

April 2018

Loyalty Card

Over 700 customers now have a loyalty card which means that they can collect points to be used in store to buy goods. Points are awarded when you spend over £5.00 in a single transaction.

Points can only be added to your account before the payment button is initiated on the till. Please ensure that you present your loyalty card to staff before this time.

In recent weeks we have implemented a means to email special offers to loyalty card holders.

Unfortunately many customers have not provided us with email details at the time of their application and therefore will miss out on these special offers.

Please do provide us with your email details to be able to receive these offers. This information will not be passed to third parties. We also wish to provide the opportunity for customers to receive an email receipt for purchases made in store. Your thoughts on receiving a receipts via email would be appreciated.



Have you noticed some of the changes?

We've been busy. But not all of the changes are that obvious.

I've reported before that we have taken on the lease of the old residential flat above the shop to be able to use this for commercial storage purposes. Well, over the past two months we have been shifting stock and displays around to be able to use this new space and enable us to create easier access to the existing stock rooms. We've also been able to change the layout of displays in and around the garden centre.

We have also gained the advantage of a new staff kitchen area, a vast improvement on the existing staff rest area which was formally a toilet cubicle. We now have a clean and bright rest area in which we take our lunch away from the main shop areas. This is a useful place for us to meet visiting company representatives when they visit to discuss product ranges.

From the outside the flat has looked quite untidy. We have now placed net curtains at the windows which has improved the look from the main street. Over the next few



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weekends we intend to decorate the outside which will hopefully further improve the look in the village centre.

You may have noticed that we have also changed the plant display stands in the garden centre and poly tunnel. We are hoping that this will make it easier for customers to see the full range of products on offer and to be able to reach these a little easier.

We always welcome feedback on the changes that we make around store. Please feel free to comment directly to staff or perhaps comment on our facebook page.



**YANKEE
CANDLE®**
the world's best *loved* candle™

25% off

Turquoise Sky and

Strawberry

Buttercream



Offer valid for April 2018 only. Stock clearance on available jars, votives and melts.

Free local delivery on orders over £15.00. Subject to availability and weather conditions.



Spring Gardening Promotion Now On...

Home Hardware

We are members of a buying group called Home Hardware. This is not a franchise but a group of over 450 independent hardware shops who take advantage of group buying power.

This ability to buy products at competitive prices means that we can bring our customers the best possible price for goods and services and in many cases we can be more cost effective than the larger DIY stores and garden centres.

As a Corporate Member of Home Hardware, (we have taken the company name), we participate in periodic member meetings. These meetings take place around the country and include visits to a

number of local Home Hardware stores. We are delighted to announce that we will be hosting one of the store visits for this year's meeting. A coach load of store owners will be arriving on the afternoon of Wednesday 2nd May to look round our shop and to take refreshment at Brundall Coffee Shop.

If you happen to be in store at the time please do say hello to our guests who I am sure will be pleased to enjoy the friendly Norfolk welcome. The visit is only scheduled to last an hour so should not cause too much disruption to our normal trade.

Compost Solutions for 2018

Regulation and customer demand is changing to the composition of compost materials.

The gardening industry is coming under increased regulatory pressure to reduce peat in garden compost products. Customer demand is also changing behaviour and therefore, the range of compost products available. We are also responding at Brundall Home Hardware.

This year we will stop selling compost brands with formulas based on 100% peat. Our product ranges will now include products which are peat reduced and include other plant based recycled materials. Our most popular compost continues to be Durstons which is a rich crumbly

multi purpose compost priced at £5.99 for 50L. We will also stock J A Bowers Multipurpose compost on a special offer of 3 x 50L bags for £12. (Whilst stocks last).

Perhaps most importantly we have also taken delivery of a peat free compost which is already proving popular. This is a 40L bag at £6.99.

We hope that we can now provide our customers with a range of quality composts which help our customers make informed choices about their environmental impact of their garden.



Card Payment

Last month we made improvements to the way in which you can make card payment in store. We simply press a button on our till screen and card payment is automatically initiated on the card reader in front of the till. This speeds up the processing of your payment.

It also means that we have been able to reduce the minimum amount for which you can pay using a card.

We are happy to take card payment for any amount in excess of £1.00.

With contactless payment available up to £30.00 this really does make card payment an easy option.



Carrier Bag Charge

Effective from 3 April 2018 we will start to make a minimum 5p charge for a carrier bag issued at the till. This will not be charged for bags used for loose pet and wild bird food, although, future Government legislation may change this. We have a number of bag sizes available ranging in cost between 5p and 15p. Given that it is now common place for shops to make a charge (we have been excluded from existing legislation) we do hope that you will embrace this change to help us reduce unnecessary plastic waste.