

# Big business aims small as convenience store opens



"It looks all right in the I'm all for a bit of Yorksh competition for Tesco."  
*Madge Thompson*



"I think it's lovely. We really need it here as a lot of people live nearby and they have to go a long way to do their shopping."  
*Dina di Pietri*



"I think it's very nicely positioned. I tend to eat a lot of ready meals and I think it's going to be very good for me."  
*Gordon Dineen*



"It's a nice shop. They have done well to squeeze everything in there and you can get everything from here. I like Morrisons anyway."  
*Asif Khan*



"I think it's lovely. I'm a huge fan of Morrisons and I don't want to have to go to Skipton. It's a bit crowded at the moment, but I think I'll use it all the time."  
*Mary Scott*



**Morrisons chief executive Dalton Philips (centre back) with staff members at the new Ilkley M Local shop, (left to right) Charlotte Slater, Emily Rawson, Helen Stott, James Clayton and Grant Henshall**

"strong neighbourhood, and residential location" and said a lot of the fresh food will be supplied from its Keighley superstore.

The store is divided into five areas: Dine-in Tonight, Scratch Cooking, Entertaining, Ambient Top-up, and Food Good To Go.

The company, the fourth largest supermarket firm in the UK, said the

new store is also close to its headquarters, which will allow managers to visit and make refinements.

It has created 15 full-time and part-time jobs.

The premises were previously used by Bradford College for IT training.

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by Jonathan Redhead

Bradford-based supermarket giant Morrisons has opened a convenience store in its first foray into the growing small shops sector.

The firm chose Ilkley to pilot what will be one of three M Local stores to be opened this year as it tests a market in which its big rivals have already established a foothold.

Crowds of shoppers poured into the M Local shop when it opened at 1pm, last Friday, in Bolton Bridge Road in a former college building.

But Dalton Philips, Morrisons chief executive, insists the firm's focus on "freshness and value" means it is not taking a gamble.

"There are 50,000 convenience stores in the UK and the large retailers only have about 15 per cent of them," he said.

"We talked to customers and there are four things they've said to us. They're not getting real good fresh food, they're not getting good value, the stores are difficult to shop in and the stock availability is not good.

"We've discovered its possible to address all of these things.

"Forty per cent of our stock will be devoted to being fresh food. There will be 30 per cent more fresh food items than in other convenience stores."

He said the convenience store would carry the same prices as the superstores. He said the store is designed with wide aisles to make shopping easier and there would be better stocks.

"It's a real focus on freshness and value," Mr Philips said. "You get incredible value when you shop in Morrisons. We will be absolutely aggressive on price."

Mr Philips said the company had targeted Ilkley because it is in a