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Construction firm's ninth safety award

A LEEDS construction firm has won its ninth gold medal in a national health and safety awards system.

Safety charity the Royal Society for the Prevention of Accidents (RoSPA) launched its national awards programme 55 years ago.

The scheme looks not only at accident records, but also entrants' health and safety management systems, including leadership and workforce involvement.

VHE Construction of Leeds has won a gold medal in the society's Occupational Health and Safety Awards 2011.

The awards are sponsored by the National Examination Board in Occupational Safety and Health.

Brewing success

SKIPTON brewer Copper Dragon has appointed a new associate brewer.

Leeds University graduate Robert Percival, 25, joins the firm from John Smiths.

Founded in 2002, Copper Dragon supplies 2,000 UK pubs, plus major supermarkets and overseas customers.

Ilkley M-local First in three shop trial



OPEN FOR BUSINESS: Pictured at the new Ilkley store are Morrisons chief executive Dalton Philips and staff member Grant Henshall

Morrisons in convenience 'store wars'

BY PETER LAZENBY

CONVENIENCE 'store wars' have broken out in Yorkshire as regionally-based supermarket chain Morrisons launches its own small store chain to challenge its rivals.

Britain's major supermarket chains, including Sainsbury, the Co-op and Tesco, are battling for their slice of the convenience store market.

Tesco, for example, is building its Tesco Express convenience store chain.

It already operates eight of the convenience stores in Leeds and one in Wakefield.

Morrison has begun its fight-back with the launch of its own convenience store chain - M-local.

Its first M-local has opened in the up-market town of Ilkley.

The store is the first of a three-store trial - two more M-locals will be opened later this year.

Morrisons will use its reputation for fresh food as a centre-piece of its trial, alongside the local bakery, fishmonger's and butcher's which have proved successful in its supermarkets.

It also plans to be challenging on pricing.

The first M-local convenience store is just under 3,000 sq ft and is a former college building which has been recently refitted.

Morrisons chief executive Dalton Philips said: "Convenience is one of the fastest growing sectors of the market and developing our offer in this channel is a key part of our growth strategy."

"We believe that convenient food doesn't have to mean dull food."

"The M-local offer will be different: a greater emphasis on fresh food and, critically, the same competitive prices for fresh food in M-local as in Morrisons will really set us apart from the competition."

"I'm confident that customers will find the M-local offer compelling and different and I look forward to hearing their feedback."

Morrisons is lagging behind some of its major competitors in the development of convenience stores.

Morrisons, however, is used to taking on its bigger rivals, and the firm's development is seen as one of Yorkshire's greatest retail success stories, thanks mainly to its former chairman Sir Kenneth Morrison, who retired in 2008.

The firm began in 1899 when merchant William Morrison opened a stall on Bradford market.

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