

# Costcutter<sup>®</sup>

## CRAWLEY DOWN

Dave Wyatt

# COVID-19 SAFETY AND HYGIENE



### Attracting new shoppers through the highest levels of safety and hygiene

From the moment a shopper arrives at the Crawley Down Costcutter and Shell garage, they follow a safety regime that goes above and beyond the Public Health England guidance to minimise the risks a shopper might encounter. From the mandatory wearing of gloves, to helpful advice on how to minimise risk of exposure to the coronavirus when unpacking their shopping at home, the Crawley Down team has carefully considered everything they can feasibly do to keep their shoppers and staff safe and healthy through the crisis.

Store manager, Dave Wyatt, explained the approach his team has taken: “As soon as this dreadful disease started to spread, we put in place the most robust measures that we could. Nothing is more important to us than the safety and health of our shoppers and staff, and the feedback we have received has been amazing.

“Not only do our shoppers tell us they feel safer but we are also seeing new shoppers come to our store because they have heard about the enhanced safety measures we have put in place.”



### The list of measures the team has put in place is impressive:

- All shoppers arriving at the forecourt are greeted by a team member, at a safe social distance, as they get out of their cars and shown where they can take gloves from (by the pumps, shop door and cashpoint). There is ample parking for shoppers with 20 car parking spaces available.
- Shoppers are advised on how to protect themselves and others while filling up and shopping in store.
- All shoppers are required to wear the gloves while on the site.
- Shoppers who arrive wearing their own gloves are asked to use hand sanitiser to ensure maximum hygiene and safety for all.
- In line with Public Health England advice, the volume of shoppers in store is regulated and clear social distancing markings are in place with helpful advice and signage throughout the store.

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- Shoppers are also given guidance on how to both safely pack the shopping into their cars and unpack it at home to minimise the risk of infection.
- In a UK first, trialing a new shopper volume management system which automatically tracks and manages the numbers of people in store at any time.

As well as keeping their shoppers safe and healthy, Dave Wyatt has maintained his stock levels at a high level throughout the crisis to ensure that all shoppers have access to the food they need. As a 1,600ft convenience store, shoppers can carry out a full grocery shop with a wide selection of fresh, chilled, frozen and ambient products.

A wide selection of Co-op Own Brand products are also available which is not only driving sales but attracting new shoppers to the store. Equally, Dave has sourced a diverse range of local products to meet seasonal demand, for example compost, flowers, calor gas, charcoal and barbecues, which is also helping to attract additional customers who go on to buy further items.

**To respond to demand, Dave is also planning to add an 8ft by 32ft external chilled room to provide additional fridge capacity. As well as helping provide a greater range for shoppers, this will also make it easier to replenish the store overnight.** The team is helping shoppers keep up-to-date on when stock is arriving through the store's Facebook page. The page also includes all details about the safety measures that have been put in place and customers can also make contact with the team through the page to arrange deliveries for those that are shielding and self-isolating.

"Empty shelves in the main supermarkets caused by panic buying has caused a lot of distress for shoppers, especially the elderly. While we have seen sales volumes far exceed our normal levels, we have worked hard to keep our shelves stocked and that remains the case today," added Dave.

The results are clear. As well as happy shoppers, daily sales have tripled to £12,000, largely from new customers.

Keen to support key workers on the frontline of this crisis, Dave provided all key workers a bumper Easter gift of a free meal deal (breakfast, lunch or dinner) or value equivalent throughout the Easter bank holiday weekend. In addition, outside the opening hours of 5am to 9pm, the store is open for NHS, care workers and emergencies services to refuel throughout the night should they need to.

"Nothing my team has been experiencing compares to the tireless and selfless work that our NHS and emergency services are doing in this crisis and I was delighted to be able to give something back. We were all so pleased to see the smiles of gratitude from the NHS key workers who visited our store," he added.



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