

Sainsbury's

Journal

For everyone at Sainsbury's

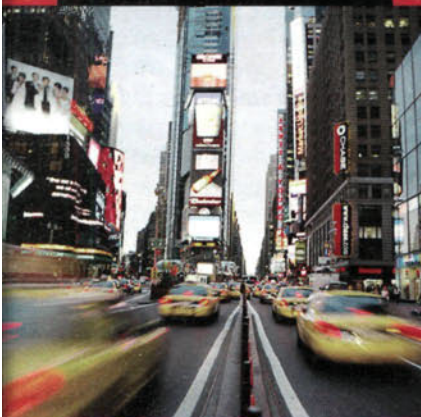
JUNE 2005



**WE TALK TO
IT DIRECTOR
ANGELA
MORRISON**



*I tested our
organic fresh
produce*



**WIN A TRIP
TO NEW YORK**



Route cause

A simple way to save time
and money on deliveries

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UPFRONT

During the last few weeks I have met many winners of the Shining Stars prize draws to win £500 holiday vouchers. It has been a real pleasure to hear about the great work that you have been doing. Congratulations to all of you, and look out for the overall company prize draw winner who will win £5,000 of holiday vouchers in the next issue.



Summer is now in full swing and it is important that we keep our stores looking great for customers. We have some terrific summer products, and in particular Jersey royal potatoes and asparagus have been flying off the shelves in recent weeks. It is important to

make sure we make the most of this opportunity by merchandising our products well, keeping store standards high, and always putting our customers first.

It is now over a year since I joined Sainsbury's and customers are still writing to me! The good news is that I'm now starting to receive some letters telling me that we're making real progress, and this is thanks to your efforts. However, I'm also being told where we can still do better, and we need to remember there is a long way to go. You have all worked really hard to bring about the improvements of the last year - let's make sure we keep it going.

Thank you all for your efforts,

Justin

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In the news

Keep up to date with the latest news across the company

Results show recovery is on track

Sainsbury's has announced a profit before tax of £15m after adjustments in the last financial year.

Although like-for-like sales were down 0.4 per cent for the year, there was an improvement in the final quarter, when sales rose 1.7 per cent as the recovery plans began to take hold.

Chief executive Justin King commented: "Our 150,000 colleagues company-wide have wholeheartedly got behind the plans we outlined on 19 October 2004 to Make Sainsbury's Great Again. We have made good progress and can see early signs of improvement in our customer offer and sales. We are on track but still in the very early stages of a long-term recovery programme.

"A major priority has been to ensure customers are at the heart of all our thinking and activity. This is a mindset as well as the basis for our investment of £400 million over the next three years to improve pricing, product quality and customer service."

Three out of four in Grocer 33

Once again, Sainsbury's is top of the shops in *The Grocer's* weekly check on availability - Grocer 33.

Getting better every day

First to achieve the top slot was Mark Jacklin, store manager at Chesham, who was delighted with the award. He said:

"Communication has improved all round. The stores know what the depots are doing and the depots know what Holborn is doing.

"It has been important to raise morale here by doing more socially as a team as well as celebrating the company's success. There is a real buzz about the place at the moment."

More good news came the following week when Bridgwater

provided a full basket in the survey. Store manager Darren Hillman said that improved availability had given his team renewed impetus and enthusiasm.

He said: "In the last few months there has been a big improvement in the distribution and ordering side of the business. Colleagues here now know that when they order a delivery, it will be on time and it will be correct. When a customer asks about a certain product, our colleagues are now confident that it will be there and they can take the shopper to what they are looking for. As a result, relations between colleagues and customers have improved dramatically."

A fortnight later, Sprucefield store in Northern Ireland took *The Grocer's* top slot. Store manager Rebecca Portess also felt that the focus on availability has made a big difference to her store.



"When a customer asks about a certain product, our colleagues are now confident that it will be there"



She said: "Six weeks ago we switched to new ways of working. This involves working stock through the store more frequently, introducing more night workers as well as having better access to the helpdesk and improved relationships with the forecasting teams. Even in this short time, we have seen a 40-50 per cent improvement in out-of-stocks."

RETAIL EYE

■ **SOMERFIELD's** like-for-like sales slipped by 0.4 per cent last year after a difficult second-half. The retailer blamed the fall on a decrease in consumer spending, the increasingly competitive trading environment and the disruption caused by store conversions.

■ Lord Terry Burns is to be the new chairman of **MARKS & SPENCER**. He joins the board as

deputy chairman on 1 October and take over from Paul Myners the following July. The news came as M&S announced a 19 per cent slump in profits, blaming poor sales of lingerie and women's clothes for the fall in profits.

■ **TESCO** has launched a clothing website to drive customers to its larger stores. The launch of www.clothingattesco.com will

come as a challenge to fashion chains such as Matalan. Tesco's clothing business is the fastest-growing part of its business, stealing market share from value fashion players.

■ **MORRISONS** is selling its stores in Jersey and Guernsey to Channel Islands retail and leisure group CI Traders. The £51m deal will see Yorkie Holdings, a subsidiary of CIT, take over the stores.

■ **TESCO** has targeted Asda in one of its most aggressive price-cutting campaigns yet. Shoppers in Hull have been sent vouchers giving them £10 off their shopping if they spend just £30 with the chain - a 33 per cent discount. The vouchers are thought to have been delivered to more than 20,000 homes in Hull, which has been the scene of a bitter battle between Asda and Tesco.

Yournews

All the news from around Sainsbury's

Emerald Park is a real gem

Emerald Park is celebrating after Lawrence Christensen awarded the depot the first-ever Supply Chain Shield of Excellence.

General manager Steve Carter said: "We were really proud to receive the award. I accepted the shield on behalf of everyone at Emerald Park because this was a team effort. Receiving the shield really made me feel that we're making Sainsbury's great again."

"We all take a lot of pride in our work and we have a culture of continuous improvement. Every time we plan a project, we make a point of reviewing it and ask ourselves how we could do things better in future."



Getting better every day

"We all take a lot of pride in our work and we have a culture of continuous improvement"

We decided to ask stores what they think of Emerald Park's performance. Here's what their colleagues in Retail had to say.

"It is great that the retail support desk at Emerald Park and store colleagues are working as a team. As a result,

availability has improved and our weekly losses have decreased. I feel reassured that if any special requests are made, action is taken to ensure stock is delivered at the appropriate time, fulfilling our customers' needs."

John Hughes, store manager, Swansea

"The 100 per cent delivery cycle on ambient goods is ensuring world-class delivery standards are met with non-perishable goods. I certainly get what I ask for in terms of service from Emerald Park."

Phil Pain, RBM

"There's no doubt that day one for day two delivery has helped availability.

"It's been a huge benefit to have a local contact who understands our business but is

not afraid to challenge and debate issues. Our availability figures are improving and customers can see that.

"It's great that the depot is in a position to support store processes as well as just forecasting queries."

Mike Hawker, store manager, Stratton

FACT

Sainsbury's is changing the design of cream cartons for the first time in over 30 years. The new design has been developed to be opened easily - with no splattering.



"We'll be investing in the next generation.

You never know - the children might start a revolution in their schools!"

Oliver's army

Jamie Oliver is training Sainsbury's food advisors to help take the message of healthy eating to classrooms and communities.

The food advisors - including Shirley Waters from Bybrook - will help educate children, teachers and kitchen staff in 220 schools across the country.

Shirley is really excited about the challenge. She said: "I am one of 53 food advisors. Our role gives us the chance to illustrate Sainsbury's passion for food and the role it plays in customers' lives.

"This is an exciting initiative. We'll be introducing new customers to Sainsbury's and investing in the next generation. You never know - the children might start a revolution in their schools!"

"When schoolchildren come into our stores, we give them the chance to experience new flavours and understand how to make healthier food choices. With up to 30 excited children, it can be hectic and very demanding. And store colleagues are absolutely vital. Without their support, it would be virtually impossible for us to deliver."

Rodney Harris, counter assistant at Bybrook, works with Shirley on "Fruitastic" tours for kids. He said: "Shirley adds another dimension encouraging customers into the store. Getting children involved in healthy eating is fantastic."



On my head... Justin King and Steve Grainger, chief executive of Youth Sports Trust, show kids that exercise is fun

Active Kids helps teachers, too

The number of skilled sports teachers in Britain is to be boosted thanks to Sainsbury's pledging £500,000 to leading charity, Youth Sport Trust. The charity supports the education and development of young people through PE and sport.

The money will be used to equip an additional 20,000 teachers across the UK with the skills they need to develop budding sports stars of tomorrow.

This is the latest initiative in the Active Kids campaign to increase the amount of exercise taken by children in Britain's schools. The investment will

allow over one million children to improve and develop their sport skills.

For every 100 Active Kids vouchers redeemed by schools, Sainsbury's will make a donation to the Youth Sports Trust's TOP programme for seven-11-year-olds. This will help primary school teachers acquire the specialist skills they need to lead high-quality PE and sports sessions more effectively.

The TOP programmes will help schools deliver key basic sporting skills, and provide training to teach specific activities such as athletics, gymnastics and dance.

Get fresh at Sainsbury's

Sainsbury's is getting fresh with customers this summer and celebrating the freshest in-season produce around.

Brand manager Marc Cudd explained: "At this time of year, there's an abundance of produce we all love. Seasonal British fruit and veg such as new potatoes and strawberries are picked and rushed to store which means we can all enjoy fresh, great tasting produce at its best.

"Our growers work hard with us to get their produce to store when it's in peak condition. Take our Jersey Royal new potatoes that have just come into season - we get them from field to store in a few days for maximum freshness and flavour. Better still, they're currently half price at 99p per kg - but hurry, the Jersey season ends at the end of June!"

There's a new TV campaign where Jamie Oliver plays quality detective to check out the freshness of Jersey Royals. There will also be five adverts in newspapers and

magazines and selected local marketing campaigns around the country including London and Scotland, so watch out! And the vibrant market style design is being used on point of sale in the produce area too.

It's not just Jersey Royals we're talking about. Look out for a number of ads featuring asparagus, watercress, strawberries, salads, Galia melons and Flavouripe tomatoes all getting the fresh and in-season message across loud and clear.



Getting better every day

"We get them from field to store in a few days for maximum freshness"



Delivering the goods

Senior managers from the supply chain got together on 28 April to hear the leadership team's plans for the next year.

Supply chain director Lawrence Christensen opened the conference with an uncompromising message: "Our job is to make sure the stores get the very best service in the most efficient way. We need to be relentless in our focus on delivery. I am fanatical about standards and I am not prepared to be second best to anyone."

He also had encouraging news on progress over the last few months. "We are making progress but we cannot afford to lose focus."

Great service drives sales

Great delivery

Sainsbury's to You has overtaken Tesco.com on the quality of its drivers' customer service for the first time, in a customer benchmarking survey.

Aspects of the service offered by Sainsbury's to You and Tesco.com are surveyed with real customers every fortnight. The latest figures show the level of doorstep service provided by our drivers has steadily improved and is now better than Tesco.com.

The benchmarking has also shown real progress in other areas of our service, highlighted by increased availability and customer satisfaction with packing, delivery and call centre customer service.

One customer was so impressed by the level of service she received from Sainsbury's to You that she phoned the call centre. She said she had nothing but praise for driver, James Maggs (right), and he was second only to her grandson!

James, who works from Emerson's Green StY store, was really pleased with the praise. He said: "It's nice to know our customers appreciate the service we give them especially when we can offer them a convenient and reliable alternative to supermarket shopping."

Toby Anderson, head of Online commented: "It is very encouraging that we are making good progress at getting better every day - well done!"



Getting better every day

"It is very encouraging that we are making good progress at getting better every day"



It's good to talk

Want to know more about how your work contributes to the business? Then look out for a new communications plan that's coming to stores in July.

First up is a set of five-minute huddles for every colleague during every shift. This is combined with four new noticeboards listing the latest information on sales and wastage as well as customer and colleague information.

The third and final part of the plan is a set of monthly briefings. These will take 15 minutes and will cover wider business information. There's also a chance for colleagues to ask

questions and give their views.

The new communications plan is on trial at Preston, Bridgmead, Newbury, South Ruislip and Apsley Mills stores where initial feedback shows that colleagues appreciate the chance to feel more involved in the business. Duncan Ingram, personnel and training manager at Apsley Mills told the *Journal*: "The huddles are really popular with colleagues. In just five minutes, we update colleagues about key trading information and the targets for that day. It helps us all focus on how we can contribute to the store's success."

A pukka new deal

TV chef Jamie Oliver and Sainsbury's have extended their advertising deal by one more year.

As part of his contract, Jamie will appear in Sainsbury's advertising and work behind the scenes with Sainsbury's food development team.

Brand director Helen Buck said Jamie is the ideal person to advertise Sainsbury's products. She said: "We are committed to offering customers healthy, fresh and tasty food at fair prices and

there's no better ambassador to promote that proposition than Jamie Oliver.

"He remains enormously popular with our customers and has forged a valuable working relationship with our fresh food development team, whom he consults to challenge and inspire new standards of quality in our products. We're looking forward to building further on the great work he does with us."

Jamie added: "I'm really excited that Sainsbury's has renewed the contract for

another year. The team there are really passionate about bringing new and better products to customers, as well as continuing to champion British and organic product. I'm really chuffed."



Hot off the press

Sainsbury's *Magazine* has scooped the title of Customer Magazine of the Year at this year's PPA awards - the Oscars of the publishing industry.

The magazine beat rival magazines from easyJet and Waitrose to take the top trophy. The award went to publishers New Crane because judges felt that Sainsbury's *Magazine* makes a



difference to the bottom line. They said: "The magazine not only enhanced the brand but also encouraged loyalty and spend."

Rachel Appleton, brand advertising manager, was delighted with the win. She said: "We owe a big thank you to everyone in Retail who has been behind the magazine. By ensuring displays are up-to-date and driving sales, colleagues have played a big part in us winning the award."

Shining Stars
Congratulations to the winners of the Sainsbury's *Magazine* store incentive scheme for Jan/Feb and March. The top prizes of 250,000 Shining Stars points per zone are on their way to colleagues at Stanway, Fairfield Park, Darlington and Shrewsbury.

Summer's off to a flying start

Nectar is giving customers a chance to get away from it all this summer - by using their points to pay for flights with ebookers.

If you want to escape to the sun, you can now use your points to pay for any flight booked through ebookers. Choose any flight on offer and pay for it with your Nectar points. Taxes have to be paid in cash, but you can pay for the flight itself with a combination of cash and points - or even entirely with points.

"This is great news for customers," said Steff Goodall, senior Nectar brand manager. "We now have a flights offer which has more destinations, more airlines and more availability than we did with our previous Air miles offer. For our customers it's really accessible, allowing them to use their points either over the phone or on the web"

Further proof that Nectar is listening to customers comes from Legoland. After a gap of over a year, Legoland Windsor is back in the Nectar rewards


Born to Travel

portfolio this summer.

Customers in the Windsor area were disappointed when they could no longer collect points for their local attraction and made their feelings known: Said Debbie Armstrong, Taplow's administration manager: "Legoland is always very popular among families with young children.

"When Legoland was absent from the Nectar rewards scheme customers were coming in and asking us why, so we're delighted that it has come back."

Colleagues and customers alike can now use Nectar vouchers to gain free entry to Legoland Windsor as well as Tussauds Group attractions such as Alton Towers and Madame Tussauds.

You can bank on SaveBack

SaveBack has now been rolled out to 514 stores, giving customers the chance to add to their savings when paying for their shopping with their debit card at the checkout.

There's no minimum amount customers can deposit and transactions so far have ranged from 50p to £9,000!

Four out of 10 transactions are happening outside traditional banking hours (either before 9am or after 5pm Monday to Friday or at a weekend), proving just how convenient the service is.

Almost a half of customers who have tried SaveBack have gone on to use it again. Generally, customers are trying the service with a smaller value deposit. Once they see how quick and simple it is, they go back to make larger and more frequent deposits. And it's great for stores because many customers who go in to make a SaveBack deposit pick up some shopping at the same time.

More people are opening Instant Access Saver Accounts

since the launch of SaveBack, proving that shoppers are seeing the benefits.

SaveBack isn't just convenient for shoppers, it's easy for checkout colleagues, too. Mollie Terris of Straiton store said: "When I processed my first SaveBack transaction for a customer, I was really surprised by how quick and easy it is. It's a great idea for customers to be able to add a little something to their savings every time they shop."

There has been great press coverage, too. *The Sunday Telegraph* reported: "Saving at Sainsbury's will soon be as simple as buying a pound of apples. One swipe of the debit card and your account is credited."

"It's a great idea for customers to be able to add a little something to their savings every time they shop"



Swipe and save... Chief executive Justin King was one of the first people to try SaveBack at the checkouts

Leading the way

Receiving a 2005 Retail Award was a great accolade for many colleagues across Sainsbury's, but what made the winners so special? *The Journal* speaks to two of them to find out



Individual responsibility-team delivery

Keeping it fresh

At Bury St Edmunds the winning produce and floral team recently celebrated their success with a night out bowling. Said produce and floral manager Kevin Watson: "We shared out the vouchers according to the number of hours people work and made a night of it."

"It's important to recognise when someone is making an effort and the retail award is the best recognition and motivation we could have had."

"Training is a key factor in our success because it means everyone knows what they have to do keep the produce looking fresh, the shelves full and abundant, and the ticketing in good condition."

"We have a fast turnover, so without constant attention, the

produce could begin to look messy with gaps to fill and boxes piling up. I spend as much time as possible on the shop floor, walking around, checking the quality and layout and just keeping on top of things."

"The team here is prepared to learn and take on new skills and that means I always have colleagues who are able to step up to a new role when someone goes on leave, so we don't struggle without our key players."

"A busy section like this needs people with a passion for what they're doing. I give my colleagues responsibility and it's good to see them really striving for the very highest standards of display and product quality."

Fuel for thought

Doreen Renney, petrol station manageress at petrol station of the year in Whitley Bay, is quick to point out that the award is very much the result of a team effort. She said: "Now that we've expanded from being a small kiosk to operating a 12-pump petrol filling station (PFS) there are specific health and safety issues and we take our training seriously, with everyone knowing how to react in an emergency."

"The staff have to be diligent and aware of who is on the forecourt so that the pumps can be switched on quickly to avoid queues, and in the store itself we've got a great working atmosphere."

"I've been at Sainsbury's for over 15 years (nearly three on the PFS side) and I'm passionate about the shop floor and the people we

serve. I know the team respond to that. I really believe that everyone gives me 110 per cent. They all try to be as flexible as possible and are friendly with the customers even at high pressure moments when there are people at the pumps and customers in the shop all needing attention."

"We've had invaluable support from our petrol operations manager Matt Elmes as we've continued to build the business and we've seen a significant increase in non fuel takings, doubling them in two years."

"One of the keys to this is that we all constantly monitor the lines we stock, frequently injecting new life into the shelves by bringing in new product that we've seen doing well in the main store and keeping our two main plinths full of the best offers."



"I'm passionate about the shop floor and the people we serve"

Tell Justin

A transport team captain at Hams Hall could be saving Sainsbury's thousands of pounds a year after finding a shorter route from Hams Hall depot to the former Safeway store at Grantham

Great idea saves time and money

The Tell Justin scheme continues to provide ideas for improving ways of working and Dan Aspley's suggestion was no exception.

Dan Aspley, a transport team captain at the Hams Hall depot, certainly knows his A roads from his B roads. He wrote in to chief executive Justin King with a suggestion that had the potential to save the company thousands of pounds a year. It is an idea that has since been adopted.

Grantham

Dan used to work for Safeway and spotted that a particular route used by colleagues at the Hams Hall depot to get to the Grantham store (a former Safeway) was longer than one previously used by Safeway drivers to the same store - 21 miles longer.

In his Tell Justin suggestion, Dan wrote: "I worked out that on an average of four journeys a day we would be saving 164 miles daily and at the average of seven miles per gallon we would be saving 23.5 gallons of fuel, adding up to £70.50 a day, making a grand total of £25,591 per year. I was shocked at the difference and hope that you will be as pleased as me at the difference we could make."

Dan didn't leave it at just that. He copied out details of the shorter route and, with the permission of his transport



Treat every £
as your own

"The Tell Justin scheme is really good: it rewards people for coming up with their own ideas or for using their initiative"

FACT

Three quarters of UK schools have signed up for Active Kids - surpassing expectations

manager, put them in the map drawers for the Hams Hall drivers to see.

Replying on Justin's behalf, supply chain director Lawrence Christensen said: "This is an excellent idea, and I am pleased that this change has already been implemented thanks to your suggestion ... It's great to see that you are really living our value of treating every pound as your own."

Shorter route

The route map from Hams Hall to Grantham has been amended and drivers have been briefed to use the new directions. Dan said: "We've got a number of former Safeway drivers at the depot and they were aware of the shorter route so it hasn't been a difficult change for them to make."

He was awarded 1,000 Shining Stars and commented: "The Tell Justin scheme is really good: it rewards people for coming up with their own ideas or for using their initiative."



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

"Technology will give us more time with customers"

Director of Information Systems Angela Morrison plans to make the most of technology in the push to make Sainsbury's great again

Q You've been at Sainsbury's around two months - give us your first impressions.

A It's a really great company! I've been particularly struck by the heritage and history of Sainsbury's, and the way that colleagues are now living the values of the company to recreate that greatness. Everyone has been incredibly friendly, and helped me to understand what we need to do.

Q What were your main reasons for joining Sainsbury's?

A I've always admired Sainsbury's and thought it'd be a great company to work for. When the opportunity came along, I knew I'd regret it if I said no.

Q You're director of information systems - what does that actually mean?

A My team and I are responsible for the applications, development and running of all the computer systems within Sainsbury's, which help the business divisions achieve their goals. This includes tills, handsets, telephones, computers... a huge list, almost every electronic item in stores, depots and business centres.

Q So it doesn't just mean Holborn then?

A Not at all! Most of our work is within stores. However, a lot of work I do at Holborn is about using information effectively. For example, this means making sure



Making IT happen... Angela tours the Rye Park depot with her team

that our till results and stock counts are accurate, which in turn means that we're able to order accurately, which in turn means that our shelves are well stocked. So it all comes back to serving the customer at the end of the day.

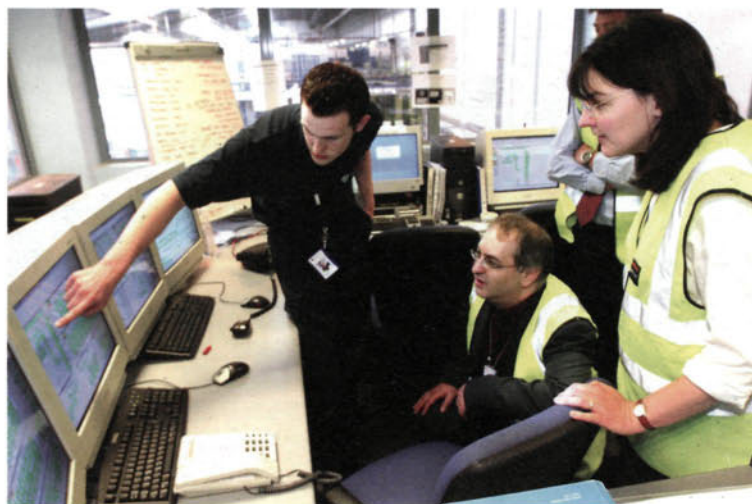
Q Our IT systems have attracted some bad publicity. What can we do to put things right?

A We probably tried to do too much at once and, as a result, didn't succeed at everything. What we now need to do is to work with colleagues to understand their needs, evaluate what we've done, and make sure that we are using it properly and

getting the best out of it. We won't be radically changing anything, just making sure it works for us.

Q How big a part will technology play in making Sainsbury's great again?

A Technology is only an enabler, and if it's applied properly it's extremely helpful, but it's not a solution in itself. If we get it right, technology can help us to become more efficient, improve our checkout speed, make personnel and HR admin easier, stock management simpler... in short it can help to make colleagues' jobs more rewarding, and help them get on with the main task of giving great service





to customers. Technology should be something that helps colleagues and takes work away, not something that hinders them and creates extra work.

Q What changes have been taking place recently?

A RSS is currently being rolled out, and the benefits of this should make a real difference to colleagues. It will mean much less paperwork and the ability to spend more time on the shop floor, and again, it comes down to making it easier for colleagues to do a great job serving customers.

Q What differences have you found between working at Sainsbury's and Asda?

A Well, one major difference is that Asda is run on the same systems as Wal Mart, which initially gave it a huge advantage. It was able to put standard systems in place in stores right

across the world. However, while this was a great advantage for Asda at the time, now it means that they have constraints in how quickly they can change. We have the chance to move more quickly than them and take advantage.

In terms of the companies' cultures, Asda made sure its employees were always motivated and at the heart of the business. At Sainsbury's we have great colleagues, but in the past we haven't listened as much as we should have. However, we are readdressing this and I definitely feel that I have joined one team.

Q What's happening in the world of IT?

A A lot of the work we are doing at the moment is behind the scenes. Although we're trialling plasma screens in stores that will have information for customers, most of our work is geared to simplifying processes. For example, soon payslips will be printed centrally, we're automating price and ticket updates to our scales, and we're working at making it much quicker for colleagues to log IT service requests. At the moment it's less about looking flashy, and more about making it simple and easy.

"Technology should be something that helps colleagues and takes work away, not something that hinders them and creates extra work"

ANGELA IN A MINUTE

Name: Angela Morrison
Family: Married to David, mum to Toby (5), Joe (4), and Ben (nearly 1)
Lives: Clapham, South London
Previous jobs: Wal Mart director of European Strategy, Director of IT at Asda
Hobbies: Apart from looking after three boys!? Gardening and camping

Productnews

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

Coming to a small screen near you

If you love film, then settle down on the sofa with a DVD from Sainsbury's. There's a great "3 for £20" offer until 28 June on blockbuster movies such as *Kill Bill* volumes 1 and 2, *King Arthur*, *Pirates of the Caribbean*, *Dodgeball*, *The Day After Tomorrow*, *I, Robot* and *Cold Mountain*.

And there are more great offers from 29 June right up until 2 August when selected DVDs will be available for just £5.99 in the summer sale. Look out for *Master and Commander*, *League of Extraordinary Gentlemen*, *Signs*, *Captain Corelli's Mandolin*, *The Bourne Identity* and *Dirty Dancing 2*.

While you're in Sainsbury's, pop a bottle of wine in your trolley along with popcorn and icecream - and get ready for a great night in.

THE NEW FILM BY QUENTIN TARANTINO

KILL BILL VOLUME 2

WRITTEN AND DIRECTED BY QUENTIN TARANTINO



Nice bloomers!

There's a stunning new summer floral range available at sainsburys.co.uk.

Bring the sunshine into your home or send it to someone special with a bouquet of brightly coloured flowers for any occasion. With hand-tied bouquets delivered by courier from £23, there's something to fit all budgets.

And new for summer is a flowers-by-post service. Now you can have your flowers delivered by first class post as an alternative to courier deliveries. For just £13, you can send flowers to a friend or direct to yourself. Freshly cut flower stems are carefully wrapped, boxed and sent in bud for maximum vase life.

Pick up the phone and call 0845 300 0592 or order online at sainsburys.co.uk and receive a five per cent online discount.



Mini cucumbers - they're cool

The first ever eight centimetre mini cucumbers hit shelves in May exclusively at Sainsbury's.

A quarter of the length of their full-sized relations, these miniature salad accessories are

perfect for healthy snacking and mealtimes.

Catering specifically for children, the mini cucumbers are a healthy novelty snack for lunch boxes. Hassle-free and with no waste, the mini cucumbers will make it even easier for kids to eat five portions of fresh

fruit and vegetables a day.

Crunchy and sweet, mini cucumbers are also ideal to sprinkle on a salad or for dips. For maximum freshness, they are sold in resealable bags ensuring easy storage in fridges, cool boxes and picnic hampers.

Called "Rocky" these mini cucumbers have been specifically chosen because they naturally mature at approximately 10 centimetres in length. Their length makes them sweet, crisp and juicy - as the smaller the cucumber, the more intense the flavour.

Mini cucumbers are priced at £1.49 for a pack of four.

Small but perfectly formed... Mini cucumbers are great for lunchboxes



Fresh thinking

Sainsbury's is celebrating fresh produce this summer, so we decided to ask colleagues at Finchley Road to give it a try

Produce is big this summer. The best and freshest fruit and veg is available at Sainsbury's stores, sometimes within hours of being picked - and at great prices, too.

Four colleagues at Finchley Road each chose one item from the produce section and gave us their verdict.



KISH MODESSA

Baker
Galia melon

"I chose the melon because everyone in the family likes it. It's one of the fruits we buy every week.

"This one was good - sweet, ripe and juicy.

"It was sweeter than the variety I usually buy. And the price was good, too. There's a special promotion on Galia melons - they're two for £2 - at the moment so I will definitely buy them again."



MARIAN FIRMAN

Customer trading support, health and beauty
Flavouripe tomatoes

"These tomatoes were absolutely beautiful - sweet, firm and full of flavour. I have always bought standard tomatoes but I'd think twice about it now because there was so much difference in flavour.

"I put most of them in a salad and they made such a difference to the flavour. They were so good that I kept one back and ate it like an apple."



CAROL TROTMAN

Checkout supervisor
Organic courgettes

"This is the first time I had ever tried organic produce and I was really impressed. I cooked a stir-fry and the courgettes stayed firm. They also tasted better than standard courgettes so I'll definitely buy them again.

"My son is vegetarian and he also noticed the difference in flavour.

"I like to buy good quality fruit and veg so I'll be looking in the organic section in future. It was a pleasure to try something new."



NYSAHOR MIAH

Produce assistant
Jersey Royal potatoes

"I cooked two dishes with these potatoes. First I boiled and roasted them with olive oil and mixed spices and we ate them with roast lamb. Then my wife boiled them and we ate them in a salad. They were lovely in both dishes but especially good with the lamb.

"Now I've tried them, I will definitely recommend them to customers. They're so delicious that everyone should try them! I'm definitely going to buy them again and I'll try different recipes next time."



Shiningstars

Shining Stars winners are celebrating their achievements come rain or shine

Shining examples of great customer care

On a dark February evening earlier this year an elderly customer at Oldham had every reason to be thankful to colleagues at the store.

The recently widowed lady, Evelyn, had just finished her shopping only to discover that her car battery was flat. Still in a state of shock after the death of her husband and then spending 10 days in hospital after a heart attack, Evelyn was in a fragile state.

Colleagues who she describes as "angels" and for whom she has "nothing but praise" helped her on her way. One was car park assistant Bill Ingles and another was customer service assistant Lisa Green. A third was Chubb security guard Mohammed Riaz.

In a letter to the store Evelyn explained how the men had pushed her car, tried to jump start it, then went and found Lisa who had only recently started keeping jump leads on hand following her own car battery failure.

She wrote: "Without them I was really in big trouble. I would like to thank them for their help and kindness and I would like to thank your store for selecting decent people as your staff."

Lisa was modest about their efforts: "I'm sure it's what anyone would have done if they'd been there and had the jump leads."

Both Bill and Lisa have received Shining Stars.

Winners get packing

There were plenty of smiling faces among Shining Stars winners recently following the announcement of the winners in the first ever Shining Stars prize draw. The *Journal* spoke to two of the lucky winners, each of whom picked up £500-worth of holiday vouchers.

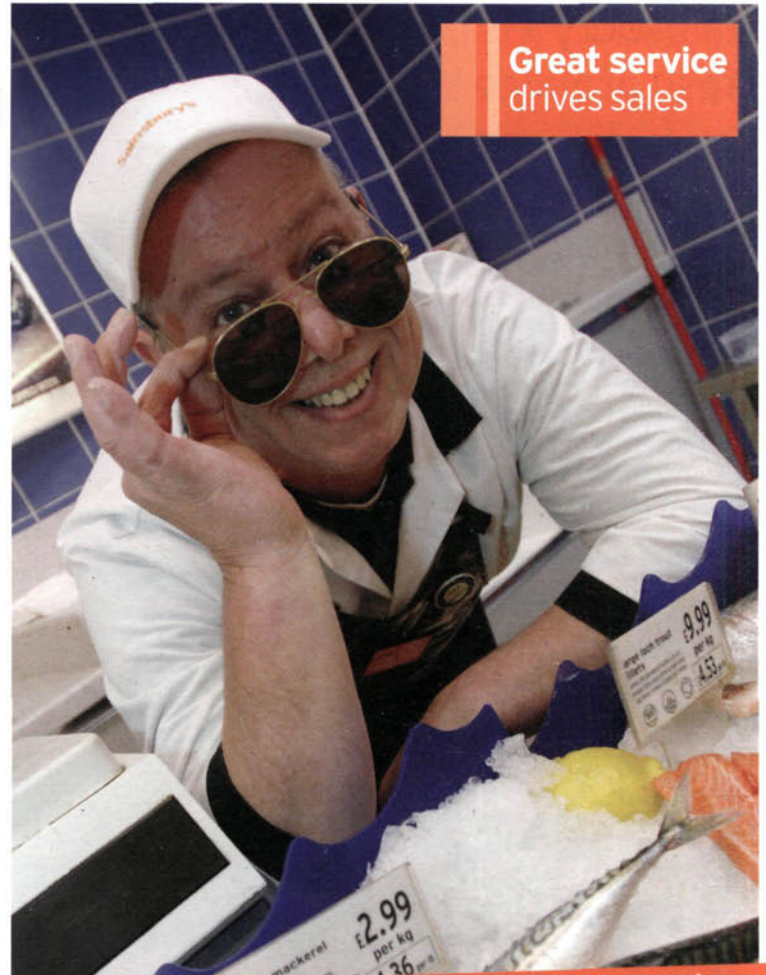
Streatham Common

John James on Streatham Common's Fish and Meat counter was highly delighted to hear he'd won the vouchers, even if it did come as a big surprise. "About the only thing I'd won before was a bottle of wine following a successful mystery shopper visit, so this was really nice for me after 22 years with Sainsbury's."

"When I first won the Shining Stars the manager at the time told me she'd nominated me because I deserved it and I was really pleased to be recognised. I think the secret to success is learning how to talk to and please your customers. It's important to be polite and to give them a fresh, good looking display to choose from. That combination makes all the difference."

Rotherham

Joan Bradley, an HR administrator at the Rotherham depot, was



Great service drives sales

"I think the secret to success is learning how to talk to and please your customers"

equally surprised to hear she'd won the holiday vouchers. "I was stunned. I really wasn't expecting

to win anything in the draw. I started work at the depot in 1979 so have been here since Sainsbury's took it over. I believe in doing my job to the very best of my abilities so that the HR team can continue to provide the depot with the support it needs.

"I don't know what I'll spend the vouchers on yet - it's all been such a surprise, but I'm looking forward to choosing."

"I was stunned. I really wasn't expecting to win anything in the draw"





Beauty relief

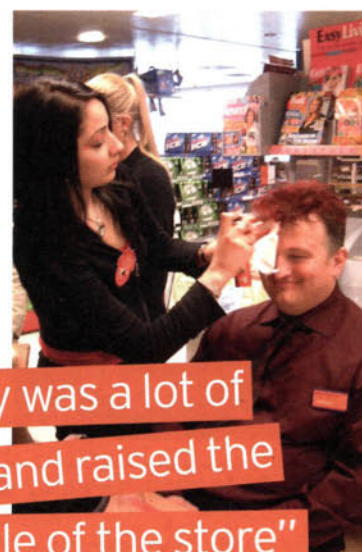
Lowhall colleagues raised an amazing £7,419 for Comic Relief making them one of the top fundraising stores for the charity in the country. They formed a partnership with local college Waltham Forest to provide a day of pampering for customers and local dignitaries. Colleagues from the Chingford store and students from the college spent the day providing much-needed beauty services such as hair dyeing, massages, facials, manicures and brave duty managers suffered the

pain of having their legs waxed, all in the name of charity.

The day had a fete-like air with deli and bakery stalls selling products from the store and special themed products for the day including hugely popular Red Nose buns. The event not only benefited Comic Relief but provided a real boost in business for the store too.

Duty manager Mark Simmons said: "The event was a lot of fun and it managed to raise the profile of the store in the local community as well as money for Comic Relief. Colleagues worked hard on the day to make sure everyone enjoyed the activities. Customers had a great time with all that was on offer and while they raised money for charity they could also eat our products on the various stalls. The day left everyone feeling buoyant and proud that they have achieved so much success."

The store received 100,000 Shining Stars points for their efforts and is planning a huge bash for everyone at Lowhall to celebrate in their success.



"The day was a lot of fun and raised the profile of the store"

Wat-er relief for Terry

Terry Buckley, maintenance assistant at Stone depot is off to Corfu after winning a £500 holiday voucher in the Shining Stars prize draw.

The timing of the award couldn't have been better for Terry as he has just recovered from major surgery which left him incapacitated for several weeks. It was a lovely surprise to be presented with the award on his return to work.

Terry was thrilled to win the award and said: "This is only the second time in my life that I have

ever won anything - the first time was when I was 14!" He intends to treat himself and his wife, Kathleen, to a holiday in Corfu later in the year.

Terry and his colleague Eric Edwards were presented with Shining Stars after working tirelessly to deal with flood damage at the warehouse last year. Operations manager John Brown explained: "Stone depot is a cold store so the flood was a dramatic event for us. The yard was covered in three feet of water and it was coming

through the doors and roof.

"Terry and Eric worked continuously for five consecutive days in very low temperatures to make the building safe. Their efforts allowed us to continue operations at the depot. We couldn't have asked for more from them - but if we had, I'm sure they would have done it willingly.

"They both made every effort and I'm so pleased that Terry has won the holiday prize draw. We're looking forward to receiving a postcard from Corfu!"



"I'm the voice behind celebrity greeting cards"

Waltham Point's Stuart Smith makes an impression with his celebrity cards



Chris Tarrant, Victor Meldrew, Michael Caine. They're just three of the famous people featuring in a range of celebrity voice greetings cards currently being stocked in 91 stores.

What's particularly special about them is that they are the brainchild of Sainsbury's employee Stuart Smith who has worked in engineering admin at Waltham Point for two and half years.

Impressionist Stuart records all the voices himself and has overcome considerable adversity to make a success of his company Celebrity Voices Ltd. Just ten years ago this year he underwent a kidney transplant after a kidney failure in 1994: "It was just as I was getting offers of jobs for my impressionism," he says.

Then a slot doing celebrity voices on Virgin Radio's breakfast show with Steve Penk came to an end when the DJ moved on to other things. Continues Stuart: "I joined Sainsbury's when the radio work stopped but I still wanted to keep going with my impressionism

- setting up the celebrity voice company has given me that opportunity."

Stuart owns the company jointly with a pal and says he's got six more voices lined up for a new range of cards. The current range also includes David Dickenson, Simon Cowell and John Motson.

"The cards are distributed through Hallmark and while Stuart describes his contribution as "small fry at the moment" he has every confidence that the business will grow. "With the contract to sell through Sainsbury's I feel that my life has turned around."



Happy golden years

Congratulations to checkout operator Moira Bradberry at Locksbottom who celebrated her 80th birthday on 30 March. She is pictured with store manager Mick Ingledew who presented her with flowers, chocolates and gift vouchers from all her colleagues.

Moira joined the company in 1990. She loves being at work and says she will be continuing in her job for as long as possible.

Europe today, the world tomorrow

EuroJam, the biggest international youth camp to take place in the UK for nearly 50 years is being held over 10 days at Hylands Park, Chelmsford in the summer. Events analyst and training team manager for supply chain operations Darren Bretton will be on hand to help out.

He has been an active member of the Scouting Association for 27 years. In his evening and weekends he supports Scouting in Essex. This year he is using his skills to support a UK wide event called EuroJam. This will be Europe's biggest scouting and guiding event for 10 years, attracting

some 10,000 participants.

As well as helping to organise the event, Darren will be playing a key role as a sub camp leader, looking after around 1,000 youngsters. He says: "I am able to transfer a number of the skills I use in my day job to help in the planning of this event. For instance, I lead a team of 11 at Sainsbury's and will have a 20-strong team to lead during EuroJam. I get such a buzz out of leading a team of motivated adults."



Coming of age celebrations

Colleagues and customers enjoyed a trip back in time as Amblecote celebrated its 21st anniversary in February.

Colleagues dressed as film and popstars of the 1980s and shoppers scooped on-the-spot prizes by remembering the catchphrases of the 'famous' people they mingled with in store.

Walk the walk

Colleagues at Upton By Pass Wirral took part in the Wirral Coastal Walk and raised £368 for the Claire House Appeal which cares for children with life-threatening or life-limiting conditions and their families from Merseyside, Cheshire, North Wales and the Isle of Man.

Paul Foxall from the electrical department said: "The day was very cold but well worth the walk as we achieved what we set out to do."



Walk the Wirral... From left to right: Craig Howe, Kathy Arnett, Chris Rossley, Francesca Foster, Paul Foxall and Jody Caton.



Saying it with flowers... Kathleen with her nieces Val Trim from Canada (left) and Veronica Hornby (right)

Jail house rock

David West, retail charging clerk from Streatham Norwich House received an award "in recognition of his dedicated contribution (37 years) as organist and pianist at HM Prison Brixton".

"I got into the job after working many years ago at the Old Bailey and hearing of the vacancy for a organist at HMP Brixton. I met the chaplain in the Prison Officers Social Club and after a few Guinnesses I decided to try my luck.

"The services range from riotous to joyful and everything in between - you can never be sure what to expect which makes it very exciting. I find the work very uplifting as so often the choice of song or hymn can be chosen without any prior notice and the singing may lead to spontaneous choruses that follow on. So we get a true 'Praise and Worship' service.

"The award is also in recognition of my volunteer work teaching inmates to learn the keyboard and arranging tuneful prisoners into choirs for the annual Carol service which is always the highlight of the year."



Still shopping at 103

Southport colleagues surprised loyal customer Kathleen Nooney with a large bouquet of flowers on her 103rd birthday.

Mrs Nooney shops at the store every Friday and customer services manager Ann Gocher, who knew it was her birthday, presented her with her flowers.

Ann said: "She was totally shocked, but obviously very pleased. She is amazing."

Mrs Nooney marked the day with a private celebration with her three nieces, Stella Keenan, Veronica Hornby and Val Trim.

When asked what was the secret to her aunt's youthfulness, Veronica said: "She's a very strong and determined lady."

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

BRIEFS

■ COSTUME DRAMA

Edgware colleagues dressed up in costumes ranging from teddy bears to Scooby Doo and held a Red Nose Day treasure hunt for local school children raising £882 for the charity.

■ GRAEME GETS BALD OVER

New Hitchin's grocery manager Graeme Buchanan had his legs waxed, head, chest and back shaved to raise money for Comic Relief. This removal of hair raised an amazing £713.68 through colleague sponsorship and customer donations.

■ A CHARITY SING-SONG

Talbot Heath got out their mics to sing for charity. Colleagues erupted into tuneful renditions of all the karaoke classics to raise over £2,500 for Comic Relief. Store manager Dave Fordham also took part, entertaining customers as they shopped. Eliot Lancaster from customer trading support raised £500 for braving a sky dive.

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It's the Village People!

From senior management belting out the popular song YMCA while dressed as 1970s disco sensations The Village People, to a sponsored climb up Ben Lomond, colleagues at Braehead wasted no time in raising a massive £5,064.45. A fun day gave colleagues and customers the chance to throw plates of whipped cream at store manager John Walker and as many people as possible donned fancy dress or Comic Relief red clothes.



Men in tights

Batman, Robin, Spiderman and Superman turned Hammersmith Central into a superhero comic strip, persuading customers to dig deep and contribute to the overall £2,623 raised by the store. Duty manager Andy Woodhams said: "It was a great day and the generosity was amazing."

Flan-tastic in Worle

A dress down day, competitions and musical entertainment were just a few of the activities that saw Worle raising over £3,000 for Comic Relief. Manager Richard Treharne agreed to receive a face full of soapy flan and several colleagues pedalled a 72-round trip to the Frome store as part of the effort.



Fancy that!

Anything goes was the order of the day at Darnley where colleagues sported a crazy concoction of fancy dress outfits.



The strong arm of the law

A police versus fire brigade tug of war organised by the Loughton store proved a great hit. The cops robbed the firemen to steal the title and raise plenty of money for Comic Relief.



Hi octane fundraiser

John Sayer may have become an octogenarian in December last year but there was no slowing down this 80-year old. He turned up for work at St Albans dressed in red and with his mobility car styled as a traffic cop vehicle. He stopped customers for 'speeding' in store and helped colleagues raise over £1,000.



Lovely 'laydees'

TV sitcom *Little Britain* came to Ferndown in the shape of Dave Bunyan and Russell Wright when they dressed up in the full 'laydees' regalia - parasols included. Their colleague Eddy Groc endured a leg waxing experience and helped bring the store's total to £2,377.

The pinnacle of success

Firefighters climbed the equivalent of Mount Everest outside Ladbroke Grove where a joint fundraising effort with the store saw scaffolding erected and the firemen climbing up a ladder and sliding down a pole all day until they'd reached their mountainous target.



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Blackhall's Stuart Gilbertson tripled his size when he spent the day disguised as a sumo wrestler. He is pictured with colleagues Michelle Pritchard and Mike Fallon.



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Ian McPhee at Kirkcaldy suspended reality by donning stockings and a dress for the day before taking a break on Dave Clements' lap.



Having a belly laugh

When it comes to fundraising, Kempshott's Anna Sutherland knows how to raise a few eyebrows - and plenty of cash. She belly danced her way to a £671 collection and a further £210 in sponsorship. Colleagues Lindsay Wickham and Kit Whiteford cycled from Kempshott to Alton, as the store notched up a grand total of £2,703.

Pyjama party

Dressed in hair curlers and pyjamas Julie Benn turned up for work at Greenwich all set for a great Comic Relief day. One customer reckoned she'd just got out of bed so treated Julie to breakfast. Her colleague Linda Kyriakos sported a crazy striped wig.



We've got their number

Hankridge Farm customers saw double when colleagues dressed up as the 118 118 twins for the day. Elsewhere showers of baked beans, face painting for the kids and some strange wig-wearing cross-dressing were all part of the fundraising effort.



Wingoodies

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



It's the cat's Whiskas®

Your cat will love New Whiskas® pouch with exciting new and improved recipes and packaging from Masterfoods.

To celebrate the launch, from 6 July there will be a fantastic "two for £4" promotion on 12 x 100g multipacks. There will also be in-store sampling, a Sainsbury's Magazine advert, and a full POS package.

There's also a £19.5 million TV and consumer advertising campaign to raise awareness. Make the most of it in your store and get your Whiskas® point of sale set up on and off shelf so customers can't fail to see it.

To support the launch, Masterfoods is offering three lucky *Journal* readers a Mini iPod, worth £179 each.

For a chance to win, answer question 1: *When is the Whiskas® pouch "two for £4" promotion starting in-store?*



Win a holiday to New York with ebookers & Nectar

ebookers, Europe's largest online retail travel agency, has joined the Nectar programme. To celebrate the fact that you can now use your Nectar points for worldwide flights, ebookers are offering a free five-night trip to New York for two, for one lucky colleague.

You'll jet off for the Big Apple in November or December and stay for five nights in a three-star hotel absolutely free.

While you're in New York, you can take in all the sights - and you'll have plenty of time to fit in some Xmas shopping, too.

To find out more about using your Nectar points with

ebookers visit www.nectar.com

All you have to do to win this amazing prize is answer this question on the entry form below and provide your Nectar card number: *What is the name of Nectar's new flight provider?*



using your Nectar points with **ebookers.com**



ENTRY FORM

Answer 1:

Answer 2:

Nectar card no (Q2):

Name:

Address:

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.....

Work location:

Contact tel no:

Entries to: Competitions, *Sainsbury's Journal*, 33 Holborn, London EC1N 2HT, to arrive no later than 30 July. 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.

TO CONTRIBUTE

Write to: *Sainsbury's Journal*, Internal Communications, 33 Holborn, London, EC1N 2HT. Managing editor: Roland Burton e-mail: internal.comms@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. Produced by Citigate Publishing

"Technology will give us more time with customers"

Director of Information Systems Angela Morrison plans to make the most of technology in the push to make Sainsbury's great again

Q You've been at Sainsbury's around two months - give us your first impressions.

A It's a really great company! I've been particularly struck by the heritage and history of Sainsbury's, and the way that colleagues are now living the values of the company to recreate that greatness. Everyone has been incredibly friendly, and helped me to understand what we need to do.

Q What were your main reasons for joining Sainsbury's?

A I've always admired Sainsbury's and thought it'd be a great company to work for. When the opportunity came along, I knew I'd regret it if I said no.

Q You're director of information systems - what does that actually mean?

A My team and I are responsible for the applications, development and running of all the computer systems within Sainsbury's, which help the business divisions achieve their goals. This includes tills, handsets, telephones, computers... a huge list, almost every electronic item in stores, depots and business centres.

Q So it doesn't just mean Holborn then?

A Not at all! Most of our work is within stores. However, a lot of work I do at Holborn is about using information effectively. For example, this means making sure



Making IT happen... Angela tours the Rye Park depot with her team

that our till results and stock counts are accurate, which in turn means that we're able to order accurately, which in turn means that our shelves are well stocked. So it all comes back to serving the customer at the end of the day.

Q Our IT systems have attracted some bad publicity. What can we do to put things right?

A We probably tried to do too much at once and, as a result, didn't succeed at everything. What we now need to do is to work with colleagues to understand their needs, evaluate what we've done, and make sure that we are using it properly and

getting the best out of it. We won't be radically changing anything, just making sure it works for us.

Q How big a part will technology play in making Sainsbury's great again?

A Technology is only an enabler, and if it's applied properly it's extremely helpful, but it's not a solution in itself. If we get it right, technology can help us to become more efficient, improve our checkout speed, make personnel and HR admin easier, stock management simpler... in short it can help to make colleagues' jobs more rewarding, and help them get on with the main task of giving great service

to customers. Technology should be something that helps colleagues and takes work away, not something that hinders them and creates extra work.

Q What changes have been taking place recently?

A RSS is currently being rolled out, and the benefits of this should make a real difference to colleagues. It will mean much less paperwork and the ability to spend more time on the shop floor, and again, it comes down to making it easier for colleagues to do a great job serving customers.

Q What differences have you found between working at Sainsbury's and Asda?

A Well, one major difference is that Asda is run on the same systems as Wal Mart, which initially gave it a huge advantage. It was able to put standard systems in place in stores right

across the world. However, while this was a great advantage for Asda at the time, now it means that they have constraints in how quickly they can change. We have the chance to move more quickly than them and take advantage.

In terms of the companies' cultures, Asda made sure its employees were always motivated and at the heart of the business. At Sainsbury's we have great colleagues, but in the past we haven't listened as much as we should have. However, we are readdressing this and I definitely feel that I have joined one team.

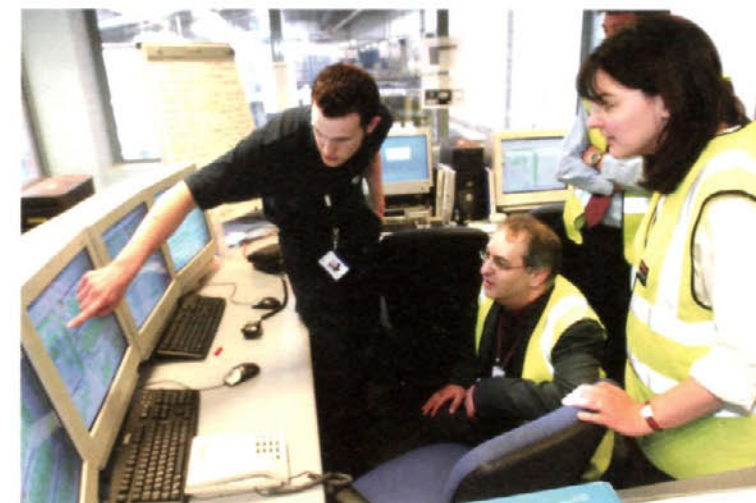
Q What's happening in the world of IT?

A A lot of the work we are doing at the moment is behind the scenes. Although we're trialling plasma screens in stores that will have information for customers, most of our work is geared to simplifying processes. For example, soon payslips will be printed centrally, we're automating price and ticket updates to our scales, and we're working at making it much quicker for colleagues to log IT service requests. At the moment it's less about looking flashy, and more about making it simple and easy.

ANGELA IN A MINUTE

Name: Angela Morrison
Family: Married to David, mum to Toby (5), Joe (4), and Ben (nearly 1)
Lives: Clapham, South London
Previous jobs: Wal Mart director of European Strategy, Director of IT at Asda
Hobbies: Apart from looking after three boys!? Gardening and camping

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