

**OPENING HOURS****MONDAY - FRIDAY****09.00 - 14.00****16.00 - 18.30****SATURDAY & SUNDAY****09.00 - 12.30**

# The Shop

At Bromsberrow

**POST OFFICE OPEN****TUESDAY & THURSDAY****9.30 - 11.30 am****OCTOBER 2021 NEWSLETTER****WE STILL NEED YOU!!**

We are still in need of volunteers so if you feel you would be able to help us keep the Shop running, please contact Marie at the Shop or have a look at the Shop website – [theshopatbromsberrow.co.uk](http://theshopatbromsberrow.co.uk).

**On Account**

In pre-pandemic days, the shop offered a basic account of a £20 credit limit to be settled at the end of each month - essentially a bridge to payday or when funds became available. Covid changed all that as money went out of fashion and most transactions were card based. Accounts were opened for regular shoppers, which were beneficial to the Shop in reducing the number of card payments or saved taking payments over the telephone (this feature is now available). Another benefit of accounts for the Shop has recently been identified; it seems we can set members purchases against any profits that we make to reduce our tax bill. It might not amount to a lot but in the event of a profit the more we can reduce liability to tax the better. Thus, if members don't have an account, they might consider using one as it would benefit the shop.

What we look to do is "regularise" the way we operate our accounts and I will be contacting our account holders to get their agreement to the terms of their account. For regular customers we are suggesting a credit limit of £100 with the account cleared at the end of each month as a minimum, or more frequently based on the level of purchases (e.g. weekly).

**AGM - Thursday 21<sup>st</sup> October - 7 pm for 7.30 pm at the Shop**

We are at last able to hold an AGM so that we can start to meet up again. To encourage attendance we will hold a social half-hour with light refreshments before the meeting starts at 7.30 pm. You will be aware, both from the accounts and when you go shopping, that the shop has doubled in size (turnover and products available) as a consequence of the pandemic (every cloud has a silver lining!). Thus we do need to increase our number of volunteers to keep things running. Not everyone is drawn to serve in the shop but if you have a skill we will be able to use it (publicity/communication, sales and stock analysis, IT maintenance, decoration, etc.).

It is important that we have a strong Management Committee and we are delighted that Miriam Simpson-Moran and Chris Neville are willing to be nominated (to date they have been co-opted, but are still willing to proceed). However, it would be fantastic if we could get a few more willing to stand.

The notice of the AGM will be displayed in the shop, other locations around the village and sent to members with the necessary papers. It will also be displayed on our website – [www.theshopatbromsberrow.co.uk](http://www.theshopatbromsberrow.co.uk)

## Accounts for 2020

### Overview

Our seventh year of trading has been our most successful ever, with sales more than double 2019. This has been a tremendous effort from staff and volunteers who have brought this about, particularly against the background of the Covid pandemic. These numbers do not capture anything of the heroic effort that was put in during the first months (March - May) of "Lockdown 1" to meet the needs within our community, with fifty home deliveries per week and sales increased by a factor of four. We would certainly have taken this result at the start of the year and, as someone remarked, "It is good to be in the black!" However, with success comes challenge.

### Summary of Accounts

	2019	2020
	£	£
Sales of stock purchased	67,799	167,522
Commision & rent income	3,928	555
Other non trading income	1,215	15,619
<b>Total Income</b>	<b>72,942</b>	<b>183,696</b>
<u>Less</u> Cost of purchased stock used	<b>47,411</b>	<b>133,622</b>
<b>Total margin</b>	<b>25,531</b>	<b>50,074</b>
<i>memo trading margin %</i>	<i>30.1%</i>	<i>20.2%</i>
<u>Less</u> Overheads	<b>27,572</b>	<b>41,225</b>
<b>Profit/(Loss)</b>	<b>-2,041</b>	<b>8,849</b>
Tax	<b>-780</b>	<b>0</b>
<b>Total Profit/(Loss)</b>	<b>-2,821</b>	<b>8,849</b>

### Income statement

Whilst we showed a profit, this is entirely due to non-trading income, particularly the £10,000 grant from the Government - fortunately no tax is due on this surplus. Compared with 2019, our trading margin fell from 30% to 20%. Much of this was due to the lower margins on our new big sellers - fruit and vegetables and fresh meat. Also getting to grips with at least double the throughput and improving our processes. (We have made progress on this in the first half of 2021 - and the margin has increased to 23.5%).

### Financial Position

There was a substantial increase of £9,314 in our equity (£9,863 to £19,177). This came from the surplus for 2020 of £8,849 and purchase of shares by members of £465. An additional chiller and freezer account for most of the increase in fixed assets.

## **Harvest Festival at St Mary's Bromsberrow**

This year's service will be at 11am on Sunday 10<sup>th</sup> October and will be followed by a buffet lunch. The service will be led by Revd. Canon Barbara Messham and music will be provided by the Ledbury Community Band. All gifts will be donated to Ledbury Foodbank so tinned or dried produce will be particularly welcome.

## **Plan ahead and Communicate!**

In the years I've been involved with the shop, I think these are our greatest challenges. Usually when we meet there are always too many topics to tackle with immediate effect and seldom do we have the luxury to look many months ahead. The other feature is that we are not blessed with divine inspiration and so we need to get supporters' views and suggestions, which again takes time. So please let us have your thoughts on the following:

### **Shop Hours**

Keeping the shop open until 6.30pm has been a great success and has allowed those who work away from the village to use the shop during the week. As we move into Autumn and the darker evening are with us, it will not make sense - for either volunteer or shopper - to keep the shop open until 6.30pm. So when do we close and is that the same for every weekday, or should there be a later night? **Any change will be communicated!**

### **The Shop at Bromsberrow**

This is our trading and registered name but with regard to any publicity or signs there are two substantial problems. Many people are unaware that it is a "Community Shop" which is totally dependent upon volunteer labour. The other aspect that visitors have drawn to our attention is that we are not in Bromesberrow! Should our publicity say – Community Shop, Bromsberrow Heath? **Again, let us have your views!**

## **Do you care about your Village?**

There is still a vacancy for a Parish Councillor. Full contact details are on our website or ring Brian on 07973 638328. Please give some thought as to how you could help with the running of your village.

## OTHER SHOP HAPPENINGS!

Don't forget we not only supply all your grocery shopping but have a large stock of other items in the Shop. Come on down and have a browse – you will be surprised at what you find!!



We are also delighted to announce that we have opened a 'local artists' area at the rear of the shop and currently have two artists showing their work. Rachel Padley (who lives in our village) has a range of her pottery and Cynthia Fortnum has a range of her paintings and cards.



We are also very pleased that Mole & Velvet have joined us and Megan's wonderful up cycled gems can also be found at the rear of the Shop. So much to see – don't miss out!



Fancy having someone do your alterations and repairs? Have a look below at the service Alex can provide.

