

JS JOURNAL IS PUBLISHED FOR EMPLOYEES OF J SAINSBURY, SAVACENTRE AND HOMEBASE

Journal

DECEMBER ISSUE
1993



- Focus on Savacentre
- Win a holiday in Hong Kong
- Photographic winners

J SAINSBURY

Savacentre

HOMEBASE

FRONTLINE



COVER STORY

LONDON COLNEY'S SANTA BILL NORTHWOOD KEEPS THE CHILDREN BUSY WHILE CUSTOMERS COMPLETE THEIR CHRISTMAS SHOPPING.

CONTENTS

HEADLINES	2-5
WRITELINES	6/7 & 35
BRANCH OPENINGS:	
MARKET HARBOROUGH	
HAMPDEN PARK, EASTBOURNE	
HEMEL HEMPSTEAD	
HOMEBASE	8/9
CANLEY	10
REOPENING:	
LOCKSBOTTOM	10
NEWS IN BRIEF	11
TONY SHIRET ON SAINSBURY'S SHARES	11
A SUPERMARKET IS BORN - NORTH CHEAM FROM START TO FINISH	12-14
SPECIAL FEATURE ON SAVACENTRE	15-20
GREEN SCENE	21
PHOTOGRAPHIC COMPETITION RESULTS	22/23
PUZZLES PAGE - WIN A HOLIDAY IN HONG KONG	24/25
CHILDREN IN NEED	26
CHECK THIS OUT	27-30
SSA	31
NEW LINES	32/33
LIFELINES	34
PEOPLE	35
ARCHIVES	36

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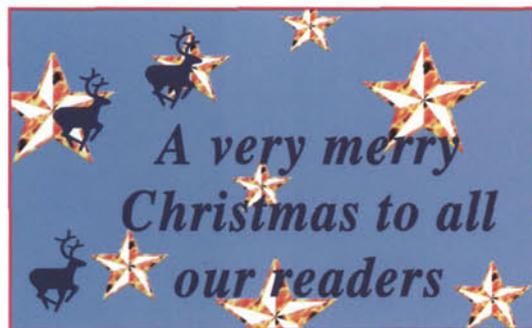
OASIS I.D.: 'JS. JOURNAL'



What a bumper issue is this Christmas *Journal*. Frontline has been squeezed into these few lines and there is only room to say:

Christmas is coming the Journal's getting fat put your Hong Kong competition entry in the editor's hat!

see page 23.



Julie lights up the small screen

Julie Walters is the star of this Christmas's celebrity TV ad. 'We thought Julie would be a fun person to have presenting this year's Christmas ad and we wanted a woman after Ernie Wise and Robert Morley in the previous two years,' explains advertising manager Joanna Cruice.

Julie comes to the rescue of anyone who would like home-made

Christmas pud but do not fancy cooking it in Easter.

Forty five minutes is all you need to cook this Last Minute Christmas Pudding. And for all those who were wondering whether she fails to blow out the match on purpose: no, it was a genuine out-take retrieved from the cutting room floor.



Cranberry with your ostrich?

Here's an alternative to the traditional Christmas turkey - roast ostrich.

Sure, it has a few drawbacks, such as getting a six foot bird into the oven, and counting cooking time in days; and

imagine how many weeks you would be feeding off the leftovers - cold ostrich and mayonnaise sandwiches for a month.

But the idea is not so far-fetched. The meat is considered quite a delicacy in Belgium, Holland, France and the US. There are already 30 farms in Britain rearing ostrich, and interest has been building in the media over recent months.

Don't rush down to JS just yet to check out the price per pound: we don't currently stock ostrich. As Tim Crawley, poultry buyer, explains, 'We were contacted in September by a South African ostrich farmer but I think people regard ostrich in the same way as a pet - it is a bit emotive, and somewhat expensive at £8 - £9 per pound.'

Says Craig Culley from the British Domesticated Ostrich Association, 'Ostrich meat is extremely healthy - half the fat of beef but with a similar taste, and extremely low in cholesterol.' We might yet see this flightless bird take off, but only if prices crash and first.

Successful choices



Ann Widdecombe presents the plaque to chairman David Sainsbury with (l to r) Judith Passmore, Maureen Wareham, Carol Slimm, Richard Willetts and Sheila Bingham, all from Merry Hill JS.

Just over a year after former Employment Secretary Gillian Shepherd launched Choices at Streatham Common store, another Minister has visited JS to mark the success of the career guidance scheme.

Ann Widdecombe, Parliamentary Under Secretary of State for Employment, presented Dudley's Merry Hill store with a plaque commemorating the event on November 9. She spoke to staff at the store, one of the most successful branches

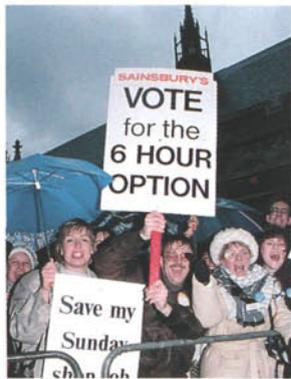
of the three pilot districts on the scheme. Ann Widdecombe also explained how staff are more likely to make the right career decisions if they are better informed. 'This is why I am pleased to see that Sainsbury's has jointly developed the Choices programme with the Department of Employment, as part of the Investors in People initiative.'

The Choices programme will be in all branches by May 1995.

HEADLINES

MPs decide on Sunday trading

On December 8, the House of Commons debated the Sunday Trading bill to reform the 1950 Shops Act, and voted for the six hour option sponsored by the Shopping Hours Reform Council and supported by Sainsbury's.



In optimistic mood outside Parliament on the day MPs voted, (l to r) Carole Sutherland, Talbot Heath checkout assistant; Steven Dann, Coldham's Lane staff restaurant section manager, and Avril Poole, Coldham's Lane kiosk assistant.

Joint managing director David Quarmby commented: 'Millions of customers will be delighted with the outcome of the vote. People will be able to choose for themselves whether or not they shop on Sundays. We will not see a revolution in retailing or in the British Sunday - most of the shops that will open under the new law are open already. As retailers we are pleased that the new law will be clear and easy to enforce.'

'I would like to offer my congratulations to all those management and

staff up and down the country who have worked hard and campaigned for this result - well done!'

Sainsbury's Group staff put a lot of hard work into getting to this stage, and Sunday shopping campaign manager Nick Green also expressed his thanks: 'Since September, staff have attended 83 MPs' "surgeries" and over 56 stores have had desks in their lobbies for customers to write to the local MP. Over 143 MPs have visited their local store.

'The response from staff and customers to the

opportunity to lobby their MPs was heartwarming. In one weekend at Wrexham, 1,000 customers sat in the cold store entrance and wrote letters to their MP defending Sunday trading! The six full time area coordinators have also done a great job holding all the strands together.

'Without such support, MPs would never have known how much people want to be able to shop on Sundays. I'm really grateful to everyone.'

The bill must still go through a number of stages before it finally becomes law next year.

Christmas message from the chairman



I would like to offer everyone in the Sainsbury's Group, as well as all veterans, my best wishes for a happy Christmas. I hope also that you and your families enjoy good health and happiness in 1994.

David Sainsbury

GOSH thanks Sainsbury's



Marion, Bill and Pauline outside the Great Ormond Street Hospital for Sick Children.

Sainsbury's has raised over £65,000 for the Great Ormond Street Hospital for Children (GOSH) in the last three years and the generosity of staff was recognised by the hospital last month.

The new clinical wing has just opened thanks to charity donations to the

Wishing Well Appeal.

Marion Lee, sales assistant at South Woodford, and Pauline Lewars, district manager's secretary, accompanied Bill Allen from the SSA to see part of the Variety Club wing dedicated to JS. A plaque behind the ward's staff base will be a

Staff offer pre-Christmas cheer

JS staff swapped their branches for the Sainsbury's stands at the BBC Good Food Cooking and Kitchen Show at Birmingham's NEC between November 25 and 28.



constant tribute to the generosity and hard work of JS staff.

A corporate donation of £50,000 was also recognised in a new room in the Intensive Therapy Unit, which will help save the lives of children who have, or are particularly vulnerable to, infectious diseases. The new wing replaces three obsolete hospital buildings and hosted its first operation at the beginning of November.

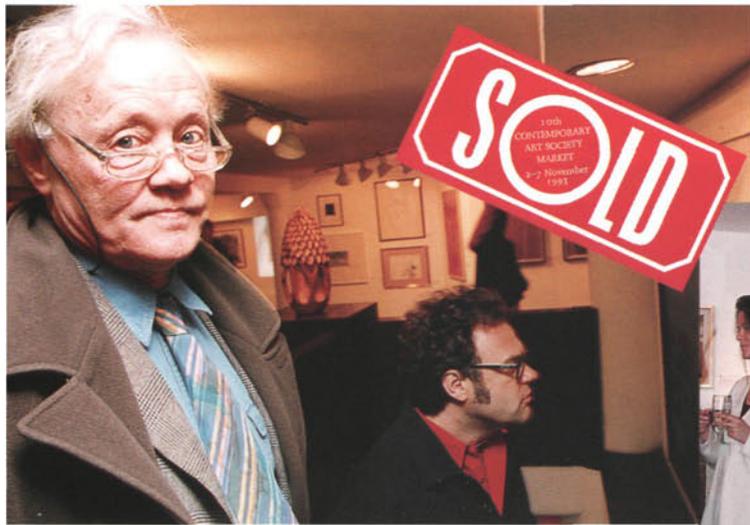
The 90,000 visitors to the show were more than the staff are used to on a usual weekend's trade but they coped admirably with pouring out wine samples and handing out recipe leaflets. On the wine stand, visitors were able to sample JS wines and they could also buy food and wine books on a nearby stand which JS shared with BBC Masterchef. JS Home economists demonstrating celebrity TV ad recipes

Left to right on the JS wine stand are Patricia Rhodes from Lincoln, Ruth Foster from Fosse Park, Simon Taylor from Mosborough, Rebecca Pinch from the wine department, Darren Rounce from Kimberley and Faith Gauld, also from the wine department.

alternated with Masterchef finalists showing off their culinary prowess.

HEADLINES

Geldof and Tinker sold on art market



Tinker is bewildered by the choice.

Bob Geldof spotted at the sale.

The tenth Contemporary Art Society Market attracted some famous faces to see and buy works by well-known and emerging artists alike.

The *Journal* snapped Bob Geldof poring over works ranging in price from only £100 up to £1,750. Dudley Sutton, antiques expert Tinker from BBC's *Love-Joy*, was followed by a BBC Late Show film crew as he agonised over how to spend the £500 they had given him.

Between November 2 and 7, members of the public could shop for art at the Smith's Galleries beside Covent Garden as if in a supermarket. Sainsbury's

sponsored the market which aims simultaneously to help unknown artists sell their works and to attract people who may never before have bought original art. In total, they spent almost one quarter of a million pounds.

Explains arts sponsorship manager Alastair Creamer, 'The market had 10,000 visitors over that week: half of those on an annual pilgrimage to find a bargain. The other half, newcomers who will hopefully be making their first step into art collecting.'

Planting trees at the heart of the country

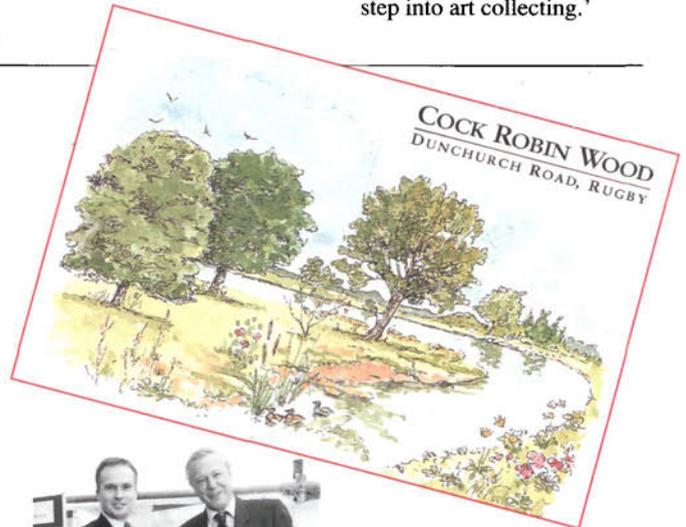
The traditional countryside is returning to two areas of the Midlands thanks to Sainsbury's.

Sir David Attenborough has thanked the company for its part in developing the ten acre nature reserve of Cock Robin Wood beside the Rugby supermarket. The

wood was created in 1989 as a partnership between Sainsbury's, Rugby Borough Council and the Warwickshire Wildlife Trust (WWT). On November 15 it was handed over to the council, when Sir David commented, 'What I have seen today shows me that it only takes a small

amount, by business standards, to achieve a huge amount from conservation.'

The site has a network of paths through the carefully fostered habitats helping visitors enjoy the birds, pondlife, woodland flora and fauna that have settled in the area.



Sir David Attenborough presents a certificate of corporate membership from the WWT to development division senior manager David Penniston.

No sign of Robin Hood, but Sherwood Forest is returning to its former glory in Nottinghamshire. Two hundred exact genetic copies of 200 year old oaks were planted beside the newly-opened Worksop store on November 27.

The saplings are the first planting, conducted as part of National Tree Week, to form part of the Forestry Commission's Sherwood Initiative. The programme aims to fill in the gaps in the 100 square mile historic forest.

Gateway gets underway



Sir Francis McWilliams, former Lord Mayor of London, and Baroness Brigstock, chair of the Gateway Project Fundraising Appeal, accept the cheque from chairman David Sainsbury.

When Sainsbury's helped set up the new Gateway Project training and accommodation centre for homeless people (August/September *JS Journal*) they also had in mind financial support to keep the scheme running.

To this end, chairman David Sainsbury presented a cheque for £100,000 on

behalf of the company to the Gateway Partnership, which is running the newly-opened complex.

The money will go towards the cost of the training centre, where homeless young people will learn lifeskills to help them sustain jobs and find accommodation.



Gary Biddulph, Worksop branch manager, kicked off planting at High Grounds Wood, together with Austin Brady from the Sherwood Initiative (left) and a young enthusiast.

Personnel decides its purpose

Personnel staff came together from branches, area offices, JS head office, Savacentre and Homebase on November 29 and 30 for personnel conferences held at Fanhams Hall.

They were seizing 'an invaluable opportunity to discuss and determine their future role in the company', as the chairman described it in his opening address on the first day.

The main aim of the conferences was to establish how personnel could improve the services it provides. Delegates discussed how they could support line managers in achieving the company's longer term business goals, and particularly how they could help JS to harness the talents and full potential of every member of staff. Syndicates discussed current programmes such as Leadership Through Teamwork, Choices,



Mike Povall, Central and Western area personnel manager, reports back from syndicate sessions.

and plans to offer more of our staff the choice to obtain retail NVQs (National Vocational Qualifications), as well as their role in the company's Total Quality programmes.

Delegates heard presentations from personnel director John Adshead, director of corporate personnel Judith Evans, and from delegates from around the group, who presented case studies of current best practice in JS and the subsidiaries in the personnel and training field.



John Adshead addresses delegates. (above right) A syndicate group discusses the role of line managers.

Mr Blobby bounces in



The most manic of superstars dropped in at Beckton and Basildon Savacentres at the end of November.

Mr Blobby, the king of chaos from Noel Edmond's House Party, dropped in to both stores to say a great big 'blobby!' to his many fans. Children were delighted to see him but the local photographer he chased around the store may have felt differently.

APPOINTMENTS

Board moves



Ivor Hunt

IVOR HUNT, departmental director of marketing services, is being appointed to the board of J Sainsbury plc with responsibility for marketing from March 1994.

Marketing director ROBIN WHITBREAD will become the director responsible for the grocery and non foods division in July 1994.

These appointments anticipate the retirement from the board of **KEITH WORRALL** in December 1994,



Robin Whitbread

after 40 years' service with the company. He has been the director responsible for grocery and non foods since 1986.

Shaw's

GILLIAN BARKER, formerly head of bakery buying, and **STUART MITCHELL**, formerly head of fruit buying, have transferred to Shaw's marketing and sales department. Initially they will be working on an important store format project which aims to ensure new Shaw's stores have

the most effective design and layout for the future.

STEVE WILLIAMS, formerly head of salads and floral, has replaced Stuart as head of fruit buying.

JOHN RALSTON, head of vegetable buying, will take responsibility for salads, and Steve Williams will integrate floral buying in the fruit department.

Further announcements concerning the buying departments appeared as the *Journal* went to press. These will be outlined in the next issue.

Central and Western

ROD MACRAE, former senior management accountant at Savacentre, has been promoted to senior manager and appointed as area services manager in the Central and Western area reporting to Terry Wigley.

Chairman addresses Women's Farming Union



David Sainsbury makes his speech.

Chairman David Sainsbury confirmed the importance of bringing consumers closer to British farmers and growers in his keynote speech at the Women's Farming Union (WFU) annual general meeting.

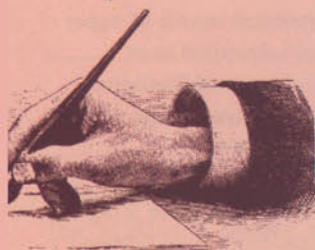
In his address at Glazier's Hall on Novem-

ber 11 he explained, 'We at Sainsbury's are totally committed to doing all we can to provide our customers with the finest food at the best possible prices. We know that we can only do so by working together with our suppliers and enlisting their enthusiasm and support.'

JS has had links with the WFU, made up of women closely associated with farming, for 12 years. The organisation helps to promote British food, and campaigns on primary food production issues.

WRITELINES

*S'enfuit la lettre
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SABRE IS THE TIME SAVER

Barbara Sanchez, clerk, Bournemouth

I have been curious as to why all AIP sheets are not available on computer screen. I'm sure it would save time if quantities and amount of decrease or increase in prices could be adjusted completely by a program on the system. There seem to be other fields that could save time on jobs done manually, eg till results. Could they be totally worked out on the system as all the information is fed into the equipment?

Bob Hammersley, ISD replies:

We agree! With the new SABRE system, AIP adjustments are automatic. Till results are calculated for you by the new ICL5 scanning software.

Every year, we invest a considerable sum in new computer systems to improve efficiency. There are so many good ideas for new systems that it takes time to build them and install them in every branch.

BLOOMING CHEAPER BY THE DOZEN

Jo Baillie, BPM, Purley

This sunflower with 12 blooms was grown from a Sainsbury's salad sunflower seed by a customer, Peter Crandell.

CHRISTMAS STACKERS

Geoff Mears, grocery manager, Cannock

Sainsbury's ordering and delivery systems are unique and probably the envy of other food retailers. On non-perishable lines, our orders are placed one day and delivered to the store 24 hours later.

Every year, however, branches have to endure the company's clumsy central allocation of Christmas lines. This year's alloca-

tion of some particularly expensive, slow selling confectionery lines seemed to contradict the company's previous efforts to cut down on excess capital tied up. For example, at our store, we received up to nine cases of boxed chocolates priced at £9.49 per unit. When checking the layouts, we are advised to use infills to restrict the amount of high priced items on display.

In future, would it be possible to either allocate one case of each product or for branches to order their own supplies?

Eddie Ricketts, director of branch merchandising and store planning, replies:

Christmas display layouts are produced showing a capacity for each line and the buyers are advised of this. It is their job to ensure that the initial order is based on this layout.

We can only assume that an error was made on this occasion which will be followed up.

WHAT DO WE HAVE TO OFFER?

Mark Groom, senior deputy manager, Tamworth

For the last year or so, I have seen certain Sunday papers take a swipe at us and food retailing as a whole. When we have tried to defend ourselves, it turns into a slanging match. Profit, which motivates companies, has become a dirty word.

I would like to ask what the average customer knows about our industry and our company, other than we are expensive and make too much profit. Where is this profit channelled? What contribution do we make to the environment, to the industry we are part of, to the people we employ, to the suppliers and growers, to the innovations that make the industry better for all?

Perhaps it is now time for a different advertising theme.

Chris Leaver, departmental director, public relations, replies:

Your point is a good one but I do not think that taking advertisements is necessarily the best means of communicating what we are about on the issues you describe, particularly with the limited advertising budget that we have.

Rather, we should look to communicate our strengths and purposes through a more diverse set of communications such as the Report and Accounts, our environmental leaflets, The Sainsbury's Magazine and by the customer's own experience of what we stand for in terms of integrity and social responsibility.

STAMP OUT DISEASE

Eileen Harris, veteran

I am a former higher grade four assistant on health and beauty having worked at Perton branch for ten years from its opening day. In November 1991 I had to retire early at the age of 53 because I was diagnosed after many tests as having a rare disease called scleroderma and also Raynauds, for which there is no cure. This has affected me in many ways, and has been a great shock to me after being so active.

JS were very good to me when I had to have a lot of time off through being so poorly. The management and staff at Perton were all so kind. I couldn't have wished for better, and miss them all very much. I joined the Raynauds and Scleroderma Association which helps fellow sufferers and raises money for research. Would staff and branches save used postage stamps and petrol coupons and send them via my address to the association?

They sell these stamps and coupons for cash for further research into this miserable complaint. I have never done anything like this before and I'm trying to feel useful and do my bit.

Please send all donations/stamps/coupons to Mrs Harris, 8 Hill Street, Essington, Nr. Wolverhampton, Staffordshire, WV11 2BW.

CHECKOUT IDEAS

Sue Heath, cashier, Coldharbour Lane, Hayes

Do you think it would be possible to introduce yellow bags to put the reduced produce in, or have a yellow tag for the handles of the bag to easily recognise reduced items?

The other point I wish to make is that working at a larger store, we do not have the facility to wrap china up for our customers. Some tissue paper would be very helpful.

Dennis O'Sullivan, branch operations, replies:

Thank you for your suggestion on handling reduced produce items. Our current policy when overstocked is to clear loose produce with a system reduction, and bar-coded commodities with a yellow 'reduced item' T bar label positioned over the original bar code.

I think the situation that has prompted your suggestion is the small amount of loose or re-bagged broken packs. These are cleared only to staff or the restaurant, arriving at the checkouts with just a priced yellow reductions label, giving the original price per lb and the reduced price per lb.

I believe the quantities involved do not justify a yellow printed bag. We are, however, continuously seeking to improve the cashier recognition.

We have sold a range of mugs, cups and saucers for many years and have recently extended the range to cover a limited number of dinner plates and bowls.

We have not experienced any difficulties selling this range without wrapping material, and it

would be very difficult to make such material available at the checkouts due to space restrictions. We will obviously keep the situation under review.

WHERE IS THIS ROAD LEADING?

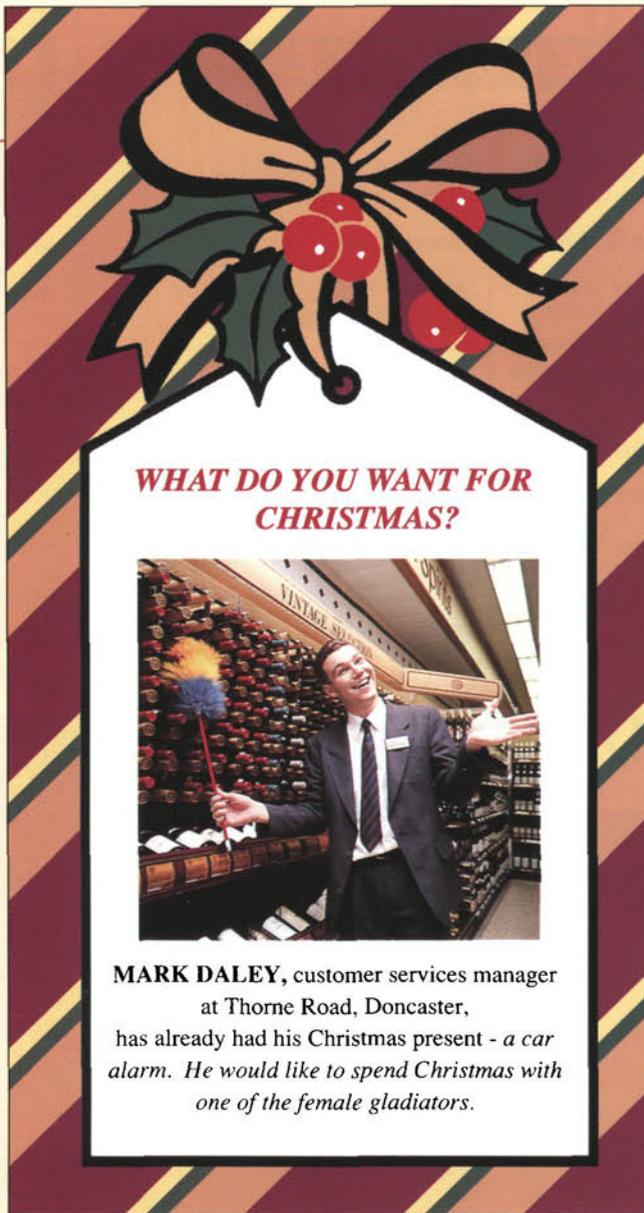
Mike Matthews and Ian Finlayson, Blackfriars

There are a number of employees in the company who feel that reasoned debate and respect for principles have been submerged in the rush to usher in the age of seven day trading. In particular, the newspaper circulated on behalf of the Sunday trading campaign resorted to the most disgraceful kind of coarse journalism, quite unworthy of the high principles of JS. If there is a good case for Sunday trading, it can be made with fair and solid argument.

There is another aspect to the issue, however; while JS rightly insists that no-one should be forced into Sunday work, and wish this to be enshrined in law, experience in other areas has shown that such 'conscience clauses' do not work. Even today, [October] with Sunday trading still illegal, there have been reports of pressure being applied in subtle and not-so-subtle ways to work or be fired.

While, hopefully, JS would honour such provisions, others will not, and will merely use revision of the law as a stepping stone to total deregulation, without the fuss or conscience. It will undoubtedly be 'the thin end of the wedge', and immediately there would be pressure for seven day working in offices and other areas. We need to think much harder about where this road is going before we set out upon it.

Of course we acknowledge the anomalies and inconsistencies in the current situation, and recognise that changes must be made. We also acknowledge that any law must be one which has



WHAT DO YOU WANT FOR CHRISTMAS?



MARK DALEY, customer services manager at Thorne Road, Doncaster, has already had his Christmas present - a car alarm. He would like to spend Christmas with one of the female gladiators.

general acceptance, or it will not be kept or enforced. But is it self-evident that the ability to shop or work at any time will make us any happier, or even any richer?

Evidence through the ages would seem to indicate that rest one day in seven is just what we need! Far from being kill-joys and wishing to deprive the public of pleasure, we believe that far more would be lost than gained; could it be that they have been persuaded by pressure groups to clamour for something that will turn to ashes when they have it?

Nigel Matthews, group secretary, replies:

Thank you for your contribution to the Sunday shopping debate. I respect your views, but think it is quite wrong to suggest that JS is trying to rush things or that there has not been any 'reasoned debate'. Indeed, reasoned debate about Sunday shopping has been going on for years. In 1983 the Government set up a Special Committee of

Inquiry into the Shops Act, which took evidence from all interested parties. Its report in favour of Sunday opening, but with recommendations for worker protection, was overwhelmingly endorsed by Parliament in 1985. This would have given the public in England and Wales the same freedom to shop on Sunday that already existed in Scotland.

In the country at large, opinion polls have consistently shown that two-thirds of the population want the opportunity to shop on Sunday. Given that opportunity, many millions actually take it - and for retailers that surely is 'fair and solid argument'.

The country needs a new law that recognises the changes that have taken place in society since 1950. The new law must meet the demands of customers, accommodate the needs of staff and be fair and easy to enforce. The reform JS is supporting will meet these aims.

Many people in the country think that, because the shops are open, the law has already been changed. Unless these people realise that the vote has still to happen and they make their views known directly to their Members of Parliament, we could finish up with a law that is even more restrictive than the 1950 Shops Act. That is why the Shopping Hours Reform Council deliberately chose a popular style of newspaper for addressing the public. It was distributed very widely indeed and not just within JS. Although it was in tabloid form, I cannot accept that it was 'the most disgraceful kind of coarse journalism'. Many thousands of people have responded to its call - so obviously they didn't think so either.

Finally, a comment about voluntary working. Both the chairman David Sainsbury and joint managing director David Quarmby have consistently stated the company's commitment to voluntary policy on Sunday working; we will not discriminate against people who choose not to work on Sundays; those who do work on Sunday will continue to receive a substantial premium.

CUSTOMER LETTERS

To Farlington from Jean Brown

'A happy staff reflects the management and I would say you run a good ship Mr Pratley - thank you. I might add that I have converted all of my Waitrose friends to the company I have happily shopped at for 34 years.'

To **Northfield** from West Midlands Ambulance Service following an incident in which Carol Clayton and Ann Colley gave first aid to a woman who had a cardiac arrest in store. 'I should like to commend your staff for their presence of mind and initiative. There is no

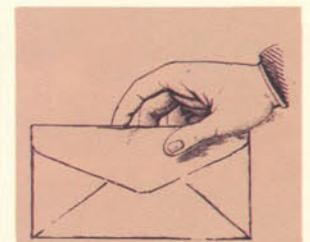
doubt that their actions gave the patient a chance of survival she would otherwise not have had. Unfortunately, the patient died a short time later in hospital but the training your staff had received and put into practice gave the ambulance service and the hospital staff a patient with a good chance.'

To Maidenhead from Maxine Frazer-Reid

When my two year old daughter dropped a jar of jam at the checkout, without any hesitation the checkout assistant called for a) someone to clear up the mess, and b) someone to check my little girl who was rubbing her eye - had a piece of glass hit her? Within a couple of minutes the mess was cleared up, the customer services lady had appeared and so had a first aider (Georgina Hills), who whisked my daughter away to wash her eye. My trolley, loaded with (paid for) shopping was guarded during this period. The following day, I received a call from the store to see how my little girl was - incidentally she was fine and there had been no damage caused.

I cannot commend this team highly enough.

(CONTINUED ON PAGE 35)



LETTERS ARE WELCOMED AND SHOULD BE SENT THROUGH THE INTERNAL POST TO THE EDITOR, JS JOURNAL, 10TH FLOOR, DRURY HOUSE, OR BY ROYAL MAIL TO THE ADDRESS ON PAGE TWO.



SUPERMARKET

O P E N I N G S

MARKET HARBOROUGH

Opening date: October 19, 1993
Address: St Mary's Place, Market Harborough, Leicestershire
Opened by: Joint managing director David Quarmby
Branch manager: Jim Lavin
Project manager: Mike Turner
Staff: 240 (211 new jobs)
Sales area: 22,100 sq ft
Car park: 465 spaces

HAMPDEN PARK EASTBOURNE

Opening date: October 26, 1993
Address: Broadwater Way, Eastbourne, East Sussex
Opened by: Chairman David Sainsbury
Branch manager: Peter Haward
Project manager: Steve Newell
Staff: 368 (236 new jobs)
Sales area: 34,596 sq ft
Car park: 580 spaces

HOMEBASE

O P E N I N G

HEMEL HEMPSTEAD

Opening date: November 5, 1993
Address: Apsley Mills Retail Park, London Road, Hemel Hempstead
Opened by: Chairman and managing director, Dino Adriano
Branch manager: Gwynne Lewis
Project manager: Neil Hotston
Staff: 53 (44 new jobs)
Sales area: 34,650 sq ft
Car park: 393 shared

MARKET HARBOROUGH

Appropriately for a JS in Market Harborough, the store is on the site of the relocated cattle market. This knowledge helps to explain the words 'SETTLING ROOM' on the JS-restored four storey tower sitting in the middle of the car park. The market opened in 1903 and farmers and traders would strike their deals around the pens. They would then repair to the tower to settle their accounts. The building would have made a novel coffee shop but the council retain it for use as a library and community meeting centre.



No wonder manager Jim Lavin seems a bit familiar with this first day customer. She is his mother!



Richard Shakeshaft helps a mother secure her baby into her trolley.



The settling room in the middle of the car park.

Daniel Illet, 17 year-old part-time supermarket assistant, reports on what it is like to be a rookie at one of the smallest stores opened this year:



Daniel in his new uniform

'I heard some people comparing JS staff training to army basic training - at times I thought it was harder! But it was worth it because Sainsbury's have prepared the Market Harborough staff for everything. This was not at all like my old job where it was more a case of "This is the till, see you later!"

'The opening day came and there seemed to be more people than at a royal wedding - supermarket life is very hectic. My workmates are also surprisingly understanding, even when you accidentally keep a set of the branch's keys overnight!'



HEMEL HEMPSTEAD

The new Homebase in the Apsley Mills development opened with a bang on Guy Fawkes day setting YET another opening day takings record (the previous three Homebase openings have each set new records). It is also the first DIY building to be awarded a new environment friendly design award. Peter Ibbotson, Sainsbury's



Manager Gwynne Lewis.

director of construction and engineering, announced the new scheme ten days after the opening. The award shows that the design of Hemel Hempstead Homebase has successfully minimised environmental impacts on the global, local and immediate environment. BREEAM (Building Research Establishment's Environmental Assessment Method) originally applied to offices, was expanded to assess supermarkets and now includes the likes of DIY stores.



Karen Townsend used to work behind a bar before starting at Homebase. 'You have to deal with customers in much the same sort of way as on the checkouts,' she says.



Andy Bullen (left), senior assistant, and Nigel Foster, extra choice supervisor, show how the new style board cutting counters are not only smarter but more practical. The simple addition of a vertical slit in the counter makes it easy for customers to pass through boards for cutting.

HAMPDEN PARK, EASTBOURNE



'It was pretty hectic in here on opening day', says senior deputy manager Neil Kinner, 'our coffee shop broke the area takings record. And we saw a lot a familiar faces from the old store, even regulars who had come back to us again [a new Tesco recently opened near the old store]. The whole day went like clockwork - I almost wish something out of the ordinary had happened to make more of a story for you!'

Even regular customers needed a little help from Tom Spencer with the choices offered in a large new store.



Who is more pleased with the opening, manager Peter Haward or his customers?



Russell Owen, warehouse assistant, knows that it is not just the shopfloor staff that go to work on a smile.



SUPERMARKET

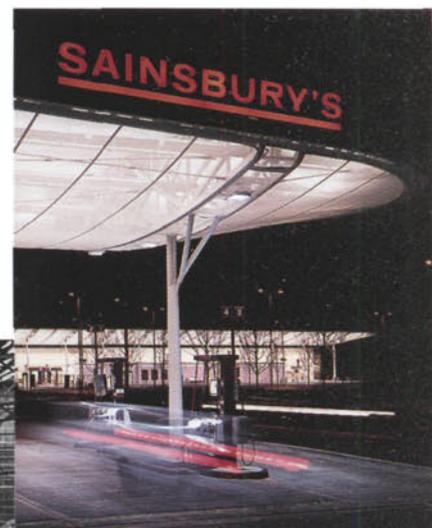
O P E N I N G

CANLEY

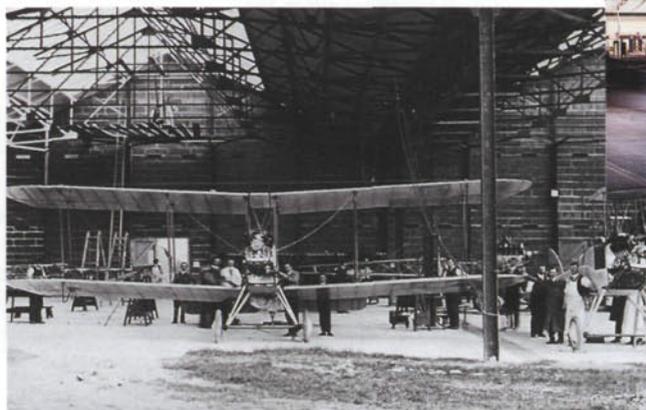
The new Canley store has just landed in Coventry. You would be forgiven for mistaking the rounded glowing store for a UFO as you drove along the A45 in the evening. The dramatic design actually harks back to the aeronautical history of the site which was formerly occupied by The Standard Motor Company, one time manufacturer of biplanes. The factory, which closed in 1980, produced classic fighters like the Sopwith Pup in the First World War, the De Havilland Mosquito during the Second World War and Triumph cars like the Stag and Herald.



Pauline Gray, food and store safety officer, makes sure that newcomers find their bearings with store plans.



The aerofoil-shaped petrol station roof and store canopy are steel framed structures, lined beneath with a PVC mesh and lit from inside.



Inspiration for the store's design - one of the bi-planes built at Canley.



The chairman makes the first customers feel special.

Opening date: November 16, 1993

Address: 330 Fletchamstead Highway, Canley, Coventry, West Midlands

Opened by: Chairman David Sainsbury

Branch manager: David Clarke

Project manager: Ken Sinclair

Staff: 364 (145 new jobs)

Sales area: 31,905 sq ft

Car park: 656 spaces

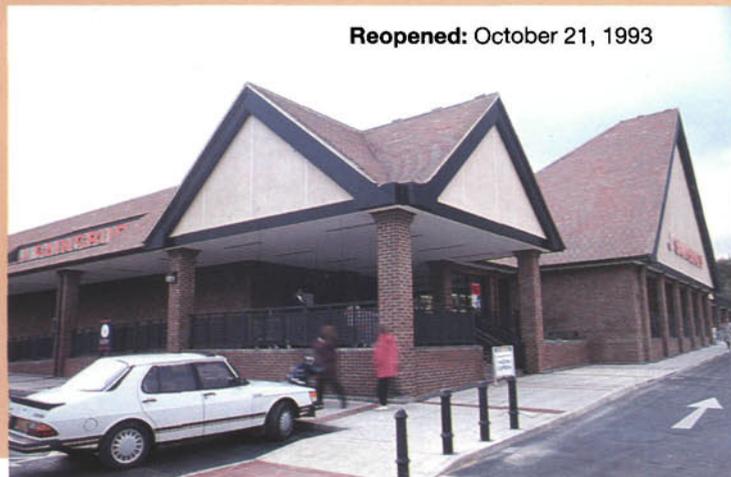
SUPERMARKET extension

LOCKSBOTTOM

Locksbottom originally opened in 1981 and has undergone a comprehensive re-build over the last nine months. The new store welcomed its regular customers on October 21, having had more than a facelift. Selling space has increased by a third to 32,000 sq ft, the car park has doubled in size to 600 spaces and there are new members of staff, bringing the total to 400.

Manager Richard Smith says, 'Difficult as it has been working with the builders around for so long while the store was still trading, it has been worth it: our customers have a greatly improved quality of shopping and all the staff get a new store without having to move!'

Reopened: October 21, 1993

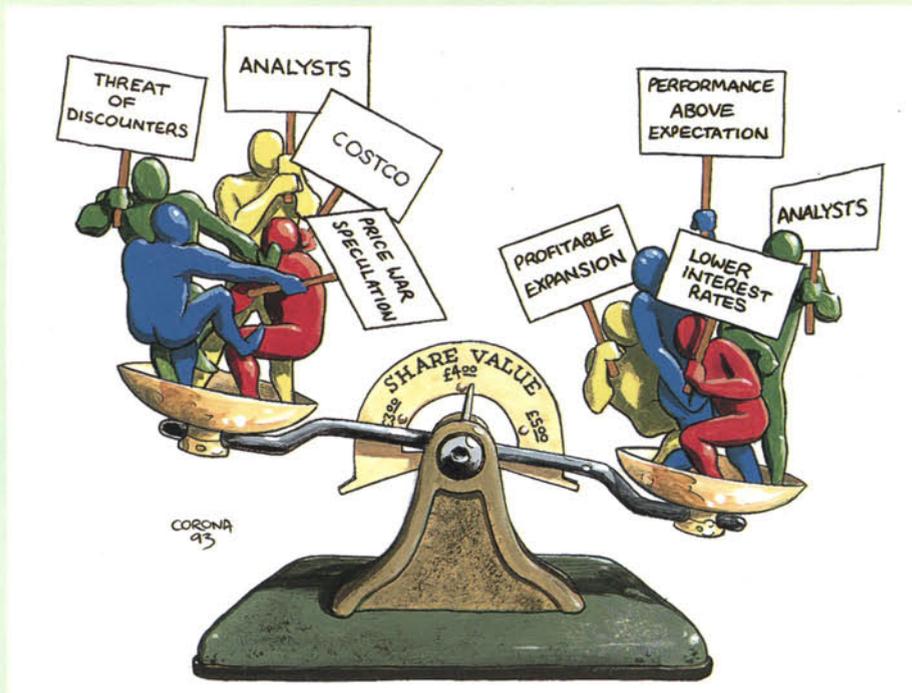




Why are my shares Shrinking?

With more than 35,000 staff holding shares either directly or through the profit sharing scheme, it is not surprising there has been a great deal of interest in the way the JS share price has zig-zagged in the last year.

The JS Journal went in search of answers to some of your concerns and spoke to Tony Shiret, former analyst in Sainsbury's financial appraisal department and business news writer for the JS Journal. Tony is now a financial analyst with stockbrokers Barclays de Zoete Wedd, covering the stores sector. He advises pension funds and other institutional investors rather than private individuals. We caught up with him the day after the budget.



JS JOURNAL: The stock market, which has been very volatile, now seems to be storming ahead but JS shares this year have gone from a high of £5.80 to a low of £3.65 and are now at £4.09. What is going on?

TONY SHIRET: The stock market is going up because the economy is recovering. Interest rates have fallen and that generally tends to make shares more attractive than other investments. But, for several reasons, the food retail sector is not sharing in this success. Firstly, food shares performed very well last year, better than the rest of the market. After all, people still need to eat in a recession. But with other companies now recovering, investors are being attracted into other sectors, and reducing their investment in food. This has affected the price. Secondly, there have been certain question marks over the food retailing sector itself which have worried investors.

JOURNAL: What sort of question marks?

TONY: Principally, they are worried about the increase in price competition in the food retail industry and the effect that is likely to have on their profits in the future. All this talk about discounters and warehouse clubs has worried the City and has had an effect on investors. There are also worries that market saturation (i.e. too many supermarkets), which has been talked about for a number of years, is now closer to becoming a reality and that may affect profits and property values.

JOURNAL: But JS is a company with an excellent track record.

TONY: Yes, but the share price is based on future profit expectation rather than results achieved. Many

investors feel that food companies will not grow profits as quickly in the future, as they have in the past. The Sainsbury's Essential for the essentials campaign is seen as an adjustment to a general level of lower prices. I realise this is expected to generate higher sales volume but analysts are uncertain how much extra sales to build into their profit forecast.

JOURNAL: Why did the share price move so quickly last year?

TONY: You have to look at the overall economic environment. People generally have probably already forgotten that the UK came out of the European Exchange Rate Mechanism in September 1992. That allowed interest rates to fall quite dramatically. Before that, high interest rates

meant that many companies in sectors which are now performing well stood no real chance of improving profitability as fast as now seems possible. Food retailers, however, were very attractive in that sort of market because of the stability of their sales through the recession. With the recession behind us and the recovery now building, market sentiment has changed very rapidly and investors have looked at other sectors.

JOURNAL: Are all the major UK supermarket companies experiencing the same fall in share price?

TONY: By and large, yes. Certainly the top three - Sainsbury's, Tesco and Argyl. Since January 1, Sainsbury's has fallen by

28%, Tesco by 20% and Argyl by 27%, although Sainsbury's share price still stands on a higher multiple of earnings than the other two which shows that investors have more confidence in Sainsbury's prospects.

Argyl's latest half year results failed to please the market.

JOURNAL: Is the JS share price going to recover?

TONY: I think it will. The downward move in food shares has been very sharp. The market tends to overreact so we may see a modest upturn. But it will depend upon the general economic climate and how Sainsbury's performs. If the Essentials programme generates a lot of extra sales, and the post Christmas trading statement is good, analysts may increase their profit forecasts for JS. This should allow investor confidence to rebuild.

JOURNAL: So, what should we do with our JS shares now?

TONY: I personally wouldn't sell them and I think they will recover steadily. Shares should be regarded as a long term investment, not a short term measure. With low interest rates elsewhere, the dividend on JS shares makes them relatively attractive compared with having the money in the bank. But, as we have seen, shares can go down as well as up.

Certainly, those who have applied for the latest SAYE offer at £3.01p should be on to a good thing.

News in brief

All Sainsbury's petrol stations now offer petrol with added detergents. These additives comply with the recent recommendations of major motor manufacturers to help the running of increasingly complex modern engines. On November 25, all 130 Group petrol stations began selling detergent-enhanced fuel at seven per cent below the national average price. ■

Sainsbury's is contributing £116,000 towards a major research project into the links between diet and Osteoporosis. A similar amount is being provided by the Medical Research Council.

Osteoporosis is a crippling disease affecting older women. The bone fractures that accompany the disease result in disability and pain and can be life-threatening. ■

Director of scientific services Dr Geoff Spriegel, who will act as coordinator between the company and the Dunn Nutrition Centre, said, 'Osteoporosis presents a major challenge to medical research, but we believe this programme can help to find the key to one of its main causes and in doing so improve the quality of life for thousands of potential sufferers.' ■

Sainsbury's is Supermarket of the Year, according to the authors of a major new wine book. Anthony Rose and Tim Atkin, authors of Grapevine, singled out Sainsbury's wine team for 'the massive improvements in the last 12 months, reclaiming pole position in the high street.' ■

Construction and engineering director Peter Ibbotson has been chosen by Energy

Minister Tim Eggar to join his new Energy Advisory Panel. The Panel was set up following the Coal Review White Paper to advise on the information to be contained in the Government's annual Energy Report. The report will provide a wide range of energy information relevant to business and investment decisions and the first report will appear in mid 1994. ■

How to build your own

SUPERMARKET

Every month, the *Journal* tells you all about the latest store openings, but have you ever wondered how the stores get there in the first place?

The supermarket represents one of the success stories of the British construction industry. The average JS store turns over many hundreds of thousands of pounds each week and every day it is closed is a day not serving customers: time truly is money. Sainsbury's has developed one of the most efficient systems to create, in the shortest time, a high quality environment for shopping. Less than a year after planning permission is granted by the council, a fully functioning Sainsbury store can emerge from a muddy site, as our picture story at North Cheam shows.



1 January 1993 and hundreds of tonnes of earth have been removed from the site. Some of the topsoil is retained nearby to be used in the landscaping when the store nears completion. The store has been sunk three

metres into the ground at the end nearest to local houses so that their views are undisturbed. The big hole in the foreground is to house the lift for evacuating people from the domestic area in case of emergency.



2 Three weeks later and the steel skeleton is going up - this is the frame for the domestic area. The girders bear the loads while the walls provide a weather-proof barrier.

By March, the steelwork is almost complete. This is the sales area of the store, so only two columns interrupt the whole of the 36,000 sq ft space to support the ceiling - quite a feat of engineering. In total, the store incorporates 380 tonnes of steel, all the components being bolted together like a giant Meccano set.



4 A hoarding is erected outside the site to count down the time left until opening.



5 As the steel work is being completed at one end, the brick walls are being put up by skilled brickies at the other. Each bricklayer can lay almost 400 bricks in a day.





Graham Caughey was the project manager for the new North Cheam store. It is his job to oversee the construction of the store from the time Sainsbury's buys the land until opening day. He looks after the design team, building contractors, surveyors and liaises with local interest groups. He will usually be involved with around six sites at any one time.



9 The general office as you have never seen it before! There is no glass in the window - this is one of the last parts of the building to be installed since they break easily during the phases of heavy building.



10 By July, the store is beginning to take on a recognisable shape. North Cheam was an exceptional case where the new store was built directly beside the old store and the two supermarkets overlapped: the new store gobbled up a substantial portion of the car park while the old store continued trading. When the new store opened, the old one was closed, razed to the ground and the car park extended onto the site.



8 By May, the whole building has been made watertight. This picture is taken six feet above the sales area on a temporary platform known as 'birdcage scaffolding'. This allows easier access to install such fittings as these air conditioning ducts in the ceiling. Meanwhile, in the darkness below, engineers work on services recessed into the floor.



11 The ducts for electrical cables in the staff restaurant are filled.



7 The walls are built in two layers: bricks outside and breeze blocks inside. Between them is a cavity which not only provides insulation but also waterproofing. Since the 95,000 bricks in the walls of the store are actually porous, any rain that soaks through from the outside, runs down the inside, between the two layers, leaving the internal walls dry.



12 Final preparations are made on the sales area in July to receive all the cold cabinets and shelves. Here, the copper pipes for carrying the refrigerant are assembled.

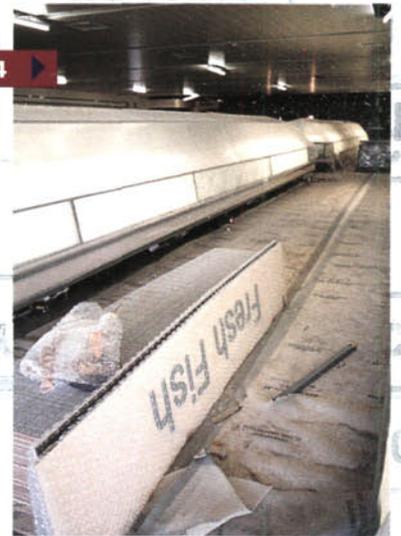


6 The concrete floor is laid in the bulk store area in April. The concrete is pumped down the hose and comes out like a thick soup, setting hard after three hours. The whole building uses 4,600 cubic metres of concrete.

How to build your own **SUPERMARKET** (continued)



13 August 12 - the welding on the exterior canopy is completed.



14 The freezer cabinets glow eerily beneath the dust covers. 'Handover', when the retail division officially takes over control from the development division, is only two weeks away. By then, all major construction work should be finished and the mammoth job of filling the shelves and installing the computers begins.



15 The management team from the old store see where they will be working in four week's time. Most are amazed how big the store is and wonder how it will be finished in time.



16 Opening day, September 14 - the store opens on schedule, nine months after the first hole was made in the ground.



The story of Savacentre



In this Christmas issue, we present our second special feature on the Group's subsidiaries. With apologies to Charles Dickens, we conjure up the spirit of his Christmas Carol to travel backwards and forwards in time at Savacentre.

Spirit of Savacentre past



'The largest single storey hypermarket in the UK is spreading its wings over Washington town centre', proclaimed the *JS Journal* in November 1977 as the first Savacentre opened.

Savacentre's first director and general manager, Tim Grinnell, said of the hypermarket operation: 'It is the logical progression of retailing and quite the most efficient in reducing distribution costs. High volume sales - based on giving unbeatable value for money - combined with relatively small profit margins, produce a healthy return on capital. It

must be a happy recipe for success that makes money by saving people money.'

Sainsbury's and BhS came together in the mid 70s to compete with the one stop shopping concept made popular in France and brought to the UK by Carrefour. In fact, Tim Grinnell himself was recruited from one of

Carrefour's most successful hypermarkets at Southampton.

From the beginning, Savacentre adopted an independent stance. To quote from the *Journal* again: 'Those who work for the new company are determined that it should be seen as a company in its own right, and not as an infant at the mercy of its two parent companies.'

Well, the more things change, the more they stay the same!

In the early days, Savacentres were run as self-contained units by the store's management. Non-food lines were all BhS label sourced by the BhS central buyers. Much of the food was Sainsbury's,

supplied direct to the stores rather than through the Sainsbury's distribution system. The department managers were responsible for ordering and, to a certain extent, merchandising.

Head office was a 'centre team' of a handful of people based in a converted house in Theale, just a couple of minutes

from the M4. Although it relocated to larger premises in Wokingham in 1981 and the numbers have been swollen by the need for whole new buying teams, head office remains a trim outfit.

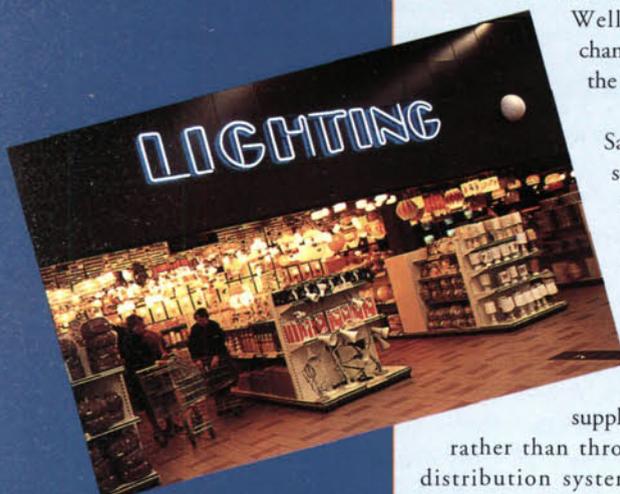
The Sainsbury/ BhS partnership needed large catchment areas for its new enterprise. Washington, a few miles south of Newcastle-upon-Tyne and west of Sunderland, provided one million potential customers. Such densely populated areas were not to be found on every street corner, but Savacentre had its sights on a few prime locations. Hempstead in Kent opened just

11 months after Washington, Basildon opened less than two years later in March 1980, with Oldbury following just six months later, and Calcot joined them in September 1981. Within four years, the company was five hypermarkets strong.

In the next 12 years to the opening of Beckton in East London, Savacentre doubled its number of stores and extended and refurbished its earlier stores. In 1989, Sainsbury's bought out BhS's share of the partnership and Savacentre began phasing out BhS products from its stores. Then began the age of Lifestyle, the Sainsbury's range of clothing. Lifestyle shapes the spirit of Savacentre present, so let us turn the page from the past into the here and now.



The pictures on this page were taken before or during the opening of the first Savacentre store at Washington.





The spirit of Savacentre present . . .



Savacentre chairman Tom Vyner.

What is the spirit of Savacentre, we ask Tom Vyner, chairman of Savacentre and deputy chairman of Sainsbury's: 'A small team driving a dynamic business. Everyone mucks in together. We're extremely successful and very proud.

Look to Beckton' he says 'It's leading the way.' Beckton opened on October 19 this year and is more compact at 75,000 sq ft than London Colney or Merton at 120,000 sq ft and 110,000 sq ft respectively. It incorporates many new ideas including single line gondola ends in the food area, tandem checkouts, upright freezers and lots of new design features. Following its incredible success, many of the experimental ideas seen at Beckton have been adopted by the other stores.

liaison with JS buyers and it helps having been one myself, but we're known as traders because our job is as much to do with selling as buying. JS, as the centre of excellence for food, acts as a supplier to us and we adapt that food element to the hypermarket environment. Our style involves a bit more razzamatazz. Promotion is very important here.'

'It's like marketing ten separate companies', says Savacentre's marketing manager Mike Berger-North. 'Because of the way our stores are spread across the country, every promotion we undertake is regional.' That involves ten sets of local radio stations, newspapers and events.

The department is another example of Savacentre's 'small but perfectly formed' administration: 13 people working in one room look after advertising, point of sale material, sales promotion activities and public relations, including customer relations. It also gets involved in market

LIFESTYLE

Beckton was the first Savacentre to open with the complete Lifestyle range which, over five years, has replaced the BhS range of clothing.

Five years ago, Savacentre had no buying teams on clothing. Knowing that the partnership with BhS would end, a team was built up to develop the Lifestyle range. Stephen Sunnucks, the director in charge of non-foods, looked around for talented people in the clothing field: 'We were looking for experienced people who wanted a challenge and the chance to start from scratch, people who, recognising the opportunities available with Sainsbury's resources, could make things happen.' The team members' former companies include JS, Debenhams, Sockshop, M&S and BhS among others. Stephen: 'The first items we bought were shoes and casualwear. They

appeared in autumn 1991 and were very successful, giving us confidence. Our schedule was to replace the BhS clothing range completely by January 1994; in fact, we had achieved that by September 1993.'

'Basically, our policy was to provide Sainsbury's quality at BhS prices. We looked at the good BhS sellers, researched our customers and endeavoured to accommodate the busy mum and her family. Quality is extremely important to us and the quality control department of three under Jim Leung is about to expand to four.'



MARKETING



No, not the marketing department; just one of the promotions they organised for the opening of Beckton.

research and even design.

Mike tells us what the spirit of Savacentre means to him: 'We're aiming at the family group with kids in the car. Our early slogan was 'more like an outing than shopping.' Savacentre takes that idea and doesn't just run with it, it does a Linford Christie with it.

The highlights of the year are the family fortnights at Easter and October half term, with children's entertainment, cartoon characters, raffles and competitions, demonstrations, bouncy castles outside, sometimes even carousels and much

more.

'When the Thunderbird characters appeared in store we had children arriving in their own Thunderbird costumes, and mums with cameras. It's all about shopping being more fun.'

Savacentre has the space and customer numbers to make demonstrations particularly worthwhile. They work with suppliers as well as JS demonstrators, taking 'any opportunity to do something to create interest for customers or the media. Often it means free publicity, and we are seen as a friendly face.'



FOOD



Many people associate Savacentre with clothes but the core of the business is food. We spoke to Roger Allford, manager, non perishables, in food, to discover what makes Savacentre's food operation different from JS.

'Basically, we take the JS range of products and run our own promotional programme on top, and there are lines exclusive to Savacentre such as four packs of Sainsbury's beans, 'pub' boxes of 36 packets of crisps and family packs of meat, as well as regional products like local beers.

'This company is almost a microcosm of JS. Our size means we can move very quickly on ideas making us an ideal testing ground.

'Numerous ideas trialled here have been adopted by JS: hot chicken was developed in conjunction with Savacentre, JS now stocks Max Factor make up, and we are currently trialling upright freezers. There seems to be a growing interchange of people and ideas between JS and Savacentre and I think that's very healthy.

'My job involves a lot of

New in-store displays and advertising brochures show Lifestyle clothing in the best possible light.



TEAMWORK

Savacentre vision

To be everybody's favourite store. Building on success by providing unrivalled: Quality - Value - Service.

Quality is at the heart of the major campaign active in every part of Savacentre - Improvement Through Teamwork (ITT). Says Nikki Rolfe who has co-ordinated the initiative for the past six months, 'ITT encourages everyone to work together as a team continually to improve the business.'

'Total Quality principles were adopted by the senior team a year ago and they applied the name ITT. The team looked at how ITT could help to build on the company's success and they formulated Mission and Vision statements. We then researched customers, competitors and staff to identify the company's strengths and weaknesses.'

A further 130 managers from stores and head office attended workshops over a six month period. They learned all about ITT and analysed research findings, interpreting The Mission and Vision statements in practical ways.

The next step was to launch project groups concentrating on identified problem areas chosen by store directors. For example, Merton tackled high levels of shelf edge label price errors.

The ITT word is now being spread to all 8,000 members of staff.

As Nikki says, 'ITT is a journey not a destination. There is no end because there is always something we can improve.'

'All of Savacentre's successes could not have been achieved without the commitment and loyalty of our staff. They have to adapt throughout the year to many changes and different promotions. They embraced ITT and the principles of teamwork.'

Mike Broomfield,
managing director.

CONCESSIONS



Pickfords Travel opened at London Colney this summer.

Concessions are a thriving part of the Savacentre operation and one which has expanded impressively in the past five years from ten outlets to more than 65 in eight stores. (Edinburgh and Washington are the smaller stores without concessions.)

Lionel Criddle has responsibility for concessions as well as for staff and customer restaurants: 'Our aggressive expansion in this area has not only improved customers' perception of Savacentre with the additional facilities concessions offer, but they have made a significant contribution to the company's profitability.'

'We give priority to companies operating as pharmacists, dry cleaners, heel repair/key bars, photo processing, hairdressing, building societies and travel agencies.'

Customer restaurants are all branded as The Eating Place. Lionel's priority here is offering value for money and creating interest. 'We're very active promotionally with such things as special offers on children's meals in the school holidays.'

'We introduced an all day brunch at £1.99 and find it now accounts for £ 3/4 million of trade over the year.'



Most stores have a grotto with Father Christmas. There is a small entrance fee which is donated straight to charity and every child receives a free gift. Pictured are: London Colney's regular Father Christmas, Bill Northwood, with general assistants and part time elves Karen Robertson and Alison Ritchie and young visitors to the grotto.



A DAY IN THE LIFE OF

ALAN BIRBECK

Store director

Profile:

- Alan Birbeck joined Savacentre in July 1979 from Carrefour.
- Became fresh foods manager, Basildon, on opening in March 1980.
- Deputy store director at Hempstead briefly before joining Oldbury.
- Appointed store director Oldbury in April 1984 - Staff numbers (including part-timers): 700.



One of Alan's first discussions of the morning is with senior baker Paul Detheridge.

I live about six miles away but it's a quick journey at 7.00am when I drive in. The first thing I do is walk the warehouses, back dock and sales floor. Our bakers, butchers, deli, provisions, produce and grocery management are all first in; I talk to them as I walk around. I want to know what happened overnight, what problems we could have, like late deliveries on perishables or a quality rejection on produce. We're already making decisions and I'm getting a feel for the day.

I familiarise myself with any new promotions; do they have enough impact? Sometimes I change them around. I look at the store as a customer and a trader. Is the offer right? Are we promoting soup when it's glorious outside?

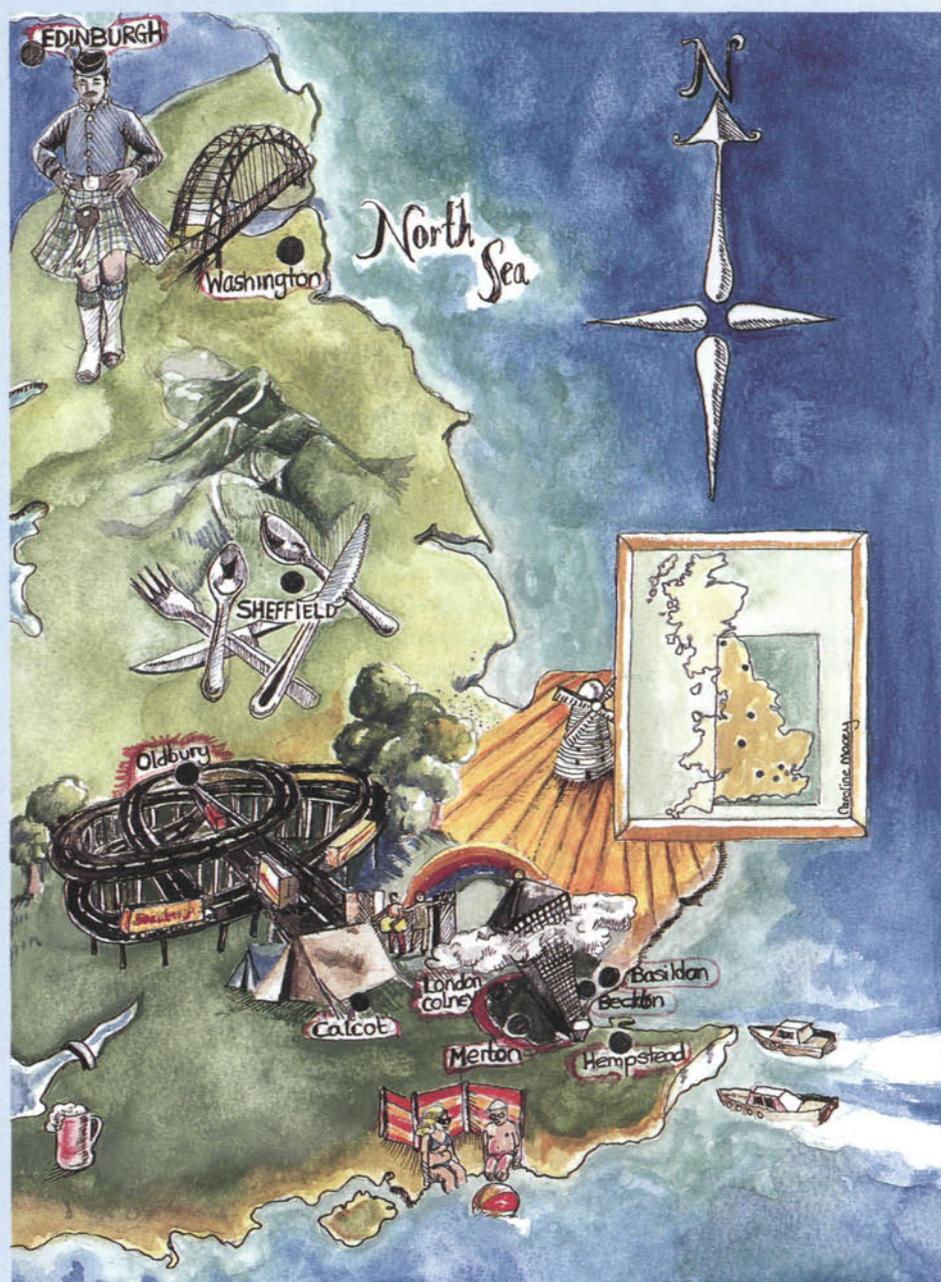
By this time, I've established what stock levels are like. Say there's a special offer on middle bacon but, because streaky bacon is also reduced, we are in danger of being left with our overstock; we move the middle to an end display and it sells

without our needing to reduce it further. You can always trade yourself out of a situation in this way.

I go through the same routine in non-foods. I check any problems from the previous day to see if our solutions worked. I check by eye, but the actual figures are available in my morning meeting at 9.00am, half an hour after the store opens. Before the meeting, I pick up four or five newspapers to check for news which could affect trade; motorways being closed for instance. I read my post and sort out point of sale which has arrived from Wokingham. My secretary, Pearl, arrives at 8.30am and she distributes my post with notes to the various managers.

The morning meeting is attended by the store duty manager and the departmental managers. They are all store managers by rota, and when on duty they run the store. In a way I just oversee it.

At the meeting we discuss the previous day's trade and agree staff movements to where they are most needed.



BASILDON
Part of the Eastgate Centre
Opened: March 18, 1980
Sales area: 73,407 sq ft
Checkouts: 41

OLDBURY
Opened: October 14, 1980
Sales area: 69,008 sq ft
Checkouts: 40

CALCOT
Opened: September 8, 1981
Sales area: 102,700 sq ft
Checkouts: 54

EDINBURGH
Part of Cameron Toll Centre
Opened: October 2, 1984
Sales area: 67,400 sq ft
Checkouts: 45

MERTON
Opened: February 28, 1989
Sales area: 109,273 sq ft
Checkouts: 55

LONDON COLNEY
Opened: March 13, 1990
Sales area: 120,916 sq ft
Checkouts: 50

SHEFFIELD
Part of Meadowhall Centre
Opened: September 2, 1990
Sales area: 104,257 sq ft
Checkouts: 50

BECKTON
Opened: October 19, 1993
Sales area: 75,000 sq ft
Checkouts: 47



WASHINGTON
Opened: November 15, 1977
Sales area: 77,729 sq ft
Checkouts: 40

HEMPSTEAD
Part of Hempstead Valley Centre
Opened: October 17, 1978
Sales area: 72,750 sq ft
Checkouts: 48



Alan checks out a promotional display in the ladieswear section with Helen Burton, textiles manager.

It is 9.00am and time for Alan to chair the morning managers' meeting.



There are reminders about special events and anything else that needs to be communicated.

After the meeting I dictate any letters I need to send off and by 10.30am I have succeeded in putting all my work on other people's desks! Then I'm off again on walkabout. Any improvement on 7.00am?

I like to get a response on new products, particularly in textiles, from staff and customers. The customers know me and they soon tell me if there's anything wrong. When the Lifestyle products were phased in, it was a major change for customers. They trusted us and checked out the quality, then came back for more. Sales have increased every year. The range definitely suits our customers. I have a fussy 16 year old daughter who buys her leggings and tops here. We must be doing something right.

After lunch, our priority is to prepare the store for its 'second opening' at 5.00pm. That's when the evening trade begins. I see all the members of management as

they change shifts. If there is a health and safety meeting it's held at 2.30pm. I'm the chairman with full responsibility for health and safety matters throughout the store. There's new legislation coming in, new VDU guidelines and lifting techniques. We go through the normal safety checks and arrange for new starters to be trained.

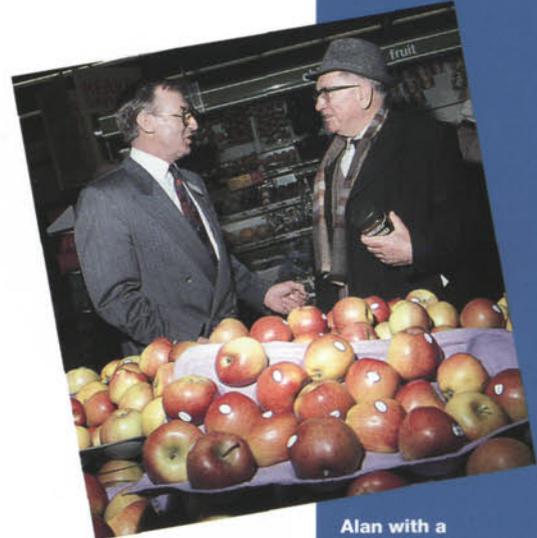
There are constant comings and goings throughout the day - my door is open unless I'm in a meeting. I also catch up on our local schools. My training manager Chris Wall keeps me informed. We really are a community store. You could almost say Oldbury is Savacentre. When we opened, Oldbury was at the height of a recession. Factories were closing and there was 17 per cent unemployment. People were having to change their lives. Many of them came to work here. Now we have 165 people with ten years' service or more.

Our customers are extremely loyal. Quite a number of stores have opened around us but, with the help of loyalty promotions, we

have seen off the competition.

Most nights I leave at 6.30pm. Before I go, I talk to the duty manager and leave him in charge. The store closes at eight - nine on a Friday.

The best part of my job is the challenge of managing a store this size and looking after customers. There's a great sense of achievement when you get everything you're aiming for - staff and customer satisfaction, and a profit as well! I'm most proud of the spirit in this store and the commitment I get from the team.



Alan with a customer who knows his apples.

Usually, home time is around 6.30pm but tonight the store is holding an evening reception for winners of the Family Fortnight competitions. Alan took great pleasure in presenting Annie Baker with a brand new Ford Escort.



Oldbury's bell is part of the store's history: 'During construction, the bell was used for fire drills before the electronic alarms were installed.'



Sorting out the day's post with secretary Pearl Cutler.





The spirit of Savacentre future . . .



Managing director Mike Broomfield.

Says managing director Mike Broomfield: 'After a relatively slow start in our history, Savacentre has now developed a formula which will accelerate the expansion of the business over the next five years. 'We have no fixed date for the 11th Savacentre; we are looking at various options. But by the end of 1995, we should have 12 stores open.'

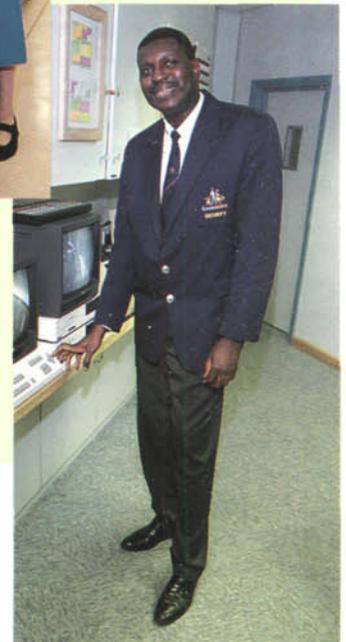
WORKSTYLE

By June 1994, all staff in Savacentre stores should be kitted out in the new Workstyle uniforms.

The uniforms, introduced at Beckton, were devised by a project group under John Spence, retail personnel manager, as part of the Improvement Through Teamwork (ITT) process.



Beckton's Joanne Tuffin in the new general assistant's uniform.



Chris Dadzie shows off the security officers' uniform.

POWERZONE



L to r - David Ross, Russell Crowe, trainee buyer, and Paul Bailey check out visuals for Powerzone.

'We're really excited about what we're doing,' says Paul Bailey. 'It's called Powerzone.'

Intriguing. Paul takes us through the warren-like offices at Wokingham to the home and leisure department headed by the ebullient Eric Watts. Paul, formerly of JS, and now manager of home and leisure under Eric, has been organising the project to put more power into the audio/video zone which sells compact discs and pre-recorded audio and video tapes: 'The aim is to create product zones that focus our offer to the customer while keeping up to date with the music industry of the 90s, creating interest and increasing sales.'

David Ross, buyer in electrical, took us through the changes: 'We wanted to find a way of being able to stock a larger range, including more back catalogue CDs and tapes with a focus on

special interest and children's videos. We have recently commissioned detailed market research to identify even further what our customers want.

As for displaying the range, 'We wanted to create more excitement and to help the customer find what they are looking for easily. We needed to get away from the long supermarket wall of product, so we have sectioned each product area and developed a dedicated area for Disney products in conjunction with Disney. To

further help customers, we now display an enhanced range of back catalogue CDs and tapes in alphabetical order with re-designed Powerzone shelf-edge labelling.

Customer loyalty is something else Paul Bailey and the electrical team are working on. 'We have started regular special offers to encourage repeat and multiple purchases reinforcing the message that we are in tune with the beat in the music business.'

More power to their zone!



The video display at Calcot, before (inset) and after the Powerzone effect



GREEN SCENE

CLEARLY GREENER BOTTLE

Sainsbury's is the first supermarket to introduce a clear wine bottle to increase the amount of glass recycling. Wine drinkers are such conscientious recyclers of glass that they are causing problems in the glass recycling industry: wine comes in predominantly green bottles and almost three quarters of the requirement for UK green glass production is currently met by recycled bottles. In a few years, people will be returning more green glass than the manufacturers need. All good news. Meanwhile, only 16 per cent of clear glass uses recycled bottles.

JS is experimenting with offering

own brand Bianco Di Verona in clear and green bottles, side by side, in 76 stores. Customers can then make up their minds whether they want to be green by buying clear, or clearly ungreen by buying green! The hope is to persuade manufacturers to use clear glass more often.

Continental manufacturers have a traditional affection for green glass, some arguing it filters light and improves keeping qualities. JS organised research which has shown that the move to clear glass has no detrimental effects on wine. After all, the bottles are kept in dark cellars or boxes for most of their lives.

DID YOU KNOW...

Since the first Homebase opened, over 50 million recycled carrier bags have been used by customers.

Beckton Savacentre used 84,398 shrubs in its landscaping.

A tap leaking at one drop per second wastes 40,000 litres of water per year.

One gallon of oil is enough to pollute one million gallons of water.

SAINSBURY'S
BIANCO DI VERONA
VINO DA TAVOLA DELLA
PROVINCIA DI VERONA
Produce of Italy
ALCOHOL 10.5% BY VOLUME 75cl e
Bottled in Italy for J Sainsbury plc Stamford Street
London SE1 9LL UK by AVFF S.p.A. Sona Italia

SAINSBURY'S
BIANCO DI VERONA
VINO DA TAVOLA DEL
PROVINCIA DI VERONA
Produce of Italy
ALCOHOL 10.5% BY VOLUME 75
Bottled in Italy for J Sainsbury plc Stamford Street
London SE1 9LL UK by AVFF S.p.A. Sona Italia

International rescue



Sainsbury's has picked up an award in America 'in recognition of exemplary efforts to protect the ozone layer'. Shaw's, the company's US subsidiary, also picked up an award. Roger Borer, Sainsbury's refrigeration and mechanical engineering senior manager, received the Stratospheric Ozone Protection Award from The US Environmental Protection Agency in October.



Car park lights dipped in glory

Birds like them, stargazers like them, naturalists like them and now lighting engineers like them. The subject of their affections is JS's new environmentally friendly car park lighting, which received a Highly Commended award at Lightex 93.

The lights were jointly developed with a supplier to reduce 'light pollution', namely glare and light escaping upwards rather than lighting the car park. This will help reduce the familiar orange glow that envelops a city at night, helping birds to navigate and making the stars easier to see.

All future store openings will feature these new lights.

< Dave Littler, building services principal engineer, (far right) receives the award from Gareth Pritchard, president of the Institution of Lighting Engineers (far left). In the centre is a representative from the light manufacturer.

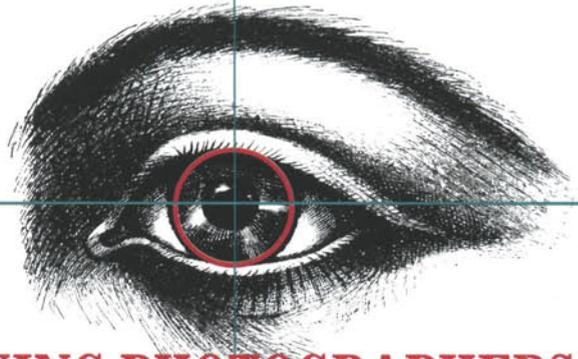


Desk jockeys top the green chart

The retail division has regularly proven how environmentally friendly are our supermarkets - now head office has been declared the greenest office in Britain. The Green Award recognises how the seven buildings have adopted good environmental practices in numerous areas. The office facilities department has ensured that enough electricity has been saved to light 10,000 average households a year and is committed to recycling everything from cups to computer paper. It also uses a local well for non-drinking water requirements.

PHOTOGRAPHIC COMPETITION

SAY HELLO! TO OUR WINNING PHOTOGRAPHERS



The decisions have all been made in the 1993 Photographic Competition. Some of you have a practical *Journal* pen keyring and others have a pretty floating Sainsbury's van pen, but the chosen few have had their Christmas funds swollen. Thank you and well done to everyone who entered.

It was with a certain amount of humility that we ushered Eve George into the cluttered *JS Journal* office. Eve is associate editor of *Hello! Magazine*, with responsibility for pictures, so we felt our lack of celebrity status and not quite chintz and marble surroundings should be compensated for, at the very least, by chocolate biscuits with the coffee. They sent shortbread!

We need not have worried. Eve may know her way round Mandy Smith's personal gym but she was just as happy with some hastily cleared desk space and a mountain of your photographs.

She wasn't even in a tearing hurry to get back to the private lives of the silicon set. Eve took her time and considered all the entries carefully, checking her reaction - was that an ooh, an aah or a ha ha?

Published here are the winning photographs alongside Eve's comments. She congratulates you all. In the next issue we should have room to publish runners up and commended entries.



Judge Eve George of *Hello! Magazine*.



OVERALL WINNER

Philip Mann, store planner, Blackfriars.

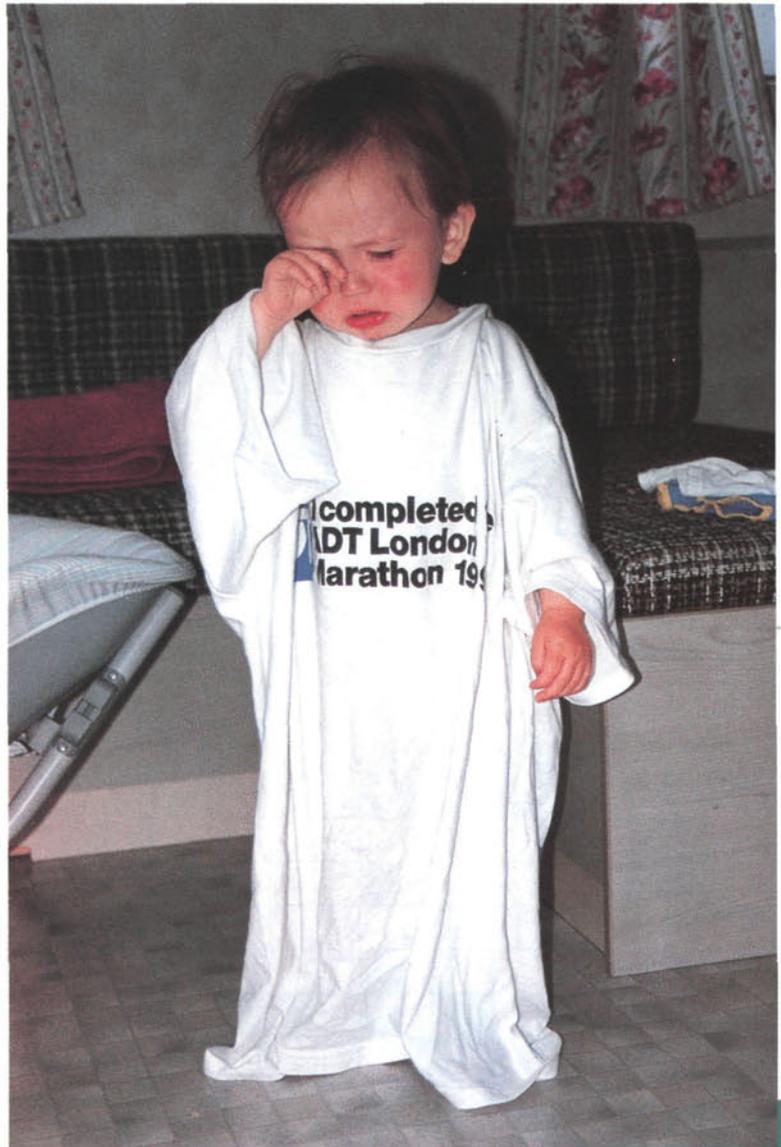
Eve: 'The whole frame is interesting; this is a very well taken photograph. The lovely colours are very evocative of the place. I really think it's the best picture here.'



WINNER
HA HA!... or comic cuts

**Iain Primrose, deputy manager,
Walthamstow Homebase**

Eve: 'This is both sweet and funny. It doesn't look contrived, I think it must have been snapped quickly. There are lots of things about this picture which draw you in to see the humour.'



WINNER
AAH!... or cuties corner

**Jenny Peskett, branch personnel clerk,
Crayford**

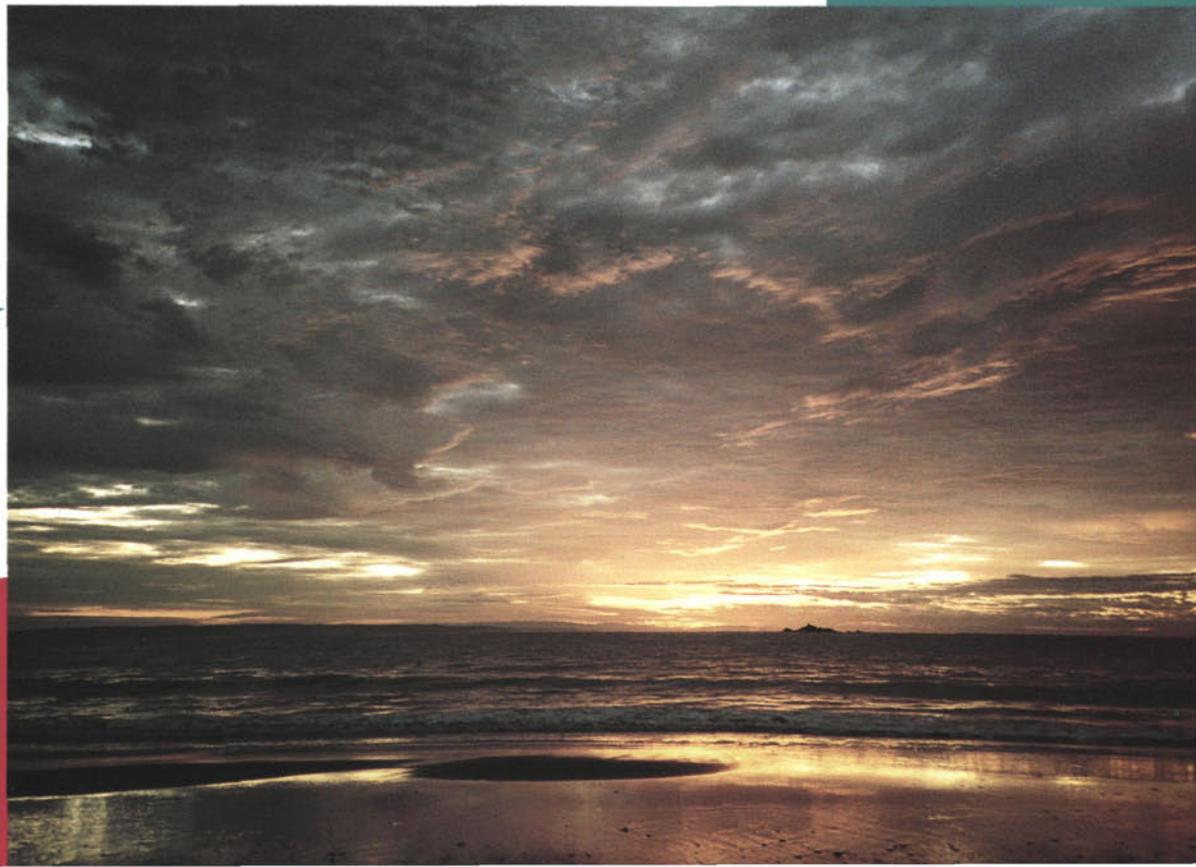
Eve: 'He's a definite aah. I'd like to take him home; he's a complete scruff. The photographer has got very close to a fairly wild animal.'

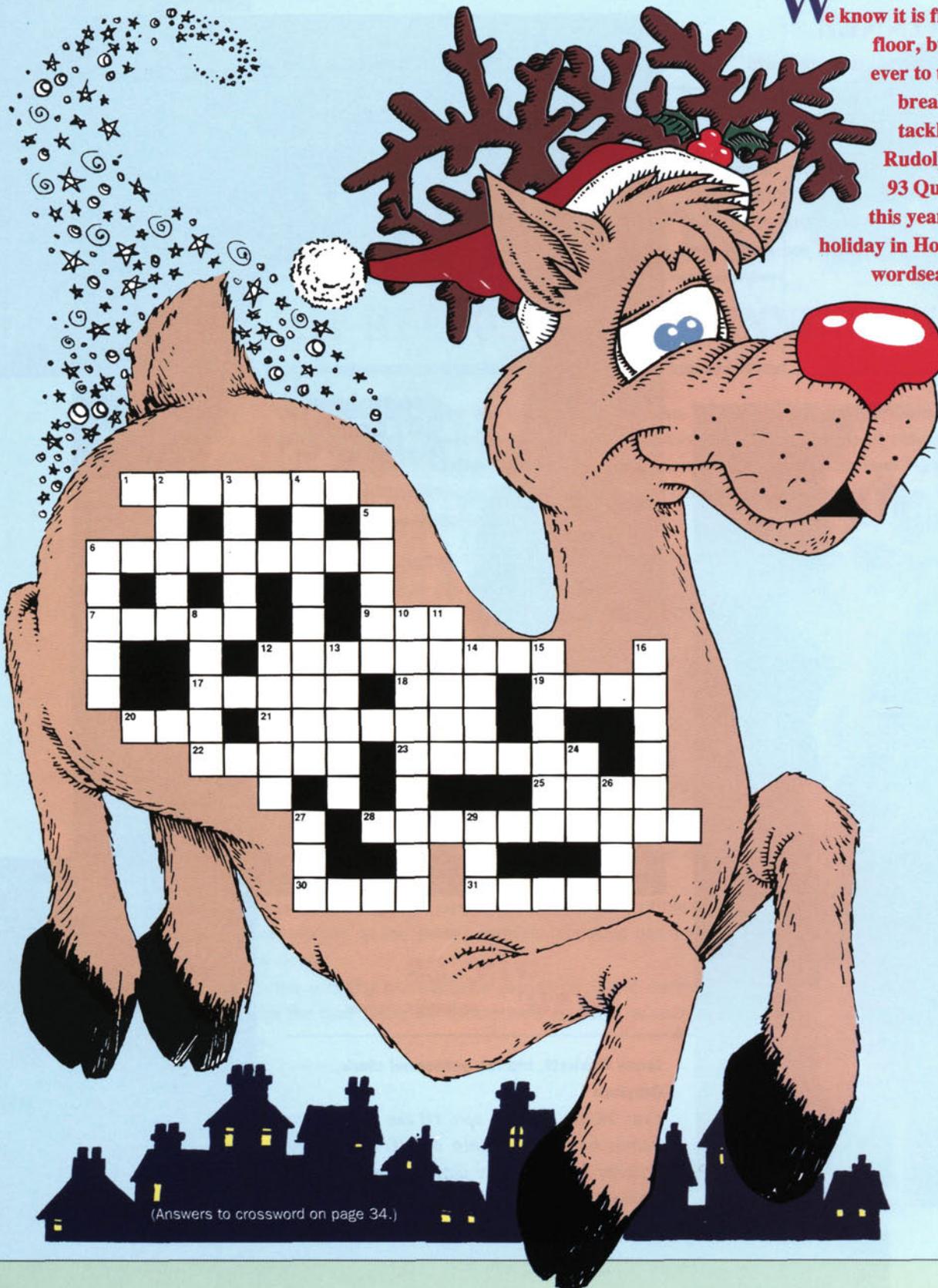


WINNER
OOH!... or spectacular scenes

**Steve Holdstock, senior warehouse
assistant, Thornhill**

Eve: 'You certainly would say ooh! to this sky. The standards in this section were particularly high but this one really fits the bill.'





We know it is frantically busy out there on the shop floor, but that makes it more important than ever to take time out and have a really relaxing break. What better way of relaxing than tackling our Christmas puzzles. Solve Rudolph's riddles and test each other in our 93 Quiz to see just who was paying attention this year. Then go for the big one - win a holiday in Hong Kong with our 'Year of the Dog' wordsearch.

RUDOLF'S CROSSWORD

Across

1. 'A Christmas Carol' miser (7)
6. Aggressive action in support of a cause (9)
7. Christmas flowers (5)
9. Pin of wood (3)
12. Christ's birthplace (9)
17. Dwarf (5)
18. Golf peg (3)
19. Border (4)
20. Tree for a Yule log (3)
21. Rudolph's feature (3,4)
22. Fashion (5)
23. Trafalgar hero (6)
25. Christmas name (4)
28. And 6 Down, 4 Down. Christmas Carol (3,4,3,5,9)
30. Make money (4)
31. December 25 and January 1 (5)

Down

2. Young horses (5)
3. Declarations (5)
4. See 28 Across
5. Mythological maiden (5)
6. See 28 Across
8. Number of maids-a-milking (5)
10. Bespectacled singer (5,4)
11. Christmas birds (5)
12. Fed up (5)
13. Cuddly Christmas present (5)
14. Back part of the food (4)
15. Fruit (6)
16. Pleasure boat (6)
24. Negative (3)
26. Looks at (4)
27. The night before Christmas (3)
29. Santa's colour (3)

(Answers to crossword on page 34.)

SPOT THE DIFFERENCE ANSWERS: 1. Moon's mouth 2. Moon's scarf
3. Snowman's button 4. Dots on Noël 5. X-Mas 6. Musical note 7. Leaf
8. Tonsils 9. Singer's hat 10. Singer's finger

1993 Quiz of the Year

POT POURRI

1. Which character is celebrating a 100th birthday this year?
a) Winnie The Pooh
b) Asterix c) Peter Rabbit
2. Which supermodel was sacked by her agency?
a) Cindy Crawford
b) Naomi Campbell
c) Yasmin Le Bon
3. Which pop star watched Agassi at Wimbledon this year?
a) Barbra Streisand
b) Billy Joel
c) Madonna
4. Rebecca Stephens became the first British woman to do what?
a) Climb Everest

- b) Win 'The Krypton Factor'
- c) Join the MCC

5. Which actress revealed a 'secret affair' with Cliff Richard?
a) Susan Hampshire
b) Una Stubbs
c) Jane Asher

6. Which restaurant opened in London in May?
a) Japanese snake restaurant
b) Maxim's
c) Planet Hollywood

STRANGE BUT TRUE

1. How many people are involved in changing a lightbulb on the National Health Service.
a) 4 b) 6 c) 8

2. How much will a NASA space shuttle toilet cost?
a) \$10 million
b) \$20 million
c) \$30 million

3. July 25 was the start of which week in Britain?
a) Frogs' week
b) Housewives' week
c) Ice cream week

4. How much does the former Soviet Union owe Washington DC in parking fines?
a) \$3.9 million
b) \$1.8 million
c) \$800,000

5. Which vegetable did the EEC want to be less curved?
a) Cucumbers
b) Carrots
c) Turnips

6. Ladbrokes became suspicious when a fraudster presented a winning line of football predictions. What sum was he trying to win?
a) £287,000
b) £4.3 million
c) £3,827 billion

TELEVISION

1. How old was one of the finalists in this year's 'Countdown'?
a) 83 b) 12 c) 11

2. Who hosts the game show 'Lose a Million'?
a) Chris Tarrant
b) Danny Baker
c) Bob Monkhouse

3. Which presenter revealed he had been dyeing his hair for

many years?

- a) Sir Robin Day
- b) Philip Schofield
- c) Michael Aspel

4. Which comedian hosted a series about opera?
a) Stephen Fry
b) Harry Enfield
c) Ben Elton

5. In Coronation Street, for which country did Angie leave?
a) Spain
b) Mexico
c) Scotland

6. Who was voted the most irritating person on television?
a) Jeremy Beadle
b) Cilla Black
c) Esther Rantzen

ANSWERS:

Pot Pourri: 1) c 2) b 3) a 4) a 5) b 6) c
Strange but true: 1) b 2) c 3) c 4) a 5) a 6) c
Television: 1) c 2) a 3) b 4) b 5) b 6) a



WIN A HOLIDAY IN HONG KONG

- AFGHAN
- ALSATIAN
- BULLDOG
- CAIRN
- CLUMBER
- CORGI
- DINGO
- GREAT DANE
- HUSKY
- LURCHER
- POINTER
- POODLE
- RETRIEVER
- SPANIEL
- SPRINGER
- AIREDALE
- BOXER
- BULL MASTIFF
- CHOW
- COLLIE
- DACHSHUND
- DOBERMAN
- GREYHOUND
- LABRADOR
- PEKE
- POOCH
- PUG
- SETTER
- SPITZ
- TERRIER
- WHIPPET

This is no shaggy dog story! You and a partner really could spend a week celebrating the Chinese Year of the Dog in Hong Kong.

The *Journal* has arranged a holiday for two, in conjunction with the Sainsbury's/British Airways promotion. Our winners will stay in the luxurious four star Regal Kowloon Hotel for six nights and fly BA World Traveller Class. Spend your tea break completing our ridiculously easy word search and it could be your most profitable ten minutes ever!

Take in the breath-taking cityscape from the top of Victoria Peak or see the splendour of the Buddhist temples. Our winners can go shopping in neon-glowing Nathan Street, where designer suits are made to measure for a fraction of the European price and you could afford more domestic electrical equipment than you could shake a bamboo stick at. Food is almost a religion to the majority Chinese population, so be adventurous and sample the cuisine in one of the many superb restaurants.



Our runners-up will trade the exotic for the romantic with four nights in Rome for the second correct answer drawn from the hat and three nights in Paris for the third. Both include three star accommodation and Euro Traveller class BA return flights for two.

Simply find the words in the canine word search grid, then re-arrange the letters left over to obtain the names of two more breeds. Send only the completed entry form by internal mail to *JS Journal*, 10th floor, Drury House, Blackfriars, or by Royal Mail to the address on page two. Your entries must reach us by January 28. Winners must take their holidays before the end of June 1994 and you must work for one of the Sainsbury Group companies.

HONG KONG COMPETITION

The names of the two dogs are:

1.

2.

Full name _____

Job title _____

Location _____

Contact Tel No. _____

WORDSEARCH

COLLIECNYHDIEC
LEINAPSKAHIUKH
ANAITASLAHNHEO
FAUHBULLDOGUPW
FDACHSHUNDOFAD
ITAOAIREDALEAR
TACORETRIEVERE
SEAPHCLWHIPPET
ARICMELDOOPZIN
MGREYHOUNDATRI
LUNDOBERMANIRO
LABRADORTBIPEP
UCORGIRETTESTA
BOXERNREGNIRPS



SPOT THE DIFFERENCE

There are ten differences



Stores throughout the Sainsbury's Group have been busy pulling in the £s for Pudsey and it looks as though the final figure could be almost a quarter of a million pounds.

One zealous meat manager even got himself arrested. Read on...



Kathy Smith from customer services was on duty as Pudsey coined it.

BPM Virginia Moody hands the staff their wages as Gary tries to pinch it all back again.

★ Staff and customers at **Hampden Park** were busy for Children In Need.

Staff were dressed in anything from a Minnie Mouse to an Indian squaw costume as they collected around the store.

There was a lucky dip for the children to enter and customers could guess the weight of a Pudsey cake. Balloons and badges were also on sale.

Their grand efforts raised over £1,500.



Neil Sanson, checkout/replenishment assistant, looking for Big Ears.

★ At 8.32am on November 26, **Ron 'the con' Lipscombe** was arrested and taken to jail!

Ron, meat manager at **Pinhoe Road, Exeter**, was dragged from the branch in handcuffs and ball and chain and bundled into a police car which sped off through the car park with blue light flashing and siren sounding.

As Ron was marched through the store, a caring customer gave him some sound advice 'Go quietly and you'll make things a lot easier for yourself.'

No, Ron hasn't brought the company into disrepute; his crime, according to police records, was giving too high a level of service. His punishment was raising money for Children in Need.

When Ron was released from custody at the end of the day, he was given a copy of his custody paperwork, signed by the officer on duty - PC 999 Pudsey Bear!

Your bear-raising antics



Ron was arrested and handcuffed in the meat room.



★ Gary Smart, branch manager at **Stratford**, was hopping about with excitement for Children in Need.

Gary spent the day dressed as a rabbit, asking staff to make a donation as they were given their wages. He then ventured out onto the shop floor, where he encouraged customers to place their pennies in his collection bucket.

Later that evening, his wife gave birth to a son. Staff at the hospital were pleased to inform the happy parents that their new baby did not have pointy ears and a fluffy tail!

★ Staff at **Brighton's London Road branch** would like to thank **Paul Neville** for his sterling work for Children In Need. Paul played his recorder for Pudsey all day, and collected money from customers.

★ **Eitham** went back in time for Children In Need. Staff wore Edwardian style costumes and set up a market stall in the foyer, selling a variety of Pudsey goods.

The stall was very popular with customers, and donations and sales raised almost £2,000. The costumes also proved popular, as much with staff as customers, as the extra layers kept them warm in the cold weather.

★ **Haverhill** started raising money for Children In Need at the beginning of November. Their exciting escapades included a sponsored walk, bingo evening, car boot sale and children's party. All sponsorship money, together with donations, raised over £5,000.



As the police officers put Ron in the car, he still managed a smile for the camera.

WHAT DO YOU WANT FOR CHRISTMAS?



SANJAY BAVALIA
senior decorative assistant,
Wandsworth Homebase

'Cindy Crawford, gift wrapped'.

CHECK THIS OUT

Children in their own little world



Children at Collingwood Church Playgroup in Lexden have built their own little estate, including a workshop, a laundry and a restaurant, all with toys which were bought with the donation from **Stanway** as part of the Good Neighbour Scheme.

District busts its target for Leonora



Mike Goodman proudly hands over the fundraising efforts of his district to **Lord and Lady Romsey**.

Six months ago, **Mike Goodman**, district manager on South Western area, set himself and his district a target - to raise £75,000 for the Leonora Trust to sponsor a Macmillan nurse. On November 6, at the last district fundraising event of the year, Mike announced that they had not only reached their target but exceeded it, and raised £83,701.

The culmination of all the fundraising escapades was a Race Evening, hosted at Thorpe Park by Gladiators commentator John Sachs.

The final cheque, which was boosted by donations from the

Penny Back scheme, was presented to Lord and Lady Romsey at the race evening. They set up the trust when their daughter Leonora died of cancer. The money will be used to train the first Macmillan Leonora Nurse.

All life is here at Larkfield

Staff at **Larkfield** have had plenty of occasions to celebrate throughout the year, not least of all eight weddings.

Eight staff, representing almost every department of the store, tied the knot, some of

Tae Kwon Do That



Jennie Cathcart gets a kick out of her hobby.

Jennie Cathcart has been given the belt for kicking out at people. No, this is not some form of corporal punishment but a black belt for her abilities in Tae Kwon Do.

Jennie, customer services manager at **Worle Homebase**, began Tae Kwon Do in 1988 to keep fit and to learn self defence, then found the martial art was more about development of spirit and strength of character.

She was one of 120 students who gathered at Gloucester Leisure Centre to receive a special Black Belt grading from world famous Korean master of Tae Kwon Do - Master Hee Il Cho. This honour places Jennie as one of the first lady Black Belts in the South West of England.



Mrs Slater with (left to right) her son **Alan**, **Josephine Carlow**, senior checkout assistant, and **Clive West**.

Happy One Hundredth

Next to her telegram from the Queen was Annie Slater's bouquet of flowers from Sainsbury's.

Annie, a regular customer at **Leeds** since its opening in 1982, visited the store on her 100th birthday and was presented with the bouquet by senior deputy manager **Clive West**.

CHECK THIS OUT

Bath grows a pumpkin as large as a coach



The powerful sorcerers from **Bath Homebase** cast a magic spell on a pumpkin seed but, instead of turning it into an elaborate stage coach, they transformed it into 700 gold coins.

The seed was ceremoniously planted in Homebase's very own garden centre by garden centre manager **Maggie Low** and, when the spellbound pumpkin was harvested prior to Hallowe'en, it weighed a staggering 60lbs.

This enchanted vegetable was sponsored by the pound, and a horrible face was carved into it. It was then placed at the store's entrance over Hallowe'en weekend, with a collection box. This raised over £500. The sponsorship money brought the total to over £700 to be donated to a leukemia research charity.

The fundraising pumpkin was bought on October 31 for £10 by a young man as a present for his girlfriend - how romantic!

A bear necessity



Barbara Beales and **Rosemary Haines** from **Midlands area office** could 'bear' it no longer - cruelty to bears that is.

Together they organised a car boot sale and collection in aid of Libearty, a campaign run by the World Society for the Protection of Animals. Libearty aims to protect all bears from extinction in the wild and cruelty in captivity.

All the items sold in the sale were donated by friends and colleagues from the area office. The £235 raised will be used to help rescue 'dancing bears' in Europe and support two sanctuaries in which the bears are rehomed.

If you would like to help Libearty you can contact them at 2 Langley Place, London, SW8 1TJ.



Crayford tells us their staff are getting younger by the minute as an Early Training Centre has been introduced!

Fish for breakfast

Max Thickett, a baker from **Grimsby** store, swapped bread rolls for cod's roe when he was asked to auction fish outside his house.

Max had answered an early morning knock on his door to be greeted by Keith Chegwin, the Big Breakfast's roving reporter, several Grimsby fish merchants and a film crew. Max was asked if they could hold a fish auction in his front garden - with Max as auctioneer!

After a crash course, Max and his son Daniel held the auction and sold the fish to an excited crowd which was far more interested in appearing on TV than buying fish.

Said Keith Chegwin, 'I think Max did extremely well - it's easy for me because I do it every day, but to turn round to the general public and expect them to perform is sometimes expecting a bit much.'

After the film crews had departed, Max told the *Journal* 'That one morning put ten years on me.'

Tall stories



It was a bit of a stretch but the *Journal* has managed to catch up with Sainsbury's tallest employee.

Matthew Langmaid from **Colchester Avenue, Cardiff**, who measures up to a skyscraping seven feet two inches, has been

telling us about his latest activities.

In July, Wales' tallest man visited Boston, USA, where he attended the Tall Clubs International convention and took time out to visit a Shaw's supermarket. Then, on November 24, he was presented with a Duke of Edinburgh Gold Award at St James's Palace, London. For this, he maintained the garden of an OAP, gained several first aid certificates with the St John Ambulance and participated in an archaeological dig in Northern Spain, among other things.

His latest adventure involved looking down from a great altitude as Pudsey Bear. In his Pudsey costume, Matthew tops seven foot, eight inches. He collected outside the store for Children in Need for the third year in succession, despite a knee injury.

Reading joins the thirty somethings



On October 30, **Reading** celebrated its 30th birthday.

Staff donned fancy dress costumes and handed out

Reading's resident clown presents a bouquet of flowers to the 30th customer.

sweets and balloons to children while their parents took part in a raffle. The 30th customer through the door was presented with a bouquet of flowers.

Later, past and present members of staff enjoyed a branch reunion.

Following the grocery trends

Congratulations to **Stephen Griffiths** who is completing an industrial placement at **Durham** branch as part of his Retail Marketing Degree, at Manchester Metropolitan University.

He has been awarded a trophy as runner up in the Institute of Grocery Distribution's Grocery Industry Student of the Year Award.

Stephen was invited to present the findings of his essay looking at trends in the grocery industry at the Hilton Hotel.

Jean made her colleagues jump



Ali Aras, a buyer at Wokingham, joins in with the exercising fun.

Jean Painter, a receptionist at **Savacentre head office** in Wokingham, exercised her brain and raised £2,000 as a result.

Four years ago, Jean was diagnosed as having breast cancer and had a mastectomy. When she heard the Breakthrough Breast Cancer charity was trying to raise £15 million for a research unit at the Royal Marsden Hospital, she set about thinking up ways to help.

Jean persuaded 35 of her colleagues to tone up their torsos in an hour-long sponsored aerobathon.

Jean said: 'Everyone was so enthusiastic; I think we've managed to raise almost £2,000.'



Tracy Higgins.

Tracy takes charge

In a situation of life and death, **Brentwood's Tracy Higgins** did the right thing.

Newly qualified as a first aider, senior checkout assistant Tracy, at just 20, courageously put her theory into practice.

Mr Carter, a customer, collapsed at the checkout when his heart stopped. Tracy performed mouth to mouth resuscitation while Mrs Wallace, an off-duty nurse who was in the store, gave him heart massage. This was the first time either of them had used these first aid skills in real life. The man was revived and an ambulance arrived promptly, taking him to hospital where he made a full recovery.

Tracy received a letter of praise from the ambulance station, and was thanked personally by Mr Carter's daughter.

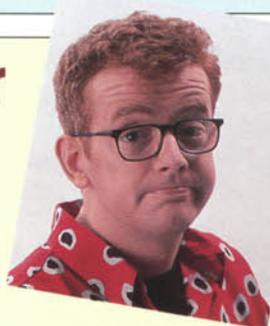


Keith Chegwin (second from left) with Max and his son (centre) and fish buyers Tony Hogg (right) and Jerry Elston.

Join the Ginger TV crew

From January, Chris Evans of the Big Breakfast, will be hosting a new Saturday night live entertainment show. As it is a show with a difference, he is looking for an audience with a difference, so naturally he came to Sainsbury's. He wants people who will join in, enjoy themselves and be prepared for anything - as anything will probably happen!

The show combines guests, music, sketches, competitions, and every week two members of the audience will get the chance to win a holiday - and it's all



completely free!

If anyone from JS, Savacentre or Homebase would like to take part, they must be over 18 and have a valid international passport.

Write to Ginger Productions, fourth floor, Norex Court, Thames Quay, Marsh Wall, London E14 9SG, or phone Jenny on 071 712 9147.

ginger
Television Productions Ltd

Esme spills the beans about area director



Esme with Colin Etheridge and his beloved baked beans.

Her colleagues organised her leaving party which was attended by many friends and colleagues (past and present), including her first area director, Archie Booth.

Esme was presented with gifts and, in return, she gave a very witty speech about all the area directors she had worked for. She seized the opportunity to spill the beans about current area director **Colin Etheridge** and exposed his weakness for baked beans.

Said Colin: 'Esme's unique personality could never be replaced.'

September 24 saw the end of the Esme era at **South Eastern area office**.

Esme Blick retired from her position as secretary to the area director after working for the company for 30 years.

CORRECTION to November Journal

Kay Douglas is personnel officer at **South Eastern area office**. **Colin Moffat** is area personnel manager.

CHECK THIS OUT

A walk on the wild side



Clare Barlow of employee services (left) and Vida Narinesingh bear their load along a muddy truck, while Catherine O'Mahoney keeps a lookout behind.

Six JS women from Blackfriars braved the wilds of Shropshire for a weekend of adventure as part of Opportunity 2000 and to raise money for breast cancer research. They took mental and physical challenges, such as raft-building and bridge-making and camped out on a chill October night. 'The weekend started off crazily,' explains Vida Narinesingh of internal audit. 'Sally Gunnell spoke to us first,

then we started doing some aerobics - we wondered what we had got ourselves into!'

Says Helen Cole, 'They kept us moving on the double between tasks and we had to orienteer our way between them, so there wasn't much chance to get cold.' Vida concludes, 'I was exhausted and terrified when I did the abseiling, but the whole weekend gave me a real sense of achievement.'

Running from Blackfriars to the Big Apple



Joc Childs, Gillian Dunwoody and Sue Jackson.

event of the three and a half mile race, held in Battersea Park on July 10, and qualified themselves for the International Championship to be held in the Big Apple.

The three flew to New York for the final, on October 10. The flights and meals for their five day trip were paid for by the event sponsor, while JS provided them with their smart kit and accommodation.

The three were up against tough international competition and acquitted themselves admirably on the 3.5 mile course, coming in fifth out of 20 women's teams. Says Gillian, 'We were really surprised to do that well - we were up against much more serious teams.'

Three runners from Blackfriars: **Joc Childs, Gillian Dunwoody** and, **Sue Jackson** entered the Chemical Bank Corporate Challenge for a bit of fun, and came away with an all expenses paid trip to New York.

They won the women's team

John is a front runner in the hardest marathon

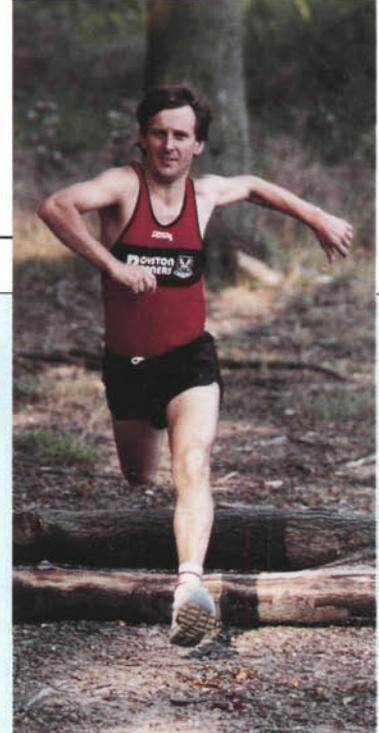
John Stewart from **Buntingford depot** covered 950 miles as part of a marathon charity run - and that was only his training. He ran the Snowdonia Marathon in aid of the Addenbrooke's Hospital Paediatric Unit, raising £291 and finishing 102nd out of 1,400 runners. This money pushed the total raised for the appeal by Buntingford depot over the £10,000 mark.

John sent us this report from Snowdonia.

It's 9.15 on October 31 and I'm standing in the small village of Nant Peris in North Wales looking up the Llanberis pass, with high mountains on both sides and clouds trapped in between.

'The temperature is quite warm for the time of year. Although cloudy, this is supposed to lift by midday, which pleases me and the rest of the 1,400 runners. My only thought is whether the 950 miles of training were enough?'

'My plan is to finish in under four hours because of the severity of the course. Unlike the London Marathon, which is flat, the Snowdonia Marathon, advertised as the hardest in Great Britain, is run among some of the most beautiful rugged scenery. Snowdonia possesses rich and varied landscapes ranging from high mountains and wild uplands



to soft meadows and oak woodlands.

'The gun goes off and away we go. Looking straight up the Llanberis pass, there is an orange glow at the end of it, I wonder if it could be the sun.'

'It is flat running through the village of Nant Peris and soon I begin to climb. At the top, I quickly glance over my shoulder down to where I've come from. At this point I'm 1,100 feet above sea level. At ten miles I find myself a small fan club, a family from Royston on holiday. Their support is just what I need to give me a lift. The weather is also getting better.'

'After climbing 600ft to Pont-Cae-Gors the route becomes fairly level; it's a relief as I was beginning to suffer. Then I come to the hardest part of the course - a 700ft climb in two and a quarter miles. At 1,200ft above sea level this is the highest point in the marathon.'

'The last part of the course is a steep descent which really hurts my legs but the finish line is a welcome sight, especially as my fan club is there to welcome me back.'

'It turns out to be my second fastest marathon, taking three hours, 17 minutes and 30 seconds to complete the course.'

Brett lords it over his estate

Brett Barfield, grocery manager at **Warwick**, was put in the spotlight when he moved into his first home.

Brett bought his house on a new estate built by Lovell, and was the first resident to move in. Two representatives of Lovell invited him along to a presentation attended by the local newspaper.

Brett said, 'I was very surprised when they gave me a bottle of Champagne and some Argos vouchers, but even more surprised when my picture appeared in the paper.'

ROMANTIC PARIS WEEKEND

THREE DAYS AND
TWO NIGHTS FOR
ONLY

£69

February 19,
1994

Paris - the heart of a country which has led the way for generations in history, culture and fashion; the inspiration of poets, novelists and especially artists the world over; the 'City of Light'.

Whether it's the grandeur of the Sacre Coeur, the mighty Eiffel Tower, majestic Notre Dame, the Arc de Triomphe or the splendid Champs Elysées; a visit to the magnificent palace and gardens at Versailles or a boat trip on the Seine; the excitement and energy of the colourful night life, or maybe just the chance to sit at a pavement café and watch the world go by. Paris has a very special atmosphere all of its own, and the constant capacity to surprise and delight even the most well-travelled visitors.

At these prices and with only limited availability, this price can only be offered on our Romantic Paris Weekend while stocks last - so if you are interested, please don't delay!

Our package price includes the following:

- **Coach from district manager's office store, to Paris and return**
- **Cross-channel sailings Ramsgate/Dunkirk/Ramsgate with Sealink Stena Line**
- **Two nights accommodation in the Paris area based on shared occupancy of a twin/double bedroom with washbasin, bath/shower and WC en suite.**
- **Continental breakfast in Paris each morning**
- **Hypermarket visit in the course of the weekend**
- **All road tolls, taxes and service charges**
- **The full services of an experienced courier**

NO MINIMUM NUMBERS

For further details and booking form, telephone 0484 450333.
All bookings must be in by January 31.

SSA

SAINSBURY'S

STAFF ASSOCIATION

Tel: 071 921 7227

CUT THE COST OF ENJOYING YOURSELF

Save up to 50 per cent of the cost of restaurant meals, cinema tickets, hotel rooms and sports events next year

with Entertainment '94. As a member of Entertainment '94 you can claim discounts with a special card and a book of vouchers that literally pay for themselves. For example, bills will be more easily digestible with a 25 per cent discount, including the price of drinks, at more than 600 restaurants in and around London.

Membership will even gain you half price tickets at MGM/Cannon cinemas in central London, and two tickets for the price of one deals at concerts, theatres, Go-Karting, Paintball Games, sports events, theme parks and museums in London and throughout the UK.

Travel bargains include 25 per cent discounts with Scandinavian Seaways and the Hoverspeed Seacat - again, unrestricted - and 50 per cent off the regular room rate at more than 500 hotels, rated three, four and five star, in the UK, Europe and the United States.

Save 25 per cent on Hertz Car Rentals, 50 per cent on Starwash car washes and 20 per cent a month at the Sketchley dry cleaning chain.

The Entertainment '94 edition comes to JS group staff at a discount - from £53.00 (rrp) to £32.50.

For each book sold, Entertainment Publications will donate £4 to Great Ormond Street Hospital.

Offer closes February 28, 1994. Enquires: Daniel Lee, 071 793 1510.



A WHEELERS' DEAL FROM THE KNIGHTS OF THE ROAD

We have arranged through the **Automobile Association** a special one off discount for new members.

There are three types of cover available:

Personal Membership:	£36.00
AA Relay:	£55.50
AA Homestart Relay:	£69.75

For further information and details to arrange immediate cover, contact **0245 281478** or **0831 801366**.

AA

We have negotiated with the **RAC** for all Sainsbury's staff the following offers:

Starter:	£25.00
New Rescue:	£49.99
New Recovery:	£69.99
Premium Reflex:	£89.99
Reflex Europe:	£129.99

All new members wishing to join, or for further information, telephone **0800 581077** quoting reference GE0040.

Existing members can take advantage of this offer on their next renewal date by telephoning **0345 331133** quoting reference: GE0040.

This offer is available to all Group staff and veterans.

NEW LINES



CLARET FOR A CLASSIC CHRISTMAS

Château Beaumont, 1990, Haut Médoc, Cru Bourgeois is the latest addition to the

range of Sainsbury's wines. This Bordeaux claret is the classic accompaniment to the Christmas turkey.

It retails at £7.45, but is currently on special offer for the festive season at £5.95.



SELECTED STORES

SOAP STARS

Following the successful launches of Pick and Mix cheeses and trial size toiletries, JS is trialling a JS Soap Selection range. Six paper wrapped guest soaps are available in floral fragrances. Their size makes them perfect to leave in a smaller bathroom, or for guests. There are also five novelty shaped soaps in eye-catching colours. These will be popular with children and make excellent stocking fillers for Christmas.

Customers can choose any three soaps for 99p.

SELECTED STORES



WHAT COLOUR WOULD YOU LIKE YOUR CHRISTMAS?



SELECTED HOMEBASE STORES

Homebase launched two new colours to their extensive range of Christmas decorations.

Blue and Mulberry (available in selected stores only) have been added to the range, which also includes red, gold, copper, silver/white and burgundy/pink.

Available in all these colours are bows, tinsel, baubles, bead chains and much more.

Homebase, Britain's largest Christmas tree retailer, also has an enormous selection of quality trees waiting to be adorned with these exciting decorations.

These products may be unavailable close to Christmas.



SELECTED STORES



FOR RECIPES YOU WILL NEVER RUN OUT OF

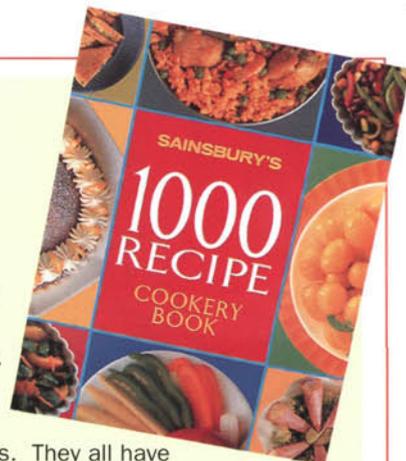
JS has launched a new cookery book which contains 1000 recipes.

The recipes are taken from the successful 50 Recipe Series. They all have step by step instructions and colour photographs.

The recipes range from simple starters through to tempting desserts.

The book retails at £5.95

SELECTED STORES



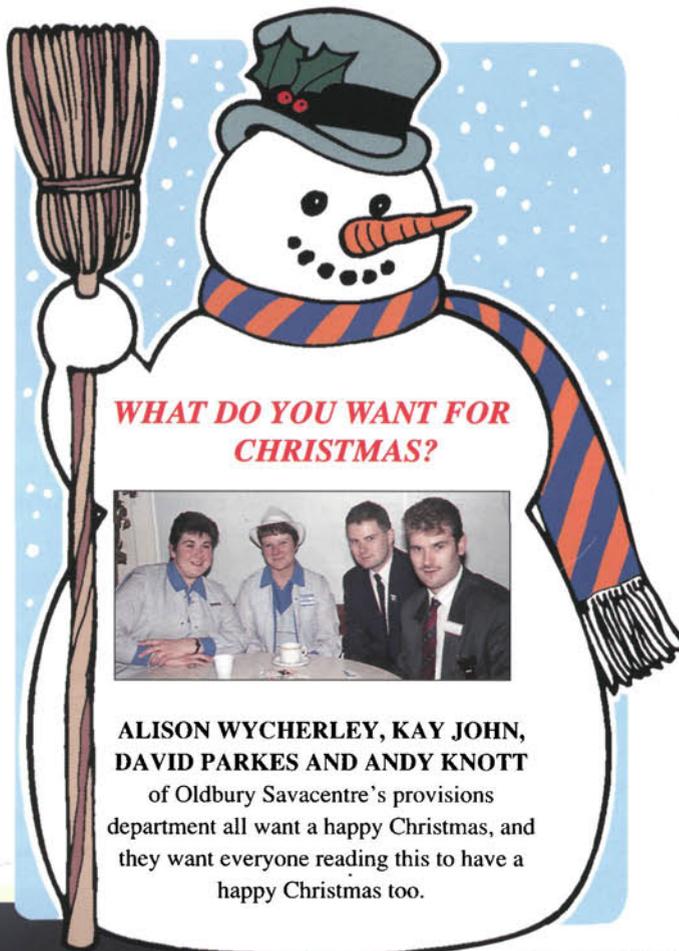
CREATE EXCITEMENT IN THE CHRISTMAS DRINKS CABINET

JS has launched two exclusive new products into the BWS department in time for Christmas.

Sainsbury's White Chocolate Hazelnut Liqueur combines the taste of soft creamy white chocolate with French brandy.

This is currently on an introductory offer of £7.79.

Sainsbury's Snowball is a blend of lemonade, advocaat and lime. This comes in a pack of four 113ml bottles, and retails at £2.79.



WHAT DO YOU WANT FOR CHRISTMAS?



ALISON WYCHERLEY, KAY JOHN, DAVID PARKES AND ANDY KNOTT of Oldbury Savacentre's provisions department all want a happy Christmas, and they want everyone reading this to have a happy Christmas too.



MOST STORES

THE CHICKENS ARE COMING IN ONE BY ONE

JS has introduced a unique new range of individual chicken portions called Chick 'n' Mix.

These filled chicken portions are frozen, and come in four varieties: Creamy Cheese and Garlic Kieff; Mushroom and Cheese; Broccoli and Cheese, and Tikka Masala, with two new flavours planned for January.

At 79p, for 125g portion, they represent excellent value for money.

WRAPS ARE OFF JANE'S CHRISTMAS CAKES

SELECTED STORES



Here are two of the five new Jane Asher cakes launched by JS for Christmas.

The Christmas Parcel Cake is certainly worth unwrapping. Underneath the soft fondant icing is a delicious sponge Christmas cake with a raspberry jam and buttercream filling.

The cake is 'tied up' with a red ribbon and bow, and it has a

musical gift tag, on which a personal message can be written.

The new Christmas Pudding shaped cake is a chocolate sponge cake, filled with chocolate buttercream and decorated with icing.

The parcel cake is £7.95, the 'pudding', £3.95.

DRINK YOUR TOFFEE APPLE

A range of crazy new drinks has been launched by JS, and the name says it all.

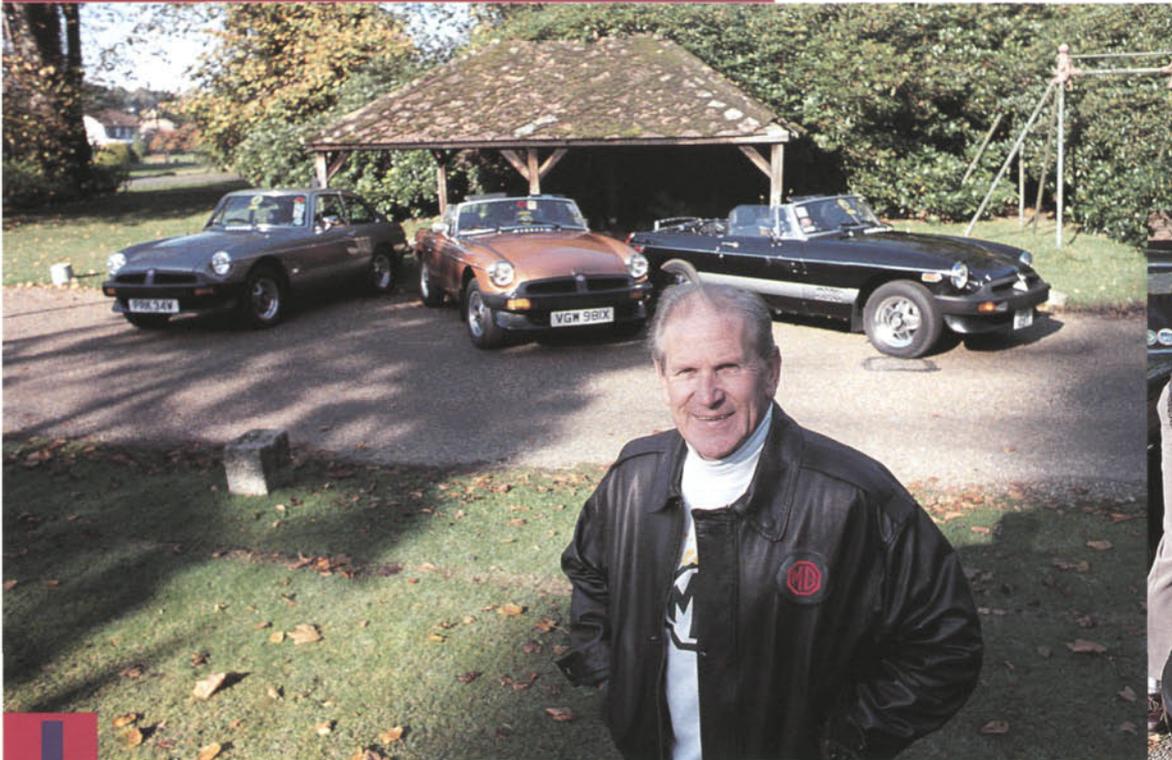
Sparklers come in three fanciful flavours: Toffee Apple; Lemon Meringue, and Pear Drops. The taste sensations are explosive!

They retail at 19p each for a 200ml can.

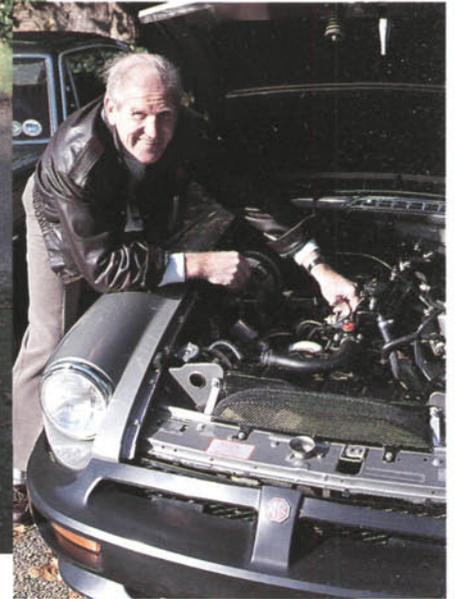


LIFELINES

SPORTY WITH CHARACTER



The Journal went to see community investment manager Eric Nicholls, owner of a unique collection of Limited Edition MG sports cars and chairman for five years of his local MG club.



Eric does much of the servicing on his MGs but describes the engine of the US import as a 'plumber's nightmare' on account of all the emission controls.

It is a chill autumn morning and the feeble orange sun is glinting off the sparkling paintwork and chrome of three immaculate MGBs. They are standing in the stately grounds of Tadworth Court - a hospital for mentally disabled children, for whom Eric's club regularly raises money. And members often thrill the kids with rides in their sporty

cabriolets. Our host emerges from the glare of the sun, wearing a brown leather jacket (carrying a discreet octagonal MG logo, over a white MG Owners Club sweatshirt). Eric tells us his hobby began fairly recently - 'my wife wanted a sports car as a runabout in 1979 so we bought a little white MGB, it was a good affordable grown-up's toy! She used that every day so I

decided to get one for myself.'

Soon, Eric had acquired two Limited Edition MGB GTs - a peuter 1981 model and bronze 1982 registered car - he set his heart on the third and final Limited Edition model. This was a left hand drive version which was imported from the US and needed some serious restoration work.

This black convertible, though the slowest of the three, is the one that turns the most heads: 'For some

time. But the convertibles are most fun. There is nothing like the feeling of the wind through your hair - though there's more wind and less hair now! You really feel part of the countryside.'

As the years have gone by, Eric has become more interested in the older MGs. He recently restored and sold a 1961 MGA and is currently working on a 1949 MG TC - 'The TC's a bit like a Meccano set with metal panels bolted to an ash wood chassis. It's fairly tight inside. You still get the wind in your hair with the hood up - it's not watertight. But I've always had a hankering for an older MG', he explains.

Though the cars are economical to run, Eric wants to save his money for the MG TC so the time will come when he must sell his three MGBs. 'I'll feel sad when I have to sell them. But at the end of the day they are still pieces of metal even if you do get attached to them. I don't buy them as an investment, I just want to enjoy them.'

reason, black cars seem to attract more attention. And passers by are a little bit surprised when they look in for the driver and the steering wheel is on the "wrong side"!

But what is the appeal of these little cars? 'All MGs have a character and style about them and all the designs have stood the test of



CROSSWORD ANSWERS

Across: 1. Scrooge 6. Militancy 7. Roses 9. Peg 12. Bethlehem 17. Gnome 18. Tee 19. Edge 20. Ash 21. Red Nose 22. Trend 23. Nelson 25. Noël 28. God Rest You 30. Earn 31. Dates

Down: 2. Colts 3. Oaths 4. Gentlemen 5. Nymph 6. Merry 8. Eight 10. Elton John 11. Geese 12. Bored 13. Teddy 14. Heel 15. Melons 16. Pedalo 24. Not 26. Eyes 27. Eve

PEOPLE



Ann and Pat.



Anne and Alan.

WEDDINGS

ANNE PONTING, supermarket assistant, and **ALAN MORRIS**, warehouse assistant, both from **Stafford**, were married on September 4.

ANN WALSH, customer services department, and **PAT FOX**, post room, both at **Blackfriars**, were married in Castries Cathedral on the island of St Lucia on October 5.

LONG SERVICE

Employees who have completed 40 years' service are:

DENNIS BURLEIGH, section manager reception, Epsom. **BRIAN DYE**, section manager meat, Waltham Cross.

Employees who have completed 25 years' service are:

MARGARET BELSHAM, cash office clerk, Southend. **ANTHONY BIRD**, driver, Buntingford depot. **HENRY BOOTH**, driver, Buntingford depot. **BOB COLLINGE**, returns operative, Basingstoke depot. **NIGEL COLLINS**, clerk, perishables warehouse, Hoddesdon depot. **CAROL FOSTER**, BPM, Hoddesdon branch. **JOAN**

FRINGS, checkout assistant, Ashford. **DENNIS FULLER**, customer services manager, Blackfriars. **PETER GAUBERT**, transport supervisor, Basingstoke depot. **JOHN HOLLAND**, senior engineer, refrigeration, Blackfriars. **REG HUMPHRIES**, senior store warehouse assistant, Rayleigh Weir. **JOHN KNIGHT**, senior store warehouse assistant, Bury Park. **DEREK LOCKWOOD**, sampling room manager, Blackfriars. **MORLEY MARTIN**, non-perishables warehouse-keeper, Buntingford depot. **JACKIE PARKER**, senior section manager, general office, Harlow. **DEREK PENN**, driver, Buntingford depot. **CAROLE PODGER**, reductions controller, Chatham. **PAUL RATCLIFFE**, produce manager,

Great Yarmouth. **JENIFER SMITH**, checkout/replenishment, Wallington. **LEONARD SMITH**, traffic manager, Basingstoke depot. **JANET SOUTH**, system 25 assistant, Bishops Stortford. **NEVILLE SUKHRAM**, print buyer, advertising, Blackfriars. **KEITH TOMES**, senior deputy manager, services, Talbot Heath. **MARGARET TOSELAND**, price controller, Kettering. **BETTY WADE**, BWS replenishment assistant, Queens Road. **JEAN WHITING**, health and beauty assistant, Southend. **CHRISTINE WILLSON**, provisions assistant, Southend.

RETIREMENTS

Length of service in brackets

VIC SHEPHERD, supervisor, perishables warehouse, Basingstoke depot (37 years). **LEN STRONER**, supervisor, produce warehouse, Basingstoke depot (36 years). **FRANK JENNINGS**, senior store warehouse assistant, Bishops Stortford (28 years). **ARTHUR BEALE**, driver, Buntingford depot (27 years). **BLANCHE PARKS**, dry goods reduction controller, Dunstable (27 years). **ROY KENT**, supervisor, Hoddesdon depot (27 years). **JOSEPH COCKRAM**, maintenance engineers supervisor, Buntingford depot (26 years). **EDWIN KIMSEY**, non perishables warehousekeeper, Buntingford depot (26 years). **JOHN CHAPMAN**, returns operator, Buntingford depot (23

years). **MARGARET BROWN**, fresh food replenishment assistant, Hoddesdon (20 years). **EILEEN CATHCART**, senior checkout assistant, Luton (20 years). **ELIZABETH MCNEILL**, transport clerk, Buntingford depot (20 years). **BETTY VIGOR**, meat replenishment assistant, Waltham Cross (20 years). **STANLEY CATTLEY**, hygiene chargehand, Buntingford depot (19 years). **JONATHAN MANGHAM**, chargehand, staff restaurant, Buntingford depot (14 years). **CLAUDE ROGERS**, hygiene operator, Buntingford depot (14 years). **JOAN JONES**, dry goods reduction, Forest Hill (13 years). **KENNETH SMITH**, senior warehouse assistant, Bishops Stortford (12 years). **PETER WELCH**, trolley retrieval, Bishops Stortford (6 years). **DOREEN OVENDEN**, checkout assistant, West Green (5 years). **BETTY MCCUSKER**, checkout/replenishment, Forest Hill (3 years).

OBITUARY

Length of service in brackets

MARK DAVIS, student at Dagenham, died on October 28 after a long illness, aged 21 (5 years). **ANGELA EWER**, checkout/replenishment assistant, Kings Heath, died suddenly on November 1, aged 50 (18 years). **JOAN KNIGHT**, kiosk assistant, Thorley, died suddenly on November 24, aged 61 (9 years). **ROSANNA WOOTTON**, provisions evening shift, Bletchley, died suddenly on November 22, aged 35 (8 years).

WITH THANKS

Carol Henner, formerly of Bexhill

A big thank you to all my colleagues for the encouragement they gave me during my long absence with arthritis. I am very grateful in particular to manager Mr Becker. A happy Christmas to everyone at the store.

June Jennings, central payroll office, Blackfriars

Thanks to my friends and colleagues for the many gifts, cards and flowers I received at my retirement party. I was overwhelmed

by everyone's generosity and was so happy that so many of you could join me to make an evening I will always remember.

From **Thorley staff** Joan was a character of her own...she tried to be mum and friend to us all. We will love and miss her always.

Sylvia Edwards, retired deputy safety advisor, Blackfriars

I would like to thank all my friends at JS for the lovely present and flowers I received on my (early!) retirement at the end of September.

WHAT DO YOU WANT FOR CHRISTMAS?



From London Colney Savacentre's textiles department (left to right), **TERESA PUGH**: 'A black BMW driven by Marti Pellow'; **GINA DOYLE**: 'Mel Gibson in a brand new jacuzzi'; **ANN SCALES**: 'I'd like to go on a world cruise with Tom Cruise'; **REKHA PATEL**: 'A dream house with George Michael appearing down my chimney.'

WRITELINES



A PLUCKY TEAM



Christmas has always been a time of intense activity in the branches.

As Christmas approached, finishing time for most staff became progressively later. There were always windows to be dressed with seasonal fare, large quantities of bacon to be boned and eggs to be candled. Mr B. Jones recalled that in the Christmas of 1938 he 'knocked up' three and a quarter tons of butter and margarine, after which he was so tired he could not hold his knife and fork at Christmas dinner, and his mother had to feed him!

The Christmas rush really began with the first delivery of turkeys about a week before Christmas day. A busy branch might sell in excess of 2,000 turkeys at Christmas as well as chicken, pheasant and other game, all of which had to be plucked and trussed in the shop.

Since very few households had refrigerators and there was limited cold storage in the branch, the preparation of the poultry had to be left as close to Christmas as possible. After the shop had closed, staff from all departments were required to help unpack the cases of poultry, which arrived

'rough-plucked' at the branch, before 'clean-plucking' the birds. Seated upon

wooden boxes in the warehouse, junior staff were to be found surrounded by a rising sea of feathers well into the early hours of the morning. Bill Bridgeman recalled, 'In the warehouse it was a race against time, with everyone at work drawing sinews, cutting off hard wing feathers and sweeping feathers or removing bones or boxes of offal, everything required to present the poultryman with a clean carcass for the actual finishing and trussing.'

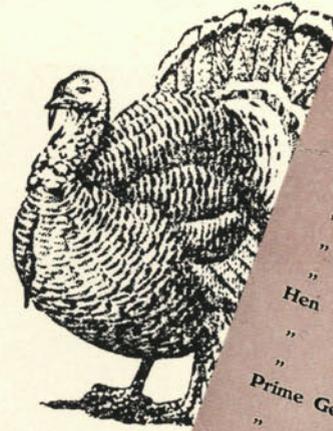
The housekeeper was also involved in this frantic activity, since supper had to be brought down to the industrious staff after hours. Almost all the branch's male employees worked until 2.00 or 3.00am for the last two nights before Christmas, and it was not unknown for staff to work all night with just an hour or two for a wash and shave before arriving back in the shop at 7.30am. For their efforts, staff would receive double wages on Christmas Eve.

As a young lad of 14, Howard Bell wrote of his first Christmas with Sainsbury's at Colchester branch in an essay which won him a 5/- prize in a competition run by the manager, Mr Turner. 'The part I liked was that everybody helped in the rush, everyone did their share, as we all realised that teamwork was the only thing that would get the work done.' He also wrote of his surprise when the manager read out a telegram sent to the branch 'from Mr J Sainsbury, telling us to keep a stout heart through the last lap, which we all thought was very nice.'

Mrs Molly Mason was a junior bookkeeper at Cambridge branch during the early 30s and she remembers all the office staff were asked to work extra hours to help stack shelves and pluck poultry. She was picked up by the branch's delivery van at 6.00am and dropped off as late as midnight.

The extended working hours appear to have taken their toll on some staff. In one incident, Mr Tatum, the assistant manager at George Ridgway's branch at Kenton, was gazing at some length at a customer's bill which she had just handed to him. Thinking that he was unable to read her name, she said 'Wolf', to which Tatum, whose mind was obviously elsewhere, replied with some indignation that her order was for duck, momentarily forgetting that Sainsbury's impressive range did not, in fact, include wolf.

Displays of Christmas poultry were an important part of the festive activities. Plucked birds were displayed on rails in the shop usually reserved for



XMAS PRICES, 1914.
Turkeys & Geese

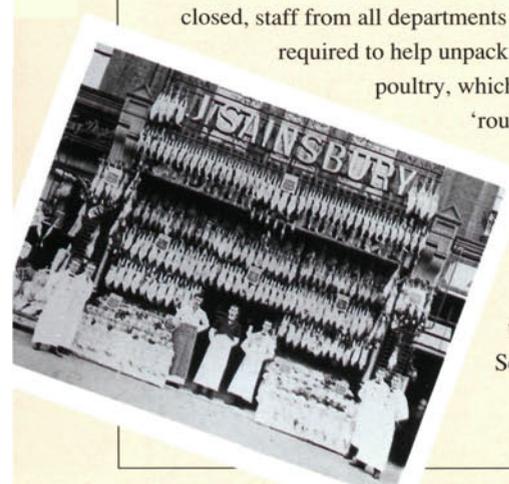
	Per lb.
Cock Turkeys, under 12 lbs.	1/0
" " 12-14 lbs.	1/1
" " 15-17 lbs.	1/1
" " 18-20 lbs.	1/2
Hen Turkeys, Special Birds	1/3
" " under 8 lbs.	1/0
" " Selected Birds	1/1
Prime Geese, Special Birds	1/2
" " Selected Birds	9d.
" " Special Birds	10d.

J. SAINSBURY.

bacon and were also hung outside across the shop fascia. The largest turkeys were placed on the top rail using a long arm, and Mr Price well remembered the strength that was required to hang birds of 18lb or more on the highest level. Most of the birds on display had already been allocated to customers who had ordered their turkeys in advance. The method of hanging the labelled poultry made it very difficult to retrieve an allocated bird from the display if a customer required it in advance of despatch.

Preparation for despatch or collection by the customer generally began in earnest a day or two before Christmas. Most branch managers were reluctant to disturb the magnificent poultry displays until absolutely necessary. Customer bills had to be matched with the allocated birds, which were then wrapped first in greaseproof and then brown paper. Mr Bridgeman recalled, 'Before opening time on Christmas Eve, the shop floor would be covered with wrapped birds, several layers thick.' Delivery vans, and tricycles for nearby deliveries, would be filled to capacity with poultry to be delivered to the customers' doors.

An end to this annual ordeal came around 1950 with the introduction of the ready-to-cook turkey which was trussed, wrapped and boxed. Mr Tutchener recalled, 'One of the happiest days of my life was when they introduced these turkeys, all in the boxes with the shavings...To me, it was like selling someone a pair of shoes. I'd just ask them what size they wanted, what price, and I'd open the box.'



Christmas poultry display at Enfield c.1901.

How to build your own SUPERMARKET

Every month, the *Journal* tells you all about the latest store openings, but have you ever wondered how the stores get there in the first place?

The supermarket represents one of the success stories of the British construction industry. The average JS store turns over many hundreds of thousands of pounds each week and every day it is closed is a day not serving customers: time truly is money. Sainsbury's has developed one of the most efficient systems to create, in the shortest time, a high quality environment for shopping. Less than a year after planning permission is granted by the council, a fully functioning Sainsbury store can emerge from a muddy site, as our picture story at North Cheam shows.



1 January 1993 and hundreds of tonnes of earth have been removed from the site. Some of the topsoil is retained nearby to be used in the landscaping when the store nears completion. The store has been sunk three metres into the ground at the end nearest to local houses so that their views are undisturbed. The big hole in the foreground is to house the lift for evacuating people from the domestic area in case of emergency.



2 Three weeks later and the steel skeleton is going up - this is the frame for the domestic area. The girders bear the loads while the walls provide a weather-proof barrier.

By March, the steelwork is almost complete. This is the sales area of the store, so only two columns interrupt the whole of the 36,000 sq ft space to support the ceiling - quite a feat of engineering. In total, the store incorporates 380 tonnes of steel, all the components being bolted together like a giant Meccano set.



4 A hoarding is erected outside the site to count down the time left until opening.



5 As the steel work is being completed at one end, the brick walls are being put up by skilled brickies at the other. Each bricklayer can lay almost 400 bricks in a day.



6 The concrete floor is laid in the bulk store area in April. The concrete is pumped down the hose and comes out like a thick soup, setting hard after three hours. The whole building uses 4,600 cubic metres of concrete.



Graham Caughey was the project manager for the new North Cheam store. It is his job to oversee the construction of the store from the time Sainsbury's buys the land until opening day. He looks after the design team, building contractors, surveyors and liaises with local interest groups. He will usually be involved with around six sites at any one time.

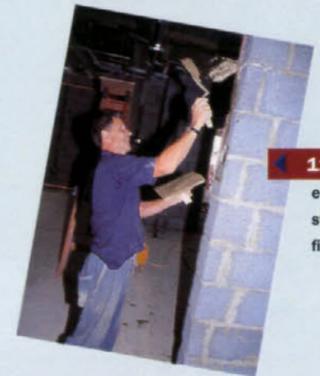


9 The general office as you have never seen it before! There is no glass in the window - this is one of the last parts of the building to be installed since they break easily during the phases of heavy building.



10 By July, the store is beginning to take on a recognisable shape. North Cheam was an exceptional case where the new store was built directly beside the old store and the two supermarkets overlapped: the new store gobbled up a substantial portion of the car park while the old store continued trading. When the new store opened, the old one was closed, razed to the ground and the car park extended onto the site.

8 By May, the whole building has been made watertight. This picture is taken six feet above the sales area on a temporary platform known as 'birdcage scaffolding'. This allows easier access to install such fittings as these air conditioning ducts in the ceiling. Meanwhile, in the darkness below, engineers work on services recessed into the floor.



11 The ducts for electrical cables in the staff restaurant are filled.



12 Final preparations are made on the sales area in July to receive all the cold cabinets and shelves. Here, the copper pipes for carrying the refrigerant are assembled.



The spirit of Savacentre present . . .



Savacentre chairman Tom Vyner.

What is the spirit of Savacentre, we ask Tom Vyner, chairman of Savacentre and deputy chairman of Sainsbury's: 'A small team driving a dynamic business. Everyone mucks in together. We're extremely successful and very proud.

Look to Beckton' he says 'It's leading the way.' Beckton opened on October 19 this year and is more compact at 75,000 sq ft than London Colney or Merton at 120,000 sq ft and 110,000 sq ft respectively. It incorporates many new ideas including single line gondola ends in the food area, tandem checkouts, upright freezers and lots of new design features. Following its incredible success, many of the experimental ideas seen at Beckton have been adopted by the other stores.

FOOD



Many people associate Savacentre with clothes but the core of the business is food. We spoke to Roger Allford, manager, non perishables, in food, to discover what makes Savacentre's food operation different from JS.

'Basically, we take the JS range of products and run our own promotional programme on top, and there are lines exclusive to Savacentre such as four packs of Sainsbury's beans, 'pub' boxes of 36 packets of crisps and family packs of meat, as well as regional products like local beers.

'This company is almost a microcosm of JS. Our size means we can move very quickly on ideas making us an ideal testing ground.

'Numerous ideas trialled here have been adopted by JS: hot chicken was developed in conjunction with Savacentre, JS now stocks Max Factor make up, and we are currently trialling upright freezers. There seems to be a growing interchange of people and ideas between JS and Savacentre and I think that's very healthy.

'My job involves a lot of

liaison with JS buyers and it helps having been one myself, but we're known as traders because our job is as much to do with selling as buying. JS, as the centre of excellence for food, acts as a supplier to us and we adapt that food element to the hypermarket environment. Our style involves a bit more razamatazz. Promotion is very important here.'

'It's like marketing ten separate companies', says Savacentre's marketing manager Mike Berger-North. 'Because of the way our stores are spread across the country, every promotion we undertake is regional.' That involves ten sets of local radio stations, newspapers and events.

The department is another example of Savacentre's 'small but perfectly formed' administration: 13 people working in one room look after advertising, point of sale material, sales promotion activities and public relations, including customer relations. It also gets involved in market

LIFESTYLE

Beckton was the first Savacentre to open with the complete Lifestyle range which, over five years, has replaced the BhS range of clothing.

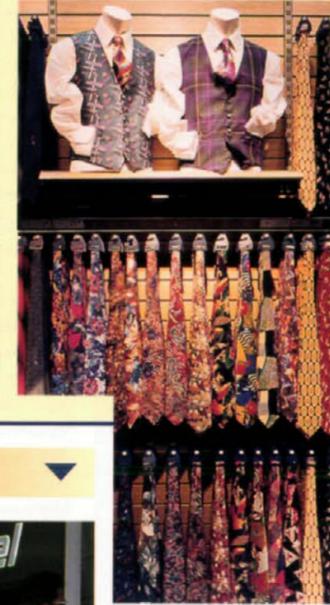
Five years ago, Savacentre had no buying teams on clothing. Knowing that the partnership with BhS would end, a team was built up to develop the Lifestyle range. Stephen Sunnucks, the director in charge of non-foods, looked around for talented people in the clothing field: 'We were looking for experienced people who wanted a challenge and the chance to start from scratch, people who, recognising the opportunities available with Sainsbury's resources, could make things happen.' The team members' former companies include JS, Debenhams, Sockshop, M&S and BhS among others. Stephen: 'The first items we bought were shoes and casualwear. They

appeared in autumn 1991 and were very successful, giving us confidence. Our schedule was to replace the BhS clothing range completely by January 1994; in fact, we had achieved that by September 1993.'

'Basically, our policy was to provide Sainsbury's quality at BhS prices. We looked at the good BhS sellers, researched our customers and endeavoured to accommodate the busy mum and her family. Quality is extremely important to us and the quality control department of three under Jim Leung is about to expand to four.'



New in-store displays and advertising brochures show Lifestyle clothing in the best possible light.



MARKETING



No, not the marketing department; just one of the promotions they organised for the opening of Beckton.

research and even design.

Mike tells us what the spirit of Savacentre means to him: 'We're aiming at the family group with kids in the car. Our early slogan was 'more like an outing than shopping.' Savacentre takes that idea and doesn't just run with it, it does a Linford Christie with it.

The highlights of the year are the family fortnights at Easter and October half term, with children's entertainment, cartoon characters, raffles and competitions, demonstrations, bouncy castles outside, sometimes even carousels and much

more.

'When the Thunderbird characters appeared in store we had children arriving in their own Thunderbird costumes, and mums with cameras. It's all about shopping being more fun.'

Savacentre has the space and customer numbers to make demonstrations particularly worthwhile. They work with suppliers as well as JS demonstrators, taking 'any opportunity to do something to create interest for customers or the media. Often it means free publicity, and we are seen as a friendly face.'



CONCESSIONS



Pickfords Travel opened at London Colney this summer.

Concessions are a thriving part of the Savacentre operation and one which has expanded impressively in the past five years from ten outlets to more than 65 in eight stores. (Edinburgh and Washington are the smaller stores without concessions.)

Lionel Criddle has responsibility for concessions as well as for staff and customer restaurants: 'Our aggressive expansion in this area has not only improved customers' perception of Savacentre with the additional facilities concessions offer, but they have made a significant contribution to the company's profitability.

'We give priority to companies operating as pharmacists, dry cleaners, heel repair/key bars, photo processing, hairdressing, building societies and travel agencies.'

Customer restaurants are all branded as The Eating Place. Lionel's priority here is offering value for money and creating interest. 'We're very active promotionally with such things as special offers on children's meals in the school holidays.

'We introduced an all day brunch at £1.99 and find it now accounts for £1/4 million of trade over the year.'

TEAMWORK

Savacentre vision

To be everybody's favourite store. Building on success by providing unrivalled: Quality - Value - Service.

Quality is at the heart of the major campaign active in every part of Savacentre - Improvement Through Teamwork (ITT). Says Nikki Rolfe who has co-ordinated the initiative for the past six months, 'ITT encourages everyone to work together as a team continually to improve the business.'

'Total Quality principles were adopted by the senior team a year ago and they applied the name ITT. The team looked at how ITT could help to build on the company's success and they formulated Mission and Vision statements. We then researched customers, competitors and staff to identify the company's strengths and weaknesses.'

A further 130 managers from stores and head office attended workshops over a six month period. They learned all about ITT and analysed research findings, interpreting The Mission and Vision statements in practical ways.

The next step was to launch project groups concentrating on identified problem areas chosen by store directors. For example, Merton tackled high levels of shelf edge label price errors.

The ITT word is now being spread to all 8,000 members of staff.

As Nikki says, 'ITT is a journey not a destination. There is no end because there is always something we can improve.'

'All of Savacentre's successes could not have been achieved without the commitment and loyalty of our staff. They have to adapt throughout the year to many changes and different promotions. They embraced ITT and the principles of teamwork.'

Mike Broomfield, managing director.



Most stores have a grotto with Father Christmas. There is a small entrance fee which is donated straight to charity and every child receives a free gift. Pictured are: London Colney's regular Father Christmas, Bill Northwood, with general assistants and part time elves Karen Robertson and Alison Ritchie and young visitors to the grotto.



CHECK THIS OUT

Bath grows a pumpkin as large as a coach



The powerful sorcerers from **Bath Homebase** cast a magic spell on a pumpkin seed but, instead of turning it into an elaborate stage coach, they transformed it into 700 gold coins.

The seed was ceremoniously planted in Homebase's very own garden centre by garden centre manager **Maggie Low** and, when the spellbound pumpkin was harvested prior to Hallowe'en, it weighed a staggering 60lbs.

This enchanted vegetable was sponsored by the pound, and a horrible face was carved into it. It was then placed at the store's entrance over Hallowe'en weekend, with a collection box. This raised over £500. The sponsorship money brought the total to over £700 to be donated to a leukemia research charity.

The fundraising pumpkin was bought on October 31 for £10 by a young man as a present for his girlfriend - how romantic!

A bear necessity



Barbara Beales and **Rosemary Haines** from **Midlands area office** could 'bear' it no longer - cruelty to bears that is.

Together they organised a car boot sale and collection in aid of Liberty, a campaign run by the World Society for the Protection of Animals. Liberty aims to protect all bears from extinction in the wild and cruelty in captivity.

All the items sold in the sale were donated by friends and colleagues from the area office. The £235 raised will be used to help rescue 'dancing bears' in Europe and support two sanctuaries in which the bears are re-homed.

If you would like to help Liberty you can contact them at 2 Langley Place, London, SW8 1TJ.



Crayford tells us their staff are getting younger by the minute as an Early Training Centre has been introduced!

Fish for breakfast

Max Thickett, a baker from **Grimsby** store, swapped bread rolls for cod's roe when he was asked to auction fish outside his house.

Max had answered an early morning knock on his door to be greeted by Keith Chegwin, the Big Breakfast's roving reporter, several Grimsby fish merchants and a film crew. Max was asked if they could hold a fish auction in his front garden - with Max as auctioneer!

After a crash course, Max and his son Daniel held the auction and sold the fish to an excited crowd which was far more interested in appearing on TV than buying fish.

Said Keith Chegwin, 'I think Max did extremely well - it's easy for me because I do it every day, but to turn round to the general public and expect them to perform is sometimes expecting a bit much.'

After the film crews had departed, Max told the *Journal* 'That one morning put ten years on me.'

Reading's resident clown presents a bouquet of flowers to the 30th customer.



On October 30, **Reading** celebrated its 30th birthday.

Staff donned fancy dress costumes and handed out

sweets and balloons to children while their parents took part in a raffle. The 30th customer through the door was presented with a bouquet of flowers.

Later, past and present members of staff enjoyed a branch reunion.

Following the grocery trends

Congratulations to **Stephen Griffiths** who is completing an industrial placement at **Durham** branch as part of his Retail Marketing Degree, at Manchester Metropolitan University.

He has been awarded a trophy as runner up in the Institute of Grocery Distribution's Grocery Industry Student of the Year Award.

Stephen was invited to present the findings of his essay looking at trends in the grocery industry at the Hilton Hotel.

Jean made her colleagues jump



Alli Aras, a buyer at **Wokingham**, joins in with the exercising fun.

Jean Painter, a receptionist at **Savacentre head office** in **Wokingham**, exercised her brain and raised £2,000 as a result.

Four years ago, Jean was diagnosed as having breast cancer and had a mastectomy. When she heard the Breakthrough Breast Cancer charity was trying to raise £15 million for a research unit at the Royal Marsden Hospital, she set about thinking up ways to help.

Jean persuaded 35 of her colleagues to tone up their torsos in an hour-long sponsored aerobathon.

Jean said: 'Everyone was so enthusiastic; I think we've managed to raise almost £2,000.'



Keith Chegwin (second from left) with **Max** and his son (centre) and fish buyers **Tony Hogg** (right) and **Jerry Elston**.

Tall stories



It was a bit of a stretch but the *Journal* has managed to catch up with Sainsbury's tallest employee.

Matthew Langmaid from **Colchester Avenue, Cardiff**, who measures up to a skyscraping seven feet two inches, has been

telling us about his latest activities.

In July, Wales' tallest man visited Boston, USA, where he attended the Tall Clubs International convention and took time out to visit a Shaw's supermarket. Then, on November 24, he was presented with a Duke of Edinburgh Gold Award at St James's Palace, London. For this, he maintained the garden of an OAP, gained several first aid certificates with the St John Ambulance and participated in an archaeological dig in Northern Spain, among other things.

His latest adventure involved looking down from a great altitude as Pudsey Bear. In his Pudsey costume, Matthew tops seven foot, eight inches. He collected outside the store for Children in Need for the third year in succession, despite a knee injury.

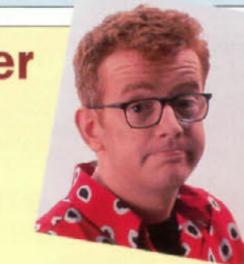
Reading joins the thirty somethings



On October 30, **Reading** celebrated its 30th birthday.

Staff donned fancy dress costumes and handed out

Join the Ginger TV crew



From January, Chris Evans of the Big Breakfast, will be hosting a new Saturday night live entertainment show. As it is a show with a difference, he is looking for an audience with a difference, so naturally he came to Sainsbury's. He wants people who will join in, enjoy themselves and be prepared for anything - as anything will probably happen!

The show combines guests, music, sketches, competitions, and every week two members of the audience will get the chance to win a holiday - and it's all

completely free!

If anyone from JS, Savacentre or Homebase would like to take part, they must be over 18 and have a valid international passport.

Write to Ginger Productions, fourth floor, Norex Court, Thames Quay, Marsh Wall, London E14 9SG, or phone Jenny on 071 712 9147.

ginger
Television Productions Ltd

Esme spills the beans about area director



Esme with **Colin Etheridge** and his beloved baked beans.

Her colleagues organised her leaving party which was attended by many friends and colleagues (past and present), including her first area director, Archie Booth.

Esme was presented with gifts and, in return, she gave a very witty speech about all the area directors she had worked for. She seized the opportunity to spill the beans about current area director **Colin Etheridge** and exposed his weakness for baked beans.

Said Colin: 'Esme's unique personality could never be replaced.'

September 24 saw the end of the Esme era at **South Eastern area office**.

Esme Blick retired from her position as secretary to the area director after working for the company for 30 years.

CORRECTION to November *Journal*

Kay Douglas is personnel officer at **South Eastern area office**. **Colin Moffat** is area personnel manager.