



ANN MARTYN,
national president, CSNA

CSNA attends National Lottery 30th birthday celebrations



CSNA president Ann Martyn and the members of the National Lottery's Agents Council were delighted to attend the live Lotto draw celebration on Wednesday, 2 August. Many thanks to all at the National Lottery for hosting such an enjoyable event.

Dermot Griffin, chief executive, National Lottery; Carmel Felle, CSNA National Executive and National Lottery Agents Council; Marcella O'Neill, CSNA vice president and National Lottery Agents Council; Joe Tierney, CSNA National Executive and National Lottery Agents Council; Ann Martyn, CSNA president; Ray Bates, chief executive, National Lottery 1987-2005

Association makes submission to Joint Oireachtas Committee on Jobs, Enterprise and Innovation

The CSNA was invited by the above Committee to submit our observations of the 'Cost of Doing Business in Ireland' and to prioritise our members' concern.

The submission, which will be available to members once the Committee has received and reviewed it, prioritises labour costs, insurance costs, banking costs, security costs, carriage charges, energy costs (PSO Levy), waste management (Repak), music royalties (IMRO/PPI) and local authority rates. We have highlighted these as areas that require urgent addressing to allow our convenience sector to compete for business as many of these costs affect us disproportionately. We will continue to inform you of the progress of this work with the Committee.

Excelling at XL Ballina

Sheila Clarke of XL on the Killala Road, Ballina in Co. Mayo, gives some great advice to fellow retailers on how to ensure a store revamp goes as smoothly as possible



MEMBER PROFILE:

Name: Sheila Clarke

Store: XL, Killala Road, Ballina, Co. Mayo

Store size: xxxxxx sq ft

Number of employees: 18



Being a third generation retailer, what additional benefits do you think you possess?

Additional benefits include a long-standing customer base, familiarity with that customer base and their needs, and an understanding of same.

You've recently revamped your store. Did you increase your offerings to your customers and if so, what did you do?

We changed from a non-branded bean to cup coffee offering to all bells and whistles Insomnia coffee. We're also looking to expand on our overall fresh offering and we have reduced the amount of shelf space for ambient grocery lines.

If you had one tip to give a fellow retailer embarking on a revamp what would that be?

Confirm all the specifications beforehand - twice, and then twice more! Our only issues were around power - where it was, and how much of it there was! Other than that, embrace the change! It can be tricky - no-one really likes things to change too much, but change is good! I was reminded of a saying: "If you do what you always did, you will get what you always got." We have had a very positive response so far.

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

Just the comfort of knowing that there is always someone there that you can pick up the phone and call, who will understand your needs as a retailer, and be able to give you the best advice going, or refer you to the person who can do so.

Environmental Health Officers monitoring compliance with food allergen notices

Members are reminded of their legal obligations to ensure that potential consumers of food products containing any of the listed 14 allergens must provide written information advising the public of the presence of allergens in the product.

Whilst packaged foodstuffs sold in your stores will already have any allergen listed, you as the retailer of non-packaged foodstuffs, must ensure that you meet your obligation in this regard.

We are aware that some members have been approached by EHOs working on behalf of the FSAI advising them of the potential lack of compliance with regard to the absence of notices on non-packaged goods such as ice cream cones. For avoidance of doubt, there is no need to note the presence of an allergen in a product whose description is a clear indication of an allergen such as ice cream but where a person would fall short is not showing the presence of the allergen milk in the chocolate flake if there is a "99" or the presence of wheat in the cone/wafer.

We have provided a suggested notice of how you may wish to meet your allergen compliance requirements here: <http://www.csna.ie/services/help-advice/> under the category "other".

CSNA news

CSNA News and Magazines Training

The CSNA News and Magazines Online Training is a comprehensive programme full of valuable advice.

Access the CSNA training videos on the CSNA website under

'Training' or by going to <http://www.csna.ie/services/training/new-magazine-training/>.

This section is password protected; please use your CSNA username and password for the CSNA website to access this section.



CSNA social media accounts



Check out the CSNA's Facebook, Twitter and LinkedIn pages

The CSNA would like to remind members that the CSNA uses Twitter, Facebook and LinkedIn to provide regular updates on activities, events and industry specific notifications.

We understand what a great communication mechanism social media is when interacting with our members.

We hope that our members and colleagues will visit our Facebook, Twitter and LinkedIn pages and follow us on our pages and enjoy this new way of interacting with your association.

Cost cutting, footfall driving. Meet the ATM.

Recent reports from the IBEC's Retail Ireland suggest that costs are rising for retailers. From the surge in rental prices to excise tax increases on tobacco, businesses are being squeezed from every direction.

As a retailer you could, of course, nudge your prices up to cover the growing costs. The problem is that we're living in a time when customers are no longer loyal and will happily search for a better deal. Killing your footfall to increase your margin by a few percentage points doesn't make business sense.

There is another way.

Many businesses incur huge costs transporting cash and depositing it at the bank. It's seen as a necessary cost - unavoidable even. This is not true!

ATM suppliers YourCash provide cash machines that businesses fill using cash that has accumulated in their tills throughout the day. Any cash withdrawn from the ATM is then deposited into the business bank

account free of charge by YourCash, saving the costs involved in depositing it at the bank. One YourCash customer, Mr Amin from One Stop (Tavern Hill Convenience) saves 90% on his annual banking fees thanks to the ATM in his store.

"the ATM is driving 15-20% of the footfall"

Your customers will be happy too, as Irish consumers make nearly three times the number of transactions in cash compared to credit and debit cards combined (BPFI, 2016) demonstrating the popularity of cash. Alistair Bradbury, owner of Best-One Manchester - claims that he "can easily, conservatively say that the ATM is driving 15-20% of the footfall into the shop." In short, an ATM causes costs to go down and footfall to increase - if that's not a win-win... what is?

For more information, you can contact YourCash on **180 099 5860** or visit www.yourcash.com

