

ShelfLife

David Sands
Your friendly local store

Spring 2010

Nancy does the honours at our new-look Kinross store

IT was a big day for the company but certainly a momentous occasion for Nancy Wilson when she officially opened our new-look store in Kinross in March. Local woman Nancy, one of the store's longest-serving members of staff, was somewhat taken aback when we asked her to do the honours for us but she rose to the occasion like the true professional she is!

Nancy, who was born and brought up in Kinross and still lives in the town with her husband, Michael, started working in the shop 15 years ago. During that time, she has witnessed four major store renovations. She said: "It's a great shop to work in because the customers are all so friendly and pleasant – I've got to know many of them well over the years.

"I was taken aback when I was asked to cut the ribbon to officially open the shop because usually we have celebrities. It was a great honour and I thoroughly enjoyed the experience. Lots of customers were there for the grand opening and everyone is now getting used to the new-look shop." **Turn to pages 4 & 5.**



Nancy Wilson officially opens the new-look Kinross store with chairman Lindsay Sands and staff watching on.



Stuart Ward of Fife Police; Frank Smith and Bernadette Smith, Frank Smith Associates; Stephen Brown, David Sands; and Chief Inspector Derek Finnie.

Making our stores safe for customers and staff

WE were delighted to be recently presented with the prestigious Police award 'Secured by Design Commercial' for our Markinch store. This award recognises the efforts of David Sands – through the architects Frank Smith Associates – to ensure that the building has a significantly reduced risk of crime or anti-social behaviour.

Chief Inspector Derek Finnie carried out the presentation highlighting the fact that this is the first David Sands convenience store to receive the award from Fife Constabulary. He said: "The reduction in the fear of crime for users, coupled with the security measures that reduce the risk of being a victim of crime, means that the facility may well be used in preference to those which are not recognised as safer.

"It can also help reduce the number of calls to the Police as anecdotally we have reduced the number of reported incidents through the 'Secured by Design' scheme."

The process to achieve the award was completed through the Fife Constabulary architectural liaison officer, Stuart Ward, who liaised with the design team at Frank Smith Associates in Edinburgh in order to ensure that the opportunities for crime were "designed out" through incorporating measures such as the layout of the property.

In addition, our Markinch building offers no easy targets by the use of approved products for security while still maintaining the design and style that the architect was trying to achieve on our behalf. Measures adopted at the store include appropriate lighting, CCTV, approved security doors and windows, and an intruder alarm system.

Development and distribution director Stephen Brown said: "We have been delighted to work alongside all parties in achieving this 'Secured by Design' accreditation for our new store in Markinch. We know that in doing so we have created a great environment for our customers and staff to shop and work in, while improving local facilities within the community.

"Going forward we are committed to working with the principles of 'Secured by Design' to create great stores within the communities in which they serve."

A Word from the Chief Executive



I WAS thinking about the importance of customer service the other day and came across a quote that we can all identify with. Carl W Buechner wrote: "They may forget what you said but they will never forget how you made them feel."

In these days when we seem to be bombarded with grim news, our failing economy, difficult weather conditions, deaths in Afghanistan and so on, our customers need cheering up. I think people are fed up being fed up. So we must never forget that one of the main reasons customers choose to shop in our stores is the friendly service we provide. Does anyone believe that we cannot beat all our competitors for friendly service? Our winners at this year's staff awards amply demonstrated just how good we can be and I want to congratulate all our winners on their success – and hope you all enjoy your winnings!

Meanwhile, our company auditors have just signed off on our annual accounts. Our financial year end falls at the end of December. Last year was, as ever, a challenging year. Our total sales rose by 14%, and many of our stores had good like-for-like sales growth. Our profits grew by 5%. All our profits have been re-invested in the business and this is something we have been doing for the past 20 years.

But it's clear over the coming year that our customers will demand better value for money as they watch carefully over their household budgets. Our trading team has been working hard to match those needs and great new deals on staples such as bread and milk will ensure we maintain our competitive position.

As you would expect, we have exciting plans for the coming year. We are enormously proud of the major refurbishment carried out in our Kinross store. Willie and his team worked very hard during January and February to create what is now a stunning store. Our competition in Kinross got better but we have risen to the challenge.

We opened our 28th store in Kinglassie at the end of March 2010. I was enormously encouraged when over 120 people turned up for our Recruitment Open Day. We are building a strong reputation as a good local employer and I felt a real buzz in Kinglassie about our new store. In addition, building work is well under way for our new store in Linburn Road, Dunfermline. We expect the store to be completed in July this year and be open around early August. It's a great site and we are building a big store with lots of parking. This will be an interesting venture for us because the store will be a cross between a convenience store and a take-away.

Thanks to many of you who email me with suggestions on how to improve our stores or ideas for new sites. Keep these coming!

David Sands, Chief Executive

Help for Heroes: Dust down your trainers for the David Sands 5K

YOU will recall that the staff at Lumphinnans Road, Lochgelly raised funds for Help for Heroes last year. This is the organisation set up to help those who have been wounded in Britain's current war conflicts.

The good news is that David Sands has agreed to sponsor a charity 5K Fun Run in Lochgelly on April 11th. Called the David Sands Family 5K Fun Run, the race will start at Lochgelly High School at 10am and finish at Central Park. Danny Lennon, manager of Cowdenbeath FC, has agreed to take part together with a number of his players who will participate depending on their club duties.

So please support this event. David Sands and Ewen Chisholm have bravely agreed to dust down their trainers and lead a company team in the race which will pass by our shops in Lumphinnans Road and North Street. So why not join them on the day? You'll find the entry form on our website – we're also handing them out in our shops, while Torleys Bar and the Fife Times office are also supporting the event.

Staff and customers dig deep for charity

A great big 'thank you' to all staff who helped raise lots of money for our nominated charities during 2009. In 2009, we raised:

- AICR: £7500
- Prostate Support: £1800
- Mountain Rescue: £1600
- Macmillan Cancer Support: £11,200

The ACIR's development manager, Geraldine Long, said: "David Sands has been supporting AICR for the last four years and since then has raised nearly £15,000. Without the enthusiasm shown by customers and staff, and people like them, we would be unable to fund the research needed to save lives. The success of our research doesn't start in the laboratory; it starts with those who choose to support us."

Meanwhile, we continue to support the World's Biggest Coffee Morning to raise money to support people living with cancer. This Macmillan event is one that all staff look forward to as it gives us a chance to have a bit of fun in our stores and get to know our customers better. Many staff have been personally touched by cancer so everyone always pulls out all the stops, selling coffee, cakes, biscuits and raffle tickets with fantastic results.

Shirley Millar, the area fundraising manager for Macmillan in the East of Scotland, came to the Kinross store to collect a cheque for £11,200. She said: "This was a wonderful effort and all staff in every branch worked really hard to achieve it. The excellent news is that Lindsay Sands and Ewen Chisholm have pledged that all stores will support Macmillan by taking part in the 2010 World's Biggest Coffee Morning, allowing us to support even more people affected by cancer."



Pictured with Shirley (centre) are (from left to right) Ewen Chisholm, Isla Watson, Nancy Wilson and Lindsay Sands.

Success of new Trainee Manager Development Programme exceeds expectations

MOST of you will be aware that David Sands launched its new Trainee Manager Development Programme last autumn. Seven employees are now nearing the end of this inaugural programme and it gives us tremendous pleasure and pride to report that some of the participants are already managing their own stores.

This is impressive progress indeed for the individuals concerned and, from a company perspective, a real vote of confidence in what is an extremely ambitious programme for us. Says Isabel Barclay, our training manager: "This programme has been really successful and I want to congratulate each of the seven participants on their commitment and hard work during their training.

"It has been a challenging process that has required everyone to be really focused and disciplined since they started in September. The programme has also been a learning curve for the company – this is a completely new direction for us but one we feel is very important as we open new stores. It is essential that we have suitably qualified individuals to step into the breach and we delighted that we have enthusiastic staff who want to progress their career with David Sands."

As well as having to complete six modules, each trainee must also choose and complete an ongoing project around a relevant subject. Projects have been varied, ranging from customer service and waste management to rotas and Food to Go. "The mentoring aspect of the programme has proved popular with everyone and been effective not just in building confidence but encouraging the participants to ask questions," says Isabel.

"It's been interesting, too, that everyone has come up with a project idea that is very different – we're absolutely delighted to see such inspired suggestions and ideas coming through from these staff."

The seven participants are:

Jamie Gibb: Jamie was a supervisor in our Kinross store when he started the programme and he is now working at Darnhall Drive as a senior supervisor.

Mentor: Stephen Brown

Will Morris: Will started the programme as a supervisor at Kinross and has progressed so well that he is now manager of our Jeanfield Road store.

Mentor: Ewen Chisholm

Emma King: Emma is currently a supervisor at Burntisland and doing very well on the programme.

Mentor: Ian Black

Tracy Reilly: A supervisor in our store at Ralston Drive, Kirkcaldy when she embarked on the programme, Tracy is now managing our Ralston store.

Mentor: Marjorie Watts

Fiona Woodcock: Fiona started the programme as a supervisor at Kennoway before progressing to a trainee manager's role. She is now manager at St Andrews Street, Dunfermline.

Mentor: Matt Hamilton

Kim Fyfe: A supervisor at Markinch when she joined the programme, Kim is now managing the same store.

Mentor: David Sands

Stephanie Keast: Stephanie, a supervisor at North Muirton back in September, is now a trainee manager in the Perth store.

Mentor: Isabel Barclay

The recruitment process for the next Trainee Manager Development Programme will be launched shortly so please look out for your letter. This is a rolling programme and while places are limited, we would encourage everyone who is keen to take on more responsibility to apply – as the first batch of candidates has proved, you really can progress your career with David Sands.

"Everyone on the programme automatically qualifies for a trainee manager's salary and status so there is a big incentive to apply if you think you are ready," says Isabel. "Please don't hesitate to contact me if you have any questions."

Training manager Isabel Barclay is delighted with the success of our new Trainee Manager Development Programme.



Keeping the wheels of business turning

DAVID Sands has recently taken delivery of a new lorry to help ensure that stores get their deliveries efficiently and on time.

Based at our warehouse in Kinross, our five-strong fleet plays a key role in the smooth running of our business – rain, hail and shine! However, it was very much a case of snow and ice during the recent cold snap and it is testament to our drivers and Paul Dowds' warehouse team that we survived this without any major delays or mishaps.



Paul Dowds and his warehouse team made sure all our stores received their deliveries on time during the dreadful weather conditions over the winter.



The latest addition to our fleet of delivery vehicles!



New era for our Kinross store

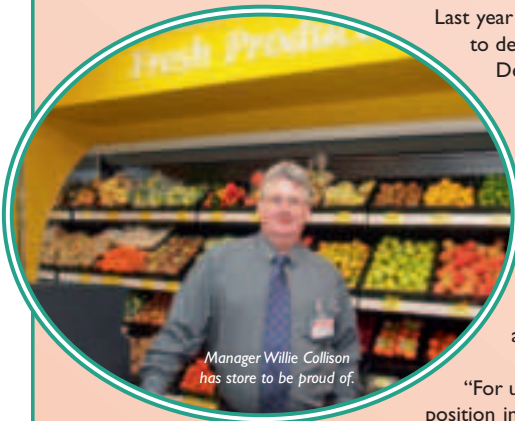
KINROSS has seen many changes over the years and our store has also changed with the times. In March, it entered a new era in its illustrious history and we are delighted that the David Sands name remains synonymous with retailing and good service in the town where our company was founded in 1812.

The 4000sq ft store, managed by Willie Collison – recently voted David Sands’ Manager of the Year – continued trading during extensive renovations which have seen a new entrance and fascia created, the relocation of the post office to the rear of the premises and the strengthening of numerous product categories, specifically Food to Go and fresh produce.

By knocking down a restrictive internal wall, the company has had a free rein to completely redesign the store to provide a more pleasant shopping experience for customers and introduce new lines. A major feature is a much more open and spacious checkout area which has been relocated near the entrance.



Last year we created a new Central Kitchen facility above the Kinross store. This has enabled us to develop our highly successful and growing Food to Go offer, which includes our very own Deliciously David Sands brand.



Manager Willie Collison has store to be proud of.

David Sands, chief executive, said: “The relaunch of our Kinross store is the culmination of a great deal of forward planning and very hard work by our staff who soldiered on and ensured our customers received the best possible levels of service during the renovations which, at times, were extremely complex and disruptive.

“What we now have is a true flagship store on which to further develop our business in the future. Our company was founded in Kinross in 1812 and, as our original store, it has been a mainstay of local shopping for the people of Kinross and the surrounding area for a very long time.

“For us as a company, the investment is significant but we are confident that it will cement our position in the town as a one-stop-shop for local people who can get everything they need in a modern, spacious shopping environment that has been a long time coming to Kinross.



Willie and some of the staff prepare for the grand opening.

“As a company, we pride ourselves on being part of local communities and our new-look Kinross store is a great example of our policy of trading right in the heart of the neighbourhoods in which we operate. It was great to be able to invite Nancy, the store’s longest-serving employee, to do the honours for us.”



Chairman Lindsay Sands and director Marjorie Sands chat to customers.



More chilled and fresh foods for our customers.



Fantastic fresh produce and the new Cook ready meals are stand-out features of the new-look store.



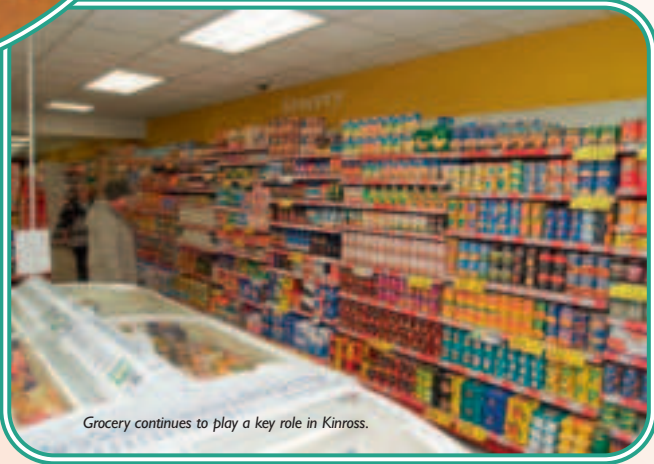


Chilled beer and wine.

Kinross boasts a first-rate off-licence.



Food to Go and bakery sections are a key feature of the Kinross store.



Grocery continues to play a key role in Kinross.



Plenty of space to browse.



More spacious aisles and new features.



An efficient checkout will speed things up!



Reaching out to our customers at an early age in Kinross!



Stephens the Bakers was there to help us celebrate the relaunch of Kinross with customer sampling.





Store of the Year Awards: a tribute to the people who make our company great

DAVID Sands is a great company and although we say it time and time again, we know that without great people, we can't expect to have a successful company. The good news is that we do have great people and we do have a great company so it was our privilege to honour our staff at our Store of the Year Awards.

Once again, we held this popular and well-attended event at Keavil House Hotel at Crossford. It was a fantastic night – disappointment for some staff who were expecting their stores to perform slightly better but celebrations for others. We also presented Service Awards to staff who have been with us for five years, 10 years and 15 years – and we even have one employee, driver Kenny Morton, who has clocked up an amazing 30 years' service with the company.

So a massive 'thank you' for your hard work and commitment – it's a clear sign to David Sands Ltd that you genuinely enjoy working for us.

The effervescent Willie Allan, head of PE at Buckhaven High School, was our host for the evening and regaled us with his distinctive mix of humour and cheekiness, much of it directed at the staff!



Edith Sands receives a token of appreciation on behalf of the company from Isabel Barclay and Willie Collison.

Chief executive David Sands: "This was another fantastic night for the company and it was our pleasure to be able to say 'thanks' to each and every one of you for your hard work and commitment over the year. As far as our Store of the Year competition is concerned, there is everything to play for right up until the last minute so please take on board what you have learned from this year – it could be your store enjoying a great night out.

"Congratulations again to all our winners. Thanks also go to our sponsors – JTI, Cadbury, Mars and, of course, Stephens the Bakers. Your support of David Sands is very much appreciated."



The evening gets into full swing!

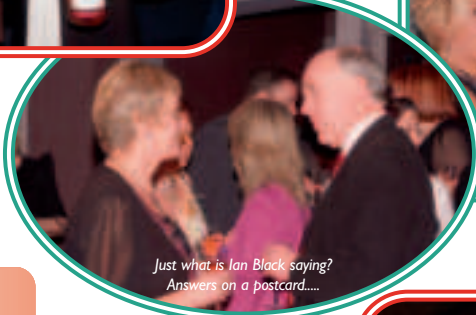
Store of the Year

The fantastic staff at the Cardenden store can now look forward to a great night out of their choice after winning the prestigious Store of the Year category in our 2009 Store of the Year Awards.

Coca-Cola Enterprises sponsored this award and we were delighted to welcome Neil Brown, account executive (wholesale), to our evening to present the award to Margaret Drummond on behalf of her amazing team. Well done to Cardenden and runners-up, Crossford and St Andrews Street.



These ladies are being very quiet — could it be because their glasses are empty?



Just what is Ian Black saying? Answers on a postcard....

Employee of the Year

OUR Employee of the Year for 2009/10 is Grace Smith of the Kennoway store, who won £1000 towards a holiday of her choice plus an additional two weeks' paid holiday over and above her annual entitlement.

Grace is a very worthy winner and received her prize from Chris West, account manager for Cadbury UK. Lesley Westwater of Abbeyview was our first runner-up and received £250 towards a weekend break as did second runner-up, Karen Cunningham of Ralston Drive. Donna Wallace of Cardenden received £200.

Well done to our other finalists: Debra Garton of Jeanfield Road, Sarah Muir of Lumphinnans and Janis Taylor, Tulloch.



Employee of the Year Grace Smith, Kennoway with Chris West of Cadbury.



Store Manager of the Year

IT'S been a hectic few weeks for Willie Collison, manager of our newly relaunched Kinross store. Not only did Willie see his new-look store officially open on the day of our awards, he also won the coveted title of Store Manager of the Year!

Ewen Chisholm, chief operations director, presented a shy and retiring Willie with his award on the night. But always the gentleman, Willie was the first to congratulate the first and second runners-up – Marie Fraser, Crossford and Methilhill's Jackie Morgan. Well done to all three of you.



Willie Collison of Kinross receives the coveted Store Manager of the Year Award from Ewen Chisholm.



Tobacco Store of the Year

FOR the first time, we received sponsorship for a Tobacco Store of the Year category and we were delighted to welcome Amrik Bhamra of JTI to Keavil House to present the award to Kim Fyfe and the team at Markinch. Congratulations to the joint runners-up, Kennoway and Strathmiglo.



Markinch manager Kim Fyfe receives the Tobacco Store of the Year Award from Amrik Bhamra of JTI.

Stephens the Bakers Best Counter Award

LONG-TIME friend of the company, Rona Sarafilovic, sales director of Stephens, presented this award. Based on performance, the 2009 winner was Crossford and the award was received by store manager, Marie Fraser.

The runner-up was Leven while the Most Improved Store went to Lumphinnans Road. Stephens is a key partner of David Sands and it is amazing to think that our stores sell 11,000 of the Dunfermline-based company's delicious rolls each week! Stephens supplies us seven days a week and this is a fantastic example of how two local companies can work together for mutual benefit.

After working with us for almost 12 years, Stephens accounts for 8% of David Sands' turnover. The relationship also accounts for almost 30% of Stephens' sales.



Supervisor of the Year

THIS is always a fantastic category to judge because there are so many fantastic supervisors working for David Sands. After much deliberation, however, it was agreed that the top prize of £250 should be awarded to Nadine Bruce of the Bridge of Earn store.

A delighted Nadine received her prize from Alan Hunter, regional account manager at Mars. Joint runners-up were Kirsty Thomson of Lauder Road and Lisa Heron, Kinross.

Well done, too, to the other finalists whose efforts we also greatly appreciate: Debbie Dunsire, Wellesley Road; Kim Fyfe, Markinch; and Janet Murray, Leven.



Supervisor of the Year Nadine Bruce, Bridge of Earn with Alan Hunter of Mars.

Food to Go Store of the Year Award

FOOD to Go is a growing and extremely important part of our business and it is great to see all of our stores working exceptionally hard in this area.

Stephen Brown, our development and distribution director, presented this sought-after award to Fiona Woodcock and team at the St Andrews Street store. This was a fantastic achievement for the store – keep up the good work! And well done, too, the finalists: Lauder, Road and Kelty!



NEWS IN BRIEF

- David Sands didn't win any overall categories in this year's Scottish Grocer Awards in Glasgow but we picked up Highly Commended certificates in the Social Responsibility category (Kinross), Bakery Retailer of the Year (Kinross) and the Independent Community Champion Award (Lochgelly). Well done to staff at both stores.
- Our 28th store – in Kinglassie – will have been open for just a few days when you are reading this issue of ShelfLife. A former Premier store, this is an excellent location for David Sands and we are very excited about it. We had an unprecedented response to our recent recruitment open day so are ready to hit the ground running! Look out for more about Kinglassie – and photographs – in the next staff newsletter.
- Cowdenbeath has an extra role to play – as our company's appointed training store! Karen Tarvet has been appointed manager of the store and will play a key role in company training, supporting Isabel Barclay at Head Office. We will keep you posted of developments.
- Welcome George Ezady, our new business development manager. George has previously worked for CJ Lang's company stores, RS McColl and the former Spar retailer, Sokolowski, so he brings with him considerable experience. As the company grows, we need experienced people like George to ensure that we remain at the cutting edge of convenience retailing.
- The company was sorry to see the departure of Charlie Hamilton, our security manager, who retired at the end of 2009. Jocelyn Sutherland of the Strathmiglo store has also retired after working for us over 15 years. However, she likes us so much that she has decided to stay with us on a part-time basis! We thank both Charlie and Jocelyn for their years of hard work and commitment to David Sands.
- David Sands was a speaker at the first Cultivating Collaboration (C2) annual conference in Edinburgh. Our chief executive told delegates at this key food industry event that he was particularly proud of the company's collaborative relationship with Stephens the Bakers. He also stressed the value of local food and good relationships with local suppliers.

Environmental award for David Sands

OUR esteemed chief executive, David Sands, was the main judge in the Robert



Wiseman Dairies Neighbourhood Shop of the Year Awards and spent the best part of three weeks travelling the length and breadth of the UK judging the shortlisted finalists.

Overall winner was Spar Pelynt, a family business which has been run by generations of the Boxall family for 80 years – present incumbents Fernley and Molly Boxall have run the store near Looe, Cornwall for over 40 years and, together with their son, Paul and his wife, Sophie they impressed the judges with the store's mix of excellent convenience retailing, services to the community and forward thinking.

We didn't leave empty-handed, either. The David Sands group picked up the Tetra Pak Environmental Award. This is presented to the retailer which is doing its utmost to ensure it is making significant progress with environmental projects within its stores and local surrounding areas. Our Kely store also collected the Wiseman Mystery Shopper Store of the Year at the awards, held at Cameron House, Loch Lomond.

New role for Keith

WELL done to Keith Fernie who has been appointed trading manager, based at Head Office.

Keith was pretty much in with the bricks at Kely having worked in the store for such a long time. However, his enthusiasm and commitment to the helping the company grow and prosper will be put to equally good use in his new role. This is a great opportunity for Keith and while staff and customers alike will miss him on the shop floor in Kely, we're delighted to welcome him to Head Office.



Keith Fernie is settling in well to his new role as trading manager.

"Keith's appointment strengthens our trading team and we believe that his experience of running stores will prove invaluable in his new role," said David Sands, chief executive.

Post Office for Strathmiglo

DESPITE opposition from some local people in Strathmiglo, we are taking over the village Post Office and trialling a new type of service in our store for a 12-month period.

The old Post Office closed in February. Some people have expressed concern that our shop is too small but we are confident that we will successfully incorporate this key community service into our existing business which enjoys a strong and loyal local following.

Similar trials at other locations throughout the UK have received positive feedback so we are sure that villagers will soon become accustomed to using David Sands for their varied Post Office requirements.

GOT any news you want to share with us? Any funny stories from your store, involving staff or customers? Has your store - or a member of staff - been raising money for a local charity or celebrating a special birthday, anniversary or other occasion? Let us know so we can share it with the rest of the David Sands staff. Call Karen Peattie on 0141 773 1801/07947 075 937 or contact her at k.peattie@btopenworld.com

**David Sands Ltd,
Alligin House, 2 Clashburn Close,
Bridgend Industrial Estate, Kinross KY13 8GD**

Tel: 01577 865141 Fax: 01577 865104

**Email: enquiries@david-sands.co.uk
Visit David Sands at
www.david-sands.co.uk**