

Budgens Crouch End Case Study

Overview

Thornton's Budgens in Crouch End is one of the new franchised Budgens outlets in the UK. Andrew Thornton took on the franchise early in 2007 and set about revitalising what had become a tired and under-performing store.

Objectives

- To increase turnover and footfall
- Develop a strong environmental agenda
- Establish links with training organisations
- Run a "Buy Local" campaign

Success

Budgens attended the 'Meet the Food Buyer' event, organised by City Growth, at Haringey 6th Form Centre, where they met a range of local manufacturers. The event was very successful and Budgens offered Haringey food producers an opportunity to display their products during a week in mid-May 2008 at its store — "Haringey Food Week". Customer feedback was exceptional. City Growth is also helping organise training for 20 Budgens staff — "Food appreciation" training, to help customers more when they enquire about products being sold.

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Budgens

"City Growth has helped us in a variety of useful ways — making invaluable connections with local manufacturers; connections with training providers and helping our local retailers group move forward with other support — especially links into the Council. We hope to run more Haringey Food Weeks with City Growth's support. Our customers really appreciated the range and quality of the businesses brought in through City Growth. It is just this sort of thing I had hoped to do and you made a lot of difference with finding good businesses, who will help us develop our local lines, bring more people into our store, helping to generate local jobs and prosperity. Keep it up!

Andrew Thornton, Budgens
"HCG Best Retailer 2008"



Place your message here. For maximum impact, use two or three sentences.

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