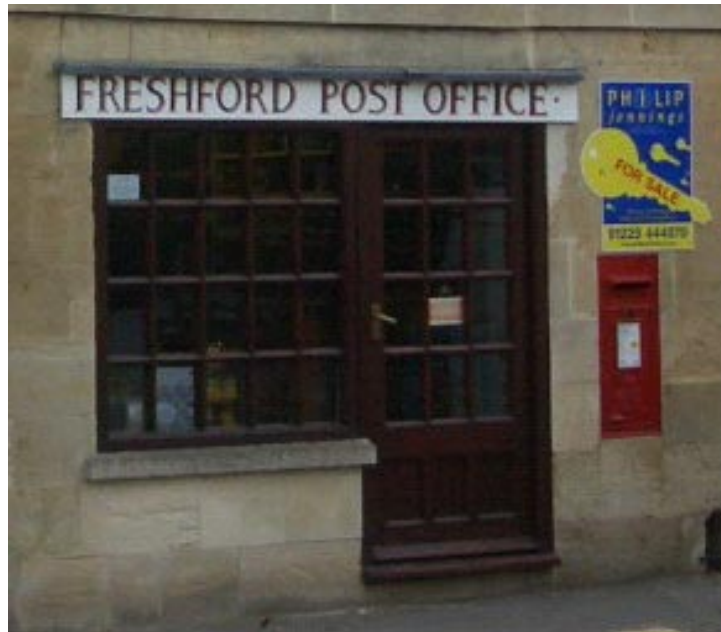


The Freshford Shop Project

Public meeting - Tuesday 4th April 2006

WELCOME!



Why we are holding this meeting

- Our shop is at risk
- We believe it's an essential part of our village which we want to protect
- To keep it safe the community needs to take it over
- BUT this can work only if you are all behind it!

Agenda

- What sort of shop do we want?
- How could we manage to achieve this financially?
- What other places have done: our guest speaker!
- What we want from you to make it possible

What sort of shop do we want?

(What the recent village-wide survey revealed)

- What products?
- What services?
- What opening hours?
- Extra ideas?

What sort of shop do we want?



Post Office – maintain current level of service, eg

- Stamps and posting
- Cash payments of pensions, benefits, tax credits
- Paying bills, licences
- Banking services

What sort of shop do we want?



- Food shop – expand current range
- Respond to special requests from customers

and add

- Locally produced quality ready meals (frozen)
- Freshly baked items
- Local jams and chutneys



What sort of shop do we want?



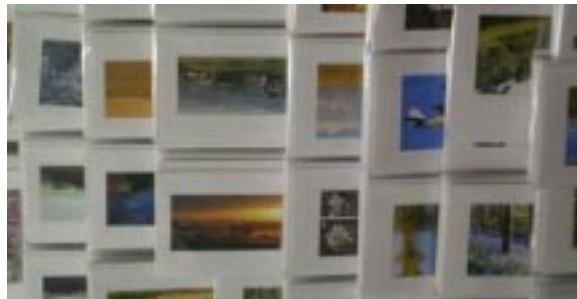
- Organic and whole food supplies
- Fruit and Vegetables
- Dairy products
- Deli range
- Household goods – extended range
- Customer-led (via suggestions book)



What sort of shop do we want?



- Alcohol – especially wines
- Cigarettes
- Newspapers
- Magazines
- Cards
- Run customer accounts
- and, of course, continue to deliver to those not able to come to the shop



More ideas, suggestions welcome



- Photocopying?
- Internet access to Council information and services?
- Casual DVD and Video exchange and rental ?

And finally ...opening hours

- Our survey showed earlier opening and later closing wanted – for those away during the day

Proposal:

- 7.30 am to 6.30 pm daily,
- Sunday mornings 9-12
- early closing Tuesdays and Saturdays (Tuesday rather than Wednesday to coordinate with Hinton)

How it could work

- A paid shop manager cum sub-postmaster – full-time
- Opening hours – 53 hours pw
- Volunteers doing 5-hour shifts weekdays, with some overlap; 3-hour shifts Saturdays, Sundays
- Other help needed:
 - Management committee
 - Accountant
 - People who help source and procure stock
 - People who make things
 - People who help refurbish the shop
 - People with ideas!

Finance

- Objectives:
 - Long-term future
 - Sustainable
 - Break-even
- Typical revenues
- Likely costs
- Revenues needed for our shop
- How to achieve these revenues

Typical revenues

- Wellow (smaller than Freshford) - £83,300
- Limpley Stoke - £140,000 ('95); £103,300 ('03)
- Faulkland - £200,000

- Freshford – c £36,000 (now); c £54,000 (03)

Typical revenues

- Wellow (smaller than Freshford) - £83,300
- Limpley Stoke - £140,000 ('95); £103,300 ('03)
- Faulkland - £200,000

- Freshford – c £36,000 (now); c £54,000 (03)

What revenues are needed?

- Village shops typically make 18% gross profit - some do better
- To meet Freshford's costs of £21,500, revenues of £120,000 are needed
- Is this possible?
- Faulkland suggests that it is ...

How to meet Freshford's revenue challenge

- We propose the “**Reverse Credit Scheme**”
- Has worked in other community stores
- Households agree to spend a fixed sum each week
- They commit to this by setting up a standing order, then using up the credit by buying in the shop
- Any unused credit is carried forward each month

How much does each household need to spend (to reach £120,000)?

- Every household in Freshford:
- £9.80 per week (235 households)

OR

- Every household in Freshford and Limpley Stoke:
- £4.62 per week (500 households)

OR, more realistically:

- 50% of Freshford households and 10% Limpley Stoke households:
- £13.57 per week (170 households)

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Financial target

- Total spending commitment from the community - £2,400 per week
- Deadline – end April!
- No point carrying on if this target is not reached.
- NOTE: The BULK of the annual costs are the running costs! Even if the premises were free, this would still be a considerable challenge.

The good news ...

- The shop will be refurbished
- It will extend its range of products and services
- It will stock what you want
- It will take special orders for any goods that are available through the shop's suppliers
- It will be open longer, incl Sunday mornings
- It will retain the lower-margin "essential" product lines
- There WILL be a post office
- It will continue to deliver to those who cannot come to the shop

Next steps ...

- Commitment forms
- Your help in distributing these and persuading your friends
- If we reach target, development of a detailed business plan
- Securing finance – loans, grants, contributions from residents, Parish Council help, Friends of Freshford help, fund-raising
- Offer for the property and project initiation!

Our guest speaker ...

- Charlotte Boxall
- ViRSA – Village Retail Association
- Has helped many other communities
- Hear about some success stories, and some practical advice!

Maiden Bradley



Steeple Ashton



What we need from you!

- From ALL of you: **YOUR COMMITMENT** to spend money at the shop
- Our target is promises of £2,400 purchases per week – by the end of April
- Please complete the form and sign the declaration of commitment on the back

What we ALSO need from you!

- From SOME of you: donations towards purchasing the shop! We ask you to tick a box allowing us to come and talk to you about this
- Also from SOME of you: Offers of volunteer effort – to help run the shop, work in it, help refurbish it, do the accounts, source products ...
- From ANY of you: contributions to the fighting fund – bucket at the exit – or cheques to any action group member!

And who are we?

If you were not at the meeting you might like to know who the Freshford Shop Project Action Group are (so far):

- Alison Cavaliero
- Bill Hutchison
- Gitte Dawson
- Gregor Tait
- Hugh Delap
- John Ager
- Lyndsay Holdoway
- Malcolm Shirley
- Penny Harward
- Peter King
- René Closuit

We still need an architect and an accountant!

Email gitte.dawson@virgin.net with any suggestions / offers