CLIMB EVERY MOUNTAIN' was the song sung by three climbers, two of whom work for JS, after they had marched their way into the history books.

David Evans (left), produce manager at Letchworth, David Devereux (right), deputy dry goods manager at Stevenage, and friend, David Chambers,

were the first to scale Britain's three largest peaks in under 24 hours. The team climbed Ben Nevis, Scafell Pike and Snowdon in 23 hours 46 minutes.

Said David Evans, 'We are all experienced climbers and we kept pushing each other.'

Photograph by North Herts Gazette.

A bright new baker

TRAINEE BAKER Simon McDonald has proved he's a 'bloomin' success when it comes to baking.

Simon joined the company as a YTS trainee three years ago at Hastings. He entered a competition at Brighton College, where he attends his day release course, and won certificates in three categories: first prize for both his Madeira cake and scones and second prize for his Bloomer loaf.

He was also presented with a trophy for winning the most categories in the competition.

Simon (left) is pictured being congratulated by bakery manager, Chris Ward.



No break for 16 days



HOME FOR Andy Scott, Bracknell BWS section manager, for 16 days, was a large shopping precinct auditorium. His aim was to break the existing snooker playing record of 366 hours 14 minutes, and to raise funds for the Children's Society.

Andy and his partner, accountant Peter Hughes, both members of the local snooker club, rested only four hours in every 48. They persevered and completed 366 hours 59 minutes, beating the record and raising £10,000 for the Society. Mr Record Breaker himself, Roy Castle, popped in to lend his support and is pictured with Andy (right) and Peter.

Photograph by Reading Newspaper Co Ltd.

Green fingers helped Wishing Well fund to grow



SOUTHEND'S STORE INSTRUCTOR, Vivienne Odell, gave the Wishing Well Appeal the fruits of her green fingers recently.

By selling bedding plants raised in her greenhouse, Vivienne raised hundreds of pounds for the appeal. Cash from a bring and buy sale and collection tins was added to the flowering fund and Vivienne was able, with a little help from her friends, to hand over a cheque for £864 to Mrs Chadney, a former nursing officer at Great Ormond Street.

Retirements

(Length of service in brackets):
Desmond Butcher, perishables supervisor, Charlton depot (35 years).

Ralph Richardson, deputy meat manager, Wimbledon (35 years).

Pam Brown, senior trades assistant, Shirley (34 years).

Charles Rayment, leading store service assistant, Coldhams Lane (30 years).

John Collier, leading store service assistant, Leicester (28 years).

Marie Palmer, senior supermarket assistant, Woking (28 years).

Geoffrey Ashton, engineer, Basingstoke depot (24 years).

Robert McKee, senior trades assistant, Edgware (23 years).

Douglas Cox, driver, Buntingford depot (21 years).

Ronald Surridge, chargehand, Buntingford depot (20 years).

Rosina 'Rose' Webster, BPM, Hastings (20 years).

Roy 'Smokey' Millington, chargehand, Basingstoke depot (19 years).

Maureen Murray, part-time supermarket assistant, Poole (19 years).

Joan Vaughan, assistant checkout manager, Walsall (19 years).

John Lee, returns operator, Buntingford depot (18 years).

June Ray, production cleaner, Buntingford depot (18 years).

Barbara Fox, cashier instructor, Burton-on-Trent (16 years).

Joan Sims, canteen assistant, Basingstoke depot (16 years).

Marcelle Lasseter, customer service assistant, Gloucester (15 years).

Gladys Cranton, senior daily cook, Bitterne (13 years).

William Henwood, plant engineer, Charlton depot (13 years).

CHARLES PRATT, manager of trading and financial control in the grocery division at Blackfriars, has retired after 46 years with the company.

He started as a clerk in retail sales at the age of 13, then went into the post department. In 1944, he moved into the sales office as a contact clerk, and into the grocery division as a clerk, then a buyer. He took up his position as senior manager in 1972. A very popular figure, Charlie was given a great send-off with a party and was presented with a video camera and a tankard.

Sylvia Burraway, part-time supermarket assistant, Kempston (12 years).

William Bailey, senior supermarket assistant, Forest Hill (11 years).

Patricia Hockley, clerk, Buntingford depot (11 years).

Alfred Stowe, store service assistant, Worcester (11 years).

Edna Barton, technical assistant, SSD laboratories, Blackfriars (ten years).

Norma Levington, senior supermarket assistant, Barking (ten years).

Iris Shaw, chief display assistant, Beeston (ten years).

Carole Easthaugh, senior supermarket assistant, Tunbridge Wells (eight years).

Lillian Halliday, restaurant section manager, Prestwich (seven years).

Long service

Employees who have completed 40 years' service are:

Poppy Fox, BPM, Kettering.
John 'Hawk-eye' Hayfield, grocery manager, Perton.

Employees who have completed 25 years' service are:

Roger Austin, service manager,

difference. I spent £25 in half an hour. The store was clean and pleasant, I walked around with ease, even though it was busy. I managed to buy things I had not seen for weeks.

I enjoyed that visit so much that I decided to return this week for my full weekly shop. I spent £55 and did not begrudge one single penny. Your staff are helpful and friendly — there were no long queues at the checkouts and I came away satisfied.

Most of us are quick to complain when things are not right and so I thought it only fair to take a moment and comment when things are right. I congratulate you on the service you offer your customers and if this is your usual standard of operation then you



Purley

Esmee Blick, area directors' secretary, South Eastern area office.

Daphne Brinsden, senior clerk, East Ham.

Gordon 'Speedy' Chandler, cleaner, Buntingford depot.

Colin Dilly, non perishables warehouseman, Basingstoke depot.

Jim Donovan, systems project manager, distribution division, Blackfriars.

Ernest Gregory, chargehand, Charlton depot.

Joe Hamilton, driver, Buntingford depot.

Eileen Howard, fresh meat assistant, Putney.

Fred MacQuillin, circuit supervisor, Buntingford depot.

Joan 'Spud' Murphy, data preparation supervisor, Norwich House, Streatham.

Charles Read, driver, Charlton depot.

Alan Smith, warehouseman, Buntingford depot.

Ray Smith, leading meat trading assistant, Chingford.

Audrey Spratt, part-time supermarket assistant, Winchester.

Alfred 'Steve' Stevenson, documentation control supervisor, Basingstoke depot.

Obituary

(Length of service in brackets)
Irene Attoe, aged 54, supermarket assistant at Central Croydon, died on November 27 after a long illness (18 years).

Mandy Allum, aged 21, skilled supermarket assistant at Newbury, died suddenly on October 15 (one year).

Patricia Bailey, aged 37, part-time senior staff restaurant assistant at Stanway, died on November 23 after a long illness (seven years).

Jenny Benham, aged 56, deputy office manager at Wellingborough, died on November 27 after a long illness (ten years).

Harvey Chamberlain, aged 56, projects manager at Charlton depot, died on October 12 after a short illness (33 years).

Val Chard, aged 53, part-time supermarket assistant at Bath, died on October 30 after a long illness (seven years).

Paul Holcombe, aged 57, a driver at Buntingford depot, died suddenly on November 21 (20 years).

Doreen Leslie, aged 61, a wrapper in the meat department at Woolwich, died suddenly on June 4 (14 years).

Paul Maitland, aged 26, evening shift warehouseman at Aylesbury, died suddenly on October 17 (one year).

Sylvia Monk, aged 48, part-time cashier at Watney Street, died suddenly on October 27 (five years).

Margaret 'Peggy' Rogers, aged 61, supermarket assistant at Bognor, died on October 18 after a short illness (19 years).

Charles 'Jock' Skinner, aged 61, deputy meat manager at Fareham, died suddenly on November 4 (35 years).

Michael Wiseman, aged 50, reception examiner, South Western area, died on November 11 after a long illness (13 years' broken service).

WRITELINES

New customer for Keighley

From: **June Williams**, customer, Keighley.

For many years now I have been a faithful Morrisons shopper and have spent a great deal of money in the Keighley store. However, about three months ago I began to experience difficulties with items and a general lowering of standards. I even spoke to the manager who promised that things would be improved. They did not improve, in fact in my opinion they got worse.

Last Saturday afternoon, I visited your store hoping to buy the items missing from my usual weekly shopping list. I just could not believe the

will be finding my housekeeping money in your tills from now on. I will also be advising my family and friends to shop at Sainsbury's and see the difference for themselves.

Insurance discounts

From: **Peter Robinson**, purchasing department, Blackfriars.

Many employees enjoy reduced premiums by insuring with the company's motor insurers.

Since JS must be a very valued customer in the field of property insurance, would it not be possible to extend similar benefits in connection with house/contents policies?

Martin Gant, pensions manager, replies:

Employees and veterans can obtain a discount off house contents insurance through a scheme operated with Royal Insurance, one of the largest UK insurers.

The scheme covers all types of insurance including motor insurance.

Further details may be obtained by telephoning 01-686 0466 and asking for the customer service unit.

As the writer points out, there is also a scheme with the company's motor insurers, Paladin Motor Policies. Details of this may be obtained by telephoning 01-594 5555 and asking for Mr A Goodrum. This scheme only covers motor insurance.



TWENTY FIVE years ago this month, the first JS lorry pulled out of the brand new Basingstoke depot at 8.22am precisely. The driver, F Brown, was saluted with champagne by the late N C Turner, company secretary, and headed off to the West Country.

Jim Barlow, now transport shift manager recalls the early days, when Basingstoke became the first JS purpose built depot to begin the decentralisation from Blackfriars:

'I moved to Basingstoke and assisted with the setting up of the bacon department with its brand new kilns still being assembled, all stainless steel and blue formica, a far cry from the dark stoves of Union Street.

'The depot was still being built in October 1963, miles and miles of new concrete and bricks with sweeping ramps up to and out of the warehouses, very impressive with the huge

illuminated Sainsbury's signs which could be seen from the adjacent railway. This was a foretaste of what was to come for Basingstoke as, soon after this magnificent building was completed, work started on the town centre turning a sleepy little market town into what has been described as the Dallas of England with its modern concrete and glass business centres.

'The local attitude to our arrival was certainly mixed. Some were angry that our depot was built on their motorcycle scramble track, others incredulous that we wanted shops in the town to remain open at lunch times, but when we started recruiting, attitudes changed — prosperity for locals had arrived.

'Recruiting was difficult in those far

off days. We had a team which toured local villages interviewing people in a mobile personnel office. We were fairly successful because we promised to bus staff to work, which we did for about 20 years.

'The first few months were very hectic and bitterly cold as there wasn't any heating system and some walls had gaps in them to allow equipment access. There wasn't a canteen so we used to go home to lunch and the switchboard was a small wooden cabinet with about eight lines sitting on top of the first desk we unpacked.

'Everyone was expected to muck in and do umpteen jobs like pallet truck time trials, when you had to walk up and down a measured distance for hours on end under the watchful eye of a workstudy office. Everyone was given a dark blue duffle coat to combat the cold and so we looked like surplus navy personnel. We also helped with the unloading of racking, it's surprising how vast a warehouse is without any racking or goods. I was given a brand new, bright red Lansing Bagnall reach truck with two minutes tuition and a request to assist in the finishing of the mezzanine floor where the depot manager's temporary office was hurriedly being finished. I was told to hoist a



Top, left: Night shift in the canteen, 1976. Top centre: F Brown is given a champagne send off from NC Turner, as he takes out the first lorry from the depot. Top right: Fire damages the depot in 1977.





t's silver jubilee ★

Paddy and a wheelbarrow of hot pitch on a pallet board up to an 'up and over' metal barrier. A recipe for an accident just waiting to happen, and yes, after about a dozen lifts the Paddy, trying to take a short cut off the pallet board, tipped the hot pitch all over the fork lift truck and I had to spend the next two days cleaning it. I was lucky I had moved slowly off the truck at the first cry of alarm.

'A once a week bus was laid on to take us to the nearest JS branch at Reading. Not too many staff had cars in those days and, on one particular day, my old Ford 100E Anglia was the only one on site when I was asked to pick up Mr Cody on one of his first visits. He was to become the second of our seven depot managers.

'Basingstoke became the training depot for a number of years and staff were settled into company houses and flats allocated by the local council. The company also used hotels and for some time used a house for trainees complete with a housekeeper who became a substitute mum for many. We still have friends at Buntingford and Charlton who trained here initially.'

Traffic congestion, lack of space, and JS's continued geographical expansion encouraged JS to plan a new strategy

for its depots in the early 1960's and Basingstoke, with the M3 and M4 nearby, gave an excellent road system. In addition, the town's status as a development area offered not only a prime site with plenty of room for expansion but also a ready labour force.

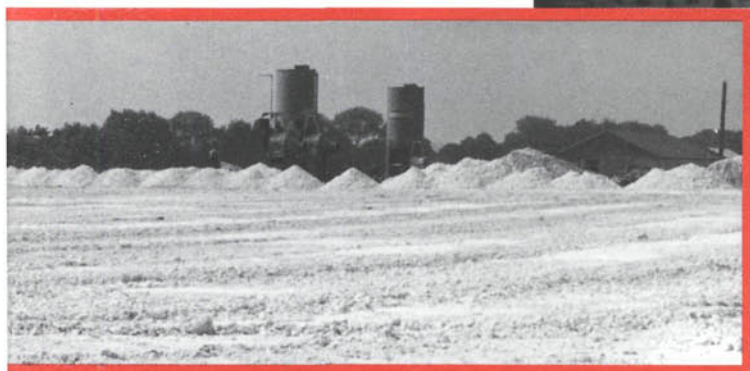
When Basingstoke opened, it served about a third of JS's 256 branches and the aim was that dependent branches should be within 100 miles — nowadays the average distance is about 42 miles. Almost before it was completed the extensions began (as Jim Barlow put it, 'I don't think there has ever been a time when we have been without builders at the depot'). By 1982 there had been eight extensions and the floor

area had nearly doubled from 350,000 sq ft in 1964 to 670,000. In 1981 it was the first depot to have mobile rackings.

The history of the depot is not without its dramatic highlights. In 1973 the depot was badly damaged by fire and one month later a flood disrupted operations again.

The fall in demand for red meat in recent years led to the closure of the beef and lamb lines in 1986-87. The Spring of next year sees the end of the depot's other production departments due to changes among food manufacturers in the supply of ready packed goods.

Despite these changes, Basingstoke depot, like many 25 year olds, is in its prime with a fleet of 131 vehicles, serving 75 branches including two Savacentres and two freezer centres, and a weekly throughput expanded from the original 322,000 cases to some 804,000 cases. With a growth rate like that it's anybody's guess what the archives will be saying in 25 years.

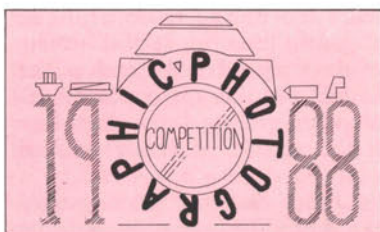


**Far left: Aerial view of the depot taken in 1967.
Left: Clearing the land for building.
Above: Loads ready for despatch, 1986.**



Bryan Siggers, meat manager, Feltham.

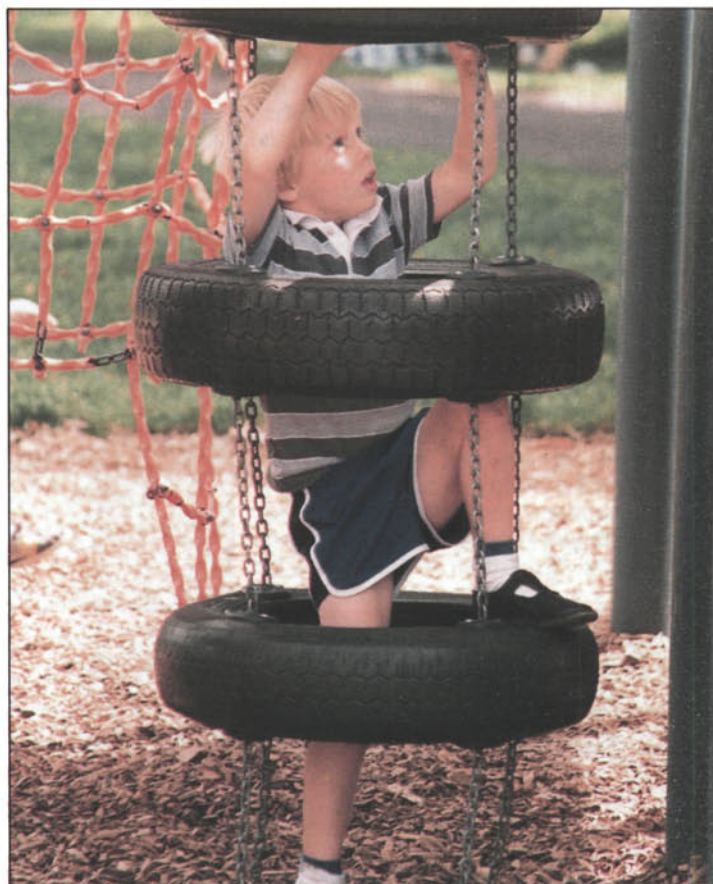
PHOTO FINISH



THIS MONTH THE *JOURNAL* closes with a photographic flourish. These three entries in the colour 'Time for Leisure' section was each highly commended by the SSA/JS *Journal* photographic competition judge, Len Greener, picture editor of the *Daily Mirror*.



28 Fred Elwell, carpenter, Basingstoke depot.



Mike Dollin, leading store service assistant, Bournemouth.

A LIFE PEERAGE FOR SIR JOHN

Sir Roy Griffiths, non-executive deputy chairman, writes on the occasion of Sir John Sainsbury becoming a life peer.

'Some announcements are simply awaited. The only question relates to the timing. This was answered by the inclusion of a life peerage for the chairman, Sir John Sainsbury, in the New Year's Honours List.

'One equal certainty was the tremendous applause from his friends, colleagues and the whole of the company. The delight was enhanced by the appreciation of the rare distinction of the prospect of father and son being members at the same time of the Upper House. Lord Sainsbury (we need to distinguish — Mr Alan) was awarded a life peerage in January 1962 and at 86 is still assiduous in his Parliamentary attendance and

duties.

'Sir John, who received his knighthood in the New Year Honours List 1980, has been chairman of Sainsbury's since 1969 (he was appointed a director in 1958 and vice chairman in 1967). One can only pick out the highlights from the long list of his other offices held and honours awarded. He is an Honorary Fellow of his old College, Worcester College, Oxford. In 1985 he was made an Honorary DSC Economics of London University and in the same year he became an Honorary Bencher of the Inner Temple. He was made a director of the Royal Opera House, Covent Garden in 1969 and subse-

quently chairman in 1987. He was a trustee of the National Gallery from 1976-1983.

'Awards of a life peerage recognise in part past contribution to the nation's affairs. Sir John's pre-eminence in the business world, his leadership in the Arts and his commitment to public works more than amply met the criteria. The Awards are however also given to recognise high potential to contribute to the work of the House of Lords — Life Peers are expected to play an active part. It will be fascinating to see how the comparatively relaxed debates and proceedings of the Upper House lend themselves to his primary characteris-

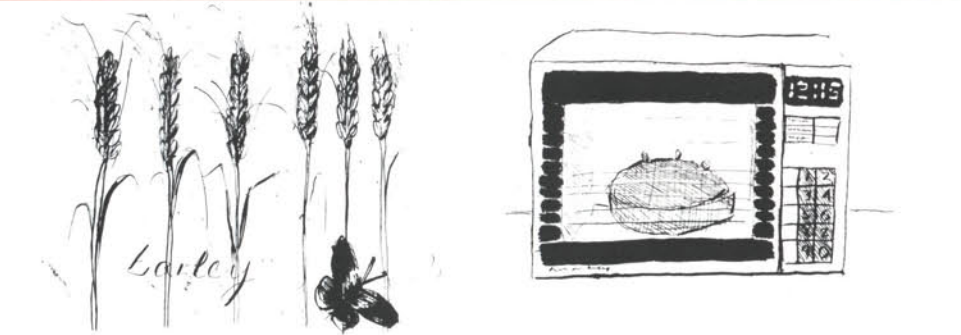
tics of urgency, vitality and authority; characteristics which have served the company, staff and shareholders superbly well and are already, after the first eighteen months of his chairmanship of the Opera House, causing that distinguished body to dance to a more insistent and purposeful beat.

'The Upper House, which has survived the might of Cromwell, the strictures of Lloyd George and the various reforms and attempted reforms of this century, will undoubtedly contain Sir John's supportive zeal, but possibly only after he has changed its opening hours, improved its productivity and possibly prepared it for public and beneficial flotation. These are speculations. One thing again is certain. The Lords will be enhanced by his presence and we warmly congratulate him.'

Lord Sainsbury



CHAIRMAN SPEAKS TO FOOD AND FARMING PRESS



AT DECEMBER'S Royal Smithfield Show, the chairman was invited by the Guild of Agricultural Journalism to give the Royal Smithfield Show Lecture. This prestigious lecture takes place as part of the show which covers meat, poultry and agricultural issues and is in its third year (last year's speaker was Peter Walker, secretary of State for Wales).

The large audience included many journalists working in the food and farming press.

Lord Sainsbury's theme was Managing Change in the Food Industry.

He outlined the following changes in the life style of JS customers over the last ten years:

* Real incomes have increased by over 30 per cent.

* Car ownership has increased from 57 per cent to 64 per cent.

* The number of families with more than one car has increased from 11 per cent to 19 per cent.

* The formal family meal is on the decrease.

* Eating out is on the increase.

* Microwaves are now used in 30 per cent of households.

* There is much more concern about 'healthy eating'.

Changes over the last ten years in UK agriculture include:

* Total UK agricultural production has increased by 18 per cent.

* Yields have increased considerably. For example, wheat yields are up by well over 30 per cent, whilst the price has fallen in real terms by about 40

per cent.

* Almost three quarters of all food that can be produced in the UK is home produced, compared to two thirds ten years ago. In red meat the deficit in the balance of trade has been reduced by two thirds whilst lamb exports have risen by 58 per cent.

* The proportion of English lamb of total lamb sold in the UK, has risen from 44 per cent to over 60 per cent.

* In the UK agricultural income has fallen by an estimated 48 per cent in real terms compared with 17 per cent in the EEC as a whole.

Said the chairman: 'Those in the production, processing, and distribution of food need to manage change with considerable skills.'

The good food retailer, he

believes, should provide the strongest possible link between the producer and the customer: 'Intelligent anticipation of the developing requirements of the consumer is essential... it is just as necessary to be close to his suppliers, to the market, and to the technical, economic and practical changes that effect the production of the goods he sells.

'To be close to the supplier requires that there be a full and detailed collaboration between our technical staff and quality controllers, and their opposite numbers in our suppliers...'

'The constant search for improved quality and the development of new products is a key part in our job and can best be achieved in a spirit of partnership.'

The chairman related the

story of Traditional Beef as a recent example of the benefits of such a partnership. 'We wanted to find a way of enhancing beef quality by going back to traditional methods of hanging and maturing beef to improve tenderness and flavour. Our research involved working closely with chosen abattoirs and their local farmer to adapt traditional methods of meat handling to the modern needs of chilling and packaging.

'As a result we have developed a premium product with consistent standards where demand is at present outrunning supply.'

The chairman talked about a number of innovative lines like Tendersweet bacon, free range poultry, the Pink Fir Apple potato and speciality lettuce,

and explained how they were developed.

'In the same way that we seek to be innovative and improve the products we sell, so we try and improve and innovate in the area of customer service and information.

'I inherited from generations before me a fundamental belief that it was our responsibility to make shopping as convenient for our customers as we could, and this should include clear ticketing, clear labelling and as much information as possible.'

On the subject of 1992 Lord Sainsbury anticipates that competition will intensify for UK food manufacturers as some smaller European food manufacturers will wish to have a European presence in the market rather than a national one. 'We could well

see some of the European food retailers who have no presence in this country seeking to establish themselves here.'

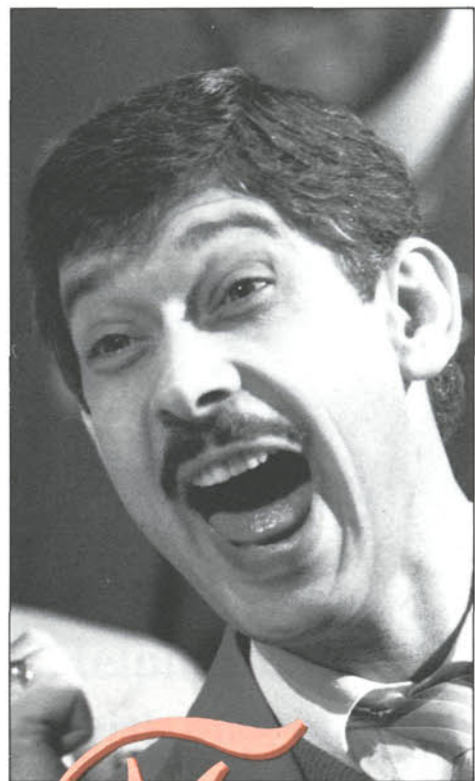
The chairman's final subject was, he said: '... a topical and sensitive issue. This is the question of food safety. The food industry in the United Kingdom is both responsible and responsive. It operates on an enormous scale. Each year it sells £38 billion worth of products through more than 100,000 outlets to feed 57 million people. I suggest the industry's record of producing and distributing good wholesome food is 'second to none and, consequently, consumers have confidence in the food they eat.

'However, by its nature, this confidence is fragile and easy to destroy. I believe there is no

greater responsibility on a food retailer than attaining the highest standards of food safety and the highest standards in the handling of food, preventing any health hazard to the consumer that can possibly be avoided. In our company we have always believed in the paramount responsibility of cleanliness and freshness in the handling of perishable food, and the highest possible standards in their processing by our suppliers.

'If this is the responsibility of the retailer, then I would suggest the responsibility of the media, on the subject of food safety is to present a balanced and well-informed report for the public, a report which should avoid sensationalism and scaremongering.'

CHOIRS SING FOR THEIR SUPPER



NOW THE VOICES have faded away and we can announce that the Sainsbury's Choir of the Year 1988 is the Vasari Singers from Dulwich, London; the Sainsbury's Youth Choir of the Year is the Chamber Choir of the Arts Educational School, Tring Park, Hertfordshire.

The competition is the largest of its type in the country and this year involved some 10,000 singers nationwide. On December 15 the finals arrived with a crescendo at the Buxton Opera House in Derbyshire.

The six finalist choirs in this, the third competition, had sung their way to success against 300 other entries. There was a declaration from the judges that the standard of singing and presentation was 'outstanding'. They comprised: Richard Stilgoe, the entertainer and composer; soprano, Rosalind Plowright; Malcolm Williamson, master of the queen's music; Laszlo Heltay, internationally renowned conductor and chorus master, and Andrew Parrott, director of Taverner Choir, Chorus and Players.

The winning choirs received £1,500 and £1,000 prize-money respectively, and the Sainsbury's Choir of the Year Trophies — two inscribed mahogany and brass music stands.

Broadcast by the BBC in seven programmes, each was viewed by around 1½ million people. Perhaps most expressive of its spirit and behind-the-scenes excitement was this article written by Fiona Maddocks, reproduced here by kind permission of *The Independent* newspaper, in which it first appeared.

THE MASTER OF the Queen's Music set the tone. Strutting out of the mid-Victorian splendour of Buxton's Palace Hotel, wearing all his medals and a sweater bearing a large yellow melon which, he explained, was the Aborigine flag, Malcolm Williamson CBE had no truck with formality. He was here, in this polite Derbyshire spa town, to adjudicate the country's largest choral contest, the Sainsbury's Choir of the Year Competition. Black tie, go hang. This was going to be fun.

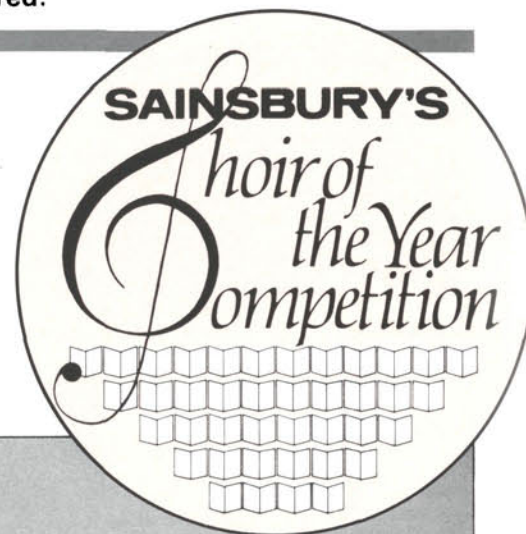
Rehearsals inside Frank Matcham's opulent Edwardian opera house had already started. Under the watchful gaze of the fat caryatids and fleshy cherubs which spill out of the proscenium arch, 32 small, neat boys from Manchester opened their mouths lustily, as if waiting for worms from on high. Swaying gently to the oom-chacha piano accompaniment of a Strauss waltz, they sang of bluebirds in the woods and honey bees, humming so prettily as if their lives depended on it. Cissy? Hell, no, and you get on telly which makes your chums jealous, as one of them said later.

The British, it is often remarked, have always been a nation of singers — take, for example, those great Victorian choral societies in the North, singing Handel's Messiah with a passion fit to prompt a Second Coming, or our celestial cathedral choirs, or our hearty parish congregations, singing hymns like no one else.

But is Britain still such a nation? At the recent annual general meeting of an emi-

nent Welsh male-voice choir, the treasurer reported that the biggest expenditure in the past year had been not on music, or even ale (a common complaint against choral societies in the last century), but on wreaths for deceased members.

It would be natural to assume this tale symbolises the fate not just of Welsh choirs but of the choral tradition in general. Buxton this weekend, however, told a different story. A dozen choirs of every kind, selected from 300 hopefuls from all over Britain, competed for two titles,



Top: The Hallmark of Harmony, a barbershop chorus from Sheffield. Above: The Vasari Singers (left) and the Chamber Choir of the Arts Educational School from Tring Park, celebrate with the judges and Simon Sainsbury (front row, third from right). He is chairman of the Sainsbury's Arts Sponsorship Committee.

Youth and Adult Choir of the Year, with a display of expertise and zest which, even for a silent observer, took your breath away.

Estimates of the number of choral societies in Britain today vary. The Association of British Choral Directors, formed only two years ago to meet a growing demand, has no fewer than 25,000 names on its mailing list. Nevertheless, the choral tradition cannot afford to be complacent. Children no longer grow up singing hymns by habit; most school songs have been condemned to the bonfire as mere xenophobic doggerel; music education in many schools has been edged off the syllabus, and children have too many other distractions. Why sing?

'Gets you away from the wife,' was one of the more lyrical responses this weekend, from a member of Hallmark of Harmony, an irrepressible and ribald barbershop chorus from Sheffield who burst into spon-

taneous song at any available moment, even over their beef stew and carrots. Dressed in powder-blue suits, boaters and pink lurex waistcoats, crooning about choo-choos and heavenly chariots, they took it all very seriously, worrying only about the number of pub hours available between midday rehearsal and evening performance. Was their performance safe?

Close-harmony barbershop singing, borrowed from the American south and specialising in nostalgia from the turn of the century, has been a recent success story within the choral tradition. The shortage of tenors much lamented by other choirs is nowhere in evidence here. Standards are high but no one is turned away. They just keep you off stage if you're no good.

The only other real newcomer is Gospel singing, growing out of the black Pentecostal movement. The Angelical Voice Choir from East London was notable as being the

only choir in Buxton with a religious affiliation. Some of the more strait-laced choirs were said to object that this less disciplined, if more exuberant singing, complete with drum-kit and microphones, was being taken seriously by the judges.

But who can blame them for favouring something new. They, in turn, found the choice of repertoire depressing. Why choose saccharine arrangements with feeble tra-la-la lyrics by second rate composers when so much challenging new music is being written today? Why not commission new works?

Nevertheless, according to one judge, Laszlo Heltay, the British are still better at singing, at making their voices blend, than anyone else. As a Hungarian, with years of choral conducting all over the world to his name he is in a position to judge. But why? 'Physiognomy, perhaps. Or your weather. It's a mystery to us all.'

BRANCH OPENINGS

WEEDON ROAD



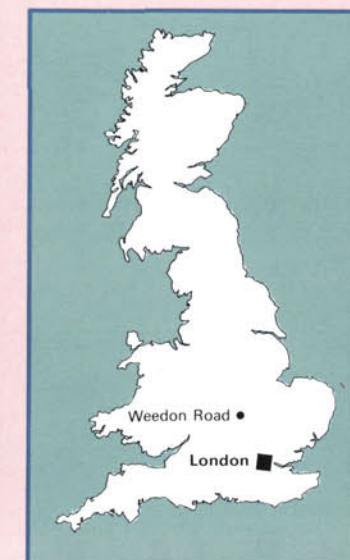
Northampton's 52 year association with JS looks set to continue long into the future. The town's new 'high tech' store is equipped with all the most modern JS technology including facilities for customers to pay by Switch debit card.



1. Joint managing director, Joe Barnes (left), and the chairman, meet up with a special customer — retired store manager, Gerald Ogle.
2. 'I don't remember buying those!'
3. The opening day queue forms underneath the arches.



4. Irresistible smiles to catch fish buyers.



Opening date: 6 December 1988 Address: Weedon Road, Northampton

Opened by: Chairman, Lord Sainsbury Manager: David Cox

Staff: 389 (338 new jobs) Sales area: 33,940 sq ft Car park: 607 spaces

Opening date: 12 December 1988

Address: 14 Kentish Town Road, Camden Town, London NW1

Opened by: Joint managing director, Joe Barnes

Manager: Rodney Woolliscroft Staff: 433 (390 new jobs)

Sales area: 30,883 sq ft Car park: 299 spaces

5. Rodney Woolliscroft gets a word of welcome from first day customers.
6. A blooming smile in the flower shop.



Described by *The Guardian* as 'Building of the year', Camden Town's new supermarket proved a welcome sight to customers and lovers of good architecture alike.

(The management team found themselves the subject of some clever architecture too! — find out how on page 20.)



7. Business on the fish counter meant all hands were required on deck.
8. The 'high tech' design incorporates aluminium panels and exposed steel.

CAMDEN TOWN

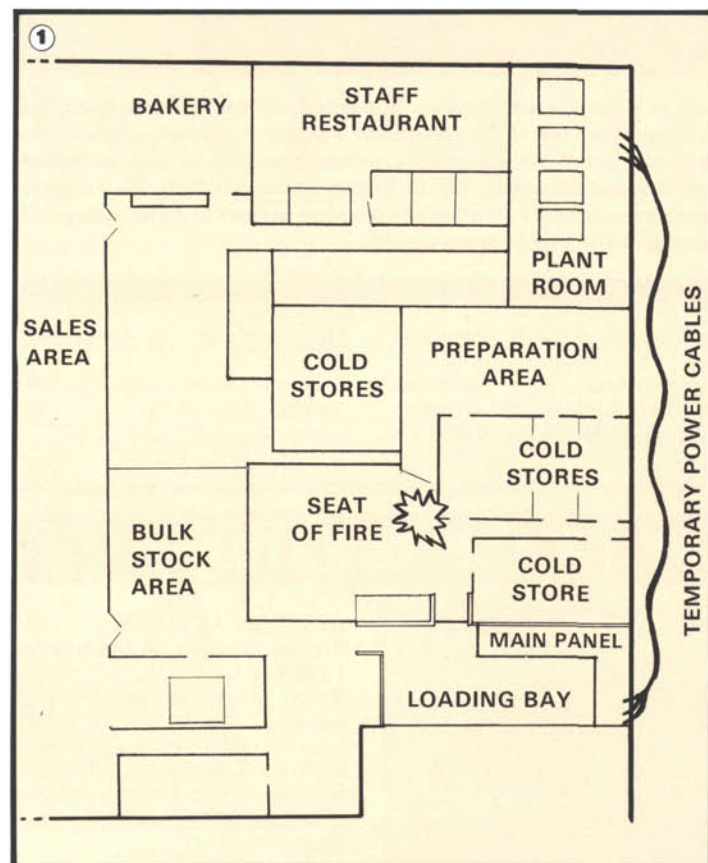
AFTER THE FIRE ...

AS THE SHUTTERS went down on 1988 and the *Journal* looked back over its year, one story demanded a closer look.

Regular readers may remember the report in October 88's *JS Journal* of the fire at Tewkesbury Road.

The blaze began just before closing on Friday 9 September 1988 and caused around £1½ million worth of damage. Miraculously, it took just three short weeks to re-open the store.

Thanks to the camera work of engineers Les Cole and Dave Glitz, we have the story captured in pictures.



① Plan of the store's affected area.



② Tewkesbury Road.



③ The fire started next to cold stores adjacent to the meat preparation room leaving the roof bowed and blackened. The internal racking was the only thing preventing total collapse of the ceiling and walls of the cold stores.

④ The first stage of repairs was to remove all damaged equipment and wiring. This work was carried out in tandem with a clean up operation.

An army of cleaners worked nights from 7.00 pm to 7.00 am cleaning, as Les Cole put it: 'Anything that didn't move!' Electricians took over at 7.00 am, also working in 12 hour shifts together with other engineers and building operations.

⑤ Seven damaged cold stores were completely removed and some 40 tons of scaffold and metal sheeting erected to effect roof repairs whilst temporary power supplies for sales area lighting, refrigerated display cabinets, refrigeration packs, and heating and ventilation equipment were set up.

The temporary supply was installed by uprooting cables carrying 415 volts from under the plant room floor and connecting them to cables run outside the store to the main electrical panels.

⑥ Fortunately Tewkesbury Road is less than one year old and standard panels which were ready for fitting into stores yet to open were available to speed up re-opening.



⑨ Removing burnt-out cables was no small task; single cables melted together taking on the shape of the trunking (steel casing) that housed them.

⑩ The mass of cables produced another hazard; burnt PVC from the cable casings and water from the firemen's hoses combined to produce hydrochloric acid making handling difficult.

⑪ Some steel-wired cable was untouched inside.

⑦ ⑧ At first glance the meat preparation room seemed merely in need of a good wash down; closer investigation revealed that the fire had flashed overhead in the ceiling void making replacement of the entire ceiling and engineering services essential.



THE BRIGHT SPARKS



LOOK WHAT'S COOKING!

THE SEARCH FOR Sainsbury's Young Cook of Britain has begun.

The competition was launched before members of the press by deputy chairman, David Sainsbury, and television presenter, Sarah Kennedy.

Four young hopeful chefs were invited along to the Savoy Hotel in London to prepare dishes of their choice to mark the start of the competition. Now the search has spread across the nation.

Judges are looking for keen cooks between eight and 14 years old to devise an imaginative, healthy and balanced meal for the 'guest of their dreams' and say why they want to meet that person.

Young cooks may enter as an individual or as part of a school project. Sixty four regional entrants will be chosen from written applications and they will be given the chance to cook and present their meals to eminent judges including top chefs and cookery writers in each of the eight areas, when specially designed mini-kitchens travel



Britain in June. The eight regional winners will go to the Savoy Hotel in October for the National Final.

The top prize is a seven day trip for four to Disney World, Florida. Second prize is a cookery weekend at the Chateau de Montreuil, Northern France. Other prizes include personal computers and cameras.

Above: Four young cooks launch the national competition, standing left to right: Stuart Burgess; Sophie Clayton; David Longman and Georgina Fisher with Sarah Kennedy.

WITH THE NATION'S young cooks sharpening their knives in preparation for the battle to find the Sainsbury's Young Cook of the Year, the *Journal* launches a parallel competition aimed at finding the best young cook amongst children of JS employees.

This exclusive competition carries a first prize of a weekend at the Savoy Hotel for four. There will be four runner up prizes as there will be five finalists.

So, if your child, of eight to 14 years old, is a master with the microwave, a wonder with the wok, or just a general clever clogs in the kitchen, ask your personnel manager for an application form today and set them to work on a recipe for success.

WHAT TO DO

Tell us what you would choose to cook if you had the 'guest of your dreams' to a special meal.

1. First, choose someone you would really like to meet. Then think what they would like to eat! In under 50 words say why you would like to meet and cook for this person.
2. On separate sheets of paper, no larger than A4 size (put your name at the top of each sheet, please), write out clearly in your own handwriting the ingredients and method for your three course menu, showing us an imaginative, healthy and balanced meal which you'd enjoy cooking.
3. You can choose food suitable for lunch or dinner — dishes can be hot or cold. Think about using good, fresh ingredients to make a special meal — which needn't be expensive!
4. If selected, you'll be asked to cook, and present in an attractive manner, two courses (your main course and pudding) from your menu, for two people, in 75 minutes.



5. Fill out your entry form in block letters and attach it to the front of your menu.
6. Ask your parent who works for JS to sign the form and fill in their work location.

related companies are eligible to enter.

* If you are selected as one of the five finalists you will be invited to the company's head office at Blackfriars, London, in October, to cook two courses from your menu in 75 minutes by yourself. Microwave ovens will be available if required.

* Entrants will receive £7.00 (cheque or Sainsbury vouchers) to cover the cost of ingredients. A complete mini-kitchen will be provided, including cooker, fridge and cooking utensils.

RULES

- * Entry is free and must be received by March 31.
- * Entrants must be at least eight and not yet 15 years old on 30 September 1989.
- * Only children of employees of J Sainsbury plc and its

WHAT YOU WIN

FOR THE WINNER there is a fabulous treat in store. You and your parents, plus another relative or friend, will be staying at the luxurious Savoy Hotel in London.

Arriving on Saturday, you will be given tickets to attend a West End show in the afternoon.

This will be followed by a visit to the kitchens of the Savoy to meet the chef, and discover how he prepares some of the wonderful dishes on offer. And then, a culinary delight, dinner in the Savoy restaurant.

On Sunday you will enjoy breakfast in style, time to do some sightseeing (the Savoy is within walking distance of many places of interest). Then there'll be another adventure for the tastebuds with lunch at the hotel before departure.





When shopping is a drag

WHEN DAME Doris Trot went on a shopping trip to Redhill, the staff were more than a little perplexed. Especially as the Dame had taken the Princess, the King and Daisy the Cow with her! But there was good reason for this tomfoolery. It was the launch of the local theatre group's annual pantomime, Jack and the Beanstalk, which ran over Christmas. Surprised cashier, Margaret Clarke, is pictured 'checking out' the Dame. Look out Margaret 'he's behind you.'

Cop a load of this!

THE FAIREST COP of them all turned up to apprehend a cheque for £1,449.50 as it proceeded in a southerly direction from Buntingford depot to the Wishing Well Appeal at Gt Ormond Street.

TV's Glynis Barber, from cops and robbers show Dempsey and Makepiece, took custody of the cheque before seeking assistance with enquiries as to how such a large sum was procured.

Statements later revealed that the money was raised in an orderly manner by means of raffles, organised by despatch

clerks, Angie Sykes and Tracy Stairs, and through Frank Knight's devotion to fundraising duty in risking GBH from a razor during a sponsored moustache shave!

Buntingford depot's plainclothes assistant personnel manager, Colin Woodward, accompanied Angie and Tracey to the station (Russell Square!), at fourteen-thirty hours on the afternoon of December 8, in order to meet up with Glynis at Gt Ormond Street and maintain close surveillance of the cheque presentation.



Cheryl Keeting, delicatessen supervisor at Northfield, who appeared on Blind Date in September 1987, with the show's host, Cilla Black.

Bradford bags them young



BRADFORD TAKES the prospect of the shortage of management in the 90's very seriously. So deputy manager, Joe Thurley, went on a 'catch 'em young' recruitment drive, and gave a guided tour of the store to 48 pupils of the Holy Trinity C of E School at Bingley. His plan worked. The six year olds all agreed they would like to work for JS when they leave school. And, the photograph shows, they are already fans of the JS Journal!

YOU WOULD be barking up the wrong tree if you thought this customer would risk losing his groceries. His owner had popped off for ten minutes and left 'Rover' guarding the grub. It's a dog's life!



Blind date anyone?

DO YOU WANT a lorra, lorra laffs? Are you single and over 18? (What is this?) Are you lively, witty and enthusiastic with a great sense of fun? OK, who wants to go on Blind Date?

Cilla is up to her old match-making tricks. She's looking for likely contestants and we promised to help her. If you fancy your chances — all ages are welcome — contact the Journal for an application form. Preliminary interviews will be held all over the country to select contestants for recording in May.

See you behind the screen on the screen!



CALLING ALL COMEDIANS! Cast your minds back to Christmas day ... the turkey, the cranberry sauce ... the crackers. How many can honestly say the jokes in their crackers were worthy of a snigger or a smile, or anything other than an unanimous groan?

Well, here's your chance to bring a smile to Christmas 1989.

We've heard there's a lot of very funny people working at JS so we're asking the would-be comics amongst you to fill in the form below and attach it to a piece of paper with as many jokes as you can think of. The best 120 will be used in JS Christmas crackers and prizes will be awarded for every joke used, with a special prize for the funniest.

Although there are a few hundred shopping days till Christmas, time is short — entries must be received in the JS Journal office, Blackfriars, by February 17, so get cracking, and remember — let's be funny out there!

CRACK A JOKE ENTRY FORM

NAME

JOB TITLE

LOCATION

TELEPHONE

Please attach this entry form to a sheet of paper with your jokes written in BLOCK CAPITALS. Entries should be sent by internal post or by Royal Mail to: JS Journal, J Sainsbury plc, Stamford House, Stamford Street, London SE1 9LL.

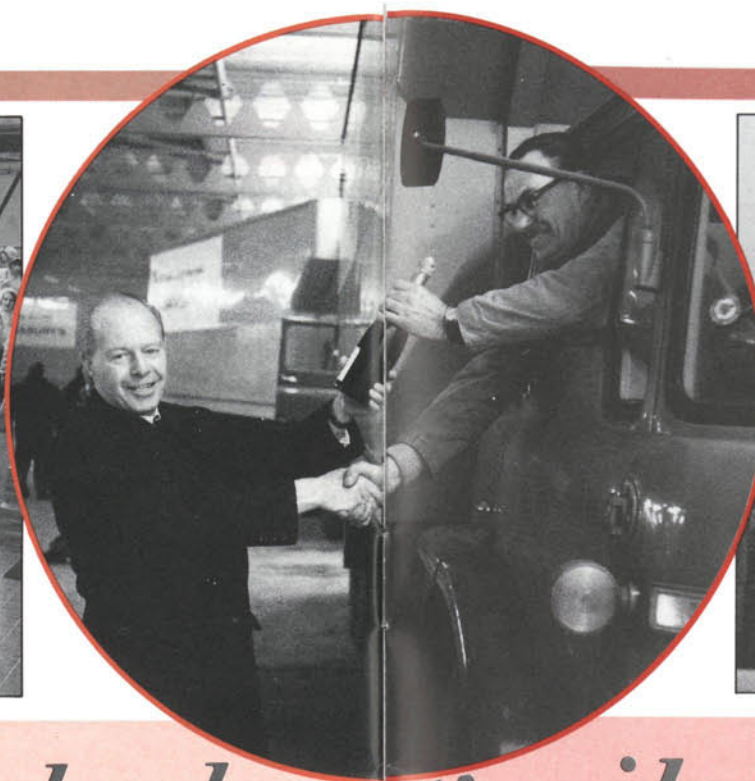
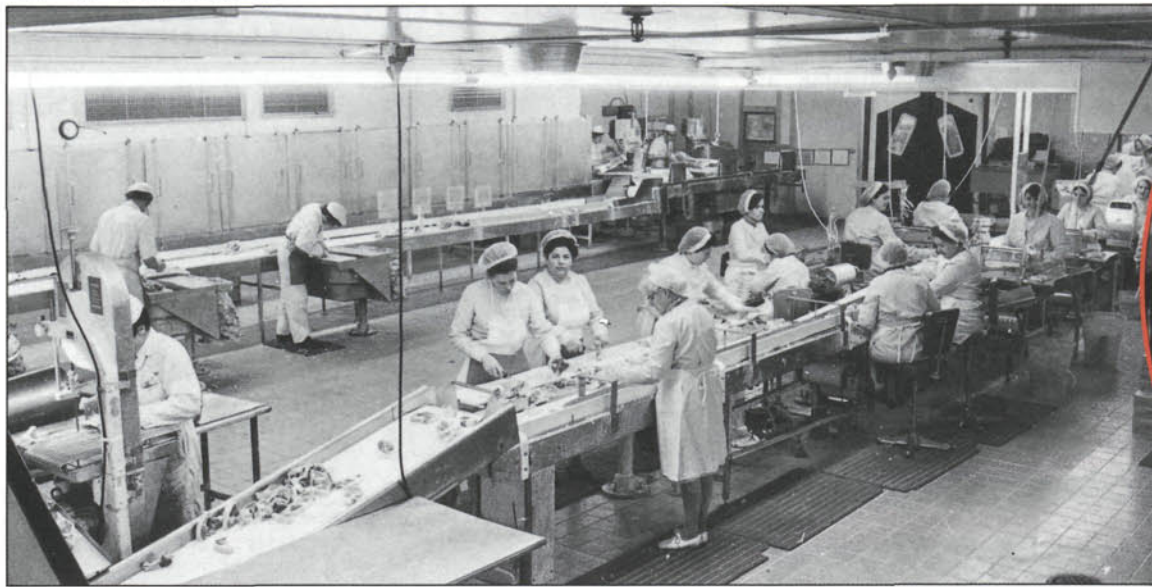
Manager is an angel

STAFF AT Newcastle-under-Lyme raised £77 for Children in Need by betting the newly appointed manager, Mark Smith, that he wouldn't dress up as an angel. Taking up the gauntlet (or should that be

harp?), Mark donned white dress, halo and wings and flew round staff to collect the money. The archangel is pictured with staff, dressed as hell's angels, at their Christmas party. Divine!



Angie (second from left) and Tracey (far right) have their collars felt as they and Colin hand over the loot to Glynis.



★ Basingstoke depot's silver jubilee ★

TWENTY FIVE years ago this month, the first JS lorry pulled out of the brand new Basingstoke depot at 8.22am precisely.

The driver, F Brown, was saluted with champagne by the late NC Turner, company secretary, and headed off to the West Country.

Jim Barlow, now transport shift manager recalls the early days, when Basingstoke became the first JS purpose built depot to begin the decentralisation from Blackfriars:

'I moved to Basingstoke and assisted with the setting up of the bacon department with its brand new kilns still being assembled, all stainless steel and blue formica, a far cry from the dark stoves of Union Street.

'The depot was still being built in October 1963, miles and miles of new concrete and bricks with sweeping ramps up to and out of the warehouses, very impressive with the huge

illuminated Sainsbury's signs which could be seen from the adjacent railway. This was a foretaste of what was to come for Basingstoke as, soon after this magnificent building was completed, work started on the town centre turning a sleepy little market town into what has been described as the Dallas of England with its modern concrete and glass business centres.

'The local attitude to our arrival was certainly mixed. Some were angry that our depot was built on their motorcycle scramble track, others incredulous that we wanted shops in the town to remain open at lunch times, but when we started recruiting, attitudes changed — prosperity for locals had arrived.

'Recruiting was difficult in those far

off days. We had a team which toured local villages interviewing people in a mobile personnel office. We were fairly successful because we promised to bus staff to work, which we did for about 20 years.

'The first few months were very hectic and bitterly cold as there wasn't any heating system and some walls had gaps in them to allow equipment access. There wasn't a canteen so we used to go home to lunch and the switchboard was a small wooden cabinet with about eight lines sitting on top of the first desk we unpacked.

'Everyone was expected to muck in and do umpteen jobs like pallet truck time trials, when you had to walk up and down a measured distance for hours on end under the watchful eye of a workstudy office. Everyone was given a dark blue duffle coat to combat the cold and so we looked like surplus navy personnel. We also helped with the unloading of racking, it's surprising how vast a warehouse is without any racking or goods. I was given a brand new, bright red Lansing Bagnall reach truck with two minutes tuition and a request to assist in the finishing of the mezzanine floor where the depot manager's temporary office was hurriedly being finished. I was told to hoist a

Paddy and a wheelbarrow of hot pitch on a pallet board up to an 'up and over' metal barrier. A recipe for an accident just waiting to happen, and yes, after about a dozen lifts the Paddy, trying to take a short cut off the pallet board, tipped the hot pitch all over the fork lift truck and I had to spend the next two days cleaning it. I was lucky I had moved slowly off the truck at the first cry of alarm.

'A once a week bus was laid on to take us to the nearest JS branch at Reading. Not too many staff had cars in those days and, on one particular day, my old Ford 100E Anglia was the only one on site when I was asked to pick up Mr Cody on one of his first visits. He was to become the second of our seven depot managers.

'Basingstoke became the training depot for a number of years and staff were settled into company houses and flats allocated by the local council. The company also used hotels and for some time used a house for trainees complete with a housekeeper who became a substitute mum for many. We still have friends at Buntingford and Charlton who trained here initially.'

Traffic congestion, lack of space, and JS's continued geographical expansion encouraged JS to plan a new strategy

for its depots in the early 1960's and Basingstoke, with the M3 and M4 nearby, gave an excellent road system. In addition, the town's status as a development area offered not only a prime site with plenty of room for expansion but also a ready labour force.

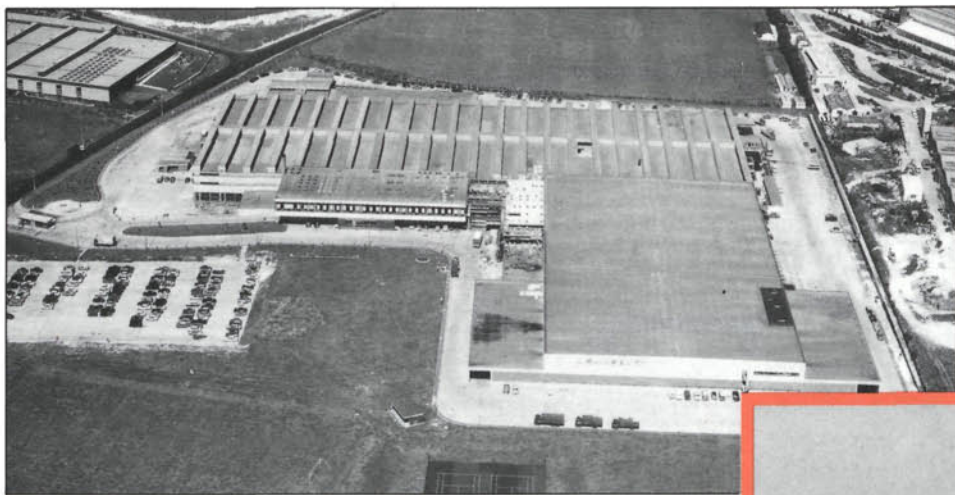
When Basingstoke opened, it served about a third of JS's 256 branches and the aim was that dependent branches should be within 100 miles — nowadays the average distance is about 42 miles. Almost before it was completed the extensions began (as Jim Barlow put it, 'I don't think there has ever been a time when we have been without builders at the depot'). By 1982 there had been eight extensions and the floor

area had nearly doubled from 350,000 sq ft in 1964 to 670,000. In 1981 it was the first depot to have mobile rackings.

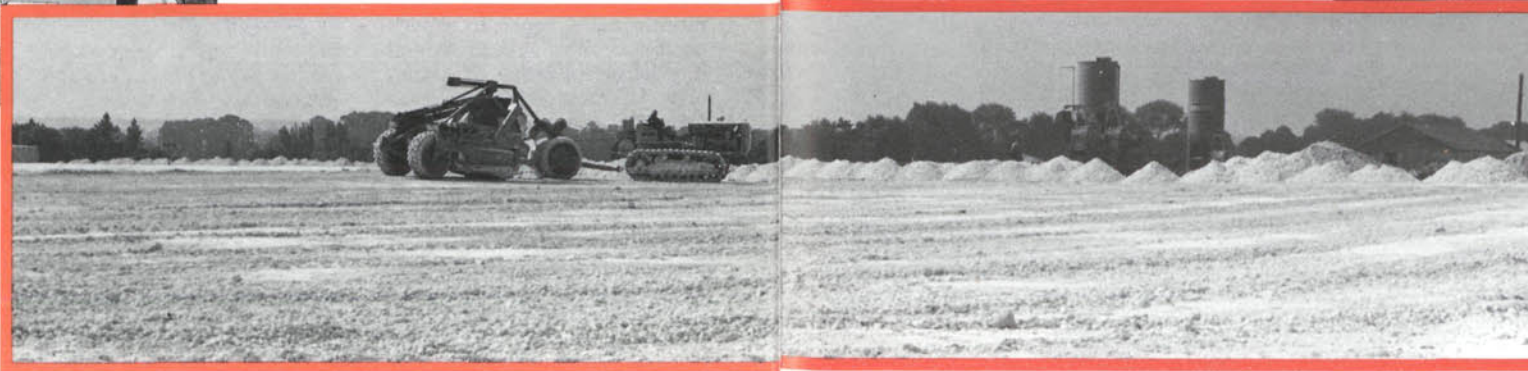
The history of the depot is not without its dramatic highlights. In 1973 the depot was badly damaged by fire and one month later a flood disrupted operations again.

The fall in demand for red meat in recent years led to the closure of the beef and lamb lines in 1986-87. The Spring of next year sees the end of the depot's other production departments due to changes among food manufacturers in the supply of ready packed goods.

Despite these changes, Basingstoke depot, like many 25 year olds, is in its prime with a fleet of 131 vehicles, serving 75 branches including two Savacentres and two freezer centres, and a weekly throughput expanded from the original 322,000 cases to some 804,000 cases. With a growth rate like that it's anybody's guess what the archives will be saying in 25 years.



Top, left: Night shift in the canteen, 1976. Top centre: F Brown is given a champagne send off from NC Turner, as he takes out the first lorry from the depot. Top right: Fire damages the depot in 1977.



Far left: Aerial view of the depot taken in 1967. Left: Clearing the land for building. Above: Loads ready for despatch, 1986.