

Sainsbury's

# Journal

For everyone at Sainsbury's

MARCH 2005



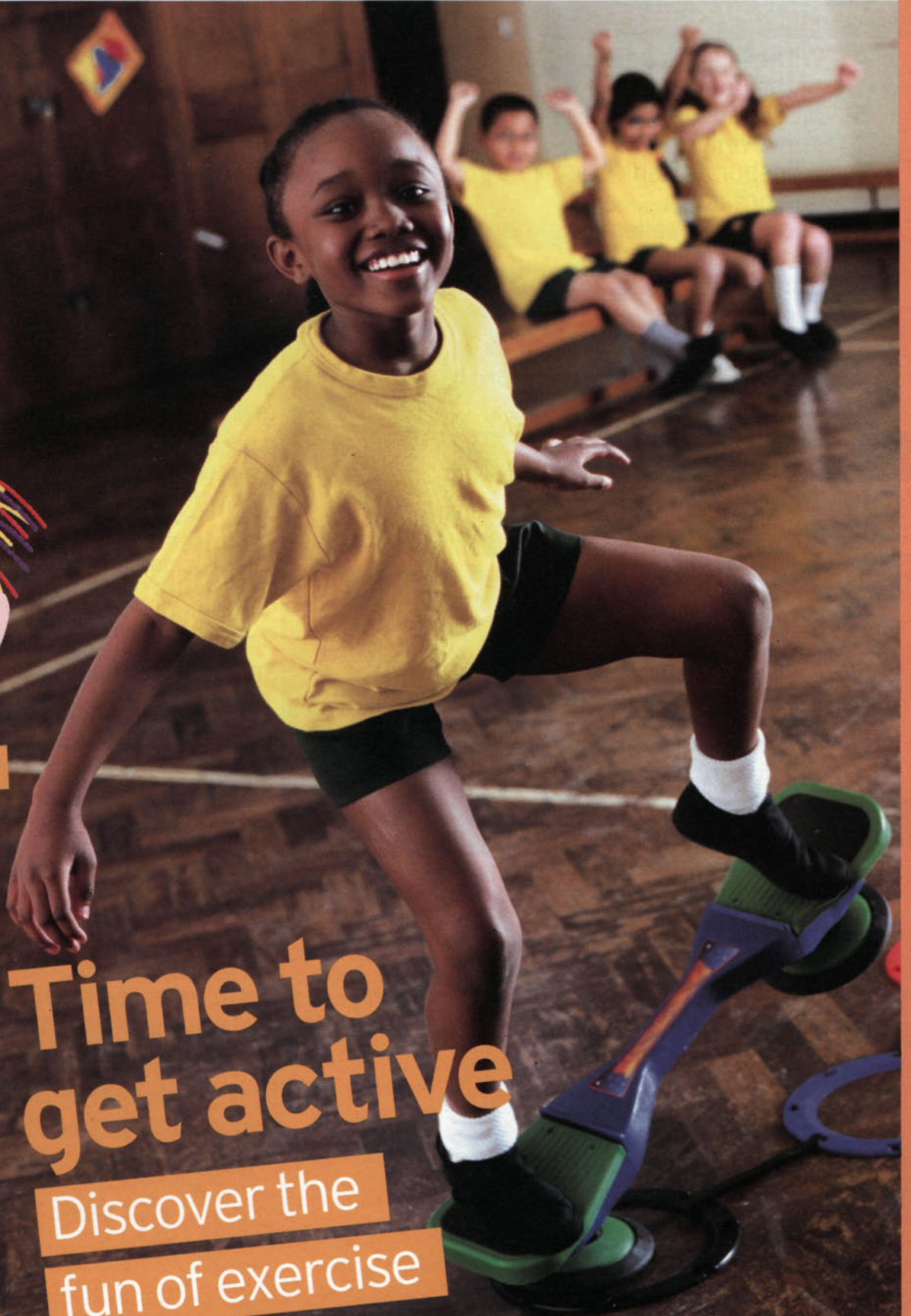
**GI DIET - IS IT ANOTHER FAD?**



Have you got a nose  
for fundraising?



**I TRIED THE NEW TU RANGE**



**Time to get active**

Discover the fun of exercise



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UPFRONT

Welcome to the *March Journal*. Sainsbury's held its first ever Retail Awards at the Hilton Metropole in Birmingham. The awards recognise excellence in our stores and colleagues, and the evening is a chance to celebrate some of the outstanding service we offer in our stores. I was delighted to see how much pride and enthusiasm colleagues are putting into their everyday work, and their efforts are helping to make Sainsbury's great



again. Find out who won by looking on Connect and in the brochure that has been sent to all stores.

You will all have heard about our new campaign - Active Kids - which is now live in stores. As a father, it worries me when I hear that children today are not getting

enough exercise. Many of you are parents or grandparents, and I am sure you share these concerns. It is wonderful to be in a position where all of us can now make a very real difference to the lives of our customers and their families. I am very excited about Active Kids and urge you all to tell our customers, families and friends about the campaign. This is something that can put Sainsbury's at the very heart of the community and capture the imagination of our customers.

Meanwhile, preparations for Red Nose Day 2005 are well under way and I have been delighted to see the enthusiasm with which you are throwing yourselves into raising money for the cause. I'm sure stores will be a mass of red on 11 March, and you will help to make this the best Red Nose Day so far. I'm proud that every store I have visited recently was making special plans for the big day, and it is a great opportunity to get customers into the store, drive sales, and above all have some fun! Make sure you send stories and pictures of your fundraising to the *Journal*, to show the rest of Sainsbury's how far you went in for Comic Relief!

Justin

10





# In the news

Keep up to date with the latest news across the company

## Celebrating the shop stars at Sainsbury's

Almost one thousand colleagues attended a gala evening on 1 March at the Hilton Metropole in Birmingham to celebrate Sainsbury's first Retail Awards.

The awards recognise outstanding excellence and performance across all areas of our stores.

There were 16 categories in total and everyone attending was already a regional winner in their category. During the evening, the zone and overall category winners were announced.

### Individual responsibility - team delivery

The results were communicated to all colleagues across the business the following day and a winners brochure was sent to all stores so that everyone can celebrate their colleagues' achievements.

Chief executive Justin King said, "I am delighted that so many colleagues have been recognised for their achievements. It is through events like this that we can really see how colleagues are living the values and seeing the benefits, not only for themselves, but for our customers and the whole business."

Look out for the full story in next month's *Journal*.



## Tu too good to miss

Sales of Tu clothing have been buoyant since the range's launch - but there's one thing that really set the tills ringing.

The story of Sainsbury's new clothes featured in a BBC documentary in January, and sales soared as a result. So much so that the following day saw a 35 per cent uplift in sales compared with the previous week. And sales for the whole week were up by an impressive 10 per cent across the whole estate.

Along with the clothes, the undisputed stars of the show were Miriam Brock and Ann Brennan from Sydenham store. Brand manager Josie Cartridge said: "Ann and Miriam were great. They were fun and honest, and their enthusiasm shone through. A big thanks to them and everyone at Sydenham."

Ann told the *Journal* that she enjoyed her 15 minutes of fame. "It was odd to see ourselves on TV but we had fun making the programme."

Sales at Sydenham went up 38 per cent after the programme was aired. "Lots of customers came to talk to me the next day saying they didn't know we sold clothes - or that they were so good," said Ann.

Winners

Sainsbury's  
*Retail Awards*  
2005

"We can really see how colleagues are living the values and seeing the benefits"

1st March 2005  
Hilton Metropole Birmingham

## Raise a glass to the spirits team

The BWS team has added another trophy to its impressive collection by winning the Spirits Retailer of the Year Award at the *Off Licence News Awards 2005*. It's the culmination of an excellent year for the team members, who have been finalists in every major trade competition.

The judges singled out Sainsbury's range as well as its enthusiasm and energy for the category. Education of customers and colleagues also

won praise through the use of tasting notes and cocktail suggestions for customers, and colleague training opportunities such as off licence manager masterclasses.

Trading director Mike Coupe said: "This award recognises companies that have demonstrated the most progress in the past 12 months and reflects the pride and care taken by stores to ensure the spirits section is well-stocked and displayed."



Cheers... Carl Gobie, category assistant spirits, fortified wine and tobacco, and Melissa Draycott, spirits fortified wine and tobacco buyer, collect the award from Chris Mason, managing director of First Drinks, the award sponsors

### FACT

Sainsbury's was recently listed in a top 100 sustainable companies index published by the Ethical Corporation. The Global 100 is a list of the most sustainable corporations.



# Yournews

All the news from around Sainsbury's



Individual  
responsibility-  
team delivery

## Withernsea is top shop

Jacksons Withernsea colleagues are celebrating after the store was named Jacksons store of the year 2004.

Store manager Christopher Rowse and his team were delighted to receive the award - which comes with an extra week's wages and £10 worth of Coca-Cola products for each colleague.

Supervisor, Judith Wharam, said: "As soon as we heard about the award, I rang all our colleagues to pass on the good news."

Withernsea won the award for consistently high standards. Stores were judged on mystery shopping, compliance visits and display opportunities. Charitable fundraising won the Withernsea team extra points.

## Basingstoke colleagues at your service

Congratulations to everyone at Basingstoke depot - the first site to be awarded Retail Service Centre status by Laurence Christensen, Supply Chain Director.

Jon Hartland, zone managing director, nominated Basingstoke for its continued improved service, support for stores at Christmas and the depot's significant contribution to the Newbury project.

Basingstoke was set challenging targets:

- 95 per cent of deliveries on time
- Moment of Certainty - all short life chill product to arrive at store by 7am
- Fully manned proactive help desk offering logistics and supply chain support (see right)
- Accurate stock control processes
- Order accuracy at the required level and an Accuracy Team put in place.

And the team met all the criteria.

Retail Service Centre manager John McFerran, told the *Journal*, "We did very well over the Christmas period and felt we had significantly improved our performance. So we were

delighted to hear of Jon's recommendation and that we were successful in becoming a Retail Service Centre."

### Support for stores from depot desks

Basingstoke is one of five Sainsbury's depots to set up a help desk to assist store colleagues. Stores with

then we'll be there to help."

The desk will be manned by profilers with lots of local knowledge. That means they will have a detailed knowledge of individual store needs. The profilers will also be getting out to meet store colleagues to talk through store processes, as the Newbury project is rolled out across the estate.

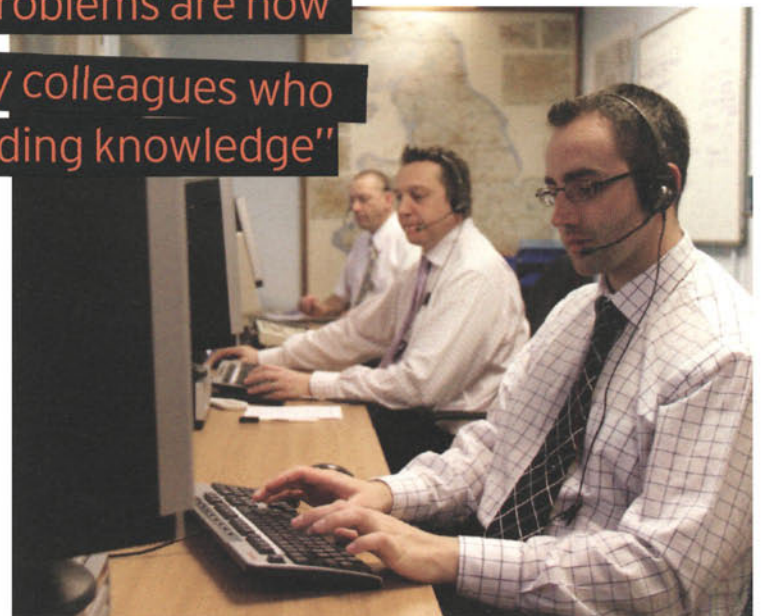
Basingstoke's retail support desk went live in November and feedback from stores has been very positive. Colleagues from Broad Street store in Reading praised the depot's understanding of retail's needs. Brookwood colleagues said: "Our forecasting problems are now being resolved by colleagues who have real retail trading knowledge - and they're extremely helpful."

"Our forecasting problems are now being resolved by colleagues who have real retail trading knowledge"

distribution, forecasting or logistics queries can now pick up the phone and get all their issues dealt with at one place - the depot's retail support desk.

John Pearson, retail support team project manager said: "Five Sainsbury's depots have now launched retail support desks while Emerald Park and Haydock are due to follow suit in March.

If you want to review local forecasts, check delivery status or discuss any supply chain queries,





## Spring into Easter

Easter is almost here - and Sainsbury's has everything you need for the holiday weekend with some great products and gifts in-store.

For only £9.99, the Easter Egg Hunt Kit will help keep the family amused, and there's a wide range of Easter cards and spring floral bouquets.

You'll find all the ingredients in-store for an Easter Sunday roast and you can even afford to indulge yourself with a *Taste the Difference* egg with all-butter fudge pieces.

To spread some more Easter cheer, there are many special offers in-store to choose from. For example, Sainsbury's Smoked Salmon 400g is reduced from £11.99 to £5.99 and a 1.4kg tin of Quality Street is now only £6.98.

As an example of great customer service, Sainsbury's is also extending the store help scheme for a week, from 23 March. Business centre colleagues will each pledge two days to help replenish shelves and pack bags on the shop floor during the busiest times.

At Christmas this gave an 45,000 additional labour hours at 200 stores.



## Is it a Mystery? MAC and MCM - what's your score?

MAC and MCM are bonus targets for every colleague in Sainsbury's. But do you know how your store is performing? MAC scores are improving every period. Back in period 7, the average score was 89.3 per cent, and that's now risen to an impressive 92 per cent in period 11. This is equivalent to an extra 540 lines being in stock in the average store. And 70 per cent of stores are now achieving the target of 90 per cent on their MAC visit - proof that more and more colleagues are concentrating on availability and potentially qualifying for the bonus.

There's good news on MCM too - we have continued to maintain the

great levels of service we achieved for our customers over Christmas.

The overall MCM score for period 11 remained stable at 85.5 per cent and now nearly 90 per cent of stores are on track for the bonus target of 77 per cent overall score\*.

East Ham store (below) has achieved its MCM target every period this year - even scoring 100 per cent on three occasions. We asked store manager Barry O'Leary how the colleagues did it.

"It's actually quite simple," he said. "We emphasise the

importance to all colleagues of friendly interaction with our customers, whether on the shop floor or at the checkouts. We work hard at our scheduling and we're very good at managing queues at the checkouts.

"We had an induction for 13 new colleagues recently and our store trainer has been concentrating on MCM because we want all our colleagues - however long they've been here - to do their part to keep our standards high."

\* Remember, there are certain criteria regarding length of time employed to qualify for bonus. Check details with your manager.

"We emphasise the importance to all colleagues of friendly interaction with our customers"



## CUSTOMER CORNER

**Q** My child suffers from several allergies, which means that he can't enjoy Easter in the same way that other children can. Why don't you introduce some Easter eggs or similar products that are suitable for people with allergies and intolerances?

**A** We want all of our customers to be able to enjoy our products, especially at times like Easter which can be so enjoyable for children. This year, almost all of our stores will be stocking several eggs that will be suitable for customers with intolerances. Our *Taste the Difference* milk chocolate egg is suitable for coeliacs, as is our Easter Egg hunt. For a full list of products suitable for customers with allergies or intolerances, visit [www.sainsburys.co.uk/allergies](http://www.sainsburys.co.uk/allergies). Make sure that you always check the packaging before consuming a product.

**Q** I think the Active Kids scheme is great, but I don't have a Sainsbury's store anywhere near me. I regularly shop in Jacksons, but they tell me they can't give me vouchers. Why is this?

**A** Because Jacksons, as well as Bells and Beaumont, have different till systems from normal Sainsbury's stores, we aren't able to issue vouchers in-store. However, all of the stores are involved in Active Kids. Each Jacksons, Bells and Beaumont store has nominated a local school, and for every £10 customers spend in the store, that school receives one voucher centrally - just like in the main scheme. So, no matter how much or little you spend at Jacksons, Bells or Beaumont, you are still contributing to your local school. See p10 to find out more about Active Kids.





## It's a classic

One of Sainsbury's products is on display at London's Victoria and Albert Museum - even though it's only a year old.

Allium tableware from the General Merchandise range has been shortlisted in the *Homes & Gardens Classic Design Awards* recognising the best in mass-manufactured design for the home.

The tableware is one of only 16 designs shortlisted for the Readers' Award, and is now on display at the Victoria and Albert Museum.

The awards celebrate products that serve their intended purpose perfectly, and every year the winning entries are considered a record of the best in contemporary design.



## Know your number

Business continuity awareness week is taking place again this year, starting 13 March, and it's never been more important for colleagues to familiarise themselves with the correct emergency procedures.

The business continuity programme for stores was launched three years ago to protect the business by planning ahead and reducing the impact of serious incidents such as fires or flooding.

The business continuity programme has been used to deal effectively with major incidents in stores such as fires in Northwich, Huntingdon and Leven stores, and the fire in the BT tunnel in Manchester. Response teams were mobilised both locally and from Holborn business centre to swiftly deal with the effects and ensure disruption to colleagues and customers was kept to a minimum.

To ensure that Sainsbury's is always prepared for the unexpected, plans are being constantly updated and tested.

Everyone should carry a business continuity card with the freephone number to ring in the event of an emergency, and store colleagues should also display

### Individual responsibility - team delivery

a business continuity sticker on the reverse of their identity cards.

This year, the supply chain will be heavily involved in the programme and will develop plans to manage a major incident at a distribution centre. Supply chain colleagues will also be given their own business continuity cards soon.

If you don't have a business continuity card and you work in-store, speak to your personnel and training manager. If you work in the business centre, please contact the HR advice centre.



## Calling all graduates!

Do you know a graduate or final year undergraduate looking for a varied career with exciting prospects and a good salary? Or are you one yourself?

Then look no further! The answer could be right under your nose with Sainsbury's Retail Graduate Scheme. The scheme offers excellent career prospects to the candidates with the drive, skills and ability to progress in the company.

Mark Lambard, 22, studied civil engineering at Nottingham University. When he wasn't busy with his head in a book he

worked at the Castle Boulevard store as a price controller.

"Working there gave me an advantage coming into the scheme, because it meant with my knowledge of the business, I was able to perform straight away," said Mark.

Internal applicants are guaranteed a first stage interview by getting a member of management to support their application (Mark was sponsored by his duty manager).

With the right amount of effort and determination, the position of duty manager is possible



Graduated... Rhianon Loch joined the graduate scheme in September 2002 and is now store manager at Queen Street, Glasgow

within two to three years.

"The focus on personal development is high, as on the job learning is also complemented by relevant training and development" said Mark.

"It's a great challenge and an excellent opportunity to network with people

across the whole business."

Vacancies are available across the UK and are based on a first come, first served basis so don't delay in visiting [www.sainsburys.co.uk/graduates](http://www.sainsburys.co.uk/graduates) to apply. For more information contact the graduate helpline on 020 8288 5109.

"It's a great challenge and an excellent opportunity to network with people"



# Sainsbury's Bank - eight and great



## Getting better every day

Congratulations to Sainsbury's Bank which celebrated its eighth birthday in February, complete with cake, candles and cards for colleagues.

Since it began trading in 1997, the bank - which is jointly owned by J Sainsbury plc and HBOS - has opened more than two million customer accounts, attracting deposits in excess of £2 billion. Over 3,500 colleagues work on Sainsbury's Bank business across 50 different contact centres, and the bank has a permanent presence in all stores, with a dedicated sales forces in nearly 100. February also saw the bank

launched into Bells, Jacksons and Beaumont's.

"Our parent organisations are respected and trusted brands in their own fields, and they have certainly helped to give us the competitive edge," said Stuart McMillan, head of corporate communications at Sainsbury's Bank. "HBOS gives us access to world-class financial expertise, while Sainsbury's provides contact with 14 million supermarket customers each week.

"The Bank has a reputation for innovative new services. This year, customers have been able to donate to Comic Relief using the SaveBack facility."

## Keeping score with the supply chain

Supply chain colleagues are now tracking the success of their depots with scorecards - just like stores.

The new supply chain scorecards were introduced on 24 January with the aim of ensuring that everyone understands the performance of their site against a set of network targets. Scorecards are also a great opportunity to celebrate success and recognise areas for improvement.

Just like stores, depots measure their performance against the targets of "customer", "colleague", "operations" and "performance".

Andy Mullings, head of operations at Hams Hall said: "The scorecard has given us the opportunity to update colleagues on a regular basis, in a format that is easy to understand.

"It has encouraged healthy debate, and it is common to see small groups of colleagues discussing the targets among themselves around the board. Feedback has been positive and colleagues have said that even though there are still some challenges there are areas that are performing better than they realised."



## Great service drives sales

## Top sellers win points

Twelve stores have been rewarded for increasing their sales of Sainsbury's Magazine and selling more than the average number of copies, for three months in a row.

The winners were identified in four main zones and 25,000 Shining Stars points were awarded to the highest achieving store in each zone. Stores in second place were awarded 15,000 points and 10,000 were awarded to those in third place.

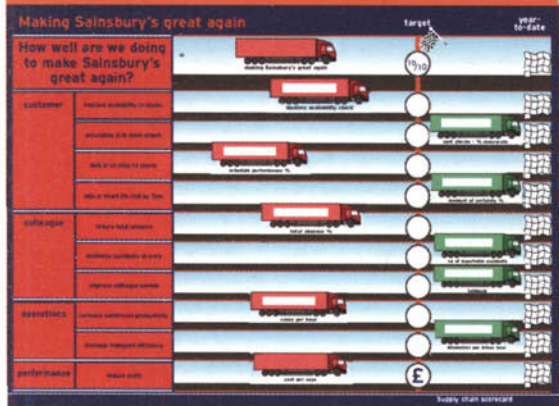
The quarterly incentive scheme was introduced last year to boost sales of Sainsbury's Magazine. It encourages colleagues to be enthusiastic about merchandising the magazine at checkouts and make sure copies are readily available to customers.

Braehead (above) was one of the top-selling stores in October, November and December, and store manager John Walker said they were delighted to win. "The general merchandise team has been working hard to maximise availability of the magazine and they're deciding how to spend the Shining Stars points.

"It's a great recognition for the whole store and has helped us realise what we can all achieve if we put our minds to it."

The next set of winners will be calculated in January, February and March.

Sainsbury's Magazine has also reported an increase in circulation of 4.6 per cent year-on-year and 17.5 per cent period-on-period. In the July-December period last year, 340,126 copies of the magazine were sold.





## Buy, buy, bY

The spring/summer range of bY home and garden accessories is in-store now, and it's stylish stuff - exclusive to Sainsbury's.

This season, Terence Conran moves into the garden. There's a beautifully sleek bY barbecue that's so good looking it could almost be a sculpture. But it's practical, too, doubling as an outdoor oven for smokey roasts.

Stacking pot plants, tea lights and lanterns all add pizzazz to the patio.

Terence visited East Filton store recently, where he met General Merchandise manager Roy Jefferies and store manager Dave Ball (below). "He's a lovely man - and so knowledgeable about design and his products,"



said Roy. "We had had an issue with one of his kettles and he knew all about the problem and told us what had been done to solve it. He also knew the exact date that stock was coming in to our store - that was really impressive."

Roy is a real supporter of the bY range - but it wasn't always like that. "When I first heard about it, I thought the products were expensive and I wondered if people would buy them. Once they arrived in-store, I could see

the quality, but I was still nervous."

He needn't have worried, though. Customers love the combination of intelligent design and affordable prices.

And the introduction of bY to East Filton has made a big difference to sales. "The new range is really popular with customers," said store manager Dave Ball. "There's been a marked increase in takings, which was helped by Terence's visit to the store."

### FACT

Figures reveal that the Jacqueline Wilson 'My First Novel Kit', developed exclusively for Sainsbury's, out-sold the top doll brand Bratz across stores this Christmas.

## Keeping it in the family

Working for Sainsbury's has become a family affair in Letchworth. The store has not one, but seven mother-and-daughter duos on its books!

Tara Wilding joined as a catering assistant in the coffee shop a few months ago and her mother Dawn has worked at Letchworth for around 10 years.

Said Tara: "I joined Sainsbury's because I wanted to get into catering and to give myself a new challenge.

"I knew quite a few of Mum's colleagues already as I used to come and visit her in the store - and they've all made me feel welcome since I started."

Dawn, who works in merchandising on the Tu clothing range, is certainly pleased to see her daughter around the store. "At home, I find I chat about work

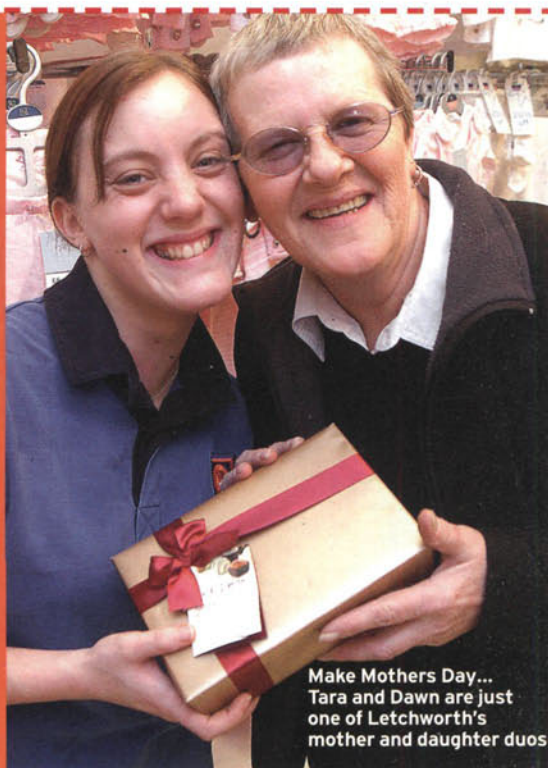
more," she said, "as Tara knows what I'm talking about!"

Dawn's colleague, Kirsty Bettes knows the feeling well, as her mother Barbara also recently started work in the coffee shop at Letchworth.

"I've worked at Sainsbury's for four years and everyone in the store knows we're related," she said. "It's funny because we've worked together once before, in the cafeteria at Plinston Hall in Letchworth."

Kirsty was recently awarded Shining Stars points for preventing some shoplifters from stealing electrical goods, by alerting her colleagues. "I was very proud of her," said Barbara, "and I think she did really well!"

Tara and Kirsty planned to treat their mums to dinner on Mothers Day and buy them some flowers and chocolates.



Make Mothers Day... Tara and Dawn are just one of Letchworth's mother and daughter duos



# Productnews

Look out for these new products and services coming to stores soon



## Glow from top to toe

Get your skin ready for warmer weather with the fabulous new range of 30 active:naturals products coming to stores from April. And there's 20 per cent off all haircare products in March - the perfect excuse to get your locks in tip-top condition.

The new exotic shower gels and bath essences will have you looking forward to luxurious showers and soaks in the tub. Sandalwood and Vanilla Bath Oil (£2.99) will leave you relaxed and calm while the Lemongrass & Eucalyptus Foaming Bath Essence (£2.79) will reinvigorate your senses - a perfect start to the day!

Shower washes include the zingy Guarana & Lime, Sea Mineral & Grapefruit and Seaweed & Japanese Rice (all £1.99).

New shampoos and conditioners (all £1.49) such as

Juniper and White Tea or Sunflower and Mango contain Provitamin B5 which helps moisturise the hair from root to tip. The specially developed formulations help remove build-up and leave hair gently cleansed and super shiny. Pamper your hair weekly with the Grape & Mallow Hot Protein Hair Treatment (all hair sachets 99p) to help repair and protect. This product not only improves manageability but also helps restore shine and moisture deep into the roots.

The new range consists of over 30 new products and with prices from 99p to £4.99, active:naturals will suit anyone looking for a little bit of everyday indulgence.



There's 20 per cent off all haircare products in March - the perfect excuse to get your locks in tip-top condition

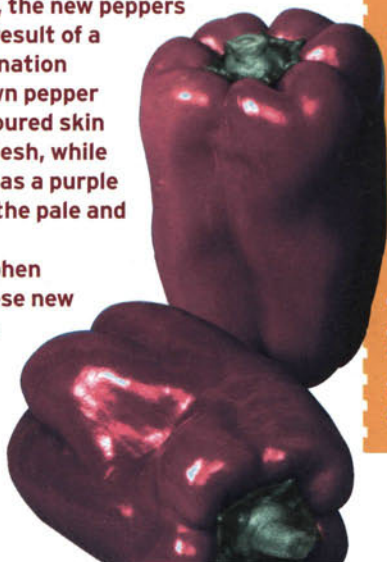
## Pick a purple pepper

Add a splash of colour to your plates with new purple and brown peppers - available in-store from April.

The new purple and brown peppers have a full, sweet flavour. And, as peppers have four times as much vitamin C as an orange, they're nutritious, too!

Grown in Sussex, the new peppers are the successful result of a unique cross-germination technique. The brown pepper has deep brown coloured skin and sweet tasting flesh, while the purple variety has a purple skin contrasted by the pale and green fruit flesh.

Salad buyer Stephen Hedderly said: "These new peppers have great novelty value and, what's more, they look and taste sensational."



## Zip it

We've got grape packaging all sewn up - thanks to a new zip-lock bag that keeps grapes in their packaging and prevents stray produce from ruining the display.

Growers find the new-style bags more efficient to pack and they make much neater displays in-store.

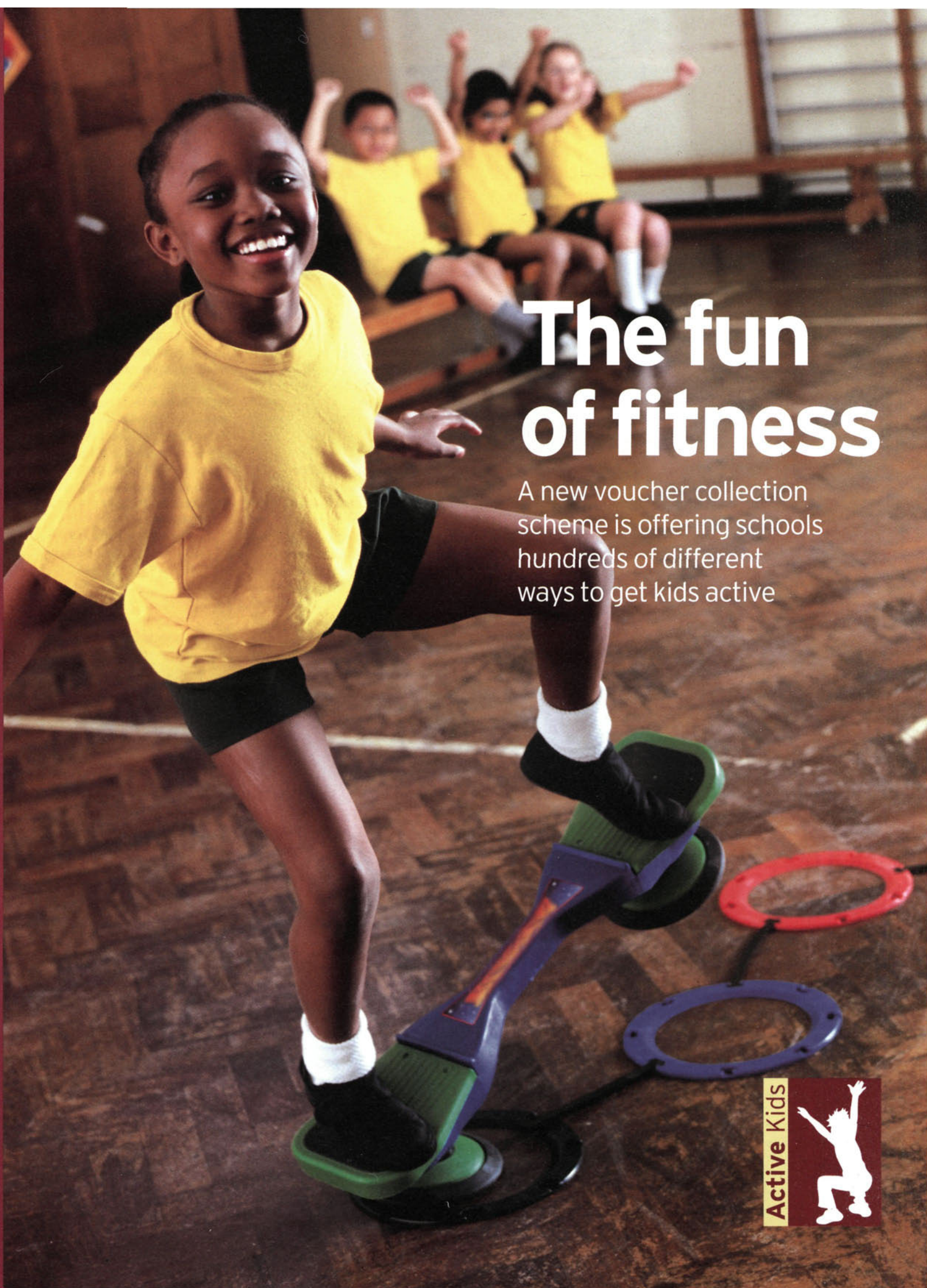
Product technologist Theresa Huxley said: "Our growers found that the old bags were incredibly slow to pack as they were sealed by hand. In contrast, the zip-lock bags are filled in one movement with no waste."

"We successfully trialled the zip-lock bag in-store last year and the results indicated that displays were far neater, waste decreased and customers did not regard the zip as 'over-packaging'. In fact, loose grapes took the number three slot in our Christmas sales, beaten only by Baileys and Stella!"



Keep it simple





# The fun of fitness

A new voucher collection scheme is offering schools hundreds of different ways to get kids active





We're all getting fatter. But we're actually eating fewer calories than we did a generation ago. So we need to exercise more.

But 70 per cent of children aren't engaged or excited in the traditional schools sports curriculum. So they're getting fatter.

Sainsbury's is determined to tackle this cycle of child obesity with a new campaign called Active Kids.

It's a voucher scheme that allows customers to support their local schools to provide free active equipment and experiences for children that go beyond traditional PE activities, and ultimately get more kids to enjoy exercise.

### Fun

So, instead of football, think tae kwondo. Instead of tennis, think trampolining. And instead of hockey, think dance. Dominic Warne, marketing manager for Active Kids explains: "We want schoolchildren to rediscover the fun in exercise. That's why we're offering all sorts of different activities in the form of equipment, coaching and days out for the whole class.

"There really is something for everyone. Kids who don't like cricket might prefer karate. We can offer 'huff 'n' puff' playground kits, extreme frisbee, and even climbing walls. And we've teamed up with 500 centres across the country to give a whole class the chance to try nine activities from ice skating, to scuba diving or horse riding.

### Vegetables

But fitness is not just about activity - we need to eat better, too. And that's the beauty of Active Kids. Customers will receive one Active Kids voucher for every £10 spent in-store, and they'll earn one extra voucher for every £5 spent on fresh fruit and vegetables.

But how does it work in-store? This scheme is all about local people collecting for their local schools, so it's a great opportunity for stores to strengthen their



"Anything that helps keep their interest in being fit and healthy is fantastic so we'll definitely be collecting"

customers if they are collecting, print out the receipt and then check the bottom to see how many vouchers you need to issue.

Bells, Jacksons and Beaumont stores will be participating in a Sainsbury's-wide campaign for the first time. They will donate a voucher to their local school(s) for every £10 spent in-store.

### Springfield

Springfield store in Chelmsford is right behind Active Kids. Kiosk colleague Lindsay Candler (above

left) thinks it's a great idea. She said: "I've got two daughters: six-year-old Jade, and Sally, who's nine. They eat a lot of fruit and vegetables - in fact, Jade prefers vegetarian

food and doesn't like meat - so we'll be able to collect lots of vouchers for Springfield Primary School.

### Karate

"Both girls are active - we walk to school and they have karate and swimming lessons once a week. Anything that helps keep their interest in being fit and healthy is fantastic so we'll definitely be collecting."

relationships within the community. "How you publicise Active Kids within your store is up to you," says Dominic. "But please do everything you can to create energy, enthusiasm and excitement so that Active Kids is the huge success it deserves to be."

Customers will receive their vouchers at the checkout, so checkout colleagues have a crucial role to play. Remember to ask

## FIVE STEPS TO ACTIVE KIDS

**1** Schools register for Active Kids at [sainsbury.co.uk/activekids](http://sainsbury.co.uk/activekids).

Registration started on 31 January and ends in June. Once they have registered, schools will receive an "energy in/energy out" educational resource pack for teachers, plus posters, progress charts and a collection box for the vouchers.

**2** Customers collect the vouchers. These are issued at checkouts in-store. Customers will also earn vouchers from their Sainsbury's to You order and on petrol (but not on Shell petrol). And customers opening a Sainsbury's Bank Instant Access Saver Account or insurance product will receive 50 Active Kids vouchers. Customers can collect vouchers from 2 March until 30 June.

**3** Schools count their vouchers and place their orders before 31 July.

**4** Sainsbury's fulfils the order.

**5** Schools receive their new equipment or arrange their "active experience" day out.



## CASHING IN. WHAT YOUR SCHOOL COULD RECEIVE

■ A small primary school (100 pupils) that collects 36 vouchers per pupil, could receive two wogglers and ring sets (see left), one "rainbowchute", 15 skipping ropes, four space hoppers and four footballs.

■ A large secondary school of 900 pupils could receive a total climbing wall kit and accessories by collecting 24 vouchers per pupil.



# "Everyone has a part to play in Active Kids"

We asked Marketing director Stephen Nelson to give us the low-down on Active Kids. No slouch himself, Stephen raced his bike non-stop through Death Valley, California, raising £36,000 for charity in 2003

**Q** Hi Stephen. You moved from trading director to become marketing director last year - how have you found the transition?

**A** It's been very stimulating - you might think that marketing would have a slightly slower pace than trading but I haven't found that at all. Mike Coupe and I are working very closely on one single agenda so there is no big divide between trading and marketing.

**Q** We've heard a lot about it but what exactly is Active Kids?

**A** We intend Active Kids to be a really ground-breaking initiative that puts Sainsbury's stores firmly at the heart of the community and also shows that we are in touch with the mood of the nation.

Obesity - and particularly obesity in children - is a significant and growing issue and it's not going to go away. The reality is that, while children are eating fewer calories than they were 20 years ago, they are burning fewer calories, too.

An important part of the scheme is the link with the fresh food for which we are famous. Customers will get vouchers for every £10 spent, plus a bonus voucher for every £5 they spend on fresh fruit and vegetables.

We are offering kids the opportunity to get more active. We can go beyond the traditional curriculum sports such as football and rugby to offer different opportunities, and we're also providing coaching. This is a long-term problem we can help with and it fits with our values.

**Q** Why do you feel our customers will be interested in an initiative like this?

**A** People are increasingly concerned about the problem of child obesity and if they can help through their weekly shopping, they will be happy to participate. It's not just targeted at parents of young children, there's a huge community of grandparents and extended families out there, all of whom shop in our stores.

**Q** Does this mean Sainsbury's is making a conscious decision to try to establish itself as the leading supermarket for health?

**A** Absolutely. Our customer surveys show we are ahead of our competitors in the breadth and quality of our healthy range. And we're determined to extend that lead. Over the next three years we will be concentrating on the health benefits of our own-label brand.

**Q** We know that fresh fruit and veg are good for us, working families will say they don't always have the time or money to cook healthy meals every day.

**A** Our latest advertising campaign shows that fresh fruit and vegetables are not expensive at Sainsbury's. For example, we're advertising our single oranges for 19p, and did you know that our bananas are only 34p/lb?

It can be time-consuming to prepare fresh meals and that's why we have an impressive range in *Be Good To Yourself*. We have

enhanced that with 34 new lines and are looking to extend that brand over the next two years.

**Q** What can colleagues do to promote this to customers?

**A** Get enthusiastic! Everyone has a part to play. I'd like to ask checkout colleagues to actively sell this to customers, and store managers to find

imaginative ways to engage with schools and their communities. Some of our colleagues are school governors and others work part-time in schools. We need them to promote this so that people understand how exciting Active Kids is. I'm confident this will be a success but with colleagues' help, we can make it a stunning success.



Pedal power... Stephen Nelson got on his bike for charity



# Comicrelief

Colleagues get ready for fun and fundraising on Red Nose Day

## Jamie nose how to raise funds

Jamie Oliver turns detective once again in the latest Sainsbury's ad. Jamie visited an orphanage in South Africa to see where some of the £6m raised by Sainsbury's at RND 03 has been spent.

The orphanage provides shelter, food, education and hope for the future to these children who have already lost their parents, mostly to AIDS. And most of the children are HIV positive.

The message from the ad is clear - the money raised from one Red Nose could buy a meal for one child for a week.



## Calling all colleagues

Red Nose Day 2005 is set to turn Friday 11 March into a forest of red hair, painted faces and crazy clothes. It's about changing the way you look for a day to transform someone else's life forever.

And colleagues at Holborn business centre will also be doing their bit to support Comic Relief.

The business centre is being transformed into a call centre for the night. Hundreds of colleagues will man the phones from 6.30pm until midnight.

"During the last Red Nose Day in 2003, we took £200,000 in pledges," said central retail operations director Robin Lassiter. "This year, we plan to beat that and have lots of fun along the way."

## London colleagues make the Connection

Four London colleagues got the chance to see Comic Relief's work at first hand in February when they visited the The Connection homeless drop-in centre.

Many homeless young women are vulnerable to violent attacks and abuse while living rough and need special support to help them cope with these problems. The Connection at St Martins recognises that homelessness presents greater dangers for women and helps to develop services specifically aimed at women, including specialist advice to

help them rebuild their lives.

Lucy Wood from Cromwell Road found the trip inspiring. "I didn't really know what to expect but we all found it really positive," she said. "We spoke to a couple of people who really appreciate the help they get from The Connection.

"The trip has really motivated me to raise money for Comic Relief and we've got lots of ideas to raise funds at Cromwell Road. We're planning to exceed our fundraising targets and have lots of fun!"



Respect for the individual



## SEND US YOUR RED NOSE STORIES

Tell us what you did for Comic Relief by sending in a few words and a photo if you have one and we will publish as many as possible in the *Journal*. Send your words and pictures to Roland Burton, Internal Communications, Sainsbury's, 33 Holborn, London EC1N 2HT.



# Industrynews

We look at the big issues affecting retailers and the grocery industry

## GI - is it just another fad diet?

Diets are big business - every season a new weight loss plan will come in and out of favour. Last year it was all about Atkins, now GI is dominating the news. But what is it? And does it work?

Dietician Kate Arthur explained: "There is growing

evidence suggesting that it is important to include the right type of carbohydrates in the diet, particularly those with a low "glycaemic index".

### What is GI?

GI is a ranking of foods on a scale from 0 to 100 according to the extent to which they raise blood sugar (glucose) levels. Foods with carbohydrate that break down quickly during digestion cause a quick rise and fall in blood sugar levels. These have a high GI, whereas those that break down slowly, releasing glucose gradually into the bloodstream, have a low GI.

It is these low GI carbs that are

important in heart health, help people manage diabetes and may help people manage their weight.

The concept behind the GI diet isn't new. It has been used with diabetes management and sports nutrition since the early 1980s. There is sound scientific support that low GI diets can have beneficial effects on heart health and for people with diabetes.

### What are we doing?

Kate continued: "We know from our research that health is really important to our customers. We are committed to providing customers with innovative options to help them manage their weight and make healthier eating easier.

"We are talking to industry and Government officials and we have been investigating the glycaemic index in depth."

Kate and her colleagues have liaised closely with leading experts such as Dr Gary Frost from London University's Imperial College. The results of all their research will come to stores later this spring when Sainsbury's launches its own GI labelling programme. Look out for GI labelling on ready meals, sandwiches, breakfast cereals, other cereals and bakery lines.

### LOW GI FOODS

Pasta, basmati rice, bran-based breakfast cereals, porridge and reduced-sugar meseli, fruit, vegetables, beans and pulses

"We are committed to providing customers with innovative solutions to help them manage their weight"

## RETAIL EYE

■ **PROCTOR & GAMBLE** has announced it will buy Gillette, for more than \$57bn (£30bn), uniting two US producers of household goods.

■ **ASDA** is reportedly set to open eight more clothes shops this year under its George label after testing in six cities and towns. Two more Asda Living stores are planned this year.

■ Following the news that department chain **ALLDERS** has gone into administration, nearly 700 staff have been made redundant.

■ Press speculation persists that **ASDA** is set to buy 13 stores in Northern Ireland from **Morrisons**. Although **Morrisons** appeared to be keen to play down reports, according to an article in the *Sunday Telegraph* the two sides have entered detailed talks even though these are at an early stage.

■ **Stuart Ross**, the former supply chain director of **Tesco**, has been appointed joint managing director of **ICELAND**.

■ **KELLOGG** has put a new Guideline Daily Amounts counter

on its cereals pack in a bid to appease criticism from the health lobby. The counter is in the form of a bar chart located on the front of the pack above the Kellogg's logo.

■ **ASDA** aims to recruit a "mums army" to advise the business. The company is to



create a second executive board made up exclusively of mothers who will serve for one year and will be asked to give Asda buyers and executive board members face-to-face feedback on a quarterly checklist of products and services.



# Shiningstars

Shining Stars has been a real success with colleagues. Now we are building on the scheme so more people can get involved

## Ringing the changes

Have you ever noticed a colleague doing a fantastic job and thought it would be nice to recognise their efforts? Well, now you can! Changes to Shining Stars mean that colleagues are now able to nominate each other for Shining Stars awards.

### Star card

If you see someone doing a fantastic job as part of their everyday lives, all you need to do is complete the simple "star card" and put this in the nomination box at your store. Your management team or colleague council will review all the star card nominations at the end of each period and they will decide who should be awarded Shining Star points.

**"Who knows better than your own colleagues when you've gone that extra mile?"**

**Kimberley Mackie**



Respect for the individual

**"It's done a lot for colleague satisfaction here at Shorehead and I believe that colleague satisfaction leads to customer satisfaction - which leads to increased sales."**

The number of points in your budget will remain the same, but to ensure that everyone has a chance to nominate colleagues, PTMs at each location will be sent additional nomination cards to distribute among colleagues.

Kimberley Mackie (left), price controller at Shorehead store thinks this is a great idea. She said: "Who knows better than your own colleagues when you've gone that extra mile?"

### Extra mile

"There are some people here at Shorehead who often go that extra mile. Whenever I see them working really hard I hope our managers recognise their efforts, but it will be great to be able to nominate them ourselves."

Kimberley said Shining Stars has proved really inspirational at Shorehead. "We achieved our sales

target increase over Christmas and we won 400,000 Shining Stars points as a result. That was when it hit home that Shining Stars is actually for us - the colleagues. Now we're definitely going to do our best to try for any other competitions."

In addition to this, managers will now be able to issue Shining Star cheques on the spot when they see colleagues doing a fantastic job.

### Tip-top

Shorehead store manager Mike O'Hara is all for it. He said: "It will make a big difference in-store. Just recently, our colleagues in the floral department worked additional hours to get our displays in tip-top form. They came in specially because they're so passionate about their work and I would have loved to be able

to recognise their efforts at the time. This is a really good innovation and I'm definitely going to make the most of it.

"I think Shining Stars is a fantastic scheme. It's done a lot for colleague satisfaction here at Shorehead and I believe that colleague satisfaction leads to customer satisfaction - which leads to increased sales."

### FACT

Feltham depot has retained its Investors in People (IIP) accreditation, after an intense three-day assessment by external assessors.



# "Charity is close to our hearts"

Rotherham depot has raised thousands of pounds - and counting - for charity

Colleagues at Rotherham depot are a generous bunch when it comes to fundraising.

In 2004, they raised more than £6,000 for several charities by organising all types of events, from coffee mornings to sponsored walks.

The largest sum they raised was £4,864 for NCH, the children's charity, by holding a depot open day. The car park was filled with fun attractions for



Team toast... Robert Kent, Ann Larkin and Ann-Marie Hainsworth raise their cups

children including bouncy castles, rides and stalls, and hourly site tours were available for the children and families of colleagues.

Nine colleagues also raised £673 for the Helen Ashton Appeal by completing an annual 15-mile sponsored walk around Derwent Reservoir. Helen was a local girl who lost her fight with leukaemia at the age of 13.

The depot has raised hundreds of pounds for other charitable causes such as the Bluebellwood Hospice for children in Dunnington, South Yorkshire, Children in Need and breast cancer and prostate cancer awareness, by organising coffee mornings.

These events are held during

several shifts to ensure that everyone can take part, and most colleagues bring in cakes.

In fact, they raised another £4,000 during a coffee morning after Christmas, which was split between the Asia Tsunami Appeal and the Carlisle Flood Appeal.

Said Ann-Marie Hainsworth, PA to the general manager: "Rotherham colleagues are always willing to take part in fundraising activities as a lot of them have children or have been affected by cancer or flooding, so the causes are close to home."

The work doesn't stop there - Rotherham has many other charity events lined up for 2005 including a 40-mile cycle ride, the Three Peaks Challenge and a swimathon.

## Festive fun in stores

Around 60 customers in Aberdeen were treated to mulled wine and mince pies at an evening to help them prepare for Christmas.

Floral advisor Ina Douglas (bottom right) showed customers how to make a stunning floral centrepiece for the table and a Christmas wreath.

Food advisor Maureen Farquhar then demonstrated some festive party food recipes

from *Sainsbury's Magazine* and gave customers the opportunity to taste them, as well as some seasonal wines.

The evening was rounded off with a raffle, which raised £171 for the store's nominated charity, Children 1st.

Ina also raised £563 for the charity in 2004, by offering a floral wrapping service for customers and putting together fruit baskets and hampers on request. This

service is free of charge, but customers often make donations when they order.

Meanwhile, to mark the Hindu festival, Diwali, colleagues from Alperton offered to decorate customers' hands in traditional henna paint. Nalini Gordon, Soonu Vasudeva and Beena Gir managed to raise £33 and the proceeds will be donated to a charity chosen by the local community.





## BRIEFS

■ **COCKERMOUTH** teamed up with BBC Radio Cumbria to raise funds for BBC Children in Need by auctioning a signed Jamie Oliver book and a magnum of champagne live from the BBC Bus. Colleagues in-store packed bags in fancy dress outfits including Pudsey bear - and they raised £800 for the appeal.

■ Meanwhile, Dennis Boxall, general assistant from **ENFIELD** organised a social evening for 120 colleagues at the Arras Club in Enfield, which raised more than £300 for Children in Need. The entertainment included a comedian, disco and raffle.

■ Colleagues in **SHERBORNE** also raised a staggering £2,000 for Children in Need when they dressed up as doctors and nurses. They organised several events in-store including a lucky draw to win a teddy bear and a children's colouring competition.

■ **FULHAM** invited around 200 pupils from local schools to decorate the front of the store

with their paintings and customers were asked to vote for their favourite one. All the children received toys for their efforts and the winning school, Langford Primary School, was presented with a hamper.

■ The management team at **MACCLESFIELD** donned fancy dress outfits to serve a Christmas feast to colleagues and veterans. Pantomime was the theme of the evening and there were some colourful characters including Puss In Boots and the Ugly Sisters!

■ When stock control manager Terry Wells retired from **NEW BARNET**, colleagues presented him with a police car cake at his leaving party! Terry had worked at Sainsbury's for 37 years and his hobby was buying and restoring ex-police cars.

■ **NORTH FINCHLEY** received a letter of praise from a customer who was impressed with the service she received in-store one weekend. "The shelves were full,

staff were courteous and the atmosphere was pleasant and bright," she wrote.

■ **TAPLOW** bakery team cooked up something special for St Peters School in Burnham, Buckinghamshire when they made a wheatsheaf from bread for the school's harvest festival. Chief executive Justin King was so impressed, he awarded the team 2,000 Shining Stars points, which they put towards a night out.

■ Six colleagues joined forces to give children from local schools an insight into the work environment. To live up the experience, they developed a giant floor game, demonstrating how Sainsbury's delivers great customer service. They were Beverley Barnard from **REEDSWOOD**, Frances Jackson and Lynn Ryan from **WEDNESFIELD**, Sheila Thomas and Katie Jones from **PERTON** and Carol Cope from **WOLVERHAMPTON**.

## Ball keeps rolling

Simon Ball, customer service manager at Hornchurch, travelled a distance of 508 miles on his bike last year, to raise money for charity.

Simon took part in five sponsored cycle rides and raised £2,275 for Breakthrough Breast Cancer, in addition to £500 which was donated from the local heroes fund.

During each of his rides, Simon placed collection buckets in-store for customers to make donations and, each time he returned, he posted a newsletter on the tills to keep customers updated on his progress.

Simon's efforts generated a very positive response in-store, especially from female customers who had received treatment for breast cancer themselves.

Cheque mate... Simon Ball presents the fundraising proceeds to Elizabeth Sullivan from Breakthrough Breast Cancer



Have you got news for us? If you've got a story, just phone or e-mail us with the key points, send a photo if you have one, and we'll do the rest. You'll find our contact details on page 20

## Local Heroes

If you or your store has been involved in any activities for charity, don't forget to apply to the Local Heroes scheme.

You could receive an extra £200 for your efforts!

## Jeans means donations

Colleagues at Kettering swapped their uniforms for jeans and raised £145 for eight children's charities on Jeans for Genes Day.

They paid £1 each to wear their jeans and customers could make donations to the appeal in collection buckets around the store. This was the first time the store had organised the event and it was a great success.



(Photo courtesy of Northamptonshire Evening Telegraph)



# Tell Justin

The Tell Justin scheme is now six months old and has already generated more than 6,000 suggestions from colleagues. Here, we look at some of the most popular issues mentioned so far

## EUROHOOKS

Many of you have noticed issues with swingers falling off the peghooks, and a suitable alternative will be introduced in the next few months.

## UNIFORMS

There have been many useful suggestions about the uniform regarding sizes, style and quality. Your suggestions will be taken on-board when the uniform is next reviewed.

If you have a specific question regarding uniform quality, please speak to your personnel training manager.

### Pharmacy uniforms

The team has selected a design to be trialled in five stores. It will be introduced on a rolling basis over the next 12 months.

### Tu uniforms

The design team is working with our supplier to develop a uniform specifically for Tu.

## TILL PROMPTS

Many of you have commented that extra till prompts would be useful on some occasions. However, in order to reduce queues we are simplifying the transaction process to remove unnecessary prompts at checkouts. This helps ensure that customers spend less time queueing at the checkout.

## HIP PRINTERS

Many of you have suggested the use of portable printers for printing shelf edge labels. As part of Store Systems Release 4 (SSR4), tests have been conducted and these should be rolled out across the business this year.

## RANGING

Some of you have asked if you can have more say on ranging in your store. Stores are now able to tell supply



## RECYCLING FACILITIES

Many of you have suggested ways of improving recycling. Recent surveys have found that a large proportion of store paper waste can be recycled. Therefore, the Resource Recovery Units (RRUs) currently in place at Emerald Park, Haydock and Hams Hall depots will be extended to stores throughout England and Wales next year.

chain and trading how much stock they require for each week's promotions. For example, store managers bid for the quantities of Christmas lines they thought they could sell, based on 2004 sales figures.

There is a 'useform' on the bulletin board for responding to

customer and colleague range suggestions. The form can be completed by anyone in-store but must be sent via your regional business manager.

Cygnat, the new forecasting and ordering system, has been implemented across the business and is performing well.

## PRODUCT LOCATORS

Many of you have suggested introducing a product locator that tells customers when a product has moved to a different part of the store. A barker card could soon be used to highlight when a promotion moves location, and this will allow store colleagues to fill in the correct details.

A new computer system called 'promotional advertising' is also being launched on the Weekly Promotional Advice (WPA) and this will help to keep track of products.

However, customers like to be able to ask colleagues where to find a product and they appreciate the personal touch of colleagues taking them to a product location. This also helps to drive sales.



Thanks to everyone who has contributed so far. And don't forget to keep sending in your ideas!



**How to make a suggestion: If you've got a bright idea, simply write it down on one of the suggestion cards and send it off in the internal post**



# Wingoodies

For your chance to win some goodies return the form below!

## Get into the Brazilian spirit with Bravara

As the summer months draw closer, why not start planning your own Brazilian carnival party at home to get you in the mood?

Brazilian beer-maker Bravara is offering five lucky readers the chance to win a party pack, worth £200, each. The packs contain plenty of Bravara beer,

Brazilian music from Far Out records and a selection of clothes and accessories, to get you kitted out for a night of dance and carnival fun.

A Marca Bravara is a traditional Brazilian beer and is part of a proud brewing tradition, which dates back to 1877. The brew is meant to be enjoyed ice cold so that its unique, refreshing taste can be fully appreciated, making it the ideal drink to quench your thirst when you hold your Brazilian party.

For a chance to win a Bravara party pack, simply answer question 1: *At what temperature should Bravara be served?*



## Happy Birthday PG Tips!

Get active... you could use the Red Letter Day voucher for white water rafting

This year, it's the 75th anniversary of PG Tips. To mark the occasion, PG Tips is adding a new variety to its range. PG Tips Special Blend Limited Edition is a robust tasting, golden tea specially blended from Kenyan and Ceylon teas and is available in Pyramid 80s bags and 250g loose tea.

As a special gift, look out for the free 75th anniversary metal caddy with packs of Freeflow Pyramid 160 tea bags.

And to help celebrate three quarters of a century producing full-flavour, fresh tasting tea, PG Tips is giving two lucky readers the chance to win a Red Letter Day voucher each worth £150.

All you need to do for a chance to win is answer question 2: *Which gift is PG Tips giving away free with 160s packs of PG Freeflow Pyramid bags?*  
 a) a birthday card;  
 b) a metal caddy;  
 or c) a birthday cake?



### NOVEMBER COMPETITION WINNERS

For a list of the winners in the competitions featured in the November issue, please send an SAE to *Sainsbury's Journal* at the address on page 20.



ENTRY FORM

Answer 1: .....

Answer 2: .....

Name: .....

Address: .....

Work location: .....

Contact tel no: .....

Entries to: Competitions, *Sainsbury's Journal*, 33 Holborn, London EC1N 2HT, to arrive no later than 1 April. Entrants must work for or be retired from the Sainsbury Group. Only one entry per person. Photocopies are acceptable. See entry conditions on page 2.





# Producttests

The exciting new spring/summer range of Tu clothing is in-store now. We asked colleagues at Hedge End to give us their verdict

## TISH BELTON

**Tu sales assistant**

"This top is really comfortable - I don't want to take it off! The colours are nice and go with almost anything.

"I'm really little so it's difficult for me to find trousers to fit and I always have to take up the hems. As soon as I saw these crop trousers, I thought they would be good for me. I'm really pleased with the fit - and the fact that I won't have to get the sewing machine out!"

**Tish is wearing white crop trousers £18 and blue stripe zip hooded top £18**



"I'm really pleased with the fit - and the fact that I won't have to get the sewing machine out!"

## GRACE KAJKO

**Tu sales assistant**

"I love these trousers. I've got long legs so it can be hard for me to find good fitting trousers but these are perfect. They're great value at just £20.

"The shirt is nice, too. And linen is great for the summer. It's brilliant to get the whole outfit for just £35."

**Grace is wearing white linen shirt £15 and black pinstripe trousers £20**



"Linen is great for the summer"

## KEVIN PALMER

**GM manager**

"I picked this top out because it's definitely something I would wear. The fabric is comfortable and soft and the design is a bit different. I wasn't sure about the trousers, but they're a good fit."

**Kevin is wearing stone casual trousers, £20 and long-sleeved T-shirt £12**



"They're a good fit and great value for money"

"The clothes are really comfortable. The T-shirt is really soft."

## MARIA WHITE

**Customer and trading support, Tu childrenswear**

"I chose a skirt because I often have problems finding trousers the right length, though Tish and Grace have both found trousers that fit them in this range.

"Blue's my favourite colour so I could imagine wearing this outfit - it's the sort of thing I would normally wear and the clothes are really comfortable. The T-shirt is really soft."

**Maria is wearing denim skirt £18 and long-sleeved T-shirt £8**



## TO CONTRIBUTE

Write to: Sainsbury's Journal, Internal Communications, 33 Holborn, London, EC1N 2HT. Managing editor: Roland Burton e-mail: roland.burton@sainsburys.co.uk or telephone: 020 7695 6467 or fax: 020 7282 8042. General Sainsbury's inquiries: 020 7695 6000 Veterans' inquiries: 020 7695 7190



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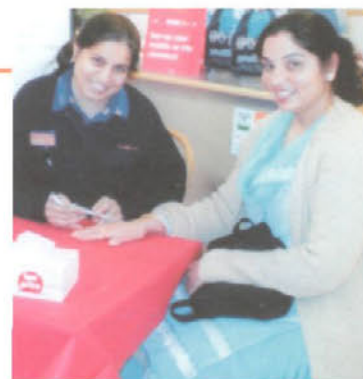
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