

The month ahead for colleagues

March 2015

# Journal

Take me home

## GET READY FOR RED NOSE DAY!

Find out how the money you raise changes lives

ALL SET FOR A CRACKING EASTER  
WE'RE TEAMING UP WITH ARGOS  
WALL CHANGE PLEASE!

**WIN!**

A DISNEY  
GOODIE BUNDLE  
WORTH £100

we are Sainsbury's

# Quick word

Not only is Easter more than just one day, it's a great opportunity for us to be there for our customers.



Easter is a special time of year for our colleagues and customers, and we're showing how it's more than just one day. We have fantastic products, such as our first *by* Sainsbury's White chocolate Easter egg with gummy mix, and our popular *by* Sainsbury's Micro eggs bag, plus ideas to enjoy perfect celebrations from Good Friday to Easter Monday.

The Easter weekend is our second busiest trading period after Christmas and it is you, our **colleagues making the difference**, who will help us to succeed at this important time of year. Everyone has a role to play, from store support centre colleagues helping in stores, to logistics colleagues making sure we have everything we need to deliver for our customers.

We've also been working hard to improve our existing Easter range, focusing on quality without forgetting how **our values make us different**. For example, did you know we use only British milk and Fairtrade cocoa in our own-brand chocolate? The combination of **great products at fair prices**, plus consistently excellent service and lower regular prices on the products that matter to our customers is how we will beat the competition this Easter.

On page 5, you can read about Argos digital stores opening in ten of our supermarkets. And you can't have missed the excitement building for this year's Red Nose Day! I'll be visiting a project that receives funding from Comic Relief, and I'm looking forward to seeing how the money we raise makes a difference. Please get involved with this fantastic cause and help us beat our last Red Nose Day total of £11.5million.

Thank you all for playing your part in making this a special time for our customers, and I wish you and your families a very happy Easter!



Colleagues from Larkfield got on board at a project in their local community supported by Comic Relief to see how the money raised is put to good use close to home. Turn to pages 6-7 to read about their visit.

## INSIDE

### 04 THINGS YOU NEED TO KNOW

There's an exciting month ahead with our Nectar Spring Double Up, celebrating mums for Mothers' Day and how we're teaming up with Argos.

### 06 THE BIG JOURNAL FEATURE

Three colleagues from Larkfield visited a Comic Relief-supported project in their local area to see for themselves why the money raised is so important.

### 08 THE BIG JOURNAL PICTURE

Our new brand wall coverings are a BIG hit with customers and colleagues. Check out the simple idea that's making it much easier and cheaper for us to showcase, and live, our values.

### 09 WHY WE LOVE: March

From Friday brunch to Monday fun, we've got plenty of delicious Easter products to inspire you to make the most of the Bank Holiday.

### 10 YOUR NEWS

Find out how Horsham's bakery cooked up a way to help the Brownies and why keen golfers from Basingstoke depot were out on the fairway.

### 12 LOCAL NEWS

Discover why Chadwell Heath's Richard Gordon got down and dirty.

### 14 TAKE A BREAK

Hunt out the Easter eggs for your chance to win one of five bundles of Disney goodies worth £100.

### 15 OUR PEOPLE

All our retirees and long-serving colleagues.



Colleagues at Sevenoaks invited veterans to tea and presented them with a cheque for The Royal British Legion, see more on page 10.

## From The Sainsbury Archive – we look back at some of our eggs-traordinary Easter offerings in years gone by

**1914** – This advert from March 1914 showcased the goods on offer at Norwich in the big build-up to the Easter holidays. As well as butter, hams and poultry, the store also offered special lines, including green asparagus and fine-quality pears, at eight shillings and nine pence per dozen. Other delicious goods for sale included lamb, bacon, honey and cheese. Such was the commitment to serving our customers, the advert promised free delivery 'throughout the County at strictly London prices'.



**1978** – Colleagues from Portsmouth put on a trolley good show in the name of charity over the Easter weekend, by pushing a tuned-up Sainsbury's trolley 52 miles from Brighton to Southsea Castle in Portsmouth. Despite having to make an emergency pit-stop to change a wheel, the colleagues proved a hit, collecting more than £70 for good causes, including £10 from passers-by.



**2014** – Sainsbury's became the first supermarket to set up a dedicated Easter egg package recycling scheme, to make it easier for customers to dispose of the foil, cardboard and plastic packaging of the chocolate treats. The recycling points were trialled in 50 stores, including Slough (pictured), as part of the drive to cut the amount of household waste still going into landfill. What an egg-cellent idea!



\* Turn to page 9 for more information about this year's Easter goodies.



Friday 13 March



# RED NOSE DAY 2015

What will you do for Red Nose Day 2015? Will you make your face funny for money? Or have you got other inspiring ways to help us to beat our last Red Nose Day total of £11.5million? Here's how colleagues around the business will be playing their part.



## Rodney Robbins, Basingstoke depot



"To me, it's all about engaging with colleagues. I've worked at this site for 22 years and I always make sure I've got a smile on my face and ask people what they would like to do. It's about working together and having a

good time while you do it. Working in a depot, it can be difficult to pull fundraising events together but this year 15 of us are doing an 18-mile sponsored walk along a lovely countryside route between Kempshott and Winchester stores, which is something a bit different.

"I promote what we're doing during huddles three or four times a week, and also through Yammer, which is great to spread the word in your own area or to the whole company!"



## Paul Beesley, Basingstoke



"As we're based in a shopping centre, we're allowed to take over! The weekend before Red Nose Day, our regional youth forum will be selling merchandise, then during the main weekend, there will be leg waxing and

sponging of managers in the stocks, wheelbarrow racing and a three-legged race. I always order extra merchandise and get all of it on display as soon as it arrives, then regularly update colleagues on what we've raised so far. I give LOVE points to colleagues selling the most Red Nose Day scratch cards, and all colleagues are encouraged to wear the Noses and boppers instore.

"Some of our colleagues are creating knitted versions of this year's nine Red Noses, which will be auctioned off to raise more money."



## Adelle Smith, Sainsbury's Bank



"We're hosting a cake sale and inviting colleagues to pay £1 to put their phone number in a hat. If your number is pulled out, you'll get a call to say you have won a prize. We're also encouraging colleagues to pay

£1 and make their face funny for money.

"We try to make sure our charity committee is made up of colleagues from right across the Bank who'll help get colleagues from every department involved. What's great about Red Nose Day is the simplicity. There's no sending off forms or filling in Direct Debit contracts. Colleagues can simply buy a cake or paint their face."



## Jackie Darge, Edinburgh Corstorphine Local



"For the month before Red Nose Day, we're keen to do something different each week and our ideas so far include a sponsored cycle, race night, baking school and

wearing red shoes, hats and scarves. We put all the merchandise at the tills so even if a customer is buying a loaf of bread, they will be reminded to buy something.

"I work part time so I make sure my colleagues spread the word to anyone I don't work alongside. We've done so well in the past for raising money, now we want to keep that going."

# Round up

## THINGS YOU NEED TO KNOW IN MARCH

It's time for Easter inspiration, we're celebrating the opening of our pioneering Daventry depot and teaming up with Argos.



### WE'RE ALL SET FOR THE NECTAR SPRING DOUBLE UP

Your Nectar points can go even further this month in our Spring Double Up event, running in supermarkets from Wednesday 18th to Tuesday 31st March.

During the event, Nectar collectors will be able to exchange points for vouchers worth double their value to spend on products in seven categories. These include Tu, Entertainment, Electricals, Toys and Homeware, plus Baby and eBooks, which are both new additions to the event. The voucher denominations are £10, £20, £30 and £40.

Our Christmas Double Up event was our most popular yet, and Nectar remains a great way to attract new customers and keep regular shoppers coming into stores. Our Spring Double Up event is also another great example of how we're making Nectar bigger and better for customers in 2015. Look out for more Nectar news in the next issue of the *Journal*, plus details about our Nectar fuel event in April.



### WE'RE CELEBRATING MUMS

Treat your mum with our stylish and affordable selection of gifts and accessories guaranteed to bring a smile to her face this Mothering Sunday.

Our beautiful floral and dark orchid seasonal theme features on products for the home and kitchen, making us a one-stop-shop to spoil deserving mothers everywhere on 15th March this year.

Choose from scented candles, pomanders and scent diffusers, as well as bed linen, pretty cushions and mirrored vases.

There's also plenty of choice for mums who love to spend time in the kitchen, with patterned cake tins and stands, cast iron cookware and the gorgeous In Bloom dinner set. The range is instore now.



\*In Bloom 12pc dinner set, £40; Floral print 50x50 cushion, £15, and Ceramic heart floral plaque, £5, all by Sainsbury's.

\*Prices correct at time of going to press.

### WE'RE MAKING EASTER EXTRA SPECIAL



As the first major family celebration after Christmas and the first big school holiday of the year,

Easter is more than just one day.

Whether it's indulgent brunches like eggs Benedict, delicious desserts and sparkling Prosecco to complement traditional Easter Sunday roast lamb, or a new take on food for sharing at picnics, we'll be inspiring customers and helping them **Live Well For Less**.

We've got great ideas for fun activities, including a range of Cinderella-themed dressing-up

clothing, toys and stationery, but we need your help for the final part of our plans for a winning Easter.

"Easter is a busy time so it's important to remember our Brilliant Basics: stay focused on customers and spot people who may need help. Make sure you know where all our Easter products and seasonal ingredients can be found," said Service Delivery Manager Dan Bryant. "Also keep name badges visible and uniforms presentable at all times."

Check out more Easter products on page 9, or visit [www.sainsburys.co.uk/MoreToEaster](http://www.sainsburys.co.uk/MoreToEaster) for recipe ideas and activities for every day of Easter.

### WE'RE TRIALLING MORE REWARDS...

Look out for the chance to help us test our new More Rewards website.

It's designed to help you decide what to save your Nectar points for, track how close you are to your goal and give you extra Nectar points along the way. And we're trialling it with our colleagues before we launch to customers.

Just log in using your Nectar card and tell us what you enjoy doing. More Rewards will then show you

Nectar reward partners that are tailored to you.

As you move towards your goal, you'll receive ideas to boost your balance and extra bonus Nectar points. The more you use More Rewards and your Nectar card, the faster you'll be able to enjoy your reward.

More information will be on Our Extra Colleague Benefits page on [www.mysainsburys.co.uk](http://www.mysainsburys.co.uk).





## OUR DAVENTRY DEPOT STARTS DELIVERING

The first cases of General Merchandise picked at our pioneering new Daventry depot will be delivered to stores this month as phase one of the opening gets under way.

The depot, operated for us by DHL, is large enough to fit the O2 Arena inside and will eventually serve all of our stores. The depot includes a rail terminal, marking our first venture into railway. Moving journeys from road to rail will help us cut our carbon emissions by up to 4,000 tonnes a year, which will be a fantastic step towards achieving our 20x20 vision when phase two goes live in the summer.

Chris Marrow, Director of Logistics Operations, said: "The opening of Daventry is an extremely exciting time. It will bring together all of our GM operations into one state-of-the-art distribution centre, allowing us to be more efficient and improve the service we provide to our stores."



## YOU'RE LOVING YAMMER

**Yammer** From sorting out colleague discount

in Frankie and Benny's to how to put up the new brand walls, Yammer is helping colleagues connect in real time. And, with apps available on most mobiles, you can Yammer from pretty much anywhere!

More than 12,000 of you are now signed up to join the chat on our internal social network Yammer.

Since its launch at the end of November, you've already made more than 80,000 posts and uploaded 20,000 photos asking for advice, sharing best practice and cheering on a job well done.

Don't forget to join Yammer so you can submit your team photo and joke for our Red Nose Day competition (see page 16 for more). Turn to page 14 for Yammer highlights and information on how to join the chat.

## BANKING ON A HAPPY ANNIVERSARY

It's been an exciting year for Bank colleagues, who are proud to celebrate the one-year anniversary of being wholly owned by Sainsbury's.

As well as continuing the transition to a new, more flexible banking platform, all 450 Bank colleagues are now together under one roof in purpose-built premises in Edinburgh.

With significant growth already achieved, a further ambitious push into the travel money market will happen in March as around 600 Travelex colleagues are brought into the Bank.

Bank products have been gaining recognition too, including Best Loans Provider for the fourth consecutive year, Best Rewards Credit Card at Money Supermarket's 'Supers' Awards 2014, and Best Personal Loan Provider at the MoneyNet Awards 2015.



## WE'RE TEAMING UP WITH ARGOS

We're joining forces with Home Retail Group to open new Argos digital stores in ten of our supermarkets by the summer.

Argos digital stores offer tablets for shoppers to browse their range, combining the choice, convenience and speed of shopping with the friendly face of a local store.

This exciting step will help us to **serve customers whenever and wherever they want**, and allow us to offer even more

choice by increasing our non-food range in those stores by 20,000 lines.

Customers will be able to buy these great new products instantly using the tablets or reserve them online for collection in just a few hours. Instore customers will also be able to order from an extended range for home delivery, making it more convenient for customers to shop at our stores at the fair prices they expect from us.



Friday 13 March

**£11.5m**

We raised more than £11.5million last Red Nose Day and want to beat that in 2015!

# Changing lives

Fundraising for Red Nose Day helps to transform people's lives, right here in the UK and across Africa. In total, Comic Relief helps to fund more than 2,000 projects across the UK. Three colleagues from Larkfield visited a project in their local area to see why the money raised is so important.

**B**ehind the laughter, fun and Red Noses of Comic Relief are the people helped by the money raised.

Run with volunteers and with no core funding, the St James Centre is a lifeline for many people. Support includes everything from baby and toddler groups for young mums to fitness classes for mature adults, and a weekly street games programme for 14-18-year-olds.

Larkfield colleagues Belinda Parks, Barbara Jones and Steve SurrIDGE went along after work to meet the team and the people they work with. Alongside a session helping mature adults build their digital skills, the trio got involved with a skateboard design workshop. Each teenager could create their own design, with the winning motif to be made into a real skateboard.

"Local young people here have tougher lives than many

people can imagine and very few opportunities," explained centre manager Angela Borsos. "Even something we take for granted such as swimming can be out of reach because there's a cost, but our activities are open to everyone, most are free or very low cost, and the kids know this is a safe place where they'll be treated with respect."

Angela added: "Without the money from organisations like

Comic Relief, we simply couldn't run these sorts of activities. It isn't always easy, but we're making a real difference in people's lives."

.....  
**How will you raise money for Red Nose Day? Send your stories and photos for the April Journal as soon as possible to [thejournal@44communications.co.uk](mailto:thejournal@44communications.co.uk).**



**2,000**  
Comic Relief funds  
more than 2,000  
projects around  
the UK



*Clockwise from main photo: (main photo) Larkfield colleagues Steve Surridge, Barbara Jones and Belinda Parks chat to Leon Smith (holding skateboard); (top right) Barbara helps 14-year-old Emily Chapman with her design; (below right) Belinda plays dodgeball; (below left) Belinda and Leon work on their artwork.*



## Off the streets

Seventeen-year-old Leon Smith is a street games regular. He said: "It's a good place, everyone's nice and it keeps us off the streets and out of trouble. If we weren't here, we'd just be walking around waiting for the police to move us on. Doing the skateboard design has been brilliant because I like sport and art, and I've never done anything like this before."

## Bringing it home



**Belinda said:** "It's been a real eye-opener. Watching Comic Relief on TV, it seems as though the money all helps people living far away when a lot is helping people living difficult lives and struggling right on our doorstep. It has really made me want to help."



**Barbara added:** "This is a fantastic place and I like the way it has something for everyone, from babies to pensioners. I feel if they can do all of this, surely I can do something to help?"



**Steve said:** "We've come away feeling so inspired and can't wait to share that with our colleagues. We're going to explain the centre's work at our morning huddle. We'll also bring it to our GPTW group's Red Nose Day committee meeting to talk about how we can use this in our fundraising ideas."

And he added: "It's great to know that if customers ask us where the Comic Relief money goes, we can say there's an amazing example just a few minutes away."

“  
This is a  
fantastic place  
and I feel if they  
can do all of this,  
surely I can do  
something to  
help?”



Over 300 of our stores give leftover fresh food to local charities.  
Our values make us different



Last year our customers donated over 9 million pieces of clothing to Oxfam at our recycling banks.  
Our values make us different



We always work closely with our farmers to make sure our Sainsbury's milk is the best for everyone.  
Our values make us different



We're using low energy LED lights to ripen our home grown strawberries so you can enjoy the British season for a bit longer this Autumn

Our values make us different

# Wall change, please

New brand wall coverings have been installed in more than 400 supermarkets – a simple idea that means the wall-size canvasses can now easily be replaced more often.

The change means we can continue to use the space to tell customers how **our values make us different** but will be able to produce new graphics up to three times a year. The frames have been designed so that the new canvasses

can be installed by two colleagues instore in under ten minutes, rather than needing specialist installers, saving money in the process.

So far we've seen the graphics focus on messages such as how we're reducing food waste, promoting recycling and sourcing our products with integrity.

The old graphics being replaced can be put into the store compactor to be disposed of in line with our zero waste to landfill policy.

The new canvasses can be changed more frequently and can be recycled.



Our values make us different



We sell more sustainable seafood than any other UK retailer.  
Our values make us different

The new brand walls have been a big hit with colleagues up and down the country, with many of you using Yammer to share your first impressions of the more eco-friendly canvasses. Here's a selection of your feedback...



Our CR brand graphics posters in St Albans are up and ready to share the message.  
**Paul Dennison, St Albans.**

Folkestone 0212's brand wall is up and running.  
**Glen Reeves, Folkestone.**

Scott Milne  
Hi Celia, the new walls look fantastic - they are very eye catching and a huge improvement from what we used to have. Would be great to see a Comic Relief based one next time around!  
Like · Reply · Share · More January 5 at 11:55pm from iPhone  
Celia Cole likes this.



The new walls look fantastic. They are very eye-catching and a huge improvement from what we used to have. Would be great to see a Comic Relief-based one next time around!  
**Scott Milne, Garthdee.**

# Why we love March



What's coming up online and instore in the next 30 days

We know there's much more to Easter than just one day. That's why from Friday brunch to Sunday lunch and beyond, we're helping you make more of the springtime celebrations this year. There are fantastic treats to make sure all the family enjoys a cracking Bank Holiday weekend, plus plenty of great quality, great value seasonal products so you can Live Well For Less.



## Lazy Easter brunch

What better way to begin the Easter weekend than with an indulgent late breakfast of eggs Benedict.

Taste the Difference Italian Parma ham 24 month matured, 70g, £2.50.



Taste the Difference Cheese & black pepper muffins, £1.25 for 4.



Taste the Difference Fruit & spice ring, 400g, £1.70.



Taste the Difference fruity hot cross buns x 4, 280g, 2 for £3.



## Woodland walk picnic

BLT mini baguettes, wrapped in greaseproof paper and tied with string, are perfect for a picnic while searching outside for the spoils of the Easter egg hunt.

Taste the Difference Ultimate oak smoked bacon, 220g, £2.50.



Iceberg lettuce, by Sainsbury's, 60p. Pain flute, by Sainsbury's, 400g, £1.30.



Milk chocolate egg with chocolate caramels, 155g, Milk chocolate egg with rainbow buttons, 170g, Jelly beans egg, 170g, all by Sainsbury's, 3 for £3.



## Succulent Sunday roast

Enjoy a traditional Easter Sunday lunch of juicy roast lamb and fresh spring vegetables, paired with a bubbly treat of sparkling wine.

Whole leg of lamb, by Sainsbury's, £5 per kilo.



King Edward potatoes, 2.5kg, £2. Carrots, 1kg, Broccoli, 335g, Parsnips, 500g, 60p each, all by Sainsbury's.

Taste the Difference Prosecco Conegliano, 75cl, £7.50.



## Entertaining family fun

Keep everyone entertained this Easter with DVDs, toys and the new Disney *Cinderella* merchandise.

Cinderella nightie, £8, £9 and £10.



Frozen secret diary, £5.99.



Disney *Cinderella* and *Frozen* DVDs, £13, buy one and get one free.

\*Prices correct at time of going to press

# At a glance

EASTER 2015  
IN NUMBERS

## 21,000

The number of sales we're aiming for of our new Taste the Difference Fruit & spice ring.



## £3m

Our target for Disney Princess merchandise sales.



## 3.2m

The number of by Sainsbury's Easter eggs we plan to sell.



## 100,000

The number of Easter egg boxes we're hoping to recycle with the help of customers.

## 500,000

The number of joints of lamb we expect customers to enjoy.

# Baking Brownies

**SOUTH HORSHAM**

The bakery at Horsham played host to a batch of Brownies who learned how bread is made and the science behind baking.

The girls from the 1st Roffey Brownies also worked towards their Number Fun Badge instore by working out costs and ingredients for a simple meal.

"We were thrilled that Sainsbury's agreed for us to come into the store to do research for the badge," said the girls' Brown Owl Carol Cornish, "and the added bonus of a lesson on baking was wonderful."



SOUTH

# Your news

## PSSST!

A few more tasty snippets from across our regions...



**SEVENOAKS**

Colleagues at Sevenoaks invited veterans instore for a tea party. As well as a cup of tea, the veterans were presented with £480 for The Royal British Legion. Among the guests was Patrick Moore, one of the few remaining survivors of the D-Day Landings.

# Teeing off for charity

**LOGISTICS BASINGSTOKE**

Basingstoke depot colleagues competed in a charity golf match to raise money for Local Charity St Michael's Hospice.

The keen golfers teed off at Dummer Golf Club, in Basingstoke, and also invited guests Matt Williams, from Waltham Point depot, and Jim Waller, from Yate depot.

After 18 competitive holes and a raffle, the team raised more than £300 for the hospice.

LOGISTICS



# Welcome to Sainsbury's



## Ticket to ride

**SOUTH ALPHINGTON ROAD**

Three colleagues from Alphington Road's youth forum got in the saddle to take part in a wintry cycling event to raise money for their Local Charity.

Karl King, Jazz Brookes and Rich Burgess took part in the ICYCLE, an icy cycle along the River Exe, on behalf of CEDA. The charity works with disabled adults and children with a focus on empowerment and independence. Together the pedalling trio raised more than £300.

SOUTH



**LEEK**  
Colleagues from Leek hosted the Staffordshire Wildlife Trust and a local Scout group for a successful weekend of bag packing that raised more than £1,000. The money was divided evenly between the two charities, which did well to cope with a manic weekend!



**LINLITHGOW**  
It was banners and balloons for Linlithgow as the store turned 15. They celebrated with a buffet lunch, and the 13 colleagues who've been there since the store opened each received a bottle of bubbly.

LOGISTICS



## MARATHON MATT

**LOGISTICS HAMS HALL**

Hams Hall's Matt Tonks has joined the prestigious 100 Marathon Club, earning a coveted blue-and-yellow members' jersey.

Having completed all 100 of the marathons in just over two years, Matt even took part in events such as 'Hell of a Hill', which involved five consecutive off-road marathons.

During the course of his marathon effort, Matt ran on behalf of charities including Marie Curie Cancer Care and Mind.

## Loyal customer Norman turns 107!

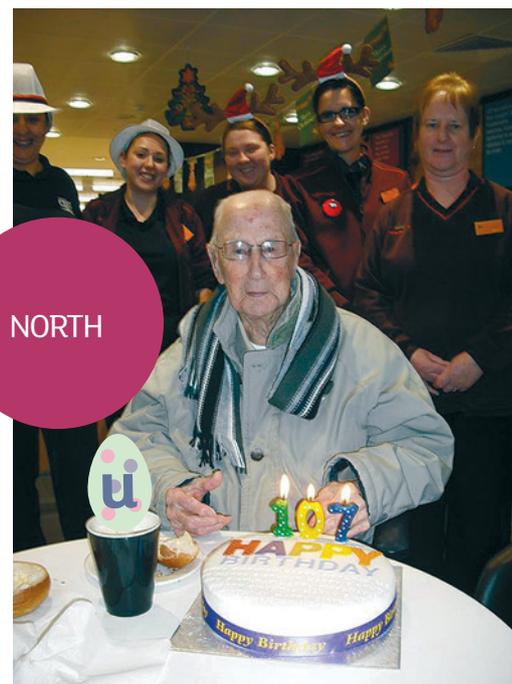
**NORTH DENTON**

Denton colleagues proved they know the customer always comes first when they threw a celebration in-store for a loyal customer's birthday.

When Norman Davy turned 107, colleagues sang Happy Birthday and presented him with a cake and a gift card.

Norman and his daughter have shopped in Denton every week since the store opened.

"We want to make our customers feel special, and we hope Norman had a great birthday," said Mark Fitzgerald.



NORTH

# Overcoming obstacles

CENTRAL

## CENTRAL CHADWELL HEATH

Richard Gordon from Chadwell Heath (right) proved he isn't afraid to get muddy after completing a 16k Nuclear Fallout race for Local Charity the Marjorie Collins Multiple Sclerosis Day Centre.

The course involved 60 obstacles including zip wires, monkey bars, lake wades and tyre walls. Richard raised £460 through his efforts, and completed the race in three hours.

"It took me just as long to wash all the mud off!" he said.



## PSSST!

A few more tasty snippets from across our regions...

**LANCASTER**  
Children's football team, the 23rd Lancaster Cubs, are looking smart thanks to the donation of a new strip, organised by Lancaster colleague Sylvia Moorcroft.



**CANNOCK**  
Colleagues from Cannock made a warm gesture when they donated clothes to the local branch of Staffordshire Women's Aid. Four boxes of children's clothes, including babygrows, boots, slippers and socks, were donated from discontinued Tu lines.

## SSC HOLBORN

### LOCAL HERO NICK MOTORS HIS WAY TO BIG DONATION

Nick Fountain, from Holborn store support centre, has now managed to donate £1,000 to Riders for Health through the Local Heroes scheme.

The charity provides vital transport to help with delivery of medical care across Africa, and is currently helping in the fight against the Ebola virus.

Nick has been volunteering for ten years, after meeting co-founder Randy Mamola at the Ducati MotoGP bike Two-Seat charity ride in 2004.

"Volunteering is such a great way of meeting new people, and I have met some fantastic people volunteering for Riders," said Nick.

SSC



# ANSWERING AN SOS

CENTRAL

**CENTRAL GORSEINON AND SWANSEA**

Colleagues from Gorseinon and Swansea joined forces to provide two televisions for a local episode of *DIY SOS*.

The BBC team were working on a house for Jack, a 14-year-old boy with muscular dystrophy, and his family, and Gorseinon's Lisa Burder was only too glad to help. As well

as organising the televisions she also donated cakes, both from the Community Budget, which went down rather well!

"At the grand reveal we found out that Jack's older brother, Dan, worked at our store a few years ago," said Lisa. "It's so nice to be able to help the family out."



**MERE GREEN**  
The Sutton Coldfield branch of the Royal National Lifeboat Institution (RNLI) was the first local group to use Mere Green's training room to hold a meeting. The RNLI members were so impressed that they want to return to the store in future.



**AREA 71**  
Colleagues from Area 71 presented Yorkhill Children's Charity with a cheque for more than £12,000. Representatives from the charity also held collections in stores, raising a further £5,000 and bringing the final total to just short of £18,000. The charity provides and supports healthcare for sick children.

## Woodland warriors

**CONVENIENCE AREA 16**

Colleagues from Area 16 got their hands dirty planting 1,500 trees with the Woodland Trust.

The event, at Langley Vale Wood, was also attended by 200 local schoolchildren, politicians and injured war veterans, but our hard workers were the last to leave the site!

"It was a great day for team bonding," said Marion McNally, "and we achieved so much as a group. We've been invited back to see how our efforts have changed the landscape."



# WELCOME CONVENIENCE

**CONVENIENCE MELBOURNE DERBY ROAD LOCAL**

Store Manager Gary Dunne takes Melbourne Derby Road Local's position in the community very seriously.

Before builders had even made a start on the new store, Gary was meeting the community and using his community budget to donate to local schools, groups and projects.

Then, to mark the opening, he hosted a 'housewarming party' instore with local parish councillors, press and police among the guests.

But Gary isn't slowing down yet, he has plenty more community events lined up already including talks at two local ladies' groups.

## Thought of the month...

"We treat Easter just like Christmas in our family. Every year, my husband and I have lunch at our daughter's and then go to a local zoo with our two grandchildren for an Easter egg hunt. Then, on Easter Monday, the family comes to us and I hide eggs around the house and leave clues for the children. They love it. We make a big thing about Easter weekend. I only have one daughter and two grandchildren and you only get one kick of the ball so you have to make the most of it. Easter is not a one-day thing to us."

**Jackie Darge, Edinburgh  
Corstorphine Local**



TELL US YOUR NEWS! SEND YOUR STORIES TO THEJOURNAL@44COMMUNICATIONS.CO.UK

# Take a break

Puzzles, prizes & more

## WIN A DISNEY PRIZE BUNDLE WORTH £100



We've teamed up with Disney to give away five fantastic Disney goodie bundles. Each one includes three DVDs as well as an awesome Disney Infinity 2.0 Starter Pack plus additional figures.

Disney Infinity 2.0 allows you to play as your favourite Disney and Marvel characters as you battle through familiar worlds on either Xbox One or PS4. You can also build your own worlds in Toy Box, allowing you to mix and match characters and locations.

And when you've played enough, snuggle down as a family to watch one of your new DVDs. With *Frozen*, *Beauty and the Beast* and *Sleeping Beauty* all in the bundle you'll have plenty to choose from!

Plus once you've finished watching those, or if you aren't one of our five lucky winners this time, you can enjoy even more Disney favourites with their fantastic BOGOF offer on DVDs this month.

For your chance to win a bundle worth £100\*, all you need to do is find the five Easter eggs we've hidden

throughout this issue and unscramble the letters on them to make an Easter-related word.

To enter, text JOURNAL to 80800 followed by your name, your location, your answer and whether you would prefer an Xbox One or PS4 bundle. Or email thejournal@44communications.co.uk, or write to the *Journal*, Somerset House, Clarendon Place, Royal Leamington Spa CV32 5QN.

Open to all Sainsbury's colleagues. Closing date 31st March. For terms and conditions go to [www.mysainsburys.co.uk](http://www.mysainsburys.co.uk)

\* Prices correct at time of going to press.

### CONGRATULATIONS

Congratulations to **Penny Kite**, from Richmond, and **Nicola Harnett**, from Hampden Park, winners of the Linx tablet competition in our December/January issue.

### Yammer watch!

Have you signed up to Yammer yet? More than 12,000 colleagues from stores, depots and store support centres have already connected through our new internal social network.

This month, we asked colleagues what they're loving most about Yammer, and we've picked some of our favourites below!

"The best thing about Yammer is that you can ask a question and get a response in minutes, often resolving a problem you may have been wrestling with for ages. Also, it's a really good way to break down organisational barriers – getting colleagues from every part of the business talking to each other to solve problems."



**JIM HONEYMAN-BRISTOW, LOGISTICS – FIELD BASED**

"To me, Yammer makes a massive company feel like a small team, where everyone is working to the same vision, and wanting each other to succeed – through cheering on progress and sharing best practice!"



**CHRIS GRIFFITHS, SOUTHPORT**

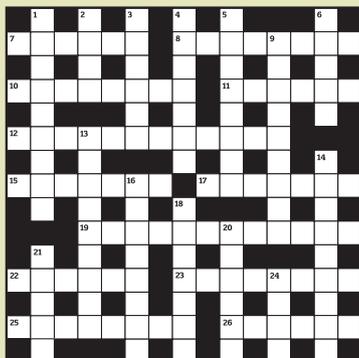
"I can catch up with colleagues I've not seen for ages, share and ask about best practice and ask those questions you don't really know who to call with. Best of all I can share news with my entire group in one go instantly or tell the entire company. It's an electronic shout from the rooftops!"



**PAULA KENNINGTON, PLYMOUTH**

Want to get involved? Simply go to [www.yammer.com](http://www.yammer.com) or download the app. Also, look out for posters for more details about how to join. If you've got any questions just email [Yammer.Queries@sainsburys.co.uk](mailto:Yammer.Queries@sainsburys.co.uk).

### Crossword



#### Across

- London Underground line coloured yellow on the map (6)
- The United Arab \_\_\_\_\_, an oil-rich country (8)
- Rearrange DRIEDCTH to find a town 15 miles south of Birmingham! (8)
- And 2 Down. Corrosive liquid that can dissolve most metals (6,4)
- He's managed both England and Russia's national football teams (5,7)
- Light, engineless aircraft (7)
- Kylie, the pop princess (7)
- And 26 Across. Oscar-winning movie based on a novel by Cormac McCarthy (2,7,3,3,3)
- Vladimir Putin's country (6)
- Small, hand-held telescope (8)
- Bowl-shaped kitchen utensil with perforations for draining off liquids (8)
- See 19 Across

#### Down

- Rail schedule (9)
- See 11 Across
- Glasgow football team (6)
- Maybe (7)
- She won a Best Actress Academy Award for her performance in *Cabaret* (8)
- Law, the Manchester United striker known as 'The King' (5)
- Collection of literary pieces (9)
- Jakarta is this country's capital city (9)
- Examinations of dead bodies (9)
- Keith, the Rolling Stones guitarist (8)
- Horsemen of the Hungarian light cavalry (7)
- Darts star known as *The Power* (6)
- English royal house which features in the 2015 television series *Wolf Hall* (5)
- Alan, whose films included *Shane* and *The Blue Dahlia* (4)

# Keeping you up to date with your colleagues

# Our people



VISIT [MYSAINSBURYS.CO.UK](http://MYSAINSBURYS.CO.UK).  
IF YOU HAVE A STORY EMAIL IT TO  
[THEJOURNAL@44COMMUNICATIONS.CO.UK](mailto:THEJOURNAL@44COMMUNICATIONS.CO.UK)

## RETIREMENTS

**Kathleen Anderson**, 61, Lyons Farm (8 yrs). **Margaret Axup**, 80, Coreys Mill (13 yrs). **Patricia Baker**, 68, Bicester (2 yrs). **Carol Benjamin**, 65, Beaconsfield (23 yrs). **Pauline Betteridge**, 63, Newbury (25 yrs). **Christine Blake**, 73, Barnwood (26 yrs). **Rowena Cambridge**, 74, Bromley (13 yrs). **Joan Cartwright-Terry**, 63, Ferndown (21 yrs). **Sylvia Chapman**, 63, Crystal Peaks (28 yrs). **Helen Chilvers**, 63, Pound Lane (22 yrs). **Pamela Clark**, 65, East Filton (27 yrs). **Linda Clarke**, 66, East Mayne (10 yrs). **Leonard Crook**, 84, Bamber Bridge (13 yrs). **Brenda Doncaster**, 65, Brentwood (17 yrs). **Jennifer Eagles**, 63, Warwick (29 yrs). **Yvonne Evans**, 63, Learnington (13 yrs). **Janice Fairbard**, 64, Theftord (10 yrs). **Doreen Fenwick**, 80, North Cheam (48 yrs). **Wendy Fisher**, 71, Amblecote (14 yrs). **Alison Flynn**, 67, Luton (13 yrs). **Nesta Garside**, 67, Isle of Wight (11 yrs). **Norman Goodwin**, 76, Mere Green (11 yrs). **Peter Graham**, 68, Watford (19 yrs). **William Graham**, 69, Bamber Bridge (7 yrs). **Patricia Green**, 70, Tamworth (12 yrs). **Deidre Hall**, 64, Newport (31 yrs). **Wendy Hall**, 63, Poole (14 yrs). **Muriel Harrison**, 68, Heaton Newcastle (14 yrs). **Cecilia Harton**, 66, Kingsway (27 yrs). **Ruth Hatfield**, 60, Watchmoor Park (21 yrs). **Malcolm Heslop**, 58, Sale (14 yrs). **Joyce Hill**, 78, New Barnet (35 yrs). **Brenda Hills**, 56, Barnstaple (5 yrs). **Ann Hookway**, 64, Marsh Mills (20 yrs). **Janet Hopkins**, 66, Pound Lane (13 yrs). **Margaret Howes**, 60, Ripon (11 yrs). **Sheila Hutton**, 64, Lincoln (6 yrs). **Lionel Hynard**, 83, Coreys Mill (13 yrs). **Diane Jackson**, 74, North Walsham (7 yrs). **Monica Jeffery**, 64, Marsh Mills (29 yrs). **Jim Keltie**, 63, Darnley (9 yrs). **June Kershaw**, 65, Salendine Nook (16 yrs). **Jackie Keyes**, 63, Weedon Road (28 yrs). **Meena Khetani**, 65, Moortown (9 yrs). **Christine King**, 60, Hempstead Valley (22 yrs). **Michael Knight**, 66, Tonbridge (29 yrs). **George Lawrie**, 68, Bagshot Road (15 yrs). **June Lincoln**, 63, Nuneaton (8 yrs). **Norman Longmuir**, 57, Streatham (40 yrs). **John Main**, 65, Olympia (15 yrs). **Katherine Massey**, 68, Bolton (24 yrs). **Mary McCready**, 73, Newbury (35 yrs). **Susan Means**, 60, Barnwood (26 yrs). **Janet Morrell**, 66, Worcester St Johns (5 yrs). **Robert Morton**, 63, Basingstoke Depot (18 yrs). **Maurice Neal**, 65, Mansfield (4 yrs). **Margaret Newby**, 65, Shorehead (27 yrs). **Rory Nicholson**, 57, Telford (26 yrs). **Mary Nobbs**, 67, Pound Lane (25 yrs). **Sheila O'Dowd**, 63, West Wickham (18 yrs). **Maureen O'Neill**, 63, Stoke on Trent (12 yrs). **Ila Patel**, 63, Fosse Park (10 yrs). **Raojibhai Patel**, 65, Hendon (13 yrs). **Lefteris Petrou**, 65, Waltham Point Depot (18 yrs). **Miriam Porter**, 77, Poole (35 yrs). **Gwen Rajoo**, 72, Morden (30 yrs). **John Ramsbottom**, 66, Kelso (4 yrs). **Pauline Ramsden**, 70, New Barnet (33 yrs). **Anne Ransom**, 61, Coreys Mill (2 yrs). **Joan Reid**, 65, North Cheam (19 yrs). **Roger Renders**, 70, Stanway (10 yrs). **Patricia Richards**, 66, Rhyl (17 yrs). **Terence Rosiak**, 65, Northwich (9 yrs). **John Salter**, 66, Hams Hall Depot (11 yrs). **Maureen Sephton**, 68, Culcheth (21 yrs). **David Simpson**, 66, Durham (25 yrs). **Eric Smales**, 75, Penrith (3 yrs). **Doreen Squire**, 80, Mere Green (26 yrs). **Trevor Surrudge**, 68, Hempstead Valley (8 yrs). **Roger Taft**, 70, Kings Heath (7 yrs). **Margaret Tennant**, 63, Braehead (13 yrs). **Frances Vaughan**, 69, Winnersh (7 yrs). **Linda Walker**, 63, Immingham Local (22 yrs). **Barbara Ward**, 62, Bradford (29 yrs). **Kay Washer**, 63, Lyons Farm (16 yrs). **Ida Whawell**, 63, Kidlington

## WORTH A MENTION SIDNEY STREET

Sidney Street's Peter Collingwood has clocked up 40 years' service, and is the longest serving colleague at the store.

Peter has Asperger's, so when Kevin Sargent and Rosie Jones noticed he wasn't looking very well they tried to persuade him to book a doctor's appointment.

Thankfully he did, and was immediately rushed into hospital where he was diagnosed with a chronic heart valve issue that resulted in major surgery. Knowing Peter's main contact with people is through work, Kevin then organised a rota for colleagues to visit Peter in hospital so he didn't feel isolated.

"I don't think I would be here still if it wasn't for my colleagues," said Peter.



Peter Collingwood celebrates 40 years' service surrounded by his caring colleagues from Sidney Street.

(20 yrs). **Julie White**, 63, Alsager Local (7 yrs). **Robert Wightman**, 69, Warren Heath (14 yrs). **Anthea Wilding**, 65, Sevenoaks (16 yrs). **Maureen Worwood**, 71, Camberley (40 yrs). **Clifford Wright**, 75, Canvey Island (9 yrs). **Peter Yates**, 64, Wigston (9 yrs).

## LONG SERVICE 25 YEARS

**Karen Aldridge**, Blackheath. **Jane Andrews**, Badger Farm. **Marie Angell**, Edinburgh store support centre. **Debra Bagge**, London Colney. **Rosemary Baines**, Durham. **Margaret Baker**, South Molton. **Ninderjit Bart**, Wolverhampton St Mark's. **Sharon Bedford**, Crystal Peaks. **Patricia Biddle**, Tamworth. **Leslie Blackett**, Yarm. **Caroline Bourne**, Bury St Edmunds. **Ramini Bourry**, Purley Way. **Diane Boyce**, Tewkesbury Road. **Barbara Britchford**, London Colney. **Ben Burrows**, Biddulph. **Heather Carr**, Durham. **Susan Casey**, Bagshot Road. **Marie Cassidy**, Durham. **Yvonne Chapman**, Merton. **Dorothy Churnside**, Durham. **Theresa Ciaraldi**, Sunderland North. **Anne Claven**, Wakefield Marsh Way. **Ann Cockerell**, Hoddesdon. **Wendy Conn**, Gosforth. **Elizabeth Cowe**, Washington. **Julie Cox**, Oldbury. **Marion Coy**, Crystal Peaks. **Norma Cullen**, Durham. **Denise Cunningham**, East Mayne. **Loueeze Curl**, Crystal Peaks. **Marian Curtis**, Durham. **Stephen Davis**, London Colney. **Paul Dennison**, St Albans. **Carol Donnelly**, Durham. **Milena Dorontic**, Stoke on Trent. **Sheila Driver**, Warren Heath. **Susan Eardley**, Mansfield. **Anne Etheridge**, Oldbury. **Jacqueline Evans**, Hull. **Marilyn Finnie**, Kempshott. **Sharon Fitzsimmons**, Luton. **Dawn Flanagan**, London Colney. **Margaret Fleming**, Oldham. **Wayne Fletcher**, Lincoln. **Gladyis Forde**, Morden. **Sharon Froud**, Warren

Heath. **Karen Grantham**, Durham. **Janice Greener**, London Colney. **Rachael Gunson**, Huddersfield. **Janine Hannah**, Mansfield. **Josephine Harding**, Redditch. **Julia Hewitt**, Tenby. **Elizabeth Hilland**, Durham. **Susan Hinkley**, Grimsby. **Chris Hugill**, Marsh Mills. **Christine Jones**, Durham. **Kim Joyce**, Broadcut. **Binder Kalley**, Lee Green. **Kashmiro Kaur**, Oldbury. **Linda Kirtley**, Durham. **Ann Kitchen**, Bamber Bridge. **Kevin Lambert**, Wantage. **Diane Lee**, Blackheath. **Anne Levingstone**, Trampoline. **Heena Maccormack**, Lewes Road. **Tracey Markham**, Hull. **Marion Marshall**, Dunnington. **Cathleen McManamon**, Islington. **Audrey Middleton**, Team Valley. **Peter Morse-Woolford**, Hampton. **Catherine Nestor**, Ladbroke Grove. **Joanne Neville**, Slough. **Sandra Nowotynski**, London Colney. **Rosemary O'Neill**, Tewkesbury Road. **Jackie Orange**, Mansfield. **Christine Pallister**, Durham. **Sarah Parsons**, Swansea. **Beenarani Patel**, South Ruislip. **Jayshree Patel**, London Colney. **Brenda Patterson**, Mansfield. **Karen Patterson**, Durham. **Sharon Payn**, Birmingham Park. **Carole Pearce**, Merry Hill. **Nick Plumridge**, Tadley. **Ann Carole Porter**, Durham. **Teresa Pugh**, London Colney. **Julie Ramsden**, Grimsby. **Susan Raymond**, Durham. **Carolyn Richards**, Redditch. **Jane Rogers**, Water Lane. **Zena Sanders**, Telford. **Susan Scadding**, Monks Cross. **Lynette Scaysbrook**, Leamington. **Ljubinka Schembri**, High Wycombe. **Joanne Shanman**,

Mansfield. **Chris Shaw**, Leek. **Vicky Short**, Stoke on Trent. **Mark Smalley**, Water Lane. **Margaret Smith**, Bybrook. **Paul Smith**, London Colney. **Maggie Spence**, Northallerton. **Paul Spurling**, Stratton. **Angela Stagg**, Weedon Road. **Annette Stevens**, Oldbury. **Lisa Stout**, Durham. **Valerie Talbot**, Moortown. **Francis Tamplin**, Elstree Depot. **Joan Taylor**, Sunderland. **Julia Taylor**, Durham. **Gillian Thomas**, East Mayne. **Graham Tomlinson**, Rye Park Depot. **Linda Tullett**, West Green. **Jayne Ulyatt**, Mansfield. **Prafoula Vaghella**, Ilford. **Lesley Waldron**, Pulborough. **Lisa Welsh**, Grimsby. **Sharon Welsh**, Team Valley. **Christine White**, Redditch. **Mark Whittaker**, Isle of Wight. **Susan Williamson**, Bury St Edmunds. **Michael Wilson**, Moortown.

## OBITUARIES

**Helen Baigrie**, 63, Brookwood (8 yrs). **Karl Baisden**, 49, West Green (18 yrs). **Elaine Batchelor**, 63, Chester (25 yrs). **Graeme Brocken**, 44, Woolton (18 yrs). **Kelvin George**, 58, Swansea (3 yrs). **Jill Harrison**, 58, Crystal Peaks (13 yrs). **Robert Huntley**, 67, Hove Portland Road Local (4 yrs). **John Keenan**, 60, Livingston (4 yrs). **Eric Macfarlane**, 63, Shrewsbury (10 yrs). **Beverley May**, 60, Leek (2 yrs). **Jane Mitchell**, 46, Ellesmere Port (4 yrs). **Beryl Thurgood**, 73, Pound Lane (29 yrs). **Gail Todd**, 66, Calcot (16 yrs). **William Wolegde**, 21, Faversham (3 yrs). **Janice Youngman**, 58, West Green (26 yrs).

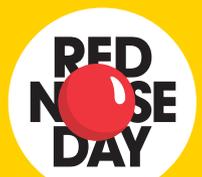
## Get in touch

If you have a story, send it into the *Journal* via:

Email: [thejournal@44communications.co.uk](mailto:thejournal@44communications.co.uk)

Text: 80800 starting with the word JOURNAL

Post: The Journal, Somerset House, Clarendon Place, Royal Leamington Spa, CV32 5QN



Friday 13 March

# Win £250

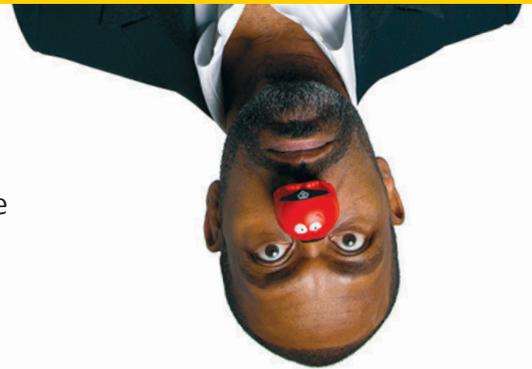
Yammer

## TOWARDS YOUR GPTW BUDGET IN OUR RED NOSE DAY COMPETITION!

Make your face funny for money! That's this year's challenge for Red Nose Day so we're getting in on the act with our very own Yammer team selfie/photo and joke competition. The team with the winning combination will win £250 towards their GPTW budget.

### What's next?

- Come up with your most hilarious joke (remember to keep it family friendly!)
- Try to get as many of your team members into the photo as possible
- Make your faces funny using Red Noses, Deeley Boppers, funny wigs, face paint, funny hats, etc. There are lots of helpful ideas on [www.comicrelief.com/rednoseday/](http://www.comicrelief.com/rednoseday/)
- Don't forget to use the Red Nose Day 2015 banner from your Colleague Fundraising Kit.



### How to enter

- Just upload a photo of your team to our Red Nose Day 2015 Yammer group ([www.yammer.com](http://www.yammer.com))
- Add your team's joke in the photo caption box
- Use #RNDselfiecomp in your entry
- Send your entry in by Sunday 15th March 2015
- The winning team will be notified on Monday 16th March 2015.



### Getting Reddy for laughs

Dartford colleagues were first off the mark to send in their team selfie for the competition, along with the joke:

**Q. What happened when Batman and Robin got run over by a steamroller?**

**A. They became Flatman and Ribbon!**

#### GUIDANCE ON FACE PAINTING:

Colleagues should only have their faces painted for this team selfie or for Red Nose Day itself (13th March) and not on any other day throughout the campaign. Having your face painted for Red Nose Day is not mandatory. If colleagues choose to paint their faces it must be family-friendly (PG rated, not scary) and considerate of food safety guidelines. Counter, Bakery and Cafe colleagues should not wear face paint when working on their department for food safety reasons. However, those colleagues who do wish to take part in this team photo can still paint their faces and be photographed during their breaks.

