

# We do like to be beside the seaside

**Spotlight:**  
Day in the life

Whether the sun's shining or not, both tourists and regular customers receive a warm welcome in every store within Julie Morton's South Western region. The Journal spent the day with her.



Regional Operations Manager Julie Morton has worked for Sainsbury's for 32 years and reckons she's got the best job in the world, looking after 20 of our stores in her beloved Devon and Cornwall.



I'm planning my route for the day. With 20 mostly coastal stores in a big area, I cover lots of miles! On summer weekends, I have to avoid the tourist traffic jams. If I'm visiting Torbay or Dartmouth, I often go by ferry. Not many other Regional Managers go to work by boat!



At Torquay, my colleague Ann's telling me about the catch of the day. We're very proud of our fish in the region: we work with South West Seafood. They deliver it directly to every store, fresh from the boats every day. We sell what's been caught and promote what there's a lot of. It's real, local sustainability.

On the Torquay seafront keeping an eye on tourist numbers. All the south-west stores have a massive sales peak in the summer when holiday-makers flood in. The weather has a big impact - a sunny weekend means buckets, spades and sun cream. Cool weather means wet suits and wellies! I liaise with GM colleagues in Coventry to make sure we have the right stock.



Catching up with Jason and Jacqueline on Olympic and Paralympic merchandise sales. More than 100 colleagues are very excited about making the long trip to London for the Paralympic Games in September.



Back in Torquay store, I'm pleased to find plenty of pizza ready for the tea-time rush. Rotisserie chickens and hot pizza are top-sellers in holiday hotspots, whatever the weather. People like them for picnics on the beach or an easy meal after a day of seaside fun. We also get a huge spike in online deliveries on summer Saturdays, when self-catering tourists arrive.



Admiring this brilliant foyer display before I head home after a great day spent with (in my opinion!) some of the best colleagues in the country. Their friendliness and goodwill is the reason we have such fantastic customer service in our region and are so good at getting involved with the local community. Everyone goes out of their way to help strangers and locals alike, because tourism is so important to us round here.