

## Whitehouse Consultancy extends charitable giving

A footballer has been named as the latest sponsor projects of lobby group, The Whitehouse Consultancy.

Whitehouse, which works closely with Consumers for Health Choice on its lobbying efforts, has announced it is meeting the kit and specialist nutrition costs of under 21 footballer, Konrad Borzyskowski, who plays for Thamesmead Town FC Reserves in the Ryman U21 Conference League and for Barking FC in the Conference Youth Alliance U19s league.

He joins other sponsor projects, such as the yacht, Gipsy Moth IV, in which Sir Francis Chichester circumnavigated the globe single-handedly, a national cerebral palsy charity and a local high school MD, Chris Whitehouse, explained: "At Whitehouse, our corporate social responsibility strategy is to identify aspirational talent and help worthwhile projects achieve their full potential. Konrad falls firmly within that remit. He is a talented and dedicated footballer at the start of

his career. We are delighted to be able to give him a leg up with the specialist kit and nutrition products that he needs if he is to get the maximum benefit from his rigorous training."

The company has always had an active CSR programme; for several years staff have supported the politics classes, debating society and 6th Form Speaker Programme of Lilian Baylis Technology School in Kennington. Gipsy Moth IV is today based in the UK Sailing Academy on the Isle of Wight and is used for development courses for children from difficult backgrounds. Whitehouse also currently provides free public affairs support to the leading national charity ActionCP, which supports those living with cerebral palsy.

"Our CSR programme is nothing to do with marketing or promoting our agency," Whitehouse added, "it is simply about putting something back into our society and our local community. Sponsoring Konrad is the latest example."

## Shopper behaviour fails to change 12 months after horsemeat scandal

Only three in 10 people say the horsemeat scandal has impacted their purchasing habits.

In a new report a year on from the start of the scandal, just 31 per cent of British adults have changed the way they buy food in the last 12 months.

The data, from Ipsos MORI, working with *The Grocer*, has found that almost all adults in the UK (95 per cent) remember the horsemeat incident. Of those who remember the incident, 10 per cent claim to have reduced their purchase of processed meat, eight per cent purchase fewer ready-made meals, seven per cent buy more meat from high-street butchers and seven per cent spend more time reading labels on food products before purchasing.



Stephen Yap, Head of Ipsos MarketQuest, commented: "The frozen food industry has been particularly badly hit, Tesco and Iceland are most closely associated with the scandal and their reputations have yet to make a full recovery. However, 26 per cent of the British public are buying cheaper food than they were a year ago, which may suggest that price is still a central factor in food choices."



## Evergreen gives to good causes

Irish health food store Evergreen raised an impressive €8,000 for a cancer charity.

The business, which has a number of stores across Ireland, raised the money during October's Breast Cancer Awareness Month, in which

staff, management and customers contributed to a range of events.

The money has been donated to The National Breast Cancer Research Institute (NBCRI) and was double the amount raised the previous year.



## Strong December offers retailers hope

Signs of economic recovery continue as shopper numbers beat those of last year, according to the most recent footfall data.

The latest weekly retail footfall update from Ipsos Retail Performance has revealed for the week commencing December 8, there was a one per cent increase year-on-year and growth of 7.6 per cent week-on-week. This figure slightly exceeds Ipsos' forecast of 6.5 per cent week-on-week growth.

For the month to date, shopper numbers are 1.6 per cent ahead of last year.

Dr Tim Denison, Director of Retail Intelligence at Ipsos Retail

Performance, commented: "We are seeing particularly high shopper numbers in the northern parts of the UK. In Scotland and Northern Ireland, for example, footfall is up 9.3 per cent in the month to date against last year. This may well reflect a greater sense of job security there compared to people's outlook at the same time last year."

It also forecast that shopper numbers would surge by 16 per cent on the week before, but fall slightly short of last year (-0.5 per cent).

"Everything is on track to put a little cheer back into retailing, after another difficult year," added Denison.