Let’s talk about food
THE MAGAZINE FOR CO-OP FOOD COLLEAGUES

Exploring the Peaks...
...and troughs of a super tourist store
PAGES 16-19

Summer of Colour
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Why campaigning for what we believe in matters
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Co-op – it’s what we do

As this issue of Let’s Talk About Food went to print, we were talking to members about our new marketing campaign and community plan at our AGM. I know from speaking to lots of you that you want us to shout more about all the great things we do. Things like being the first UK retailer to launch a compostable plastic carrier bag – and sharing the technology with the world – not to mention funding 18 Co-op Academies and recruiting Member Pioneers to bring our communities closer together. Well, now we’re shouting!

Paul, Chris and Jean chat about three current campaigns: tackling loneliness, modern slavery and promoting safety for our colleagues and communities. The campaign closest to my heart is our Safer Colleagues, Safer Communities project. It keeps me awake at night knowing that our colleagues face unnecessary abuse and, in some cases, violence when going about their everyday work. That’s why we’re doing all we can to change the conversation in government and fight for better protection for shop workers, while continuing to invest in the latest technology and working with our local communities to tackle the root causes of crime.

On a lighter note, we’re featuring in the line-up of eight UK festivals this year, taking our pop-up shop on tour up and down the country. Of course, we’ll showcase our fantastic products, but we’ll also be spreading the word about our Co-op difference. Enjoy the fun of the festivals on pages 8-9.

On pages 16-19, Thomas Barnes, a store manager in the Lake District, tells us what it’s like to run one of our super tourist stores. Thomas shares his thoughts about life in Grasmere and wows us with some impressive numbers. We caught up with him in the middle of a storm; let’s hope he gets some great summer weather this year!

We’re using our shops and depots to help test out the new service too! I hope you all have a fantastic summer. I know I’m wishing for a return of the smashing weather we saw in 2018 - partly because the heat helps showcase our marvellous shops and our mouth-watering summer range.

FESTIVAL FEELING

“We’re featuring in the line-up of eight UK festivals this year, taking our pop-up shop on tour up and down the country. Of course, we’ll showcase our fantastic products, but we’ll also be speaking to people about our Co-op difference.”

Jo Whitfield
Chief Executive, Co-op Food
T
o kick off our focus on our campaigns, past and present, we ask Paul Gerrard, Co-op Campaigns and Public Affairs Director, about his work to influence decision makers. From the Prime Minister to local community groups, he gives us an insight into his life and explains what campaigning at the Co-op is all about and why it matters.

Q. WHAT IS A CAMPAIGN? A Co-op campaign is about making a permanent change in the communities we live and work in. We do that by making sure parliament and the government understand our views on issues that affect us. I spent 20 years in government (working in the civil service), so I know sharing our expertise helps good decision-making.

Before we started to campaign on loneliness, the government had no plan and nobody responsible for it. Now we have a government minister who’s tackling it and a strategy that reflects our views.

Q. TELL US ABOUT AN AVERAGE DAY AT WORK? I start the day by making sure I know what’s happening in Westminster, Whitehall and beyond - things can change overnight. I’ll check in with my team, usually by phone, as we split ourselves between our support centre and London. I couldn’t do my job without their expertise and knowledge… and humour!

At the moment, we’re making good progress on the Safer Colleagues, Safer Communities campaign. I may have calls or meetings scheduled to speak to government officials looking to kick off our focus on our communities campaign. I may have a government minister who’s tackling loneliness, the government had no plan and nobody responsible for it. Now we have a government minister who’s tackling it and a strategy that reflects our views.

Q. WHAT’S LIFE LIKE OUTSIDE WORK? Family is the priority. I’m married to Allison and we have two children - Emma, 15, and Joseph, 7 - so most days off are spent with them. I wouldn’t want it any other way.

Q. WHAT ATTRACTED YOU TO THE CO-OP? I believe in making a positive difference to the society I grew up in, and in which my children are now growing up. So when I decided to try something different, I didn’t want to join a business where my values would be at odds with theirs. The Co-op’s history of making a real difference convinced me that I could contribute to something I believed in.

“I believed in.”

PAUL GERRARD, CO-OP CAMPAIGNS AND PUBLIC AFFAIRS DIRECTOR

GROWING CONCERN

With the Safer Colleagues, Safer Communities campaign currently top priority, Chris Whitfield, Retail Chief Operating Officer, tells us more about it - and why he and the rest of his team are so determined to improve life for colleagues and communities.

Q. WHY IS IT SO IMPORTANT THAT WE’RE CAMPAIGNING ON CRIME THAT HAPPENS IN OUR SHOPS? Retail crime is at a 10-year high and incidents are becoming more violent and frightening. We don’t see this in all our shops, but for some it’s part of everyday life and that’s not acceptable.

The safety of all our colleagues is so important to me and often keeps me awake at night. That’s why we’ve invested millions in this campaign. We don’t just want to push crime out of our shops and onto the high street: that’s not Co-op. We want to help tackle the root causes of crime.

Q. WHAT WOULD YOU SAY TO ANYONE THINKING ABOUT CONFRONTING A SHOPLIFTER? No one should ever confront a shoplifter. I’ve worked in a shop before and I know what it’s like when someone tries to steal - it feels personal. Back in my day, a quick scuffle would be all that happened but now these people could be carrying any sort of weapon and it’s just not worth the risk. Shop can be replaced but your life can’t!

Q. WHAT WILL IT MEAN TO COLLEAGUES IN STORE? We’re looking at all sorts of new technology and equipment. We’ve got monitored CCTV in some of our stores, which is brilliant. We’ve also been able to use this to gather evidence against repeat offenders and we’re more successful than any other retailer in getting convictions. We’ll be rolling this out to more shops this year. There are other things, such as product protection, layout, security signage and making better use of our headsets that we’re trialling too.

Q. HOW WILL WE TACKLE THE ROOT CAUSE OF CRIME? It’s certainly not going to be a quick fix. This is a deep-rooted problem. I’ll be working with Paul [Gerrard, see previous page] to influence government to try to strengthen the protection that’s in place for shop workers. We’re trying to change the conversation to be less about a business losing money to the effect it has, both physically and mentally, on colleagues.

We’re also looking at how we can build partnerships with local causes, police, councils and other retailers; we know we can’t do this alone.

“We don’t just want to push crime out of our shops and onto the high street: that’s not Co-op. We want to help tackle the root causes of crime.”

CHRIS WHITFIELD, RETAIL CHIEF OPERATING OFFICER
Destined to be different since 1844

In 1844, the Rochdale Pioneers started trading; their idea changed the world. It is seen as the birth of the modern co-operative movement, catching on nationally and seeing huge numbers of people join with pride. From those earliest days, the Co-op has been a movement that tries to improve the way things are done and that hard work continues today.

Modern slavery

THE ISSUE: A victim of modern slavery is someone who is forced to work through coercion, or mental or physical threat. Currently, the government guarantees only 45 days of support to potential victims while their cases are reviewed by the Home Office. This means many vulnerable people are at risk of being re-trafficked.

WE BELIEVE: It’s clear survivors need more time. A bill introduced by Lord McColly seeks to provide a full year of support for potential victims. We’ve been campaigning to persuade the government to support the bill. So far, more than 60,000 actions have been taken in support, including petitions, emails and tweets. We stand in solidarity with survivors to ensure that they can be free for good.

Loneliness

THE ISSUE: In 2015, we researched the problem of loneliness. The resulting report, Trapped in a Bubble, highlighted for the first time that loneliness can impact anyone, of any age, at any time. This revelation was new and it’s about people: stock and property can be replaced, people can’t.

WE BELIEVE: Nothing is more important than protecting our colleagues now and in the future. We launched our Safer Colleagues, Safer Communities campaign last year to work to keep our colleagues and their communities safe. A key part of that campaign is talking to MPs and the government to make sure they understand why the issue of violence against shop workers must be taken seriously and action should be taken to prevent it.

We’re proud to be doing things differently
Festival Feeling

Our pop-up shop is hitting the road again, reaching out to thousands of customers at eight exciting summer festivals – this year including the biggie: Glastonbury. Here we take a look back at some festival faves, and how we plan to live up to the success of 2018.

From conga-ing in the aisles to a live DJ, it’s safe to say last year’s festival stores exceeded people’s expectations of your traditional Co-op store. Which was exactly the point. It gave us a chance to have fun and showcase our commitment to issues including championing British meat, selling Fairtrade products and tackling water poverty. All to an audience who might never have shopped with us before, but who often have strongly-held beliefs on these topics.

This year, we’re going bigger and better, showing even more people, at more festivals, what the Co-op is all about.

Match the products to the FESTIVAL

Each of last year’s festivals attracted a different crowd. Guess which product took centre stage at each event.

- Pimms and lemonade went down a treat at which family-friendly weekend?
- Red Bull kept our rock ‘n’ rollers moshing into the early hours at which festival?
- Our deep fill Chicken and Bacon Sandwich was a popular lunchtime choice for young revellers at which festival up north?

Stuck for the answers? Don’t worry, we’ve got your back:

- Our own brand water was popular at Reading Festival,
- Pimms and lemonade was the choice for those at Latitude,
- Red Bull kept the moshers busy all night at Download and the deep fill Chicken and Bacon Sandwich was the choice for our friends at Leeds Festival.

Share your FESTIVAL STORIES

Are you a member of this year’s Festival Crew? Or pitching your tent as a committed camper? Either way, we want to hear your festival stories. Email letstalkaboutfood@coop.co.uk for a chance to be featured in the next edition.

Hydration was a priority at one of these festivals – our own branded water was a common drink of choice at...

Festival Facts

- Isle of Wight 13–16 JUN
- Download 14–16 JUN
- Glastonbury 26–30 JUN
- Latitude 18–21 JUL
- Belladrum 1–3 AUG
- Creamfields 22–25 AUG
- Leeds 23–25 AUG
- Reading 23–25 AUG

523 colleague shifts

More than 500,000 campers

Pop-up shops range from 3,000 to 7,000 sq ft

Isle of Wight 13–16 JUN
Download 14–16 JUN
Glastonbury 26–30 JUN
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Red Bull kept our rock ‘n’ rollers moshing into the early hours at which festival?
Co-op fits perfectly here'

MAY 24, 2019 – GEORGE BRENNAN, FRANCHISE AND WHOLESALE BRAND MANAGER

'I've been working on Co-op's franchises since the first one opened in 2018. Our newest store, based in the Leeds University Union building, is different to the rest. For me, it's special because I studied at Leeds. Seeing our products in a place I love has been brilliant, but it's more than that. What's so exciting is that Co-op fits perfectly here because we stand for the same things that students care about. And that's why the Leeds University Union chose us as its new retail partner – because our products and principles are right for students.'

"Co-op brings the values of Leeds University Union into retail: dedicated and professional, yet personal and student-oriented. It becomes more than just a place where students buy things, and it makes us feel even more at home here."

"We're offering a new level of quality, choice and convenience to students. From meal deals to cakes, they can find everything they need right on campus. But, maybe even more importantly, we've settled right in because of our values. The students of today really care about ethical business – particularly the environment, community and Fairtrade – and they recognise we're passionate about all those things too."
For our 2019 summer range, we took inspiration from the spices and rich flavours of the Middle East, Asia - and even further afield. Hints of exotic ingredients and pops of colour deliver a twist on some familiar favourites in this exciting new range.

**COCONUT**

Whether it’s in curries, rice, drinks or desserts, coconut is used to add bags of flavour to loads of dishes. It takes about six coconuts to produce a kilo of coconut ‘flesh’.

**YUZU**

Tart and fragrant, the vibrant yellow zest and sharp juice of the citrus fruit yuzu is typically used in the same way as lemon to add a bit of tang. It looks like a small grapefruit and yuzu trees can sometimes live for 300 years, although they take a while to start bearing fruit.

**TURMERIC**

Deep golden-yellow turmeric adds a mustard-like, earthy flavour to food and is a key ingredient in curry powders. Turmeric is a flowering plant from the ginger family but it’s the root that we use in cooking. These are harvested, dried in hot ovens and ground into a powder.

**SOY SAUCE**

Originally used as a way to lend a salty flavour when salt itself was an expensive luxury, nowadays soy sauce is widely used in traditional East and South East Asian dishes. It’s made from a fermented paste of soybeans, roasted grain and brine - and was created about 2,200 years ago.

**HARISSA**

The Tunisian paste to end all pastes, harissa is packed full of chillies, peppers and the best herbs and spices that the Middle East has to offer, including garlic and coriander seeds. It’s very versatile and can be stirred into all kinds of meat, fish and veggie dishes.

**SUMMER OF**

**SOUTH EAST ASIA**

**EAST ASIA**

**INDIA**

**TUNISIA**

**PHILIPPINES AND INDONESIA**

**JAPAN/ KOREA**

Discover more about these amazing ingredients - and if you’d like to discover which dish does it for you, turn the page to take our quiz and we’ll match your personality to a plate!
1. When the sun is out do you:
   A. seek the shade (0 points)
   B. bathe in the bright sunshine? (1 point)

2. Would you rather sip on:
   A. a cold lager (0 points)
   B. a nice glass of red wine? (1 point)

3. Your favourite summer sport is:
   A. cricket (0 points)
   B. golf; I like driving the buggies! (1 point)

4. You prefer your summery drink with:
   A. a cube of ice (0 points)
   B. just out of the fridge – I’ve got sensitive teeth! (1 point)

5. Your preferred summer footwear is:
   A. flip-flops (0 points)
   B. no shoes at all! (1 point)

6. When the weather is fine you like to dine:
   A. inside - the sun is too hot! (0 points)
   B. alfresco - I love the fresh air! (1 point)

7. Your favourite food to BBQ is:
   A. a traditional meat burger (0 points)
   B. a nice Portobello mushroom (1 point)

8. When your taste buds are tingling from stacks of chilli, you:
   A. grab a glass of milk to douse the fire (0 points)
   B. reach for more spice; you can’t get enough (1 point)

9. A perfect summer day is:
   A. lazing by the pool (0 points)
   B. ducking, diving and dunking underwater. What’s the point if you’re not getting wet? (1 point)

10. When tucking into a summery snack you:
    A. use a knife and fork - it’s hot but we still need our manners (0 points)
    B. use your fingers; it’s tradition! (1 point)

Go nuts for COCONUT.
Not one to play it safe with food, our Irresistible Asian Style Salad Kit with Butternut Squash, Toasted Coconut and a Sweet Chilli and Coriander Dressing has got you covered. Crisp leaves are topped with toasted coconut chips, vibrant squash and a sticky glaze packed full of Asian flavours.

1-2 points

IF YOU SCORED

TURMERIC is your tune.
As a fan of traditional, wholesome dishes, you’ll love our Coronation Chicken Bites: British chicken with a creamy coronation filling, coated in vibrant turmeric breadcrumbs. And they come in a resealable tub, perfect for your summer picnic!

3-4 points

YUZU is for you.
You’re not one to play by the rules with flavour and neither is our Irresistible Korean BBQ Beef Brioche Sub Roll. It adds a welcome zing to pulled British beef with Korean BBQ sauce, lettuce and a creamy zesty slaw with pink pickled onions.

5-6 points

HEAT THINGS UP WITH HARISSA.
You like to eat adventurously, with warming, uplifting flavours that have a bit of a kick. Our Harissa Halloumi with Giant Couscous Ready Meal is packed with colour and sure to get your taste buds tingling.

9-10 points

Spark some joy with SOY.
We think our Chinese Meaty Pork Ribs are right up your street. Outdoor-bred pork is coated in a Chinese-style sauce with star anise, wildflower honey, soy and mirin - bringing those Far East vibes to any British barbecue.

Read about our commitment to 100% sustainable soy here: coop.uk/2GYIf0J

7-8 points
Every Co-op store is unique, with its own quirks, challenges and mix of customers. But in tourist areas, the customers – and the products they buy – can change in the blink of an eye.

On a blustery March day in the wake of Storm Gareth, Let’s Talk About Food writer Stuart McPherson and Grasmere Store Manager Thomas Barnes took to the hills to find out what it’s like to run a store that changes dramatically with the seasons. With almost 20 million tourists flocking to the Lake District every year, it’s no wonder Thomas and his team have to expect the unexpected.
Exploring the peaks... of a super seasonal store

“The international tourists buy products they can’t get at home, like Jaffa Cakes and Twinings tea. They can clear us out!”

THOMAS BARNES, GRASMERE STORE MANAGER

Bio
Thomas has worked at our Grasmere store for more than five years, not including a couple of stints while studying at university. He’s progressed from Customer Team Member to Store Manager.

Top tourist buys
What do those visitors grab when they pop into store? Thomas and team told us about the biggest week-on-week sales increases they’ve seen.

FOOD TO GO: +214%
BOTTLED WATER: +672%
BEERS: +186%
WINES: +139%

Q: WHAT MAKES GRASMERE A GREAT PLACE TO LIVE AND WORK?
It doesn’t look like it today (#StormGareth) but it’s an amazing beautiful place and the jewel in the crown of the Lake District. I went to uni in the hustle and bustle of a big city, so coming back to Grasmere has made me appreciate how stripped back it is.

Q: HAS IT FELT ANY DIFFERENT NOW YOU’RE MANAGING THE STORE?
A little bit, because I’ve got more responsibility. It’s been great because I’ve had the same team now for two years and we’re very close. Living in Grasmere means I don’t have to commute to work; I can embrace our community and live and breathe it.

Q: HOW DO YOU MAKE SURE YOU CONTINUE TO SUPPORT YOUR COMMUNITY?
Grasmere’s my local and everyone who’s close to me shops here too. I wanted to make it like the Co-op used to be: living and breathing the values that make us great. That’s why, with the help of local councillors, I set up a food bank in store – it’s done really well! Last year, we also raised money for the Air Ambulance – another big success, thanks to the generosity of the tourists who shopped with us during those busy times.

Q: HOW DO YOU PLAN FOR THE INFLUX OF TOURISTS?
Our tourists generally buy things to put in their rucksacks ready for a walk, so we keep an eye on the weather and what’s coming up in our community and make sure we’ve got the stock and colleague hours when we need them. I’m extremely lucky because we’re a local team – we’ve all lived in Grasmere for a long time. When we get to the busy times, we all jump onto the tills and put those extra transactions through. Our team has loads of experience in hospitality and that’s a real asset because we have visitors from all over: from the US and Europe through to the Far East.

Q: FINALLY, HOW DO YOU KEEP YOUR FLOORS SQUEAKY CLEAN, WITH MUDDY BOOTS TROTTING IN AND OUT?
Our cleaner’s fantastic and does a brilliant job. We had a bit of a moment last year when our carpeted mats front of store disappeared... You can imagine the mess without them. When you get the rain in the Lake District it can get really messy.

Q: GRASMERE’S A SUPER TOURIST STORE. HOW ARE THEY DIFFERENT TO OUR REGULAR SHOPS?
As well as customers who shop with us throughout the year, we welcome an influx of tourists during peak seasons and when special events are on. For example, with the Fred Whitton cycling event in May we can expect about 10,000 extra people to flood into Grasmere! We can double our sales from one week to the next. Last year was phenomenal with the fantastic weather. I look back and think... how did we manage that?...
Co-op Health: there’s an app for that!

We’ve launched the first new Co-op business since Co-op Legal in 2006: introducing Co-op Health. But… haven’t we been here before?

It’s a fair question. In 2014, we sold Co-op Pharmacy and used the revenue to cut debt and invest in our Retail and Consumer Services divisions. But finding new ways to give our members what they need and want will always be top of our list.

So when Co-op Ventures - the team that looks for innovative and digital solutions in new markets - confirmed that health and wellbeing remain a priority for our members, the team looked at the sector with fresh eyes. Fast forward to today and the launch of Co-op Health, starting with a new digital pharmacy.

A DIGITAL PHARMACY

“We want to move into markets where we can add value with our Co-op difference,” explains Tim Davies, Director of Co-op Ventures.

“We’re keen to support the NHS by helping our communities become more proactive with their health.

“We can have an immediate impact with repeat prescriptions, which is the second biggest cost to the NHS after staff costs. The processes are complex and inconvenient for the NHS - and for many patients too. There’s also a huge amount of waste, and this is where Co-op Health can make a big impact. We’re re-entering the pharmacy market - but in an exciting, new and innovative way.

“We’ve built an app that will help people manage their medication more efficiently. It links straight into GP systems, so customers don’t need to visit their doctor or a pharmacy to order the items they need. It gives customers more control and it’s simple and convenient.”

All customers have to do is tap the app and they can choose to have their medication dispensed at our new pharmacy within our Lea Green depot and delivered straight to their door.

Our huge Food store footprint could add another great option for customers too: we’re trialling secure click and collect lockers to see if some customers might prefer to pick up their meds in store.

THE SELF-CARE REVOLUTION

Tim is keen to point out that our return to healthcare is about more than just making money.

“When we looked into the industry, what really stood out was the challenge of preventative care - more than 40% of the financial burden on the NHS is due to preventable diseases,” he says.

“We want to tackle health issues in our local communities and to help people look after themselves better by making it easier for them to be informed about their health.

“We want to disrupt the health and wellbeing industry in a Co-op way and tackle health issues in our local communities.”

To do that, we’ve been trialling digital health stations in six of our Food stores across Greater Manchester. Hook up to one of these easy-to-use machines and in a few minutes, you can check your blood pressure, weight and heart health. We hope that by offering this service, people will become more proactive and make informed decisions about their health and wellbeing. The future will involve learning more about what our customers and members want and need from us in health so that we can strengthen our communities and our Co-op.

“We want to tackle health issues in our local communities; to help people look after themselves better by making it easier for them to be informed about their health.”

TIM DAVIES,
DIRECTOR OF CO-OP VENTURES

The Co-op Health app: how it works

1 Tell your GP you want to register for online services.
2 Set up your Co-op Health account, which links with your NHS records so you can see your repeat medicines securely.
3 Choose how you want to get your medication.

Find out more...

coop.co.uk /health

*exclusions apply
Once a week, Ashley Veal invites two residents from a local care home for adults with learning difficulties to spend an hour working with colleagues at the Netley store. He supports them with everything they need and makes sure they have fun – a lovely idea that has encouraged a real sense of belonging in the community.

When it comes to going above and beyond, Shiba Raj Gurung knows it’s the little things that count. Shiba noticed a regular customer who came into store looking for his favourite cookies, only to find they were out of stock. When the biscuits arrived later that day, Shiba bought the cookies and delivered them to the customer, who works nearby.

After seeing one of her local causes in poor shape through lack of funding, Kim Newbrook took action to make a real difference. Lots of Co-op colleagues pitched in too, coming together to redecorate the local domestic abuse service refuge home. Residents said they could finally relax and feel comfortable, while the team’s hard work brought tears to the eyes of the charity’s CEO.

Kate Collins is the first to encourage colleagues to support the local community. Outside work, she volunteers at Second Chance Animal Rescue and works with Battersea Dogs & Cats Home. This inspired her to organise an overnight ‘Stray Over’, sleeping outside just as a stray animal would. Local colleagues, including the Area Manager, joined her, braving the cold to raise money and awareness for these forgotten animals.

Keep your eyes peeled for more #BeingCo-op stories throughout the year!

Do you know anyone who deserves a Co-op shout-out? Big or small, email your story in a few sentences (plus photos) to letstalkaboutfood@coop.co.uk and they might just feature in our next issue.

Why not have a crack at our super tourist spot the difference?

Can you spot the five differences between our two images of the lovely Grassmere store? Just jot down the relevant grid references and scan the QR code at the bottom of the page. Enter your answers and a winner will be drawn at random from the correct entries. The lucky winner will receive an Amazon Fire 7 Alexa 7-inch 16GB tablet.

Crossword

The answers to last issue’s crossword were:

ACROSS

DOWN

KEY WORD Cooperative

Complete the spot the difference for a chance to win an Amazon Fire 7 Alexa 7-inch 16GB tablet! To enter, scan the QR code on this page or type the address that’s next to the QR code to go to the competition entry page. Submit your answers and contact details on the entry page between 00:01 on 06.06.19 and 23:59 on 03.07.19 to enter. Open to Co-operative Group employees only. Internet access required. Full T&Cs apply – see the competition entry page for full T&Cs using the links on this page.
New task system MyWork pulls together all the different paper-based processes and tasks into one simple digital mobile app that can be accessed on a tablet or handheld terminal (HHT), giving our store colleagues the best tools to do their job.

- A prioritised task list in date and time order
- Create your own tasks and assign them to your team
- View PDFs and attachments straightaway on the HHT tablet
- Plan ahead with the calendar view
- Replacing CITRUS eForms, reducing them from 103 to 20 and making them 40% faster to complete
- Only see what’s relevant to you

Visit colleaguestories.coop.co.uk and search ‘MyWork’ to read more about the difference it’s making.

1.3 MILLION sheets of A4 paper saved every week by not printing the Weekly Bulletin. ( roughly 1.5 times the height of Big Ben)