

Retail

TIMES

Q2 2021

CHANGING OF THE
CHAMPION
AT THE **KILKENNY**
GROUP

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WELCOME



W elcome to better days! It is great to see the reopening of retail along with hospitality trading outdoors. It has been a long difficult road for the first 5 months of 2021 but this time there is a real sense that the worst of this is behind us and we are moving forwards; the days of 'essential' and 'non-essential' are behind us. Early indications are positive, people have been looking forward to their bit of retail therapy and are spending in shops as well as online. Of course, there are many challenges ahead. Our city centres are missing the office workers, this will be another year of staycations and many retail workers have left the industry. But for now, we have to celebrate the resilience of Irish retail, thank our teams for everything they have done and serve our customers with great product and with pride.

We have a very different retail landscape now from the one we saw at the start of 2020. There are empty retail units up and down the country, many high-profile retail names have left in the last 18 months and some of our best-known shopping streets are in serious need of support. Many have serious challenges paying rents and dealing with legacy debt from the pandemic and it will be interesting to see how retail changes. What is clear is that we need to attract shoppers back. We need to provide them with new, positive experiences, ones that seamlessly blend 'bricks and mortar', online, hospitality and entertainment.

The pandemic has had us all reflecting on what's important. During the various lockdowns, customers have engaged with their local retailers, resulting in a growing appreciation of the local community and the importance of championing 'green'. In this quarter's magazine we focus on the changes at the top of one of the country's iconic retailers, Kilkenny Design. Since the inception of Green Friday in 2019 The Kilkenny Group has been behind the Champion Green initiative supporting Irish retailers. Marian O'Gorman recently stepped into the role of Chair of the group making way for Evelyn

Moynihan as the new CEO. Evelyn has been at the forefront in driving Champion Green and we hear about her passion for Irish Design and reshaping the brand for the post pandemic future with Marian as her mentor.

Finally, the Retail Excellence team has been busy with the recent launch of the AIB Merchant Services Retail Excellence Awards for 2021. Many thanks to our title sponsor AIB Merchant Services for their continued support of the association. I encourage all members to participate in the Awards process as a great way to motivate and reward team members for their hard work in maintaining high standards over the last year. I look forward to celebrating with you all in the very near future!

Yours sincerely,

Joe Barrett

*Chief Operations Officer, Applegreen PLC
Chairman, Retail Excellence*

THE NEWS



ASDA

vintage, retro and second-hand branded pieces, preventing thousands of tonnes of garments going to landfill each year”.

Asda said the move was part of its ‘George for Good’ campaign designed to cut down on textile waste and encourage customers to take unwanted clothes back to stores.

SHOPPING TRIPS SET TO DRIVE POST-LOCKDOWN ECONOMIC RECOVERY

Britain is primed for “a sharp snap back” in consumer spending as lockdown eases driven by a desire to return to bricks-and-mortar retail.

According to Deloitte’s Consumer Tracker, ‘going to a shop’ topped the list of leisure activities consumers are most likely to do after lockdown, with 63% saying they’d plan to return within a month of lockdown restrictions easing.

The rising appetite to return to shops came alongside the biggest jump in consumer confidence that Deloitte’s tracker has registered since it was launched 10 years ago, with consumer confidence levels up 6% overall in the first quarter of 2021 to -11%. Every measure of confidence registered year-on-year and quarter-on-quarter growth, with the vaccine rollout driving an 8% uplift in sentiment around health and wellbeing on a quarterly basis to -26%.

AMAZON TESTS ‘PAY-BY-PALM’ TECHNOLOGY AT WHOLE FOODS

Amazon is testing new technology that will allow customers of its Whole Foods grocery business to pay using nothing but their hands.

The retail giant is trialling its palm-scanning payment technology, known as Amazon One, at four Whole Foods stores close to its headquarters in Seattle. Shoppers can register their palms with

CO-OP DITCHES BAGS FOR LIFE TO CUT PLASTIC USE

Co-op is to replace plastic bags for life with compostable and renewable carriers as it seeks to reduce the use of plastic.

Co-op maintained that bags for life have “become the new single-use carrier” and that the switch would allow customers to buy a “low-cost, low-impact bag with a sustainable second use”.

The retailer is rolling out compostable bags for 10p and sells its lowest-cost reusable bag for 50p.

ASDA TO SELL SECOND-HAND CLOTHING IN GEORGE STORES

UK supermarket chain Asda is set to start selling second-hand clothes in 50 of its stores across the UK, following a successful trial in Leeds.

George at Asda has partnered with specialist wholesaler Preloved Vintage Kilo to roll out the scheme to 50 of its stores across the UK, including in London, Bristol, Birmingham, Edinburgh and Brighton.

The retailer said the partnership would “give a new lease of life” to pre-worn garments and allow customers to “buy



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Amazon, which creates a “signature” based on lines, creases, veins, bones and soft tissue in the user’s palm. Consumers can then link their “signature” to their credit and debit cards to make payments.

Customers simply wave their hands over an in-store device, similar to contactless card payments.

MORRISONS BECOMES FIRST UK GROCER TO REMOVE PLASTIC BAGS FROM STORES

Supermarket giant Morrisons has become the first grocery chain in the UK to completely eliminate plastic bags from its stores, a move it says will save 3,200 tonnes of plastic a year.

The grocer said it would remove all plastic ‘bags for life’ from its 497 supermarkets following a successful trial of the scheme and customers will instead be able to purchase reusable paper bags, the production of which has a lower carbon footprint than plastic.

OCADO LAUNCHES AISLE DEDICATED TO B CORP-CERTIFIED SUPPLIERS

Online grocer Ocado has launched a dedicated aisle for B Corp-certified suppliers as the retailer aims to give customers greener and more sustainable choices.

The grocer said the B Corp aisle now features over 1,100 products from more than 35 certified suppliers such as Ella’s Kitchen, Innocent, Method, Charlie Bigham’s, Pip & Nut, Teapigs, Proper, Alpro, Ben & Jerry’s and Cheeky Panda.

Ocado said expanding the B Corp aisle was part of its wider commitment to sustainability and being carbon net zero by 2040.

Ocado head of sustainability Jo West said

“Our B Corp aisle is a really positive step for both our customers and our sustainability efforts.

B&M AWARDS STAFF BONUSES AFTER STRONG GOLDEN QUARTER

Retailer B&M has registered a strong uplift in revenues during the festive period as more consumers sought value for Christmas.

Group revenue surged 22.5% in the 13-week period to December 26, with UK stores generating revenue growth of 26.6%. On a like-for-like basis UK sales jumped 21.1%, with the retailer opening 16 new stores during the quarter.

B&M plans to open 18 more stores during the fourth quarter, bringing the total to 45 gross for the full year, offset by 10 closures.

‘PAUL MESCAL EFFECT’ BEHIND 20% JUMP IN SALES OF O’NEILLS SHORTS

The “Paul Mescal effect” has been credited with contributing to a 20 per cent increase in the sales of O’Neills shorts in 2020.

According to Paul Towell, a director with O’Neills, the increase “was one of the few bright spots in a very difficult year” for the sportswear brand.

The brand enjoyed a sales boost thanks to the hit television series Normal People, based on the novel by Sally Rooney. Mescal, the series’ breakout star, made the €20 O’Neills shorts one of the most sought-after fashion items of 2020.

CAMILE THAI STRIKES UP PARTNERSHIP TO ENABLE CONTACT-FREE TIPPING

Strike, a start-up that has developed a contact-free tipping solution, has partnered with food chain Camile Thai to allow its customers to tip delivery drivers directly.

The brainchild of Oli Cavanagh and Charles Dowd, Strike has come up with patent-pending technology that seeks to resolve problems that have arisen from the demise of cash.

With the shift towards a cashless society, people working in sectors such as hospitality have all lost out on tips, while charities have also seen lower donations.

ENTERPRISE IRELAND OPENS APPLICATIONS FOR €1M COMPETITIVE START FUND

Enterprise Ireland has opened applications for its €1 million Competitive Start Fund, targeting early stage start-ups.

The fund, which aims to help start-ups reach key commercial and technical milestones such as evaluating overseas market opportunities, building prototypes, developing market entry plans, and securing third-party investment, is open to companies from all sectors, as long as they have an eligible innovative product or service set for global markets.

The fund will award up to €50,000 in equity funding for up to 20 successful applicants, along with mentoring opportunities and access to entrepreneurial networks.

GRAFTON GROUP REPORTS POSITIVE START TO THE YEAR

Grafton Group has reported revenue growth ahead of expectations for March and April with turnover up 32.9 per cent for the year-to-date.

The builders’ merchants and DIY retailer, which owns Woodie’s said revenues were up 13 per cent in the Republic from January to April 18th. In Britain, turnover was 35.2 per cent higher and was up 3.9 per cent in the Netherlands.

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WORKING WITH



We have worked with Johnston Shopfitters on many of our retail projects. As ever they are always a pleasure to work with and bring together a wealth of expertise and knowledge to all of our fit-out projects. Johnston's deliver a high quality, cost effective finished product, partnered with a solution driven approach.



We are delighted with the results of our recent refits in 'Fashion, Health & Wellness' Dept. and 'Rachel's Garden Café'. We have had nothing but positive feedback and compliments from both employees and customers alike.



Johnston Shopfitters passion, professionalism, innovation and efficiency, is reflected in all aspects of their project management, manufacture and installation. Arboretum would have no hesitation in recommending them to any other retailers and I look forward to working with the Johnston Shopfitters team again in the future.

Fergal Doyle - Co Owner & CCO at Arboretum



WELCOME TO JOHNSTON SHOPFITTERS THIS IS WHAT WE DO

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in collaboration with McCabe Design Partnership



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Damien Stout, Sales Director,
John Sunderland, Managing Director,
Katie O'Reilly, Corporate Sales Manager

Quest Systems



“Despite the partial lockdown of the construction sector in Ireland, the overall group had a good start to the year, with revenue growth gaining good momentum in March and April,”.

QUEST SYSTEMS EXPANDS ITS RETAIL DIGITAL SOLUTIONS

Retail Excellence Ireland are delighted to welcome Quest Systems as a new Strategic Partner to the association.

John Sunderland, Quest Managing Director and his team bring a wealth of experience and cutting edge technologies in the area of Digital Signage, Digital out of Home and a wide range of attention grabbing retail digital solutions.

MARKS & SPENCER LAUNCHES ACTION IN UK AGAINST ALDI OVER COLIN THE CATERPILLAR TRADEMARK

Marks & Spencer (M&S) has started legal action in the UK against Aldi, claiming that its rival's Cuthbert the Caterpillar product infringes a trademark for its Colin the Caterpillar cake.

M&S, which lodged an intellectual property claim with the UK High Court this week, is arguing that the similarity of Aldi's product to the M&S cake leads consumers to believe they are of the same standard and rides “on the coattails” of M&S's reputation with the product.

M&S wants Aldi to remove the Cuthbert product from sale and agree not to sell

anything similar in the future. The product is not for sale in Aldi's Irish stores.

DPD TO INVEST ADDITIONAL €2M TO ELECTRIFY ITS FLEET

DPD Ireland is set to invest a further €2 million in decarbonising its fleet of vans and trucks over the coming years.

The parcel-delivery company, which has already invested €3.2 million since 2019 in electric vans and the associated charging infrastructure, said it plans to add an additional 100 of the vehicles to its Irish fleet by the end of 2022, bringing the total number to 130.

DPD said it aims to have 250 electric vans by 2025.



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“I love its focus
on championing
Irish design and
craft ”



Evelyn Moynihan,
CEO, Kilkenny Group



CHANGING OF THE **CHAMPION** AT THE **KILKENNY** GROUP

I first met Evelyn Moynihan on a beautiful summer day in June last year as she busied around, mingling with journalists and trade groups at the launch of Champion Green in front of the now familiar mural of the green butterfly in Dublin's Camden Row. Keeping us socially distanced, managing the demands of the press wanting a 'word' with Marian O'Gorman, and working the room were her key tasks that day. What was also obvious, was that this was a lady with a passion for retail and a desire to see Irish design and independent Irish shops bounce back.

Fast forward to 14th April this year and I spot the announcement on the RTE news website that Evelyn has been appointed the new CEO of the Kilkenny Group, succeeding owner Marian O'Gorman who is moving in to the role of Group Chairperson after 20 years at the helm of one of Ireland's best-known and respected businesses. It was great to hear a good news story of progression during the darkest period in retail in our lifetime.

As has become normal, as well as somewhat frustrating, my interview with Evelyn took place via Zoom rather than the 'hoped for' cappuccino in the Kilkenny Shop on Nassau Street. That said we made the best of it on the promise that better days were only round the corner.

For those of you that know Evelyn you will not find a prouder Cork woman. She is married to Ken and they have two children, Jessica 11 and Paddy 7, who she tells me have been fabulous throughout the lockdown. Like many of us, the family has spent the last 12 months discovering everything on the doorstep, including the inspirational Blarney Castle and Gardens

which she strongly recommends as place full of adventure to explore.

A big Cork GAA fan she played Camogie for years but has now stepped back and spends her weekends coaching the Under 11 Rockbán team, along with 3 other equally passionate mentors. It sounds like the chatter and excitement of going back to training recently was just as infectious for the mentors as it was for the girls!

A graduate of UCC, Evelyn completed a Food Science Degree before going on to do an HDip in Marketing and Management. From there she made the move north to Dublin and joined Diageo spending 5 great years in St James Gate, learning her trade and working with brilliant brands like Carlsberg, Smithwicks and Budweiser. I asked her for her big, takeaway learning from this time?

'To relentlessly focus on the consumer and on really understanding their needs'

After 5 years in Dublin a return to Cork beckoned and Evelyn moved to Musgrave and worked her way up the marketing



ladder from local marketing, to Head of Own Brand, to Head of Strategy and finally Head of Loyalty and CRM. In 16 years with Musgrave Evelyn nostalgically points out she has worked with some of the best talent in the industry and gained a real understanding of the needs of local business owners who are at the heart of the community. Not only that, she became a skilled people manager, overseeing the development of her teams through large programmes of change and business growth.

But time moves on and, in 2019, Evelyn decided to take the next step and was lured to Kilkenny Design as their Marketing and Business Development Director, before adding in ecommerce, retail buying, IT and supply chain responsibilities to her portfolio, ahead of this latest appointment as CEO.

Following such a stellar career in Diageo and Musgrave I asked her what was the attraction to join the Kilkenny Group?

‘It’s a great Irish success story that has been part of the Irish retail scene now for 50 years and has been resilient throughout. I love its focus on championing Irish design

and craft. Kilkenny Design supports over 250 Irish designers and makers to develop their business online and in store, and we have a great team of people who are passionate about delivering a great experience to our customers.

‘As a team, we have a big responsibility to help lead Irish design out of the pandemic, and we are so confident in the creative talent and the passionate family businesses that are behind the products we sell’.

When Marian O’Gorman announced that Evelyn Moynihan was transitioning to the CEO role in April, it was clear that understanding of the Kilkenny people and culture was equally as significant as her successor’s commercial acumen.

A quick word with the now Chairperson of Kilkenny Group confirms this.

‘Evelyn has already had a significant impact on the business since joining to lead our marketing and business development teams. She has a deep understanding of how our success is intrinsically linked to the creative passion and excellence of the Irish brands and business we help grow.

Marian commented ‘Evelyn has a wealth of retail skills and experience, not least a relentless focus on the customer. I am confident Evelyn’s dynamic leadership will strengthen the Kilkenny team and support our strategy for growth, as we work towards becoming a truly omnichannel global Irish design offering’.

Evelyn herself acknowledges that Kilkenny Design is an extremely customer-focused business and that sticking close to the feedback from colleagues on the shop floor is of paramount importance. With everything that has happened over the last few months the big opportunity is to grow and expand the omnichannel offer. Thankfully it’s a direction the company was already moving in prior to the pandemic.

Following in the footsteps of Marian O’Gorman must be somewhat daunting, so I asked Evelyn what she has learned from her boss and others in the group?

‘Marian is a legend in Irish retail. She has grown the group in a phenomenal way over the years to the point where there are now 16 stores, 5 cafés and a thriving online business, employing 300 people. The

standout thing Marian has brought to Kilkenny is its amazing learning culture. There is a strong focus on our people, developing them, listening to them and using the information to improve the business. This is only one element of Marian's strength, from her vast retail experience, but it has really stood to us during Covid'

As is inevitable the conversation moves to the pandemic and the impact it has had on the Kilkenny brand, especially with such a strong reliance on the tourism market. It's the word 'resilience' that is mentioned again. It's clear that Kilkenny group has become a truly resilient omnichannel retailer, serving both the domestic market and overseas with a strong ecommerce offering. They have invested in IT and the Supply Chain whilst, at the same time, reducing costs in other areas of the business. The growth in these new channels is here to stay and the plan is to build on this momentum as the country opens up and then again as we welcome back tourists towards the end of the year.

Losing tourism and international business has had a big impact on retailers like Kilkenny, but developing the ecommerce platform has helped keep the links going with overseas customers. Evelyn is preparing for the return of tourism working closely with Fáilte Ireland and Tourism Ireland. Buying gifts with meaning and a connection with counties across the country is important for overseas customers who have missed out on Irish vacations and can't wait to resurrect the relationship.

The Champion Green initiative is something that Evelyn is fiercely proud of; first launched in 2019 as a drive to turn Black Friday Green, it's something that has taken on even greater significance over the last 12 months. There's a strong marketing plan behind it, working closely with Bannerton PR & The Brill Building, and has a real drive to get customers to 'Support Local'. This initiative is proudly supported by Visa, in association with Small Firms Association, Chambers Ireland & Retail Excellence.

Credit where it's due, Evelyn is quick to point out that Marian O'Gorman is the originator and driver of the support local campaign. Her years in retail and customer service, right across the country, taught Marian well that 'what comes round goes around'. By shopping in our own community, supporting the local businesses and trades, we maintain the jobs and keep the local prosperity that is essential for community development.

'Green Friday initially was a reminder of the quality retail options on our doorstep, and, last year, Champion Green morphed into something really important, due to the pandemic. The campaign saw a big rise in online spending with local businesses in the run up to Christmas. Shoppers shopped closer to home and rediscovered the benefits of keeping money in the local community'.

Evelyn says we can all play our part here; 'If every Irish adult spent an additional €20 a week for 12 weeks with local businesses, it would mean an extra €875m to the local

economy and would keep businesses and local jobs alive'.

So, what next for the Kilkenny Group under Evelyn's leadership?

There are key growth strategies that will see the group acquiring new customers at home and overseas, with expansion into areas like wellness, athleisure, home and jewellery, and investing in revamping our bricks and mortar stores. The focus in the medium term is on growing the omnichannel business and scaling up supply chain and technology to support this, she says. 'We are looking at exciting areas to develop like virtual reality and augmented reality where shoppers can really engage with us in different ways'.

Retail is changing and evolving all the time and I ask Evelyn what she thinks retail in Ireland will be like 5 years from now?

'To stay relevant, retail brands need to invest in the customer experience and give customers a reason to come through the door. For example, in our business an area of focus is 'Meet the Maker' showcasing the best of Irish design and bringing their stories to life.

'The future will be a lot about how physical meets digital, where customers browse entertaining stores and then order on their devices to get something delivered home. 'Landlords and tenants will need to work together to ensure a sustainable future for retail and to keep vibrancy in our towns and cities – this is crucial for the future of retail in Ireland'.

There will also be a big rise in the use of insights from data, which will be key to driving a more personalised and engaging shopping experience for customers, the new Kilkenny Group CEO says.

Evelyn has worked alongside some of the best retailers in Ireland, and they have helped to shape her career. She is delighted to have had strong female influences along the way too.

'From my Mam, Nóirín to great Camogie coaches and teachers, to amazing women in business, there are lots of women who inspire me and make me who I am today, and I am very grateful for the inspiration they provide to keep striving to get better at what we do, and to love doing it'.



The Kilkenny Shop,
Swords

HOW WE REPRESENT IN MEDIA & WITH

The Covid-19 pandemic has been truly horrific for retailers across all sectors, with an effect that will last for some time. During what has been an unprecedented crisis, we at Retail Excellence have been working tirelessly on your behalf in order to drive and maintain the news agenda and also lobby Government representatives on urgent matters for the entire industry.

So, how do we work to represent your views in media and among Government?

MEDIA RELATIONS

We engage with the national and regional media on a daily basis, on proactive engagements such as press releases,

individualised pitches to various editors and producers, or longer form opinion pieces for newspapers and online outlets. We also deal with a large number of incoming queries from broadcast, print and online media for comment and interview from our senior team.

Our engagements with both national and regional media have been frequent and effective since the onset of the pandemic. Representatives from Retail Excellence have appeared regularly on the country's most high-profile TV programmes arguing strongly on behalf of our members. These programmes include RTE Television's Six-One and Nine O'Clock News shows, Virgin Media Television's 12.30, 5.30 and 8.30

News shows, and Virgin Media's The Tonight Show.

We have appeared numerous times on the nation's flagship radio shows, including RTE's Morning Ireland, The Today Show with Claire Byrne, the News at One, and Drivetime. Retail Excellence representatives also appear regularly on shows such as Newstalk Breakfast, Newstalk's Lunchtime Live, Down to Business with Bobby Kerr, The Hard Shoulder, The Pat Kenny Show, and Today FM's The Last Word.

We are strongly represented in national print media on a regular basis, including in The Irish Times, Irish Independent, Irish Examiner and the Irish edition of the

Retail needs a clear path to phased reopening



Duncan Graham
Opinion

Reintroduction of click-and-collect services is an essential first step on road to recovery

The Government's latest announcement on Covid-19 restrictions represents a new low for the retail industry in Ireland.

Since the start of January – and the start of the third lockdown – retailers have lost out on a full season's worth of trading and saw the reintroduction of click-and-collect services as an absolute minimum on the road back to a full reopening of the industry.

However, the Government's move to delay the reopening of retail in any form until May at the earliest has dashed their hopes and caused widespread disillusionment.

Up to this point, more than

that the Government's revised timelines for the reopening of the industry are unclear.

We have been denied a reopening of retail in any form in April, and at this stage all we can look forward to is a phased reopening of the industry from May, subject to public health guidelines. The ability to plan with any kind of certainty has been sorely lacking during this pandemic – a trend which has unfortunately continued with the latest announcement.

This has a very real impact on retailers' bottom lines. Retailers need to be able to plan months in advance for future stock. For many clothing brands, for example, planning for next season's stock needs to be done up to six months prior to sale. However, if business owners do not have faith in a reopening plan, then they are left in limbo.

They obviously do not want to buy stock that they cannot use, and this will have an inevitable knock-on effect on supply and distribution chains which have already been greatly impacted by Brexit. Retailers have been forced to slash financial forecasts on the back of being unable to sell most of their stock for spring/summer 2021, which has had a huge impact.

Furthermore, the Government's decision will exacerbate the blurring of lines between its classification of what constitutes essential and non-essential retail



“Government's decision will exacerbate the blurring of lines between its classification of what constitutes essential and non-essential retail

know from experience that click and collect is largely conducted on a local basis.

Safe environment

Since the emergence of the pandemic last March, retail has proven to be a safe environment for staff and shoppers alike, with very few cases linked to the reopening of shops last year.

Retailers have carefully put in place various measures

■ Certain retailers have flouted the rules by selling goods which could not reasonably be described as essential, and this has caused a significant problem for smaller independent retailers

PHOTOGRAPH: GARETH CHANEY/OCULUP

are at stake.

As if this wasn't enough, the retail industry is faced with a looming retail apocalypse



Government sets deadline of 2023 to salvage all jobs lost to Covid-19 crisis

■ Coalition commits to gradual reduction of €2.8bn public finances deficit

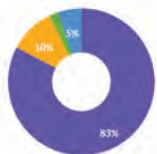
■ Sources admit returning 400,000 people to work is an 'ambitious' target

PHOTOGRAPH: GARETH CHANEY/OCULUP



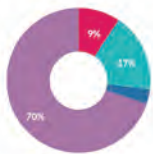
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ISME + Retail Broadcast	35

Share of Voice Online News



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Retail Ireland Online News	37
Chambers Ireland + Retail Online News	7
Retail Excellence Online News	148

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London Times. We also appear regularly in regional print and broadcast outlets.

Our work on media relations has ensured that Retail Excellence has maintained by far the biggest share of media voice in the retail industry when compared with Retail Ireland, ISME, and Chambers Ireland.

ENGAGEMENT ON POLICY

Media relations is a constant element of our external communications strategy, and we also regularly lobby Government ministers and representatives on behalf of the industry.

We take part in a weekly briefing with

Minister of State for Business, Employment and Retail Damien English TD, as well as engaging regularly with Tanaiste and Minister for Enterprise, Trade and Employment Leo Varadkar TD.

Recently, we developed an app which enabled each of our members to access a template letter and easily contact their local TDs to lobby them directly.

The arguments which we have made have focused on topics including the urgent reintroduction of click and collect, the need for a reopening plan from Government as Covid-19 case numbers fall, the need for Government supports on issues including rents, an extension of the rates waiver and

grants such as the restart grant and Online Retail Scheme, and the need for

Government to produce a sustainable long-term plan for our town and city centres in order to attract people to them on a continual basis.

We recognise that we are in a historically bad position as an industry in light of the pandemic, yet we will never stop working hard for you, our members.

With continued pressure on Government and visibility in media, we will ensure your voice continues to be heard as we emerge into a post-pandemic Ireland.

28 Business Monday, November 9, 2020

Duncan Graham

Retailers need three wise moves before Christmas

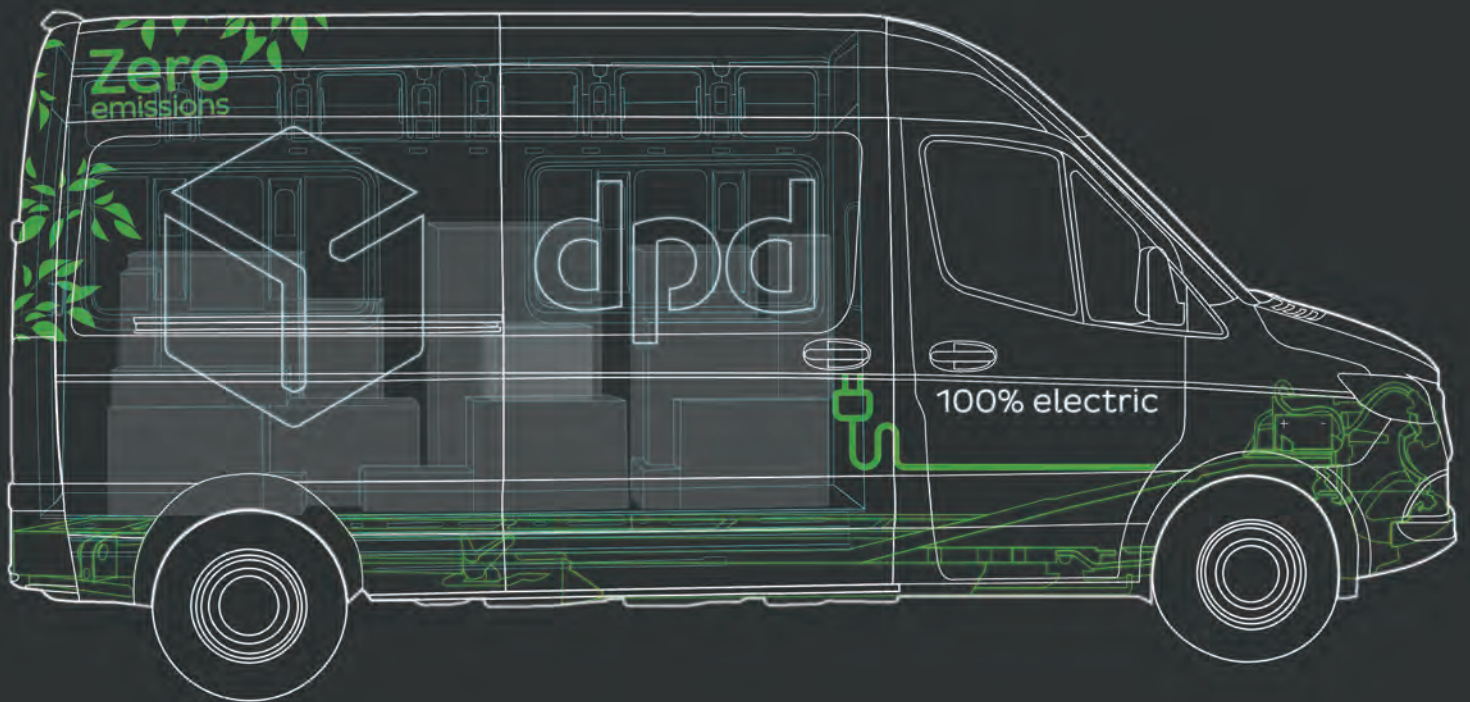
THE imposition of a Level 5 lockdown was a hammerblow to retailers selling "non-essential" items across the country. With Christmas just around the corner, the timing couldn't have been worse. But given the healthcare emergency we are facing with Covid-19, retailers accepted the decision and closed their doors with heavy hearts.

We are nearly halfway through the lockdown and, with that in mind, retailers are calling on the Government to confirm its plans to reopen non-essential retail by November 15 so retailers can prepare for the critical Christmas period.

This request is not without foundation. When retailers reopened in the summer after the first lockdown, shops were proven to be a safe environment for shoppers, with extremely low transmission rates.

Scheme have helped the retail industry, but the fact remains that more is needed if retailers are to recover and thrive in 2021. A significant amount of businesses remain closed since the start of the pandemic. It is the Government's job to ensure that the people who have lost their jobs can find work. It is the Government's job to ensure that the people who have lost their businesses can find a way to survive. Now is the time to act.

IT'S WHAT'S ON THE **INSIDE** THAT COUNTS



DPD is Ireland's largest dedicated parcel delivery network. Our vans travel almost every road in Ireland every day. By moving from diesel to electric vans, we aim to reduce CO2 emissions by 30% per parcel by 2025. This transition will bring positive change not only to our fleet, but to our customers, our society and our environment.

So you see, it's what's on the inside that counts.

E: sales@dpd.ie



#DrivingChange

COMMUNICATIONS

- TEAM BRIEFING -

If your products, your systems and assets are the 'hardware' of your business, your culture is the 'software', the golden thread that binds all facets of your business together. Without your people behaving in a way that fits with your broad ambition, then the hardware is pretty useless to you. It's about cause and effect.

A key enabler of having the right culture is effective communications. This is one topic that exercises lots of debate wherever I go. In fact whenever we do an employee engagement survey as a way of checking the mood in an organisation, communications almost always gets a low score.

Because people have different views on who should communicate to who, when it should happen and how, I do appreciate that it is really difficult to crack this. I facilitated some focus groups recently as part of a culture refresh programme and communications turned out to be the biggest negative. Some of their examples had merit and some didn't.

One person complained that his manager doesn't listen. But what he really meant was that his manager simply didn't agree with his idea! Another complained that he got to hear about a strategic change in a newsletter, and not in person.

I watched a YouTube experiment the other day where a message was whispered to the first person in a line of twenty people. You

know the outcome; the twentieth person had a very different message to the one originally whispered.

All that said, you might be tempted to throw your arms in the air and think you cannot win. Well don't despair, you can at least try. You see if you don't take communications seriously particularly at this time, the 'bush telegraph' will dominate. Your people will assume things, make things up, feel demotivated and disrespected. And that's not the culture that delivers best results.

'TEAM BRIEFING' AS A COMMUNICATIONS TOOL

With regard to having regular team briefings, leaders will often say that they don't have enough to say. Or they say that people don't talk, or that loud-mouths scupper the agenda. All that is true of a disorganised and unstructured approach.

'Team Briefing' however is a tried and tested circular approach to formal communications that ensures the management message is cascaded quickly to the front line, and in turn that their feedback loops back.

Content. First and foremost, let's address the 'I don't have enough to say' issue. The 4Ps is an effective checklist to prompt you. Some of the core content will emanate from senior management meetings. Then when each of the managers prepares to brief their own teams, they should add in issues relevant to their specific team also. Use this checklist.

- **People...** what news do you have that is relevant to this audience? E.g. new

hires, people departing, role or structure changes, plans for training or performance reviews, births, marriages, social events.

- **Policy and Process...** are there any changes to policies or processes to note? E.g. social distancing, hygiene, fitting rooms procedures, holiday arrangements, compliance issues, systems changes.

- **Progress...** what relevant updates can you give regarding the performance of the business? These might include progress against targets, new products, best and worst sellers, floor moves.

- **Points for Action...** consider here any issues you want your people to give special attention to, between this meeting and the next one. E.g. focus on a slow selling range, get behind a promotion, tidy the stockroom, monitor customer feedback on a new range, prepare for a department move, check competitor activity.

THE LAST WORD

There will be times when you are instructed to cascade a message, that you yourself may not agree with. And that's tough. However, don't succumb to the temptation of saying 'I don't agree with this myself, but it says here...' That may well endear you to your audience, but it devalues the message. It also undermines you as a briefer and your credibility will be at stake. Remember, you are a leader.

Effective communications in a business are essential, regardless of the size of your store. But with a process like this, you will at least be showing good intent. Your culture will improve on the back of that.

Alan O'Neill, author of "Culture Matters" is a Change Consultant and Keynote Speaker, specialising in strategy, culture and structure.

Go to www.kara.ie to get support in growing your business.



Alan O'Neill

5 QUICK TIPS

For those of you that are finding the return to physical retail a little underwhelming, here are five quick tips that may help things along for you.

Massive Congratulations to everyone on the return to physical stores. It is wonderful to see Retail back in action!

So how has it been so far?

Initial reports have been around steady footfall & higher spend. No crowds this time.

However, basket sizes are up, so those visiting stores are doing so with intent. Some mid-tier retail chains also experienced a high number of ecommerce returns in the first week or so. This is a temporary pain-however also highlights the need to think about how we measure success for our bricks and mortar.

Looking forward to having our hospitality businesses open alongside. That shopping trip is not quite the same when the customers cannot stop for leisure and lunch also... The good news is that all indicators are pointing towards stronger trading days ahead of us.

1 Make the most of click & collect

Also known as buy online pick up instore 'BOPIS' this is a customer requirement that will be here for the long haul. We have all become accustomed to buying whenever we want. Being able to collect next day in store rather than waiting for postage is a retail 'superpower.'

So make sure your website calls it out as an easy customer purchase route. And that collection instore is also as fast and easy as possible. They have already paid...

2 Do not forget the digital...

Social commerce has become critically important over the last

couple of years. And whilst you maybe seeing less traction online since retail reopened, I anticipate this will be temporary. Keep the momentum across your digital channels. And prioritise video content wherever you can. Video works.

3 Private appointment shopping will continue to be a thing...

Some customers will remain nervous about safety. However, there are also some, that having experienced private appointment shopping, now want more of the 121 attention. The good news is that these are also customers who are happy to spend for the privilege. Worth having a morning (or two) per week that are 'by private appointment...'

4 Windows are now more important than ever

Think about it. Restricted access to stores means queues outside. Outdoor

dining will be the norm this summer. We are embracing a European café culture.

This means that your windows have now become very important – Both for messaging and selling.

Windows are BIG Business. Worth are focus.

And last but by no means least...

5 Safety first

Don't forget that despite vaccinations happening quickly – Covid19 is still a real threat to all of us and also to our businesses. Stick with the protocols & keep the messaging alive with your teams. The 2-metre distancing, hand washing & sanitiser routines and mask wearing is as important now as it was last year.

After waiting so long to open our doors, none of us want further restrictions.

Miriam Simon,
Retail Consultant,
PTO.IE



UK SHOPPERS CAN NOW SHOP TAX FREE IN IRELAND POST BREXIT

Following Brexit, residents of the United Kingdom are now eligible for Tax Free Shopping in Irish stores. With international travel resuming, UK tourists can get savings of up to 19% on goods purchased in the EU including clothes, accessories, perfume and cosmetics. It is expected that U.K. travellers will spend €1.1billion in tax free shopping transactions in European stores. To add to this, following the abolition of Tax-Free Shopping in the U.K. from January 2021,

international shoppers who used to shop tax free in the U.K. will reallocate at least €1.5billion of their budget to other European destinations. It is important that Irish retailers in all locations and not just traditional tourist hotspots, are ready to capture this market share. They can do this by understanding the profile of these new shoppers and targeting them in their country of origin before they even travel. Global Blue's traveller insights tell us, who

our shopper is, what they are buying, when and where.

While traditionally Tax-Free Shopping was dominated by global brands and high end fashion boutiques, Brexit has now created this new opportunity for local Irish retailers to capture U.K. shoppers that we can now call international shoppers. Global Blue's business insights and targeted marketing solutions have two key objectives, boost brand awareness and increase international footfall from individuals and tour groups. On average, UK residents make 70M+ outbound trips to Europe per year, spending a total of €40Bn.

According to Global Blue's research, 60% of UK residents would increase their shopping budget by approximately 50% thanks to the savings of the VAT refund. UK tourists are most likely to spend on clothes and accessories (70%), wine and alcohol (45%) as well as perfume and cosmetics (45%) whilst visiting Europe.

British tourists are keen to start travelling to Europe post Covid-19.

In its latest research, Global Blue has examined the appetite of UK residents to travel and shop abroad this year. Affluent tourists are more willing to travel this summer: 35% compared to an average of 25% for all UK tourists.

Ireland remains a firm favourite with U.K. tourists making it one of the top 10 destinations in Europe.

The extended lock down that retailers have gone through creates its own challenges. We are working very closely with our partner merchants to ensure all solutions are in place and staff are upskilled and fully aware of the recent changes to Tax free Shopping.

Global Blue is a long-standing and trusted partner for retailers across the world. Our omnichannel technology and payment solutions empower its clients to improve their performance in all areas.

We are here to support all retailers and I would encourage them to get in touch so we can help them and their staff be Globe Shopper ready.

With their new Tax Free Shopping eligibility, British residents can now save up to 24%¹ when they shop in the EU

DID YOU KNOW...

- UK residents love to travel with more than **+70M outbound yearly trips** in Europe, representing a **total spend of around €40Bn²**
- Following Brexit, tourists from the UK can now **save up to 24%** while shopping in Europe, by claiming back the VAT on their retail purchases (also known as Tax Free Shopping)
- However, **less than half (45%)** of UK travellers know that they are now eligible for Tax Free Shopping in Europe³



¹Highest VAT rate in the EU (Greece: 24%)
²UK office for National Statistics
³Global Blue survey run in April 2021 on UK travellers

Global Blue

Tax Free Shopping - How does it work?

British residents shopping in the EU can claim back the VAT on a wide range of goods including: fashion items, cosmetics, technology, jewellery, food and wine.

The process is easy and involves 3 simple steps:



SHOP

Use our app to find stores with Global Blue tax refunds. Show your passport in-store and ask for tax free



VALIDATE

As you head home, validate your Tax Free Form at the kiosks at departure or at Customs



REFUND

Save time by adding your credit card to our app and we'll pay you automatically. Alternatively find nearby Refund Offices with our app

In France, Italy, Spain and Portugal, digital validation of Tax Free Forms is available at airports when leaving the EU

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PROMOTING YOUR BUSINESS THREE VALUABLE TIPS

The retail industry is finally emerging from an unprecedented crisis brought on by Covid-19, and it is clear that businesses will need to work hard and smartly to rebuild and thrive once again. Now, more than ever, it is critical that businesses are able to promote themselves effectively to their customers. There is a lot of noise out there, so how will you stand out?



Julian Fleming,
Gordan MRM

The retail industry is finally emerging from an unprecedented crisis brought on by Covid-19, and it is clear that businesses will need to work hard and smartly to rebuild and thrive once again. Now, more than ever, it is critical that businesses are able to promote themselves effectively to their customers. There is a lot of noise out there, so how will you stand out?

TELL YOUR AUTHENTIC STORY

For many of us, working in the retail industry is a labour of love, a family tradition, or the culmination of a number of “Eureka” moments. When you’re talking about your business, think about your own

story, how you got to where you are today, and what sets you apart. Be yourself! Customers will appreciate hearing your story and a personal touch will reinforce the bonds you have with people living locally to your business and beyond.

BE SOCIAL (BUT BE SMART ABOUT IT)

As we all know, retailing today is about much more than bricks and mortar. To maximise your selling potential and reach the widest possible audience it is important to have an online social media presence. However, you have to be smart about it. Many businesses have made the mistake of signing up to too many social media platforms, for example, and not having the time to post content and engage with people there. Research to see which social media platforms will work for you, pace yourself and don’t take on too much. Remember, every account or profile page associated with your business is a reflection of the kind of operation you are running, so make sure it’s done well.

FIND YOUR ADVOCATES

Once you are off the mark with a healthy social media presence, find your advocates and encourage them to support you. After a positive experience, customers are generally happy to promote your business – be it through word of mouth or online. Make it easier for them by making social media links visible on your branding and asking them for feedback every so often. Local partnerships can also be highly effective – consider approaching a business to see if you can help each other out. For example, a design store and a coffee shop may find common ground to send business each other’s way.

Promoting your business may seem like an overwhelming task but the reality is that there are more ways than ever to reach customers. By following these tips you’ll give yourself a good chance of success.



REOPENING RETAIL: A SELECTION OF PHOTOS



OS FROM REOPENING IN DUBLIN CITY CENTRE



RETAIL'S RE

The impact of enforced confinement over the past year has led to lasting changes in consumer behaviour and, for retail, a major reshuffling of the deck.



People have not stopped buying. But they have migrated online. Having made the switch, evidence suggests customers liked what they found. It intensified stories of a so-called “Retail Apocalypse”. Some saying that what Amazon started, Covid would finish. The reality is more nuanced. What is

clear is that the rush by traditional retailers to build their online presence has diverted investment capital that would ordinarily have been spent on developing their physical stores. And as time went by (even before the pandemic); that started to show.

It brings to mind a popular phrase used by retailers during the pandemic “we’re all in this together”.

Perhaps that’s the problem. That’s the dominant and unifying factor about the woes in high street retail in recent times recent years: one of underinvestment, a steady, long term decline in the quality of stores and degrading of the experience, with shoppers witnessing in real time the ‘slow death’ of the High Street.

Not so very long ago, some of the recent brand ‘scalps’ were retail powerhouses: Debenhams, Arcadia, Laura Ashley, Cath Kidston, The Gap. But with too many stores, many of poor quality, these brands began sleepwalking towards failure. Is it any wonder that the distracting ‘novelty’ and effortless convenience of online shopping has captured the shoppers attention and compensated for the many mediocre in-store retail experiences.

So ‘what next?’. It was a topic that I discussed at length with retail analyst Natalie Berg on The Retail Exchange podcast as 2020 was drawing to a close. The conclusion we both came to was that retail could witness this century’s own version of The Roaring Twenties.

Time and again, history has proven that adversity is always followed by progress. The Renaissance ushered in a new period and economic “rebirth” following the darkness of the Middle Ages, introducing a period of a revitalising and radical change to the world that advanced society, for hundreds of years to come.

Retail needs a renaissance. Generationally, we are ready for a change.

The heady days of the 1980’s retail boom was the last true paradigm shift. With its revolutionary approach, Next stood out. Set up to do things differently, it led an exciting decade of High Street transformation. With smart store design, stylish visual merchandising and marketing, the public had not experienced anything like it before.

NAISSANCE

Stores were opened using a novel 'out of the box' retail concept which enabled rapid rollout. Within six weeks it had secured a nationwide presence. Not only impressive, but truly pioneering.

This cost-efficient, but repetitive, 'cookie cutter' approach quickly came to dominate. With the chain store formula, store presentation was turned into scalable, easy to implement pre-planned solutions. Each brand approaching their VM needs as time assessed tasks where innovative methods and unique visual impact were sacrificed for speed of implementation and operational efficiency. Display methods and techniques simplified, reduced and continually honed to make them deliberately more homogenised and therefore productive. Slavishly repetitive and for a long time, a hugely profitable formula.

Here I must confess; having supported retailers for more than 25 years my company played its part in that machine-like efficiency. But that was then, and this is now. As we move forward, such operating models must be viewed through the rear mirror. In fact, at Visual Thinking we believe that addressing this outdated mindset is so important that we recently launched our 2021 Change Philosophy manifesto to share our commitment to supporting efforts to reset retail. Not only that, but as a follow up we have published an edited, unashamedly biased, rundown of

leading global retailers who represent the best to come, that's already here. Retailers daring to rip up the rulebook. The bold and the brave: The brilliant. It features some familiar names – Nike, Flannels and IKEA – and some less so, such as B+TUBE in China, Esselunga in Italy and the latest 'store' offering from automotive brand, Polestar.

Just as the pandemic forced people at home to pause, reflect and rethink their own futures, retailers should be doing the same for their physical bricks and mortar strategies – and plotting their own come big back. There will never be another time to do this.

What's required is a new approach to reinvestment, not just in the bricks and mortar that stores are built from, but in their DNA, their philosophy, and in what ultimately makes them worth visiting. As online retailers integrate more sensory digital features to create the sense of 'being there', stores must get smarter and compete on different, more engaging terms. The days of retailers needing to fill up stores with massive inventory is ending. Stores should no longer be viewed as purely transactional spaces. Instead, stores will become 'staging places', offering a flexible and agile space for 'curated experiences' – entertaining and presenting products as edited assortments that introduce newer, fewer, and more meaningful things into our lives.



Karl McKeever
Founder, Visual Thinking

Talk of a pandemic-induced exodus from physical shopping has been overegged. Across all standard metrics, evidence shows that customers spend more and return less in-store, resulting in greater cumulative profitability per shopper. If Amazon sees good reason to open physical shops to scale and make money, other businesses should take note too. But this is no time for wistful reflection on times gone by. In truth, shops closing for good, likely needed too. Change was always going to come, and for the better.

Many think there will be no 'turning back the clock' for retail – a sentiment that I also share. If retailers want to ensure shoppers return again (and again) improvements will have to be made to save our treasured high streets. Now is the time for much more than simply the reopening of retail's doors. Be hopeful and excited, yes. But also get busy, for what you do next is what really matters.



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THE NEWS



Paul O'Farrell, Tom Moriarty,
Esme Murphy,
Peter Bastable,
Pinergy

THE NAKED COLLECTIVE BAGS OSCAR FOR ITS HEALTHY DRINK

Healthy drinks company The Naked Collective has scored a coup by getting its products included in the goodie bag that will be given to attendees at the main pre-event for this year's Academy Awards.

The news comes as the Irish company also announced a number of big distribution deals for its products across North America and Britain and extended its crowdfunding campaign after meeting its initial target.

The inclusion of the company's Mude drink in the gift bag given to Oscar nominees and other leading lights of Hollywood, could provide a huge sales boost, particularly if stars choose to promote it on social media.

DUBARRY OF IRELAND SECURE NEW PROPERTY ON CHELTENHAM PROMENADE, IN BOLD STATEMENT OF COMMITMENT TO BRICKS & MORTAR RETAIL, AND THE COTSWOLD REGION

Dubarry of Ireland has announced the new lease on a beautiful, large Grade II listed property at the heart of Cheltenham's historic Promenade. The new premises at No. 60, is located along the primary thoroughfare from the prestigious Montpellier area of the town to the High Street, which saw John Lewis open its doors to the town in late 2018.

DINGLE PENINSULA IS WINNER OF .IE DIGITAL TOWN AWARDS 2021

Dingle Peninsula's 'Reimagining Creatively through Digital' project was announced as

overall winner at the inaugural .IE Digital Town Awards, which took place today, Thursday 10 June.

Dingle Peninsula also won in the Small Town (up to 2,500 population) category, while Listowel finished runner up in the Medium Town (2,500 – 5,000 population) category, and Tralee was runner up in the Large Town (10,000+ population) category. The .IE Digital Town Awards were created to 'shine a light' on local towns, projects and people that demonstrated digital thinking and innovation for the betterment of the communities and societies that they serve. In addition to winning the Small Town category prize of €9,000, Dingle Peninsula will receive an additional prize of €10,000 for their town as overall winner – bringing their total prize winnings to €19,000. Listowel's Supporting Businesses and Community Online project took home a prize of €5,000 for finishing as runner up in the Medium Town category, while Tralee's Getting Tralee Digital project won a prize of €5,000 as runner up in the Large Town category.

Speaking at the ceremony, a .IE spokesperson recognised Dingle's "creativity, resilience and overall excellence in delivering a unique and lasting contribution to digital advancement in the town."

THE .IE DIGITAL TOWN PROGRAMME, AN INITIATIVE OF THE NATIONAL REGISTRY FOR IRELAND'S ONLINE IDENTITY - .IE, HAS BEEN DEVELOPED TO FOSTER DIGITAL ENHANCEMENT AND ADOPTION IN IRELAND.

To be delivered over four years with a €1

million fund, the .IE Digital Town programme comprises three elements - the .IE Digital Town Awards, a new digital town 'blueprint' and a big data project, and aims to enable a nation of digital towns.

The .IE Digital Town Awards mark the first phase and were launched to honour local town projects and people that have demonstrated how digital projects have contributed to enhancements or digital improvements in areas such as health, tourism, education, public services, employment opportunities, citizen empowerment, and social entrepreneurship. The Awards want to recognise the good work and achievements of towns across Ireland who have utilised digital technologies to create new ways of doing things, promote innovation and to breathe new life into local communities. Winners of the inaugural .IE Digital Town Awards 2021, which shared a €100,000 prize fund, were announced at a virtual awards ceremony on 10 June. Winning projects covered the full spectrum of those who are early in their digital journey right up to very sophisticated projects. To learn more about the .IE Digital Town Awards' winners and the overall .IE Digital Town programme, visit www.weare.ie/about-ie-digital-town

PINERGY PARTNERS WITH SYNOPTIC TO PROVIDE CUSTOMERS WITH SMARTER ENERGY SOLUTIONS

Pinergy, the smart energy provider of 100% renewable electricity has today announced its commercial partnership with Synoptic, the Irish telecommunications company. Pinergy will be the engine to empower Synoptic's smart energy platform with unique real time dashboard energy utilisation data. This will enhance their current customer offering of innovative and future proofed telecommunications solutions to be able to provide smart energy solutions to their client base. Peter Bastable, Director at Pinergy comments: "At Pinergy, we are all about using energy in the smartest and most efficient way. In partnering with companies like Synoptic we extend our energy insight capabilities and prove that we can integrate our own technology and expertise alongside other business requirements. We are delighted to partner with Synoptic and we will continue to partner with more excellent businesses to give customers the energy advice and insight they need in these uncertain times."

COMPETITOR PRICE ANALYSIS WITH



Tucked away in Google merchant centre lies a valuable tool our paid search specialists utilize to do price analysis on competitors, and it's available to all. The 'Growth' tab is a section within Google merchant centre dedicated to finding pricing and product opportunities within your inventory.

Here we're given benchmark information on our price competitiveness vs our competitors and opportunities to improve your inventory range, based on recent demand. Its aggregated data taken directly from google shopping, giving us the ability to see average price breakdowns for categories, brands and individual products.

Let's have a look in more detail how you can benefit from this tool:

CURRENT BENCHMARK PRICE DIFFERENCE

This metric tells us, on average, how much more expensive or cheaper we are when compared to our competitors who also have ADs on google shopping. Essentially it gives us a percentile difference between our prices and our competitors.

PRICE MORE COMPETITIVELY

Taking our underperforming products, we can begin reviewing them from within the price competitive report, we may identify a correlation between an overly positive current benchmark price difference i.e how much more expensive your product is vs the market, and underwhelming sales. With this data we can begin to paint a picture as to why products aren't performing as expected and if we've been pricing ourselves

out of the market.

BIDDING MORE EFFICIENTLY

Google shopping and Facebook campaigns feed optimization through campaign segmentation based on margin, price and now, price competitiveness is a big part of what we do to maximize performance. Knowing you have an advantage over your competition, in terms of price, is another opportunity to bid more competitively, increase market share and further improve ROI.

CATEGORY BEST SELLERS

Google Merchant Centre gives you insights into monthly and weekly demand relative to both products and brands currently in and not in your current inventory. This demand and price range data is useful for identifying trends within products, categories and reacting quickly to market changes making informed decisions.

WHAT ARE THE OPPORTUNITIES

The two biggest opportunities within Google merchant centre growth tab are improving your pricing and maximizing your market share. From our own analysis of google shopping campaign data, we can see the impact of a below average current benchmark price and the positive impact on

both AD click through rate and conversion rate. Where products were below the benchmark:

- Click through rate improved 12%
- Conversion rate improved 15%

KEY TAKEAWAYS

1. Ensure google merchant centre is linked with your CMS sharing inventory information.
2. Utilize the price competitiveness section along with the current benchmark price difference column to find opportunity to improve pricing performance.
3. Use the best sellers section to identify inventory gaps and opportunities as well as price ranges.



Michael Enright,
Core Optimisation

FIVE

EMAIL AUTOMATIONS THAT EVERY RETAILER SHOULD BE IMPLEMENTING

Sometimes you see a statistic that stops you in your track and makes you take second to rethink your existing ideas. Recently, a comprehensive email report by Omnisend found that;

AUTOMATED EMAILS DROVE 29% OF ALL EMAIL MARKETING ORDERS WITH LESS THAN 2% OF EMAIL SENDS

As I delved into it and began to study retailers email strategy, I found it is often an over looked channel of communication. Many members are clearly focused on driving their social media strategy and activity with influencers to get their name out there. What happens though when you get them onto the website? Here are some key email automations that every Member should be implementing in order to improve conversion rates.

1. WELCOME EMAIL SERIES

Many members are offering discounts in order to clear excess stock. Rather than reducing the price of the item, why not get them to join your newsletter to get a discount. You can restrict to apply to certain items. If it's more than 25% discount, ask them for their mobile number as well. This will then opt them into your series of initial emails that introduces your business. Tell them your story, what brands or services you can offer and what makes you different. Between 3 and 5 emails tends to be norm with a welcome series.

2. ABANDON CART EMAIL SERIES

Getting website visitors to convert is a difficult task, with on average between 1% and 3% converting into paying customers. A great way to improve this metric is to email them with their products that they added to their cart but didn't complete the checkout. Sometimes people get distracted, some might need clarity on shipping or returns. As you get more advanced, you can split this email series into higher ATV and lower ATV. 2 to 3 emails maximum in this series.

3. POST PURCHASE EMAIL SERIES

Most retailers completely stop communication, once the order is dispatched. They leave communication up to the logistics provider from that point on. This is a quick win to implement a short post purchase email flow as these have high open rates. You can send them a thoughtful thank you email from the founder; you can include any direct line support contact details. The Louis Copeland team include all their mobile numbers for any issues. You can ask them to leave a website review or product review. Maybe include some helpful blog posts on how to care for the items. The opportunities are endless.

4. WISHLIST EMAIL SERIES

Many retailers offer the function to add an item to your Wishlist. This is crucial as customers might not be ready to order yet, but like to have shortlist kept to be able to return to. This Wishlist which is often a plugin app, can be integrated with your email provider so that you can set up an automated email series about it. You can remind them, let them know its low in stock or the price has changed. The more engaged shoppers tend to use this feature and it could also be highlighted in your welcome series.

5. BACK IN STOCK EMAIL SERIES

Finally, many retailers carry stock that is repeated throughout the year. As many members are relatively new to online, making sure your stock is up to date and accurate is still proving a challenge. It's important that you allow customers to submit their details to receive a notification if an item comes back in stock. This can be another app that can integrate with your email provider that automatically emails the customer when stock is re-added to that product.

There are many other email automations that you can activate such as lapsed customer series, happy birthday series etc. Start small, get the basics automated and then start to build it out. Key message – email marketing is here to stay and make sure your business is doing more than sending weekly email blasts to all subscribers.

Find out more by reading the full report here – <https://www.omnisend.com/resources/reports/e-commerce-statistics-report-2021/>

Keelan Bourke





Retail digital Solutions

- ✓ Over **40%** of shoppers say that digital displays can change what they buy because relevant information is served close to the point of purchase.
- ✓ **8/10** customers have entered a store because of a digital sign catching their interest.
- ✓ Digital Signage gets **72%** more attention than online ad's.
- ✓ **20%** of people will read the text on a page, but **80%** of people will watch a video.
- ✓ **44%** of shoppers admit to social media increasing purchasing decisions.
- ✓ Digital Signage has a **47.7%** effectiveness for brand awareness.
- ✓ **80%** of adults have seen digital signage in the past month and **70%** subsequently made an unplanned purchase.



Always at the forefront of technology, Quest Systems are a leading provider of Digital Signage and Audio Visual solutions to the Retail and Corporate Sectors throughout Ireland and Europe. Over one million people every day will view ad's or information on a Quest implemented digital solution.

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If you would like to find out how Digital Signage Solutions from Quest Systems can help grow your business, contact us today.

INTRODUCING COACHING TO YOUR RETAIL BUSINESS

KATE ROONEY - FOUNDER OF "THE ONLEGS AGENCY"

One of the main areas we work on is introducing a coaching Culture, this is an area I feel the retail sector is struggling with, in my experience the current culture focuses on past mistakes and still views performance management as a means to fix a problem once it has already surfaced. A lot of my focus is looking at empowering the work force, shining a light on what is "Already Working" and how this can be multiplied and taken into other areas of the business. "**When people feel Empowered they can do great things**", one of the main objectives is to show this in action and this can be done through the effective use of some of the key Coaching tools.

I have been testing various tools in Retail Coaching, below are the 3 that are seeing the best outcomes so far. I am also working on a few new tools specific to the sector so watch this space.

1. **Appreciative Enquiry** is nearly always present; this may be because it's one of my most favoured tools? it may also be because the industry in which I am coaching has a culture of looking to the past for mistakes, a culture of training to fix problems as opposed to develop, a lot of the vocabulary is quite negative and focuses on what went wrong as opposed to what worked. I have found introducing AI within coaching sessions is a wonderful way to showcase strength and build confidence, it's a new way of speaking and I have found that it is very well received. The by-product of AI within the coaching sessions is the positive ripple effect after the session with other members of the team and customers.

2. We have introduced **The GROWTH Model** as an alternative to Annual Reviews

to certain clients. The usual review format within retail is based on questions about the individual's performance answered by the superior and the subordinate and scored as poor, fair, good, V good etc. This type of review format is led by the superior and usually focuses on why the score is poor as opposed to ways to improve.

I work with companies to open communication lines with staff and to introduce the GROWTH model as a means to having more regular conversations with a clear focus that will in turn see the staff member talk more, encourage managers to listen and result in Goals being achieved and a motivated culture.

To date this has **been one of the biggest successes in coaching within the sector**, I have clients who have now abolished their regular review format in favour of the GROWTH Model and are seeing much better results.

3. Whilst working with business owners and managers one of the

recurring themes that come up is that they believe they need to do everything themselves and have difficulty delegating. I find that using the **Coaching Wheel as an Enabling wheel** in this situation can be very effective as it enables the client to identify people that can help and also helps build an action plan on the resources that are available to them and how best to utilise them. I have found this particular version of the wheel to be very powerful, I was introduced to it by a wonderful coach whom I have done sessions with and as a client I also found it very productive so it is great to be able to share it with others.

Coaching within the Retail sector has certainly thrown up challenges in regards to having the added dynamic of KPIs and ROI to work with, but the rewards far out ways any challenges there may be. I am excited about coaching in an industry that employs 15% of the population, the opportunity to introduce coaching to the Retail sector has the potential to positively affect many people both directly and indirectly and that excites me greatly.

"When people feel Empowered they can do great things"



New research for Retail Excellence

carried out by ParentsandBrands asked parents about **spending, saving**, and how the pandemic has changed their **shopping habits**.

The biggest surprise is that while savings may be at their highest point ever, families who saved during COVID don't plan to blow it all. Only 4% of parents said they will spend all their savings, while 39% said they plan to hang onto savings.

"I am going to spend some but definitely not blowing it. Most likely will get the house done up, painted, etc. And maybe spend more on a staycation than we normally would."

CHANGES IN FAMILY SPENDING

There may be a shift in attitudes towards family spending, with 56% saying they would spend more thoughtfully. Parents articulated they don't need as many things for the family to be happy, perhaps signalling a decline in impulse buying and frivolous spending. Shopping around and buying what the family needs, rather than wants, were common themes.

"I feel we need less 'stuff' to make us happy."

WHAT DO PARENTS PLAN TO SPEND ON?

For those who do plan to spend, these are three key areas;

1. Socialising with family/friends
2. Home/Garden Improvements
3. Family Holidays

"I will spend some on home improvement and on a staycation, and continue saving."

CHANGES IN SHOPPING HABITS

Here is what parents said about in store vs online shopping:

"I will buy more essentials in local stores but will still shop online in my favourite places."

Payment methods look to have shifted too with 73% saying they will pay using cards



while 83% say they want more click and collect options.

"I'll be making a list and be more focused on what I need, quality over quantity, not waiting for sales, etc."

RECOMMENDATIONS FOR BUSINESSES

Communicating value and quality will be key to getting parents to spend. Businesses need to understand what the parent market wants and how to differentiate themselves from competitors. Being creative about services you offer will reap the benefit of parents' spending.

"I am looking forward to going instore but can honestly say that I have got used to online shopping."

Suggestions for retailers:

- If you offer a reward programme, consider "days out" rewards for families to continue spending quality time together.
- Offer instore appointments for buying kids shoes/clothing so parents can get what they need efficiently.
- Consider offering an advance wishlist service so items can be ready for collection with easy returns.
- Create online home/garden

lookbooks to inspire/show off products, as socialising at home will be popular.

- Create home party bundles – food, drink, decorations – ready to buy.
- * Research carried out:*
1. Online survey on www.mykidstime.com on the topic of post-COVID family life 11/3/21 – 11/4/21 with 836 responses
 2. Online survey on www.mykidstime.com on the topic of Shopping 1/5/21 – 15/5/21 with 181 responses
 3. Email survey 10/5/21 with 103 responses
 4. Insights panels on ParentsandBrands private platform with 30 parents 10/5/21 and 17/5/21

ABOUT PARENTSANDBRANDS



From the award-winning team at MyKidsTime, ParentsandBrands works with businesses and brands to get insights from parents to help them connect, build trust and grow sales.

www.parentsandbrands.com

TIPS TO PREPARE YOUR **5** business *for success*



Niall O'Grady,
Linked Finance

Successful retailers always have their eye on the next opportunity, and Linked Finance is here to support you with your growth plans. Almost all retailers have been affected in one way or another by Covid and as we start to exit lockdown, we have seen a marked increase in application from retailers who are now starting to stock up in preparation for what we all hope will be a busy summer and second half of 2021.

The finance aspect of your business can be a challenge and to help with the transition out of COVID, we have put our recent experience together to develop some tips you can use to prepare your business for reopening.

1. SPOT THE FINANCIAL GAPS

As your business prepares to reopen it is vital to ensure there your cash flow is not interrupted so forecasting spend and revenue for the next 6 - 9 months is critical. The one thing we have all learned is to be conservative on the impact of reopenings so if you can spot where cash flow will be tight, a small short term injection of funding may be what is needed. The key here is prevent any interruptions early on so your business runs smoothly.

2. SPEAK TO YOUR CREDITORS AGAIN

We are over one year into COVID so I suspect everyone has had conversations with their suppliers but it might be time to make another call and discuss how you will be operating in a post lockdown world. If you can tell your suppliers you can resume payments in some form and that you're in a position to be more consistent they will gladly work with you. If you cannot resume normal payments, then tell them early to manage their expectations and negotiate an agreement - the "head in the sand" approach has not proven successful for anyone we have met recently

3. MANAGE COSTS BY AVAILING OF ALL THE FINANCIAL SUPPORTS AVAILABLE

Since the pandemic began the government has implemented a number of measures to help support Irish businesses. It is important to know what options you have available during lockdown and allowing you the ability to reopen when lockdown ends.

The wage support scheme has been invaluable, but note also the Government's COVID-19 Credit Guarantee Scheme is designed for SMEs who have been affected by COVID-19. The scheme provides low rates loans up to €250,000 mainly for working capital and capital business investment.

In January Linked Finance became an official provider of the COVID-19 Credit Guarantee Scheme and have already issued over €8.5 million in financial support to SMEs. We have seen first hand the difference this scheme has made to businesses who continue to trade and those planning to reopen after lockdown. The scheme will be available for the rest of the year so do not hesitate to see if you qualify.

4. FOCUS ON YOURSELF NOT THE COMPETITION

It is easy to focus on what is going on in the outside world but during this period I suggest focusing solely on what you're doing and how to add value to your customers when you reopen.

5. LEARN FROM COVID19

We can hope that we never experience another lockdown or pandemic again but the truth is we all learned valuable lessons on cost containment and finding new revenue sources. In addition, develop a cash flow and funding strategy so in the event this happens ever again (hopefully not) you're not caught off guard.

WHO ARE LINKED FINANCE?

Linked Finance is Ireland's leading peer to peer alternative lender to the pillar banks. Since we began in 2013 we have issued over €150 million in business loans. If you need a fast decision about financing stock or planning for a grand reopening, Linked Finance is ready and open for business, with the ability to give a credit decision within 24 hours.

What's more, as proud providers of finance under the Government's Covid-19 Credit Guarantee Scheme, Linked Finance is able to offer lower rates to businesses in the retail sector that experience a downturn in their turnover as a result of the pandemic. "We offer an alternative to the main banks," Linked Finance Chief Executive Niall O'Grady explains. "Because we are smaller, we have to be better. We've got to have a simpler process and make faster decisions. The Credit Guarantee Scheme also gives Linked Finance not only the endorsement of one of the main Government support schemes to SMEs, but also allows us to offer more competitive rates in the market. Ultimately while this helps, we also strive to be the best at customer service."

To learn more about what Linked Finance can do for you go to linkedfinance.com



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HOW TO OUTPERFORM YOUR COMPETITORS ONLINE IN 4 SIMPLE STEPS

The eCommerce world is constantly evolving, and to stay ahead Irish retailers need to try out the latest ways of getting customers to convert.

You already know it's essential to conduct a detailed analysis of your competitors before launching your business or a new product line. But many companies overlook the importance of checking in with the marketplace at least every quarter to determine where and how to refresh your strategy for the months ahead.

So, how do you properly evaluate, and apply your competitor's activity to your strategy? Keep reading, and we'll show you how.

1 | PINPOINT WHO YOUR COMPETITORS ACTUALLY ARE.

Narrow down the companies offering similar products, targeting the same audiences, and addressing the same pain points as your business.

The best way to do this is via a quick Google search. See who's showing up for your keywords and in what position. Next, list 3-5 businesses (or more if necessary) that you deem your biggest competition. You might be surprised at newcomers to the industry, or old rivals that have recently invested in online marketing.

2 | IDENTIFY THEIR STRENGTHS AND WEAKNESSES.

Put on your detective hat and get investigating. Rate your competitor's web design, brand voice, visuals, price points, unique incentives, and social media presence. List anything that sets them apart, what they're great at, and any flaws you notice.

Through this analysis, you might see that one of your competitors has tempting special offers, but their customer reviews say their product quality is lacking. Knowledge

is power, and understanding how you compare to your competitors is the first step in challenging them.

3 | CHECK OUT THEIR MARKETING TACTICS.

Delve into their marketing strategy from all angles, and see how your efforts compare. See what kind of ads they're running across Google, Social Media, and offline. What do you think of the visuals and copy? Are they using influencers? Be detailed.

With the help of a handy SEO tool like Semrush, you can get a complete rundown of what keywords your competitors are ranking for, what position each page is in, and even their backlinks. This information is gold; use it to your advantage.

4 | USE YOUR DISCOVERIES TO STRATEGISE.

Once you've completed all that research, it's time to put it to good use by building a competitive strategy based on your findings.

It might now be evident that you need to offer more incentives or freebies for your customers, level up your branding game, or expand your line of products.

You may have realised that your website needs an entire SEO overhaul to compete, you need to increase the budget on Google ads, or your Social Media game isn't up to scratch. Whatever you learn, compile it all into an informed, calculated strategy that targets the opportunities that exist in the marketplace to give you more of the market share.

BONUS STEP: USE OUR FREE SWOT TEMPLATE TO ANALYSE YOUR COMPETITORS' ONLINE PRESENCE.

To help you get an even clearer picture of your company's top strengths, weaknesses, opportunities, and threats, we're offering REI members a downloadable SWOT analysis template.

Email nick@irelandwebsitedesign.com to get your free copy and start analysing!



WELCOME BACK RETAIL!

from Excel Recruitment

Excel Recruitment would like to wish the retail industry the very best of luck with the re-opening of their stores.

Here's to safe and successful trading!



www.excelrecruitment.com

01-8148 747

Minister Troy Publishes General Scheme for Small and Micro Business Administrative Rescue Process (SCARP)

The Companies (Small Company Administrative Rescue Process and Miscellaneous Provisions) Bill 2021 provides for a new rescue process for small and micro companies and may be particularly well suited to the Covid-19 affected retail sector. It is a corporate restructuring process that allows a small company overcome the threat of insolvency and closure without the costs of examinership.

Insolvency is defined as “an inability to pay debts as they fall due” – the causes can range from failure to meet day to day costs due to a reduction in sales, a bad debt, litigation, onerous contracts or leases etc. However, in many cases there is a viable business trapped in a broken balance sheet where creditors are threatening the company’s very existence.

The Minister announced this week that “SCARP seeks to mirror key elements of examinership in an administrative context thereby reducing court oversight resulting in efficiencies and lower comparable costs. It has limited court involvement where creditors are engaged in the process and positively disposed to a rescue plan.”

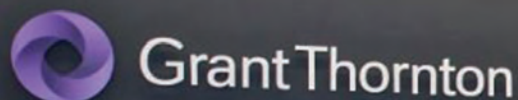
According to the press release, features of the Bill include:

- available to small and micro companies

- commenced by resolution of directors rather than by application to Court
- an insolvency practitioner ... is appointed by the company to begin engagement with creditors and prepare a rescue plan. The rescue plan must satisfy the ‘best interest of creditors’ test and provide each creditor with a better outcome than a liquidation.
- creditors are invited to vote on the rescue plan by day 42 of the insolvency practitioner’s appointment.
- the rescue plan is approved without the requirement for Court approval provided that a majority in value of an impaired class of creditors vote in favour of the proposal and no creditor raises an objection to the plan within the 21-day cooling off period which follows the vote.
- where an objection to the rescue plan is raised, there is an automatic obligation on the company to seek the Court’s approval. This acts as a safeguard for creditors
- concluded within a shorter period than examinership (...SCARP seeks to arrive at a conclusion within 70 days, subject to extension where necessary for Court applications)
- has safeguards against irresponsible and dishonest director behaviour. Company directors will be subject to the existing restriction and disqualification regime provided for under the Companies Act.
- provides that State creditors, the Department of Social Protection and the Revenue Commissioners may be excludable from the process.
- as there is no automatic stay on proceedings, creditors are not impaired by virtue of entry to the process

The proposed legislation is likely to be drafted and to come into effect this year. This is timely as government supports for the retail sector are lifted and creditors look to increase pressure for payment. We envisage a greater requirement for SCARP and other corporate insolvency processes such as examinership, liquidations and schemes of arrangement. Debt settlement arrangements and personal insolvency arrangements are available for struggling businesses operated by sole traders.

Getting ahead of creditors and proactively making formal or informal proposals to deal with problem debts or onerous contracts is key to ensuring business survival.



Aengus Burns, Partner,
Grant Thornton

BACK TO WORK 2021

HR CONSIDERATIONS

After 15 months of frustration and unpredictability, we are delighted to see Retail re-open its doors and bring employees back to work.

On June 9th, we delivered a webinar for REI members on upcoming HR and Employment Law considerations. While this is available to watch on the REI YouTube channel, some of the key messages presented are summarised below for readers.

STATUTORY SICK PAY

The Government have announced Statutory Sick Pay (SSP) is to be introduced for employees on a staged basis from 2022 (3 days) to 2025 (10 days). Employers will now have to pay qualifying employees, who have 6 months service with them, 70% of a day's pay (to a daily maximum of €110) once the absence is certified. At the time of writing, this announcement is fresh off the press so more detailed advice will be made available to REI members as more clarity emerges.

WORK SAFELY PROTOCOLS

While there is delight in welcoming customers back to stores, along with generally positive vibes as the vaccine rollout progresses and Summer is upon us, it remains critical that all employers remain vigilant in minimising the risk of Covid-19 in their business. Please revisit your Covid-19 prevention measures prepared last year and update them to ensure they remain relevant and logical. The Health & Safety Authority (HSA) conducted over 20,000 inspections in 2020 and remain active, ensuring employers provide safe experiences for both employees and customers alike. Employee training, lead workers, hand hygiene, signage, distancing, zones, work teams remain the key phrases. Antigen testing and maximising ventilation are new areas to consider in updates to Work Safely Protocols. Please feel free to call us for detailed support if you have any queries.

ANNUAL LEAVE 2021

In 2020, many employees had their dream holidays cancelled when Covid-19 struck. Some waited in vain for an Autumn trip that never materialised and carried over unused leave into 2021. As you are no doubt aware, inspectors from the Workplace Relations Commission are supporting the HSA and conducting Covid-19 inspections in workplaces. Given their expertise, they are also reviewing critical employment matters and the hoarding of annual leave is one area where they have repeatedly expressed concern. As we approach the end of Q2, we strongly recommend that all employers check outstanding annual leave balances and, where employees have not yet booked this leave, engage proactively with them to get holiday dates in the diary. We appreciate the planned July 19th date for a relaxation on foreign travel but, as it likely there may be a large influx of holiday applications for Q3 and Q4 and with only limited holiday slots available at any given time, there may be disappointed applicants. Communicate with employees now to minimise disappointment later!

REMOTE & FLEXIBLE WORKING

Clearly, the concept of remote working would not apply to the majority of retail workers who have to physically be in their store to serve customers. It is relevant however to back-office support, operations or head office teams. One key point to remember is that 'remote working' and 'working from home' can be very different. Working from home raises issues for an employer such as GDPR, connectivity, safety, insurance and cost of utilities. The Government is seemingly investing in up to 400 remote working hubs in cities, towns and villages across the country. Renting a space in a location such as these could reduce the time and cost of having to

commute a long way, but also provide a workable solution to the employer where appropriate.

A separate, but possibly more important development for Retailers, could come under the same legislation as remote working but could provide better rights to employees seeking flexible working conditions such as fixed work days or compressed work hours. This may be especially beneficial to employees with young families who have to balance childcare logistics and costs against continuing to progress a career and/or remaining in the labour market. More developments will emerge in these areas as the year progresses and we will update REI members as they are announced.

RETURN TO NORMAL?

Finally, we would ask all employers to reflect on the pandemic and how some workplace norms or processes may not return to 'normal'. Do employment policies or terms need to be updated to reflect this? Is technology being used to assist recruitment, induction, appraisals, disciplinary & grievance meetings? Do job specifications need to be updated to take account of altered responsibilities?

It's great to have Retail back but, as we can start to look forward again, let's make sure we are future ready and can steer a steady ship in the months ahead!



Tom Smyth,
Tommy Smyth
& Associates

WORK SAFETY PROTOCOL

The updated Work Safety Protocol was published by the Government on the 14th of May, last and provides much needed guidance for employers on reopening the workplace safely. An area which employers require clarification on is vaccinations and the key issues that employers are likely to encounter as businesses open up.

The updated Work Safety Protocol was published by the Government on the 14th of May, last and provides much needed guidance for employers on reopening the workplace safely. An area which employers require clarification on is vaccinations and the key issues that employers are likely to encounter as businesses open up.

CAN AN EMPLOYER COMPEL AN EMPLOYEE TO TAKE THE VACCINE?

In short, the answer is no. There is no legal basis for insisting that employees be vaccinated against Covid-19. There is no desire in Ireland to implement a mandatory vaccination programme and even the World Health Organisation has cautioned governments applying a mandatory vaccination strategy.

EMPLOYMENT CLAIMS

The Constitution of Ireland protects every citizen's right to privacy, right to bodily integrity and autonomy amongst other personal rights. If a mandatory vaccination programme were enforced, it would infringe upon such rights and for this purpose vaccination is to remain voluntary.

An employer cannot discipline or dismiss an employee who is refusing to be vaccinated. There may be a situation where an employee refuses based on religious or health grounds. In these circumstances, an employer cannot prejudice an employee for doing so. Employees are protected by the Employment Equality Acts 1998 to 2011 and cannot be discriminated against based on any of the nine grounds in that Act. Such action could give rise to employment claims of discrimination, penalisation or victimisation or a claim under the Unfair Dismissals Acts 1977 – 2015 if an employee alleges, they were forced to resign because they were mandated to take the vaccine by their employer.

HEALTH AND SAFETY

Employers are obliged to provide a safe working environment under the Safety, Health and Welfare at Work Act 2005 but that does not entitle employers to compel an employee to be vaccinated. Employers should update their occupational health and safety risk assessments and safety statements in light of the Covid-19 pandemic. They should look at their business needs and how necessary it is for employees to be vaccinated. They cannot require unvaccinated employees to be vaccinated but may consider protective measures such as redeployment within the workplace so employees can undertake other work tasks or accommodate working from home. The employers should ensure that the results of risk assessments are communicated to employees. The Work Safety Protocol states that an employer must consult with the employee and a medical practitioner if redeployment is needed.

STEPS FOR EMPLOYERS

Employers should encourage employees to take the vaccine, provide vaccine information to employees and address any concerns they might have. In order to minimise the risks of infections, they should follow public health advice, such as working from home where possible, physical distancing, face coverings and have adequate ventilation in place. Each workplace

should appoint a Lead Worker Representative who will put measures in place to prevent the spread of Covid-19. Induction training for all workers is important upon their return which includes the most up to date health advice and the business's Covid Response Plan.

Above all, it is important that employers familiarise themselves with the contents of the updated Work Safety Protocol to prepare for workplace return.

*Aoife Keane, Solicitor
Sherwin O'Riordan*





Brendan Carney
CEO Strandum HR

Laura Moriarty
Operations Director
Moriarty Group

"In 2019 we decided to upgrade our Human Resources function from what was a predominantly manual based system to a fully integrated cloud based Human Resource Management Solution. We needed a system that would complement the diverse nature of our group – which includes interests across the retail grocery, hospitality, and property management markets with a team of 500. Having reviewed a number of potential solutions we chose the Strandum

HR Software Solution as it promised to be a "one stop

shop" for all of our HR requirements. 1 year on, I can definitely see the benefits the system has had on our business, with all HR Paperwork/Files in one place and easily accessible. The App facility gives staff the ability to access the system remotely and has been hugely convenient for the team with managers being able to manage certain HR functions through the app also. The system does require a time investment from the company, but the Strandum Team will support you every step of the way. They have listened to us regarding specific requirements we have had, and amended our system accordingly to ensure that it meets our needs. We have found Brendan and his team to be extremely professional and supportive and a vital resource during the initial rollout. We are very pleased to be using the Strandum HR Software Solution and we look forward to the future system developments to come."



Laura Moriarty, Operations Director,
Moriarty Group.

Ireland's leading provider of Human Resource Software Solutions are very much in a positive mood.

With so many companies and organisations being challenged with how to manage their workforce during the Covid crisis, working from home, layoffs, furloughs, short time, leave calculations etc, many companies and organisations decided to investigate what tools or solutions were available to help them. Many of them have engaged with Strandum.

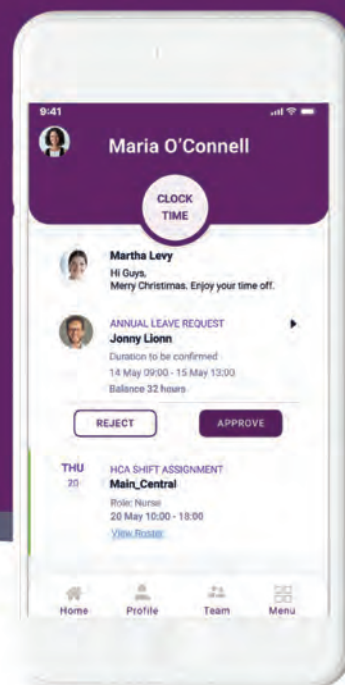


"Our cloud based modular HR Software Solutions provides all the functionality, security and ease of use that retailers specifically need. The ongoing development of the our solutions in recent years has been strongly influenced by input from our existing customers from within the retail and hospitality sector"

Ronan Walsh, CTO Strandum

Irish Retailers getting ready to open post COVID: What they need:

- **Time & Attendance** with facial recognition and contactless clocking of hours.
- **Rostering**, fully integrated and mobile enabled.
- **Mobile App** for all employees and managers to control their own and their team's data including: clocking in/out; viewing roster updates; submitting leave requests and much more.
- **Onboarding** to accelerate the process of bringing on new employees with ease, accuracy and professionalism.
- **Reporting** Business Intelligence and performance metrics.



When you join the Strandum customer community you will be in good company with the Moriarty Group and so many more including:





SUPPLIER DIRECTORY



STAR	CATEGORY OF COMPANY	COMPANY	ACCOUNT MANAGER	CONTACT INFORMATION	REFEREES
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	Audit, Tax, Advisory Services	Grant Thornton	Damian Gleeson +353 (0) 61 607 993	damian.gleeson@ie.gt.com www.granthornton.ie/industry/consumer-products	Carrolls Irish Gifts
	AV and Digital In-Store Services	Quest Systems	Damien Stout +353 (0)1 419 9199	Damien.stout@questsystems.ie www.questsystems.ie	Ryanair
	Branding, Store Design, E-Commerce	Bradley Brand and Design	Andrew Bradley +353 (0) 86 258 4368	andrew@bradleybrand.ie www.bradleybrand.ie	Fields Jewellers,
	Broadcast Media	Sky Media Ireland	Gareth Genockey +353 (0) 1 614 7611	gareth.genockey@sky.ie www.skymedia.ie	Albany Home Décor
	Business Finance	Linked Finance	Eileen Devereux +353 (0)1 906 0300	eileen.devereux@linkedfinance.com www.linkedfinance.com	Retail Excellence
	Cash Handling Solutions	Glory	David O'Meara +353 (0) 1 467 0542	david.omeara@glory-global.com www.glory-global.com	Musgrave Group
★	Cash Logistics Services	GSLS	Paul Cahill +353 (0) 87 133 6000	pcahill@gsls.ie www.gsls.ie	Applegreen,
	Consumer Market Research & Training	Customer Perceptions & Optimum Results	Emma Harte +353 (0) 42 93 39911	emma.harte@customerperceptions.ie ww.customerperceptions.ie	DAA, RAI
	Contract Cleaning	Cleaning Contractors	Turlough O'Brien +353 (0)86 812 6002	Turlough@cleaningcontractors.ie www.cleaningcontractors.ie	Mannings Construction Group, Tesco Ireland
	CX Solutions	SAP	Kevin Purcell +353 (0)87 434 8508	kevin.purcell01@sap.com www.sap.com	Elverys, Smyths Toys
	Digital Marketing Agency	Core Optimisation	Caroline Dunlea +353 (0) 86 086 2840	caroline@coreoptimisation.com www.coreoptimisation.com	Compu b, Great National Hotels
	Digital Marketing Agency	SocioLocal	Nicole Stevenson +353 (0) 1 240 2580	nicole@sociolocal.ie www.sociolocal.ie	Musgrave, AF Blakemore
	Digital Signage	Screenvend	Louise Doherty +353 (0)85 878 9757	louisiedoherty@navi.ie www.navi.ie	Careplus Pharmacy
	Digital Signage	Focal Media	Maurice Muldoon +353 (0) 1 2934040	maurice@focalmedia.com www.focalmedia.com	Tesco Ireland
	Domain Name Registration	IE Domain Registry	Registration Services +353 (0) 1 236 5400	registrations@iedr.ie www.iedr.ie	Matrix Internet, Software Design Ltd
	Ecommerce Agency	Ireland Website Design	Nick Butler +353 (0) 51 325 567	nick@irelandwebsitedesign.com	Redlane Boutique, O'Dwyer's Shoes
★	Ecommerce Agency	StudioForty9	Ger Keohane +353 (0) 21 239 2349	ger@studioforty9.com www.studioforty9.com	Aurivo, DID Electrical, Tony Kealys
	Ecommerce Content Management System	Styla GMBH	Lee McDermott +44 (0)79 5800 3481	Lee@styla.com	"Pamela Scott, Petstop
	Employee Workforce Management Solutions	Timepoint	Colin Ryan +353 (0) 1 406 7610	colin@timepoint.ie www.timepoint.ie	Applegreen, Carroll's Irish Gifts, Musgrave Group
	Energy Services	Exemplar Energy	Jonathan Fitzpatrick +353 (0) 87 276 8778	jonathan@exemplarenergy.ie www.exemplarenergy.ie	Arboretum Home and Garden Centre, Shaws Department Stores
	Energy Services	Pinery	Esme Murphy +353 (0) 87 703 3796	esme.murphy@pinergy.ie www.pinergy.ie	Aramark, DNG
	Energy Advisory Service	Sustainable Energy Authority of Ireland	Sara Norris +353 (0) 1 8082121	Sara.Norris@seai.ie www.seai.ie	Retail Excellence
	EPOS Solutions	K3 Retail	Mark Bryans +353 (0) 1 820 8321	mark.bryans@k3btg.com www.k3retail.ie	DAA, Woodies
	EPOS Solutions	Positive Systems Solutions	Damien O'Driscoll +353 (0) 1 6296058	damien@pss.ie www.pss.ie	Conns Cameras, Croom Cycles
	EPOS Solutions	Retail Integration	Patrick Heslin +353 (0) 1 429 6800	patrick@retail-int.com www.retail-int.com	Mothercare, O'Briens Wine, Beer and Spirits
	EPOS Solutions	CBE	Oliver Sheridan 1890 373 000	oliversheridan@cbe.ie www.cbe.ie	CH Chemists, Paul Byron Shoes

STAR	CATEGORY OF COMPANY	COMPANY	ACCOUNT MANAGER	CONTACT INFORMATION	REFEREES
	EPOS Solutions	Eirpoint	Niall Cannon +353 (0) 65 686 8880	ncannon@eirpoint.com www.eirpoint.ie	Dubarry Ireland, Patrick Bourke Menswear
	Footfall Counting, Digital Signage & Loss Prevention	Detectag Retail Services	John Dempsey +353 (0) 86 243 7100	john.dempsey@retailservices.ie www.retailservices.ie	An Post, Eir, Meteor
★	Gift voucher and Gift Card Solutions	FromMe2You Gift Card	John Wall +353 (0) 87 666 6795	John.wall@me2you.ie www.me2you.ie	Fields Jewellers, Harvey Norman
★	Global Payments & Foreign Exchange Risk Management	Afex	Finian Brett +353 (0)1 245 7310	fbrett@afex.com www.afex.com	Caseys Furniture, Shoe City & Teeling Whiskey
	HR Consultant	Tom Smyth & Associates	Tommy Smyth +353 (0) 21 463 4154	tommy@tsaconsultants.ie www.tsaconsultants.ie	BB's Coffee & Muffins, Petstop, Skechers
	Resources Solution	Strandum Ltd	Brendan Carney +353 (0) 1 899 1900	bcarney@strandum.com www.strandum.com	O'Callaghan Hotels, Topaz
	Instalments	Mastercard	Chaten Oberoi Morris +44 207 557 5301	Chaten.Oberoi-Morris@mastercard.com www.mastercard.com	Retail Excellence
	Insurance	FBD Insurance	Patrick Carey +353 (0) 86 815 4193	Patrick.Carey@FBD.ie www.fbd.ie	Petsop
	IT - Domain and Hosting Services	Blacknight	Michele Neylon +353 (0) 59 918 3072	michele@blacknight.com www.blacknight.com	Irish Pumps and Valves Ltd, The Cool Bean Company
	IT Managed Services	Radius Technologies	Sean Dowling (0818) 592 500	seand@radius-telecom.ie www.radius.ie	Mulligan Pharmacy Group
	Label Solutions	IMS Labels	Steve Burke +353 (0)1 470 0535	steve.burke@ims.ie www.ims.ie	Avoca, Musgrave Group
	Legal Advisory	Sherwin O'Riordan Solicitors	James Sherwin +353 (0)1 663 2000	jsherwin@sor.ie www.sor-solicitors.ie	Applegreen
	Licence Exempt Music Provider	Amazing Media	Phil Randle +44 (0)1246 572 997	service@imagesound.co.uk www.amazinginstore.com	Woodies
	Logistics	DHL Express	Brian Heffernan +353 (0)86 062 3213	Brian.heffernan@dhl.com www.dhl.ie	Carroll's Irish Gifts, Eurostyle
★	Logistics	DPD	James O'Donoghue +353 (0) 906 420 500	sales@dpd.ie www.dpd.ie	Harvey Norman
	Mystery Shopping, Store Assessments	Crest Mystery Shopping Ireland	Michele Cawley +353 (0) 86 814 5004	michele@crestireland.com www.crestireland.com	Harvey Norman
★	Payment Solutions	AIB Merchant Services	Mark Patterson +353 (0) 86 189 3681	Mark.Patterson@aibms.com www.aibms.com	Born Clothing, Brook Foods
	Payroll Services	Paycheck Plus	Lisa Slevin +353 (0) 41 98 92 100	nclarke@paycheckplus.ie www.paycheckplus.ie	Harvey Norman
★	Personal Wealth Management	Davy Group	Kevin Doherty +353 (0) 1 614 8778	kevin.doherty@davy.ie www.davy.ie	Retail Excellence
	Personalised Retail Packaging	Barry Packaging	Eamonn Barry +353 (0) 87 263 9487	eamonn@barrypackaging.com	The National Gallery of Ireland,
	Personalised Retail Packaging	Delpac	Charlie Curran +353 (0) 66 947 9298	charlie@delpac.ie www.delpac.ie	Arnotts, Patrick Bourke Menswear
	Personalised Retail Packaging	JJ O'Toole	Vicki O'Toole +353 (0) 61 229 333	info@jjotoole.ie www.jjotoole.ie	Arboretum Home and Garden Centre,
	Print and Design	Kingdom Printers	David Keane 066 712 1136	dave@kingdomprinters.net www.kingdomprinters.net	Retail Excellence
	Professional Services	BDO Ireland	Conor Mac Manus +353 (0)1 470 0535	conor.macmanus@bdo.ie www.bdo.ie	Easons, Grange Builders
★	Recruitment	Excel Recruitment	Barry Whelan +353 (0) 1 814 8747	barry@excelrecruitment.com	Kilkenny Group, Topaz
	Recruitment	Teamworx	Amy McGlynn +353 (0) 45 898037	amy@teamworx.ie www.teamworx.ie	County Kildare Chamber, Kilkenny Group
	Risk Management Solutions	Seachange	Paul Cummins +353 (0) 87 052 24 95	paul.cummins@seachange-intl.com www.seachange.ie	Applegreen, McCabes Pharmacy Group

STAR	CATEGORY OF COMPANY	COMPANY	ACCOUNT MANAGER	CONTACT INFORMATION	REFEREES
	Shopfitting and Retail Design	CGL Retail Solutions Ltd	Mark Dowling +353 (0) 59 913 0505	mark@cglretailsolutions.com www.cglretailsolutions.com	Expert Electrical
	Shopfitting and Retail Design	DDC Group	Ashley Gardiner +353 (0) 1 401 3050	ashley@ddcshopfit.ie www.ddcshopfit.ie	Ebay, IKEA
★	Shopfitting and Retail Design	Johnston Shopfitters	Shane Brennan +353 (0) 86 244 0714 Andrew Johnston +353 (0) 1 419 0419	sbrennan@johnston-shopfitters.com ajohnston@johnston-shopfitters.com www.johnston-shopfitters.com	Carolls Irish Gifts, Easons, Meaghers Pharmacy Group
	Shopfitting and Retail Design	Store Design	Declan McKeever +353 (0) 1 413 1350	d.mckeever@storedesign.ie www.storedesign.ie	Diffney For Men, Fallers Jewellers
	Specialist Entrance Matting Provider	Footfall	Ger Halloran +353 (0) 86 235 3515	ger@footfall.ie www.footfall.ie	Dunnes Stores, Musgrave Group
	Stocktaking Service	Stocktaking.ie	Sharon Kelly +353 (0) 86 389 9542	sharonk@stocktaking.ie www.stocktaking.ie	Carraig Donn, Elverys, Tiger Stores
	Stocktaking Service	TakeStock	Bernard Brown +353 (0) 1 77 55 242	bernard.brown@wecount.ie www.wecount.ie	Joyce's Supermarket, Musgrave Group
	Stocktaking & Inventory management	Scanmatix	George Armstrong +44 (0)78 5119 9191	george@scanmatix.com www.scanmatix.com	DID Electrical, Elverys
	Stocktaking, Merchandising & Retail Services	RGIS Inventory Specialists	Marcin Dettlaff +353 (0) 87 1272698	MDettlaff@RGIS.com www.rgis.ie	Lifestyle Sports, Tesco Ireland
	Tax free Shopping	Global Blue	Mark Cox +353 (0) 87 707 5041	mcox@globalblue.com www.globalblue.com	The Cloth Shop, Zwilling Kildare Outlets
	Workforce Management Software	Quinyx	Ken Fernee +44 7384 897 269	kenneth.fernee@quinyx.com www.quinyx.com	GANT, Rituals

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