

## Serving Something Special



The sign in the window proudly announces James Chapman Butchers' presence in Wishaw since 1893 but the Main Street shop is thoroughly modern and equipped to satisfy today's consumers.

In 1985 the two butchers' shops that had operated side by side were knocked into one and a deli and bakery located alongside. The most recent transformation in March 2009 that has brought all the retailing together has made things much smoother running with only one shop to staff.

Jamie Chapman described the impact of the changes:-

"The customers can see the whole range of products as opposed to having to go into two shops. It's hard to compare customer numbers since some customers used both shops but we are much more efficient – easier to dress, easier to staff and the customers like seeing the whole range of products.

"Some meat customers never went into the Deli and now they say 'I didn't know you sold bread' despite making it for the last 30 years."





Design for the bright new look was put together by Watco who translated Jamie's ideas into fruition:-

"I wanted something more dramatic than straight lines. The cabinets take a nice sweep with the front continued all the way round. Watco made a nice job of fabricating the canopy around the top of the new back units."

The new design has provided plenty space on both sides of the counter with plenty room for staff to move at pace. There's a cutting block in the middle of the counter that separates the ready to eat from the fresh meat side.

"It allows customers to have steaks cut in front of them and if the butchers are making burgers, customers will come up and watch. It is surprising to hear the customer's interest when they see the butcher's in the front shop; it differentiates us from the multiples.



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The 117 year-old business, now under the control of Jamie and his sister Deirdre, employs 120 persons in 6 shops (Wishaw (2), Motherwell (2), Clelland and Carluke). Support is provided by Chapmans own abattoir at Shotts, and 2 bake houses, a meat plant for boning, sausage manufacturing and cooked meats all in Wishaw.





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Purpose built vans with separation for fresh meat and ready to eat deliver to the shops at 7.00am, 9.00am and 1.00pm. Jamie explained how it all works:-

“Some of the bakery products are still coming out of the oven at seven o’clock so they get that at nine. At one o’clock the fresh meat is delivered so that the van in the morning can concentrate on the bakery goods.

Over the years Chapmans have provided many local people with jobs, this is something that Jamie feels many forget when they use supermarkets:-

“Only by using your local butcher can you be sure that the production and manufacturing is performed by local labour. For every person serving the counter, a local butcher employs two or maybe three persons behind the scenes.

“Our meat factory manufactures and produces a wide range of sausages, burgers, black pudding, haggis, dumpling, cooked meats and many other delicious dishes such as lasagne, macaroni cheese and shepherd’s pies. The two bakeries produce a range of products, both sweet and savoury, from scones and bread to Award Winning Steak Pies.”

Jamie and his sister, Deirdre now run the company and have a very clear understanding of policy. It is to supply their customers with quality beef, lamb, and pork, which at all times are sourced by one of them.

“We deal with markets and farms throughout Scotland, Northumberland and Cumbria. Our policy is to make sure that the meat is properly handled and properly cut. The best of meat can be ruined by poor cutting or by being sold without proper maturation.”

