

## **STAFF ACHIEVE 100 YEARS SERVICE AT DRAKES FINE JEWELLERS**

Four members of staff at Drakes Fine Jewellers in Plymouth are celebrating after providing a sparkling 100 years combined service for the long established family firm.

Two members of staff – Keith Butcher and Pauline Yearley – have worked a combined 70 years for the company, which moved to the new Drake Circus when it opened in October last year, having both started out in the jewellery business as teenagers.

Company Director Andrew Hirshman is delighted that four of its longest serving members of staff have achieved such a milestone and believes there are many years of sterling service still to come from them.

“We have always had extremely high levels of staff retention and have always understood that our business is only as good as the people who work in it, but were amazed when we realised that Keith, Pauline, Andrew and Val had reached the century of service. To have four members of staff who between them average 25 years of service is a real achievement and we are delighted,” said Andrew.

Having worked for 42 years in the company, Keith, who co-manages the store with Pauline, has seen many changes and developments during his time but says he is as enthusiastic as ever.

“It is incredible to think I have spent 42 years at Drakes but a reflection of just how much I have enjoyed it. The company has grown and changed as has the jewellery industry and I’ve been lucky enough to work with some excellent people over the years. It is a family business and staff are made to feel an important part of it which is why I think they stay for so long,” said Keith.

Pauline says that even after 28 years, her job still gives her a great deal of satisfaction. She particularly enjoys helping couples select engagement and wedding rings and is delighted that she has helped play a role in thousands of weddings in the city in her 28 years.

“The beauty about this job is that you get to bring a lot of pleasure to people. This is particularly true of those people who come in to choose engagement and wedding rings. I think I get as much pleasure from it as they do”, she says.

Joining Keith and Pauline to complete the century of service are Andrew Williams and Val Turner who have been with Drakes for 22 and 8 years respectively.

As well as celebrating 22 years at Drakes Fine Jewellers this year, assistant manager Andrew Williams has also just celebrated his 40<sup>th</sup> birthday – an occasion marked with a staff night out. “We are like an extended family at Drakes – there is a great atmosphere and team spirit within the company, and I look forward to being part of it for many years yet,” said Andrew.

A relative newcomer, Val Tucker, who has been assistant manager for the past 3 years, is also looking forward to many more years ahead. “I work with a great team; we work with quality jewellery and get so many interesting people walking through the door each day. It’s a busy jewellers and I love the atmosphere here,” she comments.

**ENDS**

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