

DIY WEEK

6-13 FEBRUARY 2015



WWW.DIYWEEK.NET

INSIDE THIS WEEK

LIGHTING & ELECTRICAL:

The role of the internet distribution of lighting

ON THE FLOOR:

Jason Robbins of Jeffrey Hardware likes to be busy

TOTALLY COVERED:

Lots to look forward to at Coventry event this month

DIY indies maintain winning sales streak

Britain's DIY and hardware independents achieved their fifth quarter of sales increases in a row in the last three months of 2014, according to new figures.

The quarterly sales monitor from the British Independent Retailers Association (BIRA) also shows that garden and garden machinery indies registered a seventh straight increase.

In Q4 2014 DIY/hardware shops grew sales by 2.3% over the same quarter last year, while garden retailers achieved a 9.4% hike. Pet product retailers showed a 1.4% decline in sales, and cookshops and other

housewares retailers suffered a third quarter of decline in a row, down 3.9%. But department stores performed strongly, as did furniture, floorcovering and bed vendors.

Overall, says BIRA, small shops marginally outperformed the market in the crucial final three months of 2014, with BIRA members reporting a mini-bump of 0.68%, and providing the third quarter of growth in 2014. Given that shop prices are falling this must be counted as a sound result, says BIRA.

The BIRA Confidence Index saw a near doubling of those describing themselves as 'very

confident' to 7.74%, gaining from those who had been 'reasonably confident' before. The number of those describing themselves as 'anxious' dropped very slightly.

Commenting on the last few months of 2014, a DIY independent in East Anglia told BIRA: "For second year running November sales were greater than December. People seem to be doing their early Christmas shopping on the high street, then going online/out of town for the last minute rush."

But another, trading in the south east, noted: "I think although it's a slow process people are learning that buying

from the internet when you can't see what you're purchasing is not saving money. It's better to visit the high street and try and source it by looking before you purchase."

A DIY retailer in the Midlands said: "Our trade is steadily rising which, in the tail of the worst recession in history, seems quite good to us." But a south-west DIY retailer thought: "A cold spell would help sales."

"Another mild winter means a mediocre performance," echoed a fellow south-west DIY shop. "Lacking sales of heaters, gas, coal, logs, kindling, firelighters, de-icer, rock salt, sledges etc."



DIY enthusiasts continue to spend in small shops last quarter of 2014

One south-east DIY retailer reported: "December was a record for the last quarter overall slight but quarter overall slight. Actively diversifying away from historical core business into niche markets."

But a fellow retailer in the Midlands is getting used to sticking to traditional value for money business which is small scale. "It's a matter of attitude to customers, nice or not so nice, but all customers with a good attitude always gets results," he said.

DIY Week Awards: Last chance to book

With less than two weeks to go to the evening of the DIY Week Awards, and with places going fast, don't miss out on your last chance to be part of this year's leading industry event.

The black-tie awards dinner will be held at the Ricoh Arena, Coventry on Monday, February 16, alongside the Totally DIY &

Totally Tools exhibition. Guests will once again be in the safe hands of comedian Ian Moore for the evening and will enjoy a drinks reception, three-course dinner and great musical entertainment, as well as the all-important awards ceremony.

Boasting even more independent retailers than in

previous years, as well as the major players in the industry, it is the perfect opportunity to network with your peers and leading brands from right across the DIY, home and garden industry.

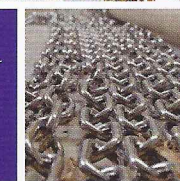
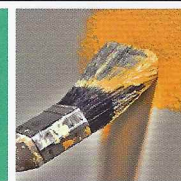
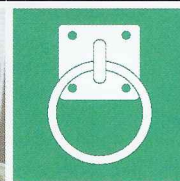
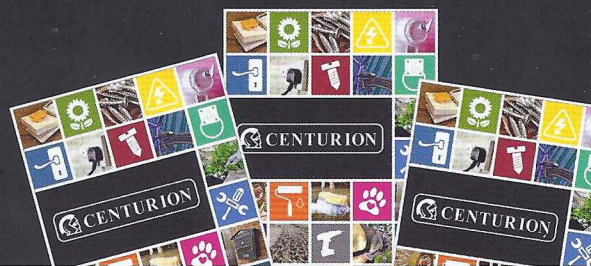
The 2015 DIY Week Awards are sponsored by Akzo Nobel, the British Home Enhancement

Trade Association (BHETA), the British Hardware Federation (BHF), the Garden Industry Manufacturers Association (GIMA), Henkel, Home Hardware Southwest, Sam's Trade Centre, Stax Trade Centres, Sterling Locks, Totally DIY & Totally Tools, and Yale.

To book your place visit www.diyweek.net/awards or contact Jo Harrison on 01253 870780 jharrison@datateam.co.uk



New catalogue out now





WHAT TO EXPECT FROM TOTALLY DIY TOTALLY TOOLS 2015

DIY Week takes a look at what's on offer at this year's Totally shows, from seminar speakers to exciting new initiatives in the New Product Showcase

Totally shows free seminar programme – speakers confirmed

This year's event will offer visitors the opportunity to catch up on the latest industry data and issues via a series of free quick-fire presentations from some of the people and companies who have a great view of how the DIY industry is performing.

The British Independent Retailers Association (BIRA) deputy ceo and communications director Michael Weedon will present the latest retail news from the high street, while Simon Foy and Sara Lynn Smith of market research company GfK will present 'Economy, Sunshine and Vogues: Understanding the Drivers of DIY & Gardening'. GfK's presentation will highlight and explore some of the key drivers and trends seen across the DIY and gardening markets, with particular reference to 2014 performance.

Insight DIY managing director Steve Collinge asks 'Who Will Be the DIY Retailer Winners and Losers?' in 2015, with a presentation focusing on the current strategies of each of the key retailers within the UK home improvement industry, and examining which of the companies is likely to find 2015 tough going and which will finish the year on top.

In addition, Oliver Humi, key account manager at BIRA, will present '20 Business Tips in 20 Minutes' – dispensing easy to remember advice and ideas for retailers looking for some inspiration.

The seminar programme starts on the first day of the show (Sunday, February 15) and each speaker will be available to answer questions after their presentation. For exact timings and speaker details please refer to the show website www.totallydiy.com.

