

# The Weekend Shopping Company



**SUSTAINABILITY**

# Sarah McCahill



- Graduated from Leicester University with a BSc in 1993.
- Followed a career in the Pharmaceutical & Medical Device industries; from Sales Representative to Business Leadership.
- Incorporated McCahill Limited in November 2006; specialising in organising corporate events, tailored to the needs of the team leader, the team and the business, in exclusive private venues.
- Currently studying a masters in event management at the University of Derby.

# Jane Burton



- Followed a career in Podiatric surgery within the NHS for 20 years; from senior community podiatrist to lead consultant.
- Took 12 month career break in 2009 to pursue other interests.
- Incorporated The Weekend Shopping Company LLP in May 2010.



# The Weekend Shopping Company

Bringing together a diverse offering of quality products in exciting venues.



# Why are we different?



- All our events take place in exciting venues providing the perfect backdrop for our hand selected stalls; quality venues reflecting quality products.
- We are involved in our events *every* step of the way. We personally meet our stallholders, allowing us to manage the quality and diversity of products we offer our shoppers.
- We ask our stallholders and shoppers for feedback, learning from the positives and negatives, incorporating this into our future events.
- We are keen to make sure that each event is fresh; incorporating new ideas and new products.
- We believe in upholding these principles and feel that this makes our events unique.

# What is Sustainability?



- **Sustainable development involves the simultaneous pursuit of economic prosperity, environmental quality and social equity. Businesses aiming for sustainability need to perform not against a single, financial bottom line but against the triple bottom line of social, environmental and economic.**  
(Definition taken from the BRASS website)

# Moving Forward



- The often-cited principle of business “what’s measured gets managed” highlights the need to understand in numerical terms where an operation is currently and what change occurs over time.
- There is a lack of accepted metrics and credible indicators to assess the current state of an SME.
- Metrics and indicators must be established before progress can be measured and goals for improvement can be set.

# Financial Sustainability



- **The venue has a finite space in which to exhibit in order to maximise income from the sale of exhibition space it is necessary to:**
- **Develop additional revenue streams surrounding each event:**
- **Increase the number of annual events:**
- **Manage costs within the company.**

# Social Sustainability



- **To streamline and automate manual processes where possible in order to reduce partner work load.**
- **As with Chatsworth, TWSC would like to become as important to its customers as its customers are to them.**

# Environmental Sustainability



- TWSC would like to undergo an environmental health check to help reduce the costs to the business and work further towards protecting the environment.
- Peter Burns outlined that Tourism/Events are prime users of the natural environment. The industry presents a prime opportunity for jobs, investment and community activity to work in partnership to use and not abuse the environment. Such orientation is simply ensuring the long term availability of a natural asset in the form of a consumer commodity. (Burns, 2004) TWSC would like to build strong working relationships with our exhibitors, and the L&WR team to develop future events that use the local environment – embedding the philosophy of what’s good for the Peak District National Park is good for TWSC.

# Opportunities



- 1.** An opportunity to speak with your customers, about yourself, your business & your product. People buy from people.
- 2.** An opportunity to display and sell your product not only during the event but after the event also.
- 3.** A web-presence.
- 4.** A different way to market your business.

# References



- Burns, P. (2004). Tourism Planning: A Third Way? *Annals of Tourism Research* , 24-43.
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- *Glossary & Links*. (n.d.). Retrieved March 16, 2011, from BRASS: <http://www.brass.cf.ac.uk/abc/glossary-and-links/key-terms/>
- Macgregor D., (1987). *The Human Side of Enterprise*. Harmandsworth: Penguin.