



LOCAL BUSINESSES LOOKING OUT FOR LOCAL MEN



BALWINDER

Local Pharmacist - Lloyds Pharmacy, East Leeds Health Centre LS9

Community pharmacy. Twenty eight years I've worked here; this locality.

A lady wants to talk; she trusts me. That makes me happy.

And it's not just about the medication. It's knowing each patient by name, listening, helping someone make their own decision for themselves, having the conversation.

It's tough for men to admit the pressure. Got to have the job, car, house or they judge themselves a failure.

It's all about supporting, caring; I learnt that from my parents. In life as here in the pharmacy, we can all make a difference.



JAYNE

Local Pharmacy Assistant - Imaan Pharmacy LS9

It's tough for men, especially the young. That pressure to be strong - man up, hold your own.

But there's other kinds of strength; the strength to reach for another's hand and let them in.

I'm at the counter and it's close to home with me. I see them come in, stressed and unhappy.

No more man up. No more hold your own. Be kind, treat everyone equally.

A smile goes so much further in the world than an uncaring word and takes far less energy.



SUNNY

Local Grocer - D News LS9

It's a busy life. You're all the time thinking of the shop, how to improve it.

And it's harder now; people do their shopping all in one go, at the supermarket.

But business is business, it's always up and down and I don't worry.

People do stress, men especially get lonely and need encouragement

to go to groups, community centres. It's good to chat, if they're not in a hurry.



RICHARD

Local Barber - W2 Barbershop LS8

Never mind the ebbs and flows of fashion. I see lives change.

Boy in the chair, now he's a teenager, then you're at his wedding. Holy crap, he's a dad, small boy sitting there. Happens so fast, like high speed dubbing on a 90's ghetto blaster.

The quiet conversation that happens in the chair; you can talk a guy through his divorce and never know his name.

Guys are brutal. No whingeing! Pain? Run it under the cold tap, don't ask for help. But it takes its toll; go home, have a drink. Lockdown's been hard. Maybe I'm just as dependent on my customers as they are on me.

Suffer in silence? Sign me up, coach, for openness and honesty.



STEVE

Local Fryer - Ollie's Fisheries LS9

Like to get in early, prep myself ready. Lunchtime, it's sausage deals. Later, for the kids, it's chips. For the older people, always fish and chips. Traditional.

Some are afraid of talking, not just the men. They've been alone that long or have lost someone.

One good thing: before, they'd crowd inside, just get their meal and go.

But since they've had to queue outside, they talk, pass the time of day. They chat. I like to see that.



MANBASSADOR

HAYLEY

Local Trainer - thegym LS9

I won't tell a lie. Lockdown, this third one's been tough. Can't teach self-belief if you've lost it yourself.

A sprint or big heavy weights! I'm physical, me. Exercise is my medicine, my therapy.

Ten years hairdressing, then full-time at the gym. Love it, seeing their confidence grow, the transformation.

Exercise makes people happy, like the gents who come in - tension flows out when the pores open, then they're talking.

Small thing really, the listening, showing you care. Taking the time to be with someone, just being there.

