



**VINCENT JENNINGS,**  
 chief executive officer,  
 CSNA

## Environmental Health Officers issue warnings regarding test purchase visits

Many retailers around the country received letters from their local/regional EHO offices advising them that it was the intention of the office to conduct test purchases in stores throughout the area(s) to ensure that retailers and their staff were observing the law relating to prevention of sale of tobacco products to minors, i.e. those under 18 years of age.

**Tobac ar díol anseo  
 leo siúd atá ocht  
 mbliana déag d'aois  
 nó níos sine**

**Tobacco products  
 on sale here  
 to persons aged 18  
 years and over**

Name & Address of Premises:

Retail Register No:

### Retailers must ensure tobacco signage is compliant with the Public Health (Tobacco) Acts

We cannot stress enough the importance that you and your staff (both full-time and part-time) are aware of your legal responsibilities to prevent the sale of tobacco products to minors.

You should also ensure that your signage is also compliant with the Public Health (Tobacco) Acts. If you require a new sign, you can download a copy from our website:  
<http://www.csna.ie/useful-documents/>

## New legislation introduced for paternity leave

Since 1 September 2016, paternity leave has been recognised as a Statutory Leave Entitlement in Ireland. You should make yourself aware of this change to your employees' entitlements.

The new legislation allows for two weeks paternity leave within 26 weeks of the birth/adoption of a child. This applies to the father, spouse, civil partner or cohabitant of the mother or adopting parent. Only one person is entitled to take the leave.

The leave must generally be taken in a two-week consecutive block with the only exception being where the leave is postponed due to the hospitalisation of the child.

Employees must give the employer four weeks' (minimum) notice of their intention to take paternity leave.

Paternity leave will be considered to be protected leave and as such, the employee will be entitled to return to the same job as they held prior to the commencement of the leave.

The same protection accorded to a woman on maternity leave is provided to any employee taking (seeking) paternity leave. They are not entitled to payment from the employer if the employer does not pay (or top-up pay) their female employees during maternity leave. If you have any additional queries on this change, please contact our offices.

## CSNA member profile: Hanley's SuperValu, Clondalkin, Dublin 22

Retailer **William Hanley** outlines his thoughts on the challenges facing local retailers in today's competitive climate and his tips for success

### Member name:

William Hanley

### Store:

Hanley's SuperValu,  
 Rowlagh,  
 Clondalkin

### Store size:

8900 sq. ft.

### Number of employees:

22



**William Hanley outside Hanley's SuperValu in Clondalkin, Dublin 22**

### Q: How do you keep up with the latest trends in the retail sector?

**A:** I am currently completing a thesis on the perception of service quality when the customer uses self-service checkouts. This thesis is the final element of a MBS in Retail Management which I undertook to complete in 2014 over two years. I decided to engage with the master's programme in Dublin Institute of Technology (DIT) because I felt I may become stale in my knowledge when based in one location over a prolonged period. The master's programme has helped bring my skills and knowledge right up to date which makes me a better asset to the business.

I will always engage with further training provided by Musgrave or other organisations if the content is deemed relevant and beneficial to the business.

### Q: What is your philosophy in regard to customer service?

**A:** The customer is always right, there is no alternative perspective on this. The team in-

store will do all in their power to ensure the customer has a good experience, we take care of our customers.

### Q: What simple things could retailers do to improve efficiencies and increase sales?

**A:** There is no one solution. Agree procedures and tasks, check that they are being done, measure the results, then re-evaluate, seek further improvement and repeat the process. Every store has a different set of challenges and therefore each store management team must identify their challenges and set about dealing with them.

To increase sales, you must give the customer what they want and what is in vogue, there is a continuous move to healthy eating, this presents a sales opportunity and we have capitalised on this in-store. The last eight years have caused our customer to become value driven and therefore they must feel as though they have received good value from their purchases in your store.

### Q: Have you any tips for retailers?

**A:** Bricks and mortar stores are here to stay; keep your store up-to-date with evolving trends, offer the customer good value and an excellent level of customer service. You will always have to challenge every cost in the business, the discounters have achieved much through this but their cost base will become more challenging as they add more range and service to their business model. They don't hold all the advantages, they will never be local or Irish.

### Q: Can you please tell us one benefit you see of being a member of the CSNA?

**A:** The CSNA offers the retailer an unprecedented level of support in the form of challenge. The organisation will challenge any and every decision, be it by a supplier or government, that poses a threat to the survival of local independent retailers. Vincent Jennings and the team at the CSNA offer excellent value for money. ■