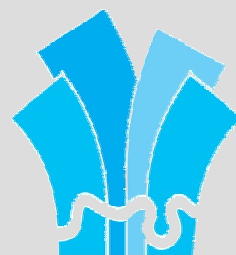


# Budgens Case Study

**CITY  
GROWTH**  
HARINGEY BUSINESS FIRST

**Budgens**

Haringey City Growth is a North London Business run project to promote business led economic development in the Borough



**north london**



## The Facts

### Overview

Thornton's Budgens in Crouch End is one of the new franchised Budgens outlets in the UK. Andrew Thornton took on the franchise early in 2007 and set about revitalising what had become a tired and under-performing store.

### Objectives

To increase turnover and footfall  
Develop a strong environmental agenda  
Establish links with training organisations  
Run a "Buy Local" campaign

### Success

Budgens attended the 'Meet the Food Buyer' event, organised by City Growth, at Haringey 6th Form Centre, where they met a range of local manufacturers. The event was very successful and Budgens offered Haringey food producers an opportunity to display their products during a week in mid-May 2008 at its store — "Haringey Food Week". Customer feedback was exceptional. City Growth is also helping organise training for 20 Budgens staff — "Food appreciation" training, to help customers more when they enquire about products being sold.

## Working with the Haringey City Growth Team

*"City Growth has helped us in a variety of useful ways – making invaluable connections with local manufacturers; connections with training providers and helping our local retailers group move forward with other support – especially links into the Council. We hope to run more Haringey Food Weeks with City Growth's support. Our customers really appreciated the range and quality of the businesses brought in through City Growth. It is just the sort of thing I had hoped to do and you made a lot of difference with finding good businesses, who will help us develop our local lines, bring more people into our store, helping to generate local jobs and prosperity. Keep it up!"*

**Andrew Thornton, Budgens**  
**"HCG Best Retailer 2008"**

October 2008