



Chris Youngman outside his very successful shop in Great Yarmouth

This month **Mark Camoccio** visits Youngmans

Chris Youngman is a pretty lucky chap if you ask me. Correct location is so often the key to success in business, and Youngmans premises looks just about perfect. Situated slap bang in the middle of Great Yarmouth, a popular seaside resort on the Norfolk coast, just a short way down a little street leading off from the central market square, Youngmans can boast a high profile indeed for their shop outlet.

Despite shooting being a fairly specialized sport, Chris is fortunate enough to get passing trade in droves from the bustling locality, and his vibrant attractive shop front must play a part in this.

**Well established**

Youngmans was founded back in 1962 by Chris's father and grandfather. Back then trading began under the name of 'The Mart', and in 1980, Chris joined the team. In 1987, the business relocated to Great Yarmouth, changing its name in the process to Youngmans.

Chris comes across as an immensely affable sort of chap, and I got the impression that customers are well looked after in his company. The shop is open from 9-5 Monday to Saturday and offers a wide variety of products and accessories. Noted for their huge stock of airguns, it's worth

pointing out that the company are also registered firearms dealers and as such they carry most popular calibres of cartridge rifle for hunting in the UK.

The most popular make of rifle sold here has to be the CZ brand from Czechoslovakia. From stock, the CZ ZKAM452 is the most popular .22 rimfire rifle, while the CZ 527 heads the list for centrefire rifles, although in .308 calibre, the Remington 700 comes out top. Other makes are also available to order.

**Customer service plus**

What sets Youngmans apart from many other firearms dealers is their all inclusive customer care approach where novices and new firearm certificate holders are concerned. If you purchase a live ammo rifle from Youngmans, and you're new to the sport, having not long acquired an FAC, then Youngmans personnel offer a service whereby they can come out to the customers agreed location, and assist with any queries relating to the preparation and zeroing of any equipment, and more importantly, resolve any safety issues. Obviously matters regarding a suitable backdrop in certain circumstances, worries concerning ricochets, being aware of the range capabilities of a particular rifle, and prohibiting any projectile from leaving the authorized shooting area, are all important considerations for a novice. Full guidance and tips are therefore provided on site to the customer in this respect, and this up-front, hands-on approach is in conjunction with both Norfolk and Suffolk constabularies.



A small selection of the hunting and pest control air rifles

This highly commendable scheme is not only of huge value to any prospective customer, but has also earned the respect of the Police, and for some time now, Chris has been acting as a voluntary advisor to the Norfolk Constabulary on any technical queries relating to airguns and firearms.

**Accessorise**

A full range of accessories from Rothery (Bisley), RangeRight, Deben and RUAG Ammotec (amongst others) are always held in stock by Youngmans, and at any one time, many goodies such as metal target holders, slings, gun blue, pellet traps, knives binoculars and silencers, are available.

With respect to silencers, offerings from Logun, Air Arms, and other makes, are all in stock, and at the time of my visit, Chris was relaying comments from a customer regarding the very latest silencer from Weihrauch. Although outwardly similar to the competition, its supposedly revolutionary internal baffle system has set people talking as to how the phenomenal muting effect has been achieved. According to Chris' sources, the internals resemble a series of hair curlers! Anyway, apparently it works, and Youngmans have them in stock at £34.99.

Several rather nice hard rifle cases were in the shop, with a green AGS model at £39.95 and a rather swish little number from Rotherys - all aluminium, lockable and with a deep egg shell interior, priced at £79.95. The increasingly popular Flambeau hard case is provided at £29.99, but this discounts to £24.99 if supplied as part of a rifle combination. A soft case is similarly discounted from £25 to £16.99, if purchased as part of a deal.

Deben outdoor accessories are well represented, and Chris carries lots of Advantage camo garments including baseball caps and nylon head nets. The best selling jacket at Youngmans is the Deben Hurricane, which is 100% waterproof, and sold in three cammo patterns. At £79.99, it's well worth considering. Camouflage tape - at £4.95 a roll - is popular, and means that any kit can be disguised for field use and hunting forays.



A large stock of riflescopes and binoculars are held at the shop

A large stock of riflescopes is held at the shop, and some fine examples are on display. The Hawke Airmax 6-18x44 Mil Dot and Hawke Nite Eye 3-9x50 IR (illuminated reticle), both retail at £98.95. The impressive Prostalk model 3-9x50, comes in at £99, and the AGS True Hunter Mil Dot 3-9x50 retails at £74, just to name but a few. The budget end of the market, is also well catered for, however, and the 4x32 from BSA, seems a snip at £39.75.

**Airguns galore**

Most of the top brands of air rifles are supplied by Youngmans, such as Weihrauch, BSA, Air Arms, Webley etc., with the best selling magazine fed rifle being the pneumatic Air Arms s410, but top spot for single shot goes to the brand new BSA Ultra - the latest edition with the incredibly short action for manoeuvrability in a confined space.

Chris's sales figures show that the top spring gun has to be the BSA Lightning XL, and the top budget rifle is the SMK19 (Sportsmarketing), which if bought as a combination, goes out at £129.99, including a scope, mounts and pellets!

One glance at the Youngmans magazine advert shows a variety of rifle combination deals on offer. All these actually include the same scope, which is a Hawke HD MAP 3-9X40, which retails on its own at £67.94. However, when included in a combo, the price drops to £40 representing quite a saving.

During my visit I couldn't help noticing a certain lovely model on display (I'm talking rifles unfortunately), the BSA Superten Bull Carbine Centennial Special Edition. This very special rifle celebrates BSA's centenary and comes as one of only 100 made, complete with a rosewood forend tip, pistol grip cap, and certificate; special indeed, and a worthy edition to anyone's collection.

A great selection of air pistols was also on show, with the Webley Tempest and Weihrauch 45 popular favourites. What caught my eye was the rather attractive and less commonly available

Benjamin EB at £114.99 new, but Chris had a nice little second hand model in stock at £79, at the time of my visit. The shop also stocks FAS specialized target pistols with ergonomic walnut grips, shooters of all levels are well catered for.

**Instant clubhouse**

One final point to mention, has to be the unusual service that Youngmans is branching into. Chris has a hand in a family run business, providing mobile homes and outdoor log cabin buildings, so he can offer used mobile homes to shooting clubs as club houses. The beauty of this venture, is that no planning permission is required for mobile homes; so with a starting price of £1000, up to £6000 for a 35 ft van, a versatile option is out there for any clubs experiencing difficulties in this area.

It was a pleasure meeting Chris, and I left Youngmans mightily impressed with his approach and dedication to his customers satisfaction. **GM**



The shop is absolutely packed with rifles and accessories for the hunter



Guns, scopes and every type of shooting accessory is packed into every nook and cranny at Youngmans

**SHOP DETAILS**

**Youngmans Sporting Guns,**  
 19 - 20 Market Row, Great Yarmouth, Norfolk.  
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 Monday to Saturday  
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