

WIN THE WEEKEND

HOW TO GIVE YOURSELF
TIME OFF



SUNTORY

BEVERAGE & FOOD GB&I

Get summer ready with our £90M+* must-stock range



These 10 key must-stock bestsellers from SBF GB&I are worth more than £91.7M to convenience stores across the UK*. Make sure you have them on shelf to secure your share of summer sales.

RECYCLE!
AND HELP TURN BOTTLES BACK INTO BOTTLES

*Nielsen Independent & Symbol, Total Coverage GB, MAT w/e 01.04.23

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WHY IS TIME OFF IMPORTANT?

Running a small store is an incredibly rewarding, varied and demanding job. These demands come in many shapes and sizes. At SBF GB&I we work closely with independent retailers to help understand their businesses and the pressures they face. This helps us to better support them – from launching products we know customers want, through marketing and in-store support, to promoting them to those shoppers. It also means we can have the right conversations with them about market conditions and pressure points.

Creating a working environment for employees that promotes both mental and physical wellbeing is a priority for us, but we also want to make sure we are extending this support to our partners too. As a purposeful business, we want to empower the communities in which we work and to whom we sell.

As part of our commitment to the convenience channel, and in a clear echo of Suntory Group's founder Shinjiro Torii, who believed that businesses should operate under the spirit of 'giving back to society', we wanted to give our support to retailers by helping out in store and giving them get time off from their business. Win The Weekend started with in-depth qualitative and quantitative research. We spoke with 500 convenience retailers, 27% of whom told us they hadn't taken time off for more than three years. This backed up findings by the Association of Convenience Stores, whose Local Shop Report revealed that 49% of retailers hadn't had a day off in the year to September 2021.

KEY BARRIERS ARE:

- 64% of indies say that no-one else can run their store correctly
- 52% of indies say there's no-one else available
- 45% of symbols say there is no-one else who can run their store correctly
- 33% of symbols say they don't "want" to leave the business in the hands of others

The most striking number we found was that 78% of all retailers said they value the health of their business over their own physical or mental health. Almost 40% of retailers say that paperwork and finance are the biggest drains of their time.

More than half – 55% – of all retailers say they wouldn't even leave "an experienced member of staff" to look after their store to help them have time off. However, 78% of all retailers say they devote less than an hour a week to training staff to take over the running of their store.

Our research told us that the main barriers to being able to take time off tie broadly into two areas: lack of trust in other people running the business; and a lack of people to leave it to while they take time off.

WIN THE WEEKEND II

Do YOU struggle to get time off? Or do you know another store owner who is deserving of a break for their hard work? We are delighted to announce that SBF GB&I will be running Win The Weekend again later this year – and we are expanding the scheme to help even more retailers get the time off they so richly deserve.

We will offer 10 lucky retailers a two-day break at a local spa near to them, and we will help cover their absence in store through our network of experienced retailers and SBF GB&I retail experts. To be in with a chance of entering simply email your name and your store name and address, with the subject line "WIN THE WEEKEND 2" to SBFTrade@hanovercomms.com.



MATTHEW GOULDSMITH
CHANNEL CONTROLLER, SBF GB&I

All of the above fed into our Win The Weekend campaign, which saw us offer one retailer the chance to win a cash prize, and two days off from their business to unwind however they saw fit.

This guide is born from the above insight. Over the next few pages, you will see thoughts from leading retailers on how they manage to take time off from their businesses, and the value that it adds to them and their store, as well as hearing from Tracy and Michael of Greens of Bassingham in Lincolnshire, the first Win The Weekend winners.

As a purposeful business, we want to empower the communities in which we work and to whom we sell.



HOW CAN WE GIVE OURSELVES TIME OFF – AND WHY DOES IT HELP US?

Six leading convenience retailers tell us the structures and processes they have implemented to help them take a day out to recharge, or to learn more about their businesses.

RACHAEL HOCKMEYER HOCKMEYER MOTORS (SPAR), SLEAFORD

There are two things I do to help give myself more time and to try and look after both me and my staff. I do Tai Chi and I pay for my staff to do it as well. I'm a big believer in it, and it really does allow me to relax and unwind. Another key thing we do is to give every member of staff a section that is theirs. This might be the frozen section, or the kitchen where we prepare our food-to-go, or the soft drink section. They are in charge, and they look after orders, manage suppliers and control the area. This gives me time off and a break from trying to manage everything.

You have to take time for yourself at some point. You can't think straight if you're going at 90mph all the time. Your brain doesn't perform well if you can't take stock every now and then.



AVTAR SIDHU BUDGENS KENILWORTH

We're lucky that we're in a place now where we can take time out of the business – but it took five years to get there. It takes time to build up the right team, and to entrust and empower them to look after your store. You need to think of what you can control – putting systems and practices in place. Letting go mentally is difficult, but it is absolutely key.

You need to understand the value of time, and the health benefits of using time for yourself. Trust is one thing, but it's easy to become almost institutionalised when you work behind the counter seven days a week. Time out can broaden your horizons and you come back to your business a better person in many ways – ready and refreshed to take your business forward.



“What's the point in slogging away all the hours god sends if you're not healthy at the end of it?”

TRUDY DAVIS, WOOSNAM & DAVIES, LLANIDLOES



TERRY CATON LONDIS CHATSWORTH ROAD, CHESTERFIELD

When you're working in a seven-day business, it's very difficult to switch off. But you NEED to take a step back to look at how you can put things in place that work for you. It's not just about filling a gap; it's about getting the right people in the right places to give you what you need to give yourself time off to go to events or take a break.

To start, you need to financially plan for the year. You need to know what you can afford, and then make sure the right people are in the business to do the job when you're not there. Think what you can delegate, then put a training plan in place to make sure you're training those staff to do what you actually need them to do.

Walking out of your store and walking back in with fresh eyes is vital. If you've not been in for a couple of days, you'll notice things that can help you improve what you do. The benefits of getting out there are immeasurable.



AMIT PATEL GO LOCAL EXTRA, SANDIACRE

The biggest thing we did was look at the hours and days we're open, and trim them accordingly. This has given us more time to balance our lifestyle.

You simply have to give yourself time. After our rest, we come back in refreshed, ready to tackle things with a fresh mind. It improves our shop and the way we do business.

We're careful in hiring people. Finding people with common sense, who we can trust, isn't easy. But we have good people in place now, who are honest with us and tell us when we need to take time out. We can trust them, and the cost of paying them is more than worth it because we feel better. I think of it in that we're not looking for a staff member, we're looking for a team member.

SUE NITHYANDAN COSTCUTTER EPSOM

I invest a lot of time encouraging and nurturing my staff. I have very good staff retention, people with me for 12/13 years. I slowly start building trust – which goes both ways. You have to do this. You have to trust people and see how it goes. There's a little element of risk, but you have to take that risk.

I have learned over time to spot those newer members of staff with real potential for the future. Spot them, train them, retain them. That will help you massively.

To train them up, initially it's about doing stuff together to show them the way. Then you slowly let them do it themselves. It's about getting a system in place, and a plan for the day. We have a schedule – it's repetitive, but everyone knows their job. No one comes in and asks, “What am I doing today?” There's a plan in place.

We now take smaller holidays. So we're not taking two- or three-week cruises, it's about long weekends or a week, perhaps.



TRUDY DAVIS WOOSNAM & DAVIES, LLANIDLOES

What's the point in slogging away all the hours god sends if you're not healthy at the end of it? If you're not healthy – and I mean both physically and mentally – you're done, you can't think straight, you can't make the best decisions. I like to take time to go for a walk at the end of the day, to clear my head. The important thing is to give yourself time to work “on” the business, and not “in” the business. You contribute more to your shop when you're not there sometimes.

When we first started it was just my mother and me in the shop, and it was difficult to get time off. Now, we have a small staff and use WhatsApp to be there if they need us when we're away – questions like “where are the till rolls?” and things like that. But I've learned there is nothing that can't wait for your return. I've learned to give up the small things. You can't micromanage your staff. If you empower them to make decisions – when you're there and when you're not there – they will grow, and so will your shop.



WIN THE WEEKEND

How we helped one lucky couple take some well-earned time off – and why it is important

Time off in retail can sometimes feel like the impossible dream. Research tells us that 49% of retailers hadn't had a day off between September 2020 and September 2021; figures backed up by independent research from SBF GB&I, makers of Lucozade and Ribena, which showed that 27% of retailers had not had a day off in more than three years.

In a survey of 500 retailers, 78% told us they "value the health of their business over their own physical or mental health" – and a third of all retailers say they simply "don't want to leave their business in the hands of anyone else".

To raise awareness of this, SBF GB&I gave one lucky retailer a cash prize and the help they needed to take two days out of their business to unwind, recharge and relax. The winning store was Greens of Bassingham in Lincolnshire, run by Tracy Raybould & Michael Saunders.

SBF GB&I partnered with high-profile award-winning retailer Paul Cheema, who has more than 30 years' experience in retailing and runs two stores near Coventry, to manage Tracy & Michael's shop while they spent their prize money and took some well-earned time off.

While they spent time away from their daily responsibilities of newspapers, deliveries, cashing up and locking up, Paul and his team of SBF GB&I support staff looked after their store, allowing them peace of mind to relax knowing their store was in good hands.

40%

OF RETAILERS SAY PAPERWORK AND FINANCE ARE THE BIGGEST DRAINS OF THEIR TIME

64%

OF INDIE RETAILERS SAY NO-ONE ELSE CAN RUN THEIR STORE CORRECTLY

52%

OF INDIE RETAILERS SAY THERE IS NO-ONE ELSE AVAILABLE WHO CAN MIND THE SHOP IN THEIR PLACE

ANDREW PHEASANT
HEAD OF KEY ACCOUNTS, SBF GB&I



It's so important that retailers take time out of their business so they can recharge, reset, and take stock of the hard work they do. Win The Weekend started out with the idea that we could change one person's life. If we could do that and help them understand how they can take some time out of their business and look after their mental health a little bit better, then why not raise that issue right across the wider convenience community?

There's been a brilliant response from Tracy & Michael's customers, who recognise that they do so much for their community and rarely take a break away from the store.

We really do hope that by seeing how Tracy & Michael can take time out of their own store and reading the advice we're pulling together in our Win The Weekend handout, other retailers will take a step back, look after themselves and put the steps in place to make sure they are doing so on an ongoing basis.

From talking to our retail friends, we've learned that it can be hard to make this change, but everyone can help train staff and put new processes in place to encourage time off. Not only does it allow retailers to save their own time, but also to realise they're not putting anybody out by taking a little bit of time for themselves and stepping away from their business.

PAUL CHEEMA
SPECIAL GUEST RETAILER



We never managed to go on family holidays because my mum and dad did everything in the shop. They went home literally just for sleep. A lot of retailers are in their store for 12, 16 hours a day, seven days a week. They're not getting time with their family; they're not getting time for a break. Their break sometimes is going to the Cash & Carry.

It's very important for retailers to take time away. It's easy to get stuck in a box seven days a week. But when are you slowing down, giving yourself time to think, spending time with family?

There are 1,001 things that go on in a convenience store every day. Is someone taking a chocolate bar, nicking a bottle of wine or driving off with fuel?

We need to take it away from thinking "is this going to happen?". If you keep thinking of the "what if?", you're never going to give your brain that time to switch off.

It's very easy to focus on the negatives within your business. But let's focus on the positives. How do we make our businesses better? How do we give our ourselves more time? How do we give responsibility to our teams, and help them get better as team members and people as a result?

TRACY RAYBOULD & MICHAEL SAUNDERS
GREENS OF BASSINGHAM



Why did you enter Win The Weekend?

It's important in retail to keep up with current thinking, how products are changing, how customers are changing and what's happening in the economy. Reading trade press is really important – and occasionally we come across these competitions which we like the look of. Win The Weekend was attractive because we thought we might win!

What did you do with your time off?

We took a mini spa break, some nice relaxing time out in a place with no phone reception – which really helped! We also got some great people to come and support our own team, so we could go with peace of mind – which we very, very rarely get.

This time out gave us the ability to be able to think about and plan the extra things we can't usually contemplate because of the day-to-day running of our business. Although we live here and we love it here, you've got to have a wider perspective otherwise you don't run your business to the best of your ability. And that's really important, not just for us, but for the customers we serve.

How difficult is it for you to get time off?

It is very difficult to get time off purely because of the number of hours we cover between us. We've got a fab team but there are certain things they can't do.

Even when we do get time off, it's not really time off. We still do the ordering, we're still looking at messages, responding

to customers on the Facebook page and the website, sorting out the figures, answering questions.

"For a lot of people that run small businesses, it's their life, their livelihood. It's where you live, where you work, and where the people that you care about are. And that means it's really difficult to just switch off."

How have your customers responded?

We've been blown away really by the reaction of our customers. We got more than 200 comments from people on a Facebook post we made telling them about our trip away. It is so kind that those customers have all told to us "You deserve it" and "we wouldn't have wanted anybody else to win it". It's truly amazing.

Would you encourage others to enter?

Definitely. This has been really good for us. It's a really good opportunity for retailers to do things they perhaps wouldn't be able to do.



WIN THE WEEKEND II

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To watch a video of our time in Tracy & Michael's store, visit youtu.be/JxeB62-FQd0

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IT'S ON | Lucozade



FLAVOURS ARE BACK



APPLE BLAST
CONTAINS GLUCOSE
Lucozade
ENERGY

STOCK UP NOW

IT'S ON | Lucozade

VITAMIN B3 HELPS REDUCE TIREDNESS
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