

Summer/  
Autumn  
2017

# Dicksons

## NEWSLETTER

### The Dickson Fund

Since the beginning of the year we have been involved in a lot of charity work supporting our local communities. We have donated over £7000 cash to numerous organisations and events as well as donating over £600 in Dicksons vouchers and over £1000 in product to help charities raise funds.

To help us manage our contributions, we have now set up The Dickson Fund with a dedicated email address for any enquiries regarding charity donations. This poster can now be found in all our shops.

### Supporting Our Local Communities

## The Dicksons Fund

As a family business, we've keen to support recognised group initiatives and charities local to the areas in which we're represented. On a yearly basis we can offer a group of chosen charities a grant from The Dickson Fund.

We can't unfortunately, support appeals from individuals and don't give to international or national charities. In short, as a local family business we look to support the local community.

Examples of who we can support:

- Play Groups/Mothers & Toddlers/Schools/ Lunch Clubs
- Religious organisations
- Local Sport associations
- Individual Amateur Teams
- Youth projects
- Initiatives which support the elderly
- Drop in Centres
- Homeless and Local Refugee support groups
- Womens refuge

To apply for a Dickson grant please write to Dicksons Philanthropy Committee on letterhead or email us, briefly describing your organisation and the benefit a grant would give.

Head Office/Factory, M I Dickson Ltd., Unit 1, Heddon Way, Middlefields Industrial Estate, South Shields, NE33 0NT

#### Did you know, we offer charity discount?

If you're a community group or charity organising an event we can offer up to 30% off your purchase. How does it work?

- 1) Contact your local store manager with details of your event, accompanying evidence and the catering support you require
- 2) The manager will then calculate the full retail value of your food requirements and offer discount as follows:
  - a. Retail spends over £50 will receive 10% discount
  - b. Retail spends over £100 will receive 20% discount
  - c. Retail spends over £200 will receive 30% discount
- 3) Organise your own collection of the products on the day of your event with the store manager.



[TheDicksonFund@midickson.co.uk](mailto:TheDicksonFund@midickson.co.uk)

### Congratulations

Nicola Best from our Concord shop and Julie Meston from Fowler Street have both tied the knot this year, we wish you both and your partners a happy future together!



### Retail News

#### Concord



Shop 30 at Concord, Washington opened its doors in October. This shop has more of a Café feel with extra seating and plated meals on offer. We wish the new shop manager Nicola and her team the best of luck.

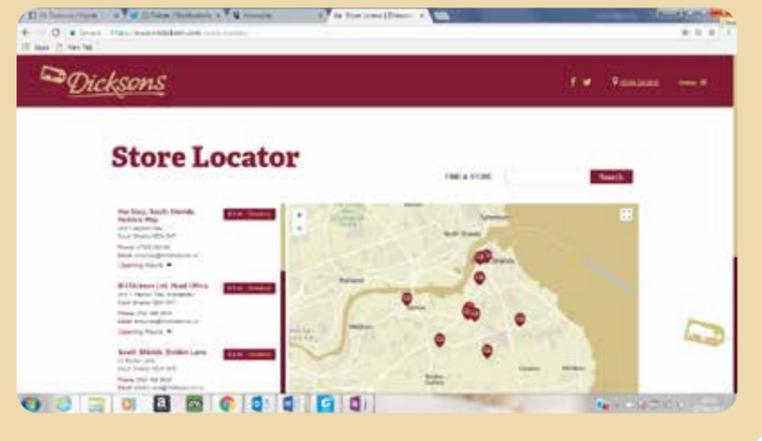
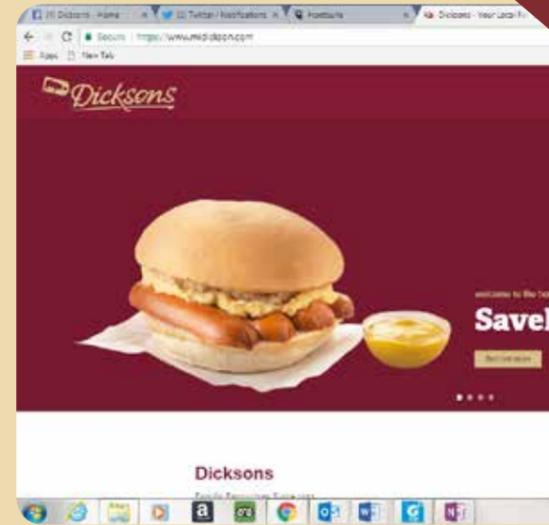
## New Look

Our shop at Maritime had a makeover in May with a new shop front and outside seating added. This has revived the shop and ever since, they have been typically +15% on their LFL.



Our Website has also seen a makeover, check out our new site at [www.midickson.com](http://www.midickson.com)

Customers can now find their nearest shop, see opening hours and call direct from our site on their phone!



## In Store Activity

Our new meal deal is proving popular especially with the addition of our tasty new doughnuts.



Limited Edition Deep filled pies – came back by popular demand in September

## Wholesale

We've launched into 140 Co-Op stores in the North of England with 11 bakery lines as well as pease pudding and saveloys. We've also launched 6 bakery lines into 36 Iceland stores.



We have continued to refresh shops across the estate:

Chester le Street

Grainger Street



Since the law changed in 2015 for large shops in England to charge 5p for all single-use plastic carrier bags, our carrier bag usage has dropped.

This is not only a benefit to the environment but benefits our local communities as we can then donate more money to our local charities. Our recent donation went to St Cuthbert's Care who have just thanked us for a donation of £4072.53

