

Costcutter[®]

KIRKHEATON, WEST YORKSHIRE

Steve Singh, store manager

COMMUNITY SUPPORT

Kindness and enthusiasm are a win for Kirkheaton store

“You name it, we do it – sponsoring sports teams or organising charity events – we always want to get involved and donate to help support our local community,” Steve Singh, store manager of Kirkheaton Costcutter, part of the DBS Group.

Steve and his wife, Sonia, have run the store for nearly 20 years and their enthusiasm isn't slowing down anytime soon. Whether it's sponsoring local sports teams or raising money for local charities, Steve says they're all about looking after their shoppers and helping the local community.

When the COVID-19 crisis began they were quick to support local NHS workers, leading a collection from amongst the local community that led to a donation of 20 crates filled with toiletries to various wards and units. Their daughter, Jasmine, even took part, baking cupcakes and sending each box with a message reading: “Thank you NHS. Stay safe. This storm will pass. Enjoy. Jasmine.”

The store also ran two recent fundraising events to raise money for two local hospices. One was a coin collection for people to donate their spare change, which raised £2,000 in just two weeks. The second was a raffle with prizes donated by customers including a Ferrari driving experience and a 1% stake in a racehorse which raised another £6,000. The combined amount is being donated to the nearby Kirkwood Hospice, where Jasmine volunteers every Thursday, and Forget-Me-Not Children's Hospice.



**MONEY
DONATED
TO LOCAL
CHARITIES**

£6,000

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Their commitment to supporting their community meant that when the lockdown started, they were in a strong position to play their part. “Whatever happens with the coronavirus, my aim is to make sure my shoppers, especially the elderly, are supported. As we’ve been here so long – 19 years! – it meant we knew who we hadn’t heard from for a while. So we put word out on our local Facebook group and people volunteered to check up on them and organise their shopping for them.”

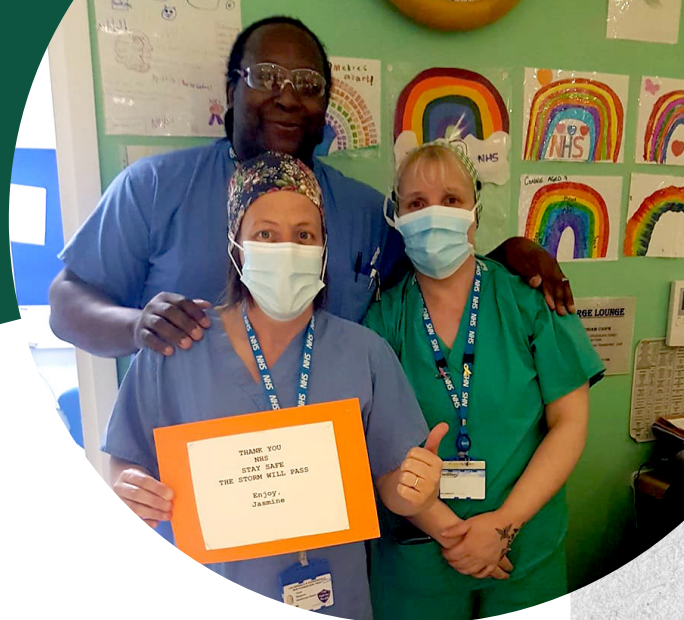
Steve says they started with just a few home deliveries, using a team of volunteers, but while that number grew a lot during the peak, demand has eased somewhat.

“Initially we saw a sizeable uplift in footfall due to people panic buying and staples such as bread and milk quickly selling out, but now it’s calmed down.”

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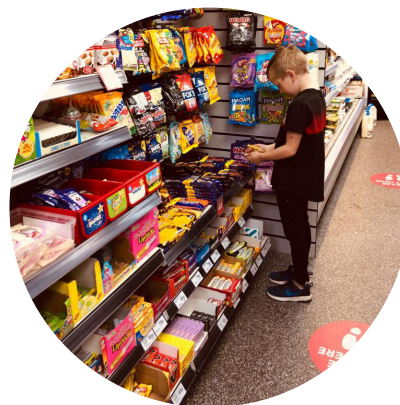
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BUSINESS OPEN FOR

19 YEARS



Steve was quick to implement social distancing and hygiene measures in the store for the customers. “From the start we placed a great amount of emphasis on the importance of keeping a safe distance and educating shoppers about why it’s important. Everyone’s safety is paramount.

“During the COVID crisis we’ve seen lots of new shoppers. Many have now realised that we’ve got almost everything they need, especially with the benefit of stocking Co-op Own Brand range. Its great to see so many new shoppers keep coming back!”