



JOHN PAUL
LONERAGAN,
national president,
CSNA

CSNA news and magazine training videos available online

Did you know that the CSNA has a suite of training videos available exclusively for CSNA members? The videos are a valuable resource for any store looking to train or upskill their employees involved in the news and magazine sector of their store. These videos cover:

1. Deliveries
 2. Magazines
 3. Category management
 4. Datascan and returns
 5. Online invoicing, credit notes and ordering
- You can view these videos on the CSNA website.



The CSNA's online videos on handling newspapers and magazines are a valuable resource for training staff

CSNA asks publisher and distributor to get express permission to continue "boxing out" a UK-oriented trade magazine

Information and trade insights are very important to retailers and those connected to our sector.

We have a number of publications, including *ShelfLife*, to whet our appetite and provide us with well-written, relevant content. These magazines are delivered to retailers from their Irish printers, through Newsread, EM News or An Post. There is no charge to any retailer receiving them.

This is in contrast to the business model adopted by the publishers of UK title *RN*. They instruct their distributors (in Ireland it is EM News) to send their title to news-retailing accounts on the normal sale-or-return terms for a short period and then switch the

conditions to being 'firm sale'. This means that the copy cannot be returned for crediting. In our view, this is a despicable practice and is unique to this title, which is supremely ironic given the fact that the underlying philosophy of the title is supposed to be designed to benefit, not levy a charge, upon the retailer.

As far as the association is concerned, this publication, and the methods employed to place it into our stores should not find favour with Irish customers of EM.

Unless you really believe it provides a necessary information benefit to your business, we suggest you can easily live without it, and save yourself over €120 per annum!



Reviewing this matter could save retailers money

PSO levy: Changes from 1 October welcome but SMEs still paying a disproportionate rate



Energy bills will be substantially higher this year

Last year, the Commission for Regulation of Utilities (CRU), the body charged by the government to recommend pricing of the Public Service Obligation (PSO) levy, broke all records in recommending that businesses pay at a rate of €33.39 per kVA. To remind you, this charge isn't based on consumption, it's calculated on the capacity your business has been fitted out with.

This year, your energy bill will be substantially higher, but the PSO levy element has been reduced by 41%, to €19.61 per annum

per kVA. This will be billed as €1.63 kVA.

If you haven't spoken with our CSNA energy advisor, perhaps now is a good time to get independent professional assistance.

We will continue to make the argument to the department that it is our belief that the methodology used by CRU is both irrational and unfair to business users.

A shop with a 29 kVA rating will pay a flat €163.55 for a PSO levy but their competitor with a 30 kVA rating will pay €588.30, regardless of the consumption of either store!

Don't keep your weekend staff in the dark

It is very frustrating and annoying when the actions (or inactions) of your staff cause problems, many of which have negative financial implications for the business.

- You need to ask yourself: How did this happen?
- Could it have been avoided?
- Are others (including myself) equally at fault?

Most importantly, you need to take immediate actions to prevent recurrence.

Very frequently we find that the errors and omissions that cause the problems are down to a lack of adequate training, particularly with instructions to part-time, recently hired and relief staff.

With the numbers of regular staff absent due to leave and possibly isolation, we have relied on those less familiar with certain roles and duties to "keep the show on the road"; it is vital that you or your manager ensure these staff are acquainted with the potential pitfalls:

- Age-restricted products
- Quantity-restricted products
- Policy on till procedures
- Phone phishing
- Customer service
- Newspaper and magazine processes (the very best tip we can give you on this is to watch the CSNA training on the CSNA website).

There are an enormously disproportionate number of costly errors that are caused by untrained staff; the solution is in your hands.



It is vital that all staff are trained on potential pitfalls including phone phishing scams

3Money to cease after October 2021



Swirl's prepaid card allows consumers to only spend what they have on their account therefore eliminating the possibility of credit card debt

As you may be aware, 3Money will no longer be providing its service after October 2021. As a result, you will see an increase in demand for Swirl cards over the next number of weeks. Your 3Money customers will be looking for another prepaid card that can be topped up with cash in your store.

The CSNA Services subcommittee have been in contact with Swirl as to what extra benefits this opportunity may have for our members and we hope to be able to give a more detailed report shortly on this matter. ■

CSNA CONTACT DETAILS

If you have any queries regarding CSNA services or membership please contact the office in Naas, Co. Kildare on **045-535050** or by email to info@csna.ie/www.csna.ie

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