

## **CHESWARDINE COMMUNITY SHOP BUSINESS PLAN**

### **1. THE NEED**

A Cheswardine Parish Plan high priority objective was: "To develop initiatives to preserve the shop and post office facilities in the Parish".

The existing shop ceased trading in 2008. The shop owners retired and the shop part of the property reverted to residential use.

A Parish Council funded a survey of the village was completed in the autumn 2008. Four hundred and fifty questionnaires were distributed to households in Cheswardine, Chipnall, Soudley and Goldstone. Of 220 returned, 155 households said they would use a community shop daily or at least 3 times a week. The most popular products required were newspapers, stamps, bakery products, sweets, lottery and dairy produce. One hundred and nineteen households said they would help the initiative either by purchasing £10.00 shares, volunteering, fundraising or joining the management group.

An open meeting held in November 2008 was attended by 50+ people, resulting in further offers of help and involvement.

The initiative will provide volunteering experiences. Additionally local events will be advertised. A delivery service will provide valuable support to vulnerable people. There will be an environmental benefit as travelling to buy basic provisions will be reduced. The shop will also serve tourists, including those on canal breaks and using the local caravan parks. The initiative will distribute any surplus to local community groups and events.

### **2. PROJECT PROPOSAL**

Cheswardine community shop is an initiative for the community run by the community.

Following the existing shop closing in 2008 villagers have to travel at least six miles for provisions. The bus service is limited and the village has a high proportion of elderly residents. The shop was a focal point for the village particularly after the closure of the post office, local events were advertised and the delivery service resulted in vulnerable people having regular visits.

The benefits to the community of having a non profit making shop are:

- 450 households will have access to a local shop
- Carbon emissions will be reduced as people do not have to travel to purchase goods
- Volunteering experiences made available
- Tourist to the area will be able to shop locally
- Any surplus will be used to support local causes
- Local events will receive publicity and tickets sold
- Local farmers will have an additional sales outlet
- A supportive network will be in place for vulnerable people in the village
- Locals notice board
- Drop off point for local groups

- Prescription collection point
- Dry cleaning
- Telephone ordering linked to delivery
- Information sent out with papers
- Recycling point

The shop will be sited in an annex building at the Fox & Hound pub. Alternative sites have been considered but deemed to be unsuitable

- The village Hall – not sufficient space
- The village Hall car park – Building required too costly
- The church – not accessible
- The pub – not seen as commercially viable
- The old fire station – building requires too much work
- Existing shop – residential property

Professional advice has been sort from VIRSA, Shropshire Council, Community Council of Shropshire and Business Link. Local partners include the Parish Council, The Village Hall Board of Management and the Bowling Club

In kind contributions to date include printing, the gift of a fridge, till and shelving, painting and decorating the setting up and maintenance of a web site and professional assistance with planning procedures.

Additional capital has been raised from Shropshire Joint Committee and Müller.

Joules Brewery have also contributed the building and contributed to the cost of refurbishment.

The local community will be kept up to date with the progress of the shop via a website [www.cheswardineshop.co.uk](http://www.cheswardineshop.co.uk)

### 3. Cheswardine Community Shop Group (CCSG)

CCSG is a registered Industrial and Provident Society and is bound by the rules of the FSA

The group is made up of

- Chair – Amanda Parish – background fund raising
- Vice Chair – Wendy Taylor – Background personnel and training
- Secretary – Celia Bramley – background planning and purchasing
- Treasurer – Peter Hall – Background Teacher
- Bill Rushton – sales and marketing
- Tony Palmer – IT

#### Founder Members

- Glynn Ashton – background retail
- Sue Barclay – background commercial catering
- Jo Brown – Village Hall Board of Management

- Stan Downie – background retail
- Sue Downie – background community carer
- Mike Hill – Chair of the Parish Council
- Eileen Ware- background PR
- Chris Williams-background planning

Each person has a responsibility to key areas of work. Please see attached list which is the basis of regular meetings.

The group have identified that training will be required in volunteer management.

#### **4. THE RUNNING OF THE SHOP**

The shop will be run by volunteers overseen by two members of the CCSG. Currently a volunteer handbook is being devised. The work of the volunteers will be reviewed on a regular basis.

Finances will be monitored and controlled by the CCSG. Regular monitoring will take place of footfall, purchases, margins, supplies, stock rotation and waste management.

Initially the shop will stock basic items:

- Newspaper from Hinstock, Market Drayton or direct from suppliers
- Stamps – from Post Office
- Bakery items from TO Williams or Chatwins and pre-packaged
- Sweets and chocolate – from Cash & Carry
- Fresh milk and dairy produce from local milk man
- Basic groceries eg. Tea, coffee, sugar, beans, soup, cereal etc... from Cash & Carry/Coop

The shop will be open Monday to Friday 8am – 10am, 3pm – 5pm Saturday 8am – 10am, Sunday 8am – 10am

Name	KEY ROLES	INCLUDE RELEVANT VIRSA SECTIONS
Amanda Chair	Monitor  Coordinate  Fundraising and grants	Insurance  Business plan  Getting ready for launch*  (*with Eileen)
Peter Treasurer	Finance  Cash control  Accounts	Pricing**  Cash register*  (** with Wendy/Sue and Celia)  (* with Celia)
Celia Secretary	Minutes  Correspondence  Archives	
Bill The Building	Planning  Refurbishment  Maintenance  Health and safety  Services to shop( elec)	Security  Risk Assessments( fire and H&S)  Notice board  Accident/first aid and comments books
Wendy and Sue B Sourcing and layout	Supplier selection/product range and contracts. (prices,credit,spec,returns,promotions)  Initial ordering(set max/min stock levels)  Set up mark up/pricing policy	Fixtures and fittings  Shop layout and design  What to stock  Pricing* (*With Celia/Peter)

Stan	<p>Newspapers</p> <p>Sale or return?</p> <p>Min stock order required?</p> <p>Direct</p>	
<p>Celia</p> <p>Daily operations</p>	<p>Ongoing stock levels/ordering(pricing up/display/stock rotation/wastage control/stock taking)</p> <p>Daily control of cash( setting up cash register/balancing till/banking)</p> <p>Daily temperature controls and record sheet</p>	Cash register
<p>Sue and Tony</p> <p>The Volunteers</p>	<p>Shop staffing( rotas)</p> <p>Staff training/communication</p> <p>Ongoing volunteer recruitment</p>	Manning the shop
<p>Eileen</p> <p>PR</p>	<p>Communications with the local community/press and interested parties.</p> <p>Signage</p> <p>Coordinating share issue.</p>	Getting ready for Launch
Stan	Garden and fence	