

CONTACT

August 1972



What's Elsie up to?
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From
this



the shop on
the corner
at
38 Witton St.



To
this



the Board's
new shop at
**6 Town Square
Northwich**





One snip and we are open for business at our new shop in Northwich. Miss Patricia Phoenix performs the opening ceremony watched by, from left to right: Mr. Alan Horrocks, Mrs. Diane Archer, Miss Mary Tomlinson and Mr. Dave Pennington.

(Picture by Northwich Guardian)

Our New Shop at Northwich opened by 'Elsie'

AFTER seven years' trading at the shop on the corner at 38 Witton Street, Northwich, our staff have now moved into new and larger business premises at 6 Town Square in the shopping precinct in the town centre.

The official opening of the new shop took place on Saturday, July 22nd, when large crowds packed the precinct and our shop to see Miss Patricia Phoenix (*Elsie Tanner of 'Coronation Street'*) cut the tape and declare MANWEB in Northwich open for business. Then for nearly two hours, she stayed in the shop welcoming customers as she extolled the benefits of electricity in the home and signed over 500 autographs.

The ever-increasing demand for domestic electrical appliances, especially in Northwich, prompted Mr. Arthur Evans, our Mid-Cheshire District sales supervisor, to suggest a move to new premises on the grounds of insufficient space and too little storage room at the Witton Street shop.

A survey was then carried out by Mr. Steve Airey,

one of our regional sales controllers, which resulted in the move to the shopping precinct.

A short time ago, the shell of our new shop was taken over and Steve took his ideas to Mr. David Brown of our Civil Engineering section and Dennis Perrin of our Drawing Office and soon things began to take shape, on the drawing board at least.

Building contractors were called in and the plans quickly became a reality.

Now the shop with its 1700 square feet of ground floor space provides a 60 per cent increase in the selling area over the old premises. There are also

(continued overleaf)

OUR COVER PICTURE shows Miss Patricia Phoenix (*our Elsie of 'Coronation Street'*) still managing to raise that happy smile as she faces some of the 500 autograph hunters after she had officially opened our new shop at Northwich.

better facilities for the staff with a small dining room and the usual offices upstairs, together with a spacious stock room for small appliances and for odd pieces of display material and an office for the shop supervisor, Mr. Dave Pennington.

This is a shop of special features, one of these being the audio boutique on the sales floor where a comprehensive range of radios, record players and tape recorders—stereo and mono—is on show.

Around four years ago, the Board started selling radios in a tentative way. As sales grew we moved on to record players and tape recorders and then to full scale audio equipment including the very latest quad-stereo sound. Audio is now big business and profitable business for MANWEB.

Above the new audio section in the Northwich shop is a decorative panel with guitars superimposed

For the unwelcome visitor there is a surprise in store for an intricate burglar alarm system has been installed, one especially designed for the premises.

The shop window is relatively small when compared to the wall area inside the shop, but the window has been incorporated in the design as part of the sales floor and customers outside the shop can see right through on to the sales floor without their view being impeded by the usual window displays.

Excellent use has been made of the wall area with the use of adjustable easy-clean formica-clad shelving carrying a large range of small appliances, leaving the floor area clear for the heavier cookers and washing machines, etc.

The shop wall claddings are constructed of removable and interchangeable sections which can



With one exception, these young fans seem to be happy in 'Elsie's' company.

on bars of music, all gaily painted and neatly designed. Still in the entertainments field, for the first time in our Northwich shop, Spectra televisions can be rented.

Fully Carpeted

Another innovation for a MANWEB shop is the fully-carpeted shop floor. As the customer enters the shop from the busy and noisy precinct, she steps on to an area of special matting in the doorway. This has a highly absorbent pile surface which gives immediate contact-drying and cleansing of the soles of the shoes. Then the customer continues into the shop walking quietly on the soft luxury carpeting.

easily be taken down and re-decorated in a matter of minutes, and then replaced or re-positioned in any part of the shop, so changing the colour scheme in a very short space of time.

The lighting of the premises has been the job for Mr. Ted Johnson, a 3rd assistant engineer in the Installation Design section of our Commercial Department.

The general shop lighting is by decorative fluorescent units with the wall-mounted displays illuminated by a continuous line of fluorescent tubes concealed behind the pelmets. The main source of light in the window area is by tungsten Halogen fittings which are intended to give a high level of illumination as



Mr. Pennington gets in the picture as his wife Nora presents Miss Phoenix with a bouquet of flowers.

well as producing an attractive sparkle on the appliances on display.

Selective switching and the use of individual spot and flood-lights give the display staff plenty of scope for their creative skills.

All the wiring circuits for the many socket outlets, heater points, TV and radio aerial outlets and telephone points are fitted into twin-compartment plastic skirting trunking. This is an economical method of carrying the wiring and caters for any future additions or alterations to the installation.

With the exception of certain security lights, the whole of the shop installation is time-switch controlled, and allows for display lighting to operate after normal business hours.

Heating in the shop area is by an Electricaire unit with floor grills, and this is supplemented by fan-

The Planners—from left to right: Mr. David Brown, Mr. Steve Airey and Mr. Dennis Perrin. (Mr. Ted Johnson missed the picture as he was on holiday).



assisted storage radiators. The upper floor is warmed by conventional storage radiators.

Outside the normal heating season, the fan in the Electricaire unit is used in conjunction with the shop extractor fans to provide a regular supply of clean dust-free air to the sales area.

All the electrical contracting work on the new shop was expertly carried out by our electricians from the Mid-Cheshire District.

This is the latest of the Board's new shops and it incorporates many new ideas using the very latest materials and techniques in building and shop fitting.

In addition to the audio boutique, the TV section, the fully-carpeted shop floor, the burglar alarm system, the removable wall cladding, the special lighting effects and the heating and ventilation

Our new shop at Northwich is at . . .
6 Town Square.

The telephone number is
Northwich 6758

OUR STAFF AT NORTHWICH SHOP

Mr. Dave Pennington, *shop supervisor.*

Mr. Alan Horrocks, *senior sales assistant.*

Mrs. Diane Archer, *sales assistant.*

Miss Mary Tomlinson, *sales assistant.*

Mrs. Nancy Szostek, *cashier.*

and part-time sales assistants Mrs. Jill Barnard, Mrs. Mary Hudson, Mrs. Sandra Stanier and Mrs. Kath Wilkinson.

system, there is the tastefully illuminated fascia, the security cash area with its bandit-proof glass screen, the armour-plated glass door etched with the MANWEB logo, and, in the upper rooms, sheet vinyl flooring with welded seam joints.

The shop presents a sophisticated appearance inside and out, in keeping with the modern architectural trends, and fits perfectly in the present-day precinct idea of shopping.

The cost of fitting out the complete unit runs out at less than £6 per square foot, based on the sales area, which at today's high prices is very very reasonable and reflects great credit to all who have worked on it.

Incidentally, on opening day, our staff were certainly kept busy as they took over £3,000-worth of business, and this included the sales of 34 refrigerators! Eight television sets were also rented!

It really looks as if we have made the right move to the right place at the right time.