

#### OPENING HOURS

MONDAY, TUESDAY,  
WEDNESDAY  
09.00 - 14.00  
16.00 - 17.30

THURSDAY & FRIDAY  
09.00 - 14.00  
16.00 - 18.30

# The Shop

At Bromsberrow

SATURDAY & SUNDAY  
09.00 - 12.30

POST OFFICE OPEN  
TUESDAY & THURSDAY

9.30 - 11.30 am

## JULY 2022 NEWSLETTER

### In this Issue

The Shop bowls along in its 9<sup>th</sup> year which could give the impression that it is unstoppable. Sadly that is not the truth, and in the issue we detail the two major challenges that we face. The downside of our current location is the associated cost and the inference (in the absence of a fairy godperson!) is that we need to relocate/build. Your response is invited. However, that will not be a complete solution unless we have the volunteers to keep things going. We now have two octogenarians on our management committee – not new members they are just reflecting the passage of time! Younger members continually welcome.

You can read of the successful Jubilee Celebration on 4<sup>th</sup> June at Bromsberrow Place. It was interesting that whilst there was great interest in having an event there was a reluctance to organise anything. However, once Jenny, Paggie (and no doubt others) met up with Dr. Gilbert, an event was created, an invitation issued and in no time at all there were over 200 takers! We need to get that response for the Shop; volunteering is not a one-way street and does provide many benefits!

This Sunday (10<sup>th</sup> July) there is a celebration at the School on reaching 150 years of education and associated benefits in Bromesberrow and district. Later in the year (3<sup>rd</sup> - 11<sup>th</sup> September) the Shop will be an h.Art venue - so please continue to Shop local!

### Co-Chair – Finance & Business (Percy Hunt)

#### How's the Shop?

A question I get asked at least twice a week by those who know of my involvement with the Shop. It is an easy question but is not simple to answer so I've settled for, "The Shop is the Shop". I'm meaning that the characteristics of the Shop are unchanged and since they are many they tend, at any one time, to move in different directions. So what are they? For some reason the letter "F" came to mind so that I think of:

#### **Fun! Fellowship! Family! Fantastic!**

A fantastic record in supporting and working with the community - home deliveries, community lunches, social events and interactions with local businesses and institutions. Particularly pleasing is the developing relationship with the school and most recently very positive exchanges took place at the AGM of the Parish Council; fruits of a Community Hub.

Sadly the other side of the coin and the other "Fs" are much more of a challenge,

## **Finance! Failure! Frustration! Future!**

Now, into its 9<sup>th</sup> year, the shop has never made a trading profit! By virtue of start up funding, development funding, grants, events income and donations we have avoided losses and remained solvent. The elements that define our profitability are % margin (the amount we make on each sale, expressed as a percentage of the sale price) and the costs of running the business. Whilst an increase in price could improve the margin, it would be at the expense of reduced sales and be inconsistent with our "Community Benefit Society" structure. We continually aim to improve our efficiency but we will do exceptionally well to reach 25%.

Our real problem is that the level of our costs is too high. Unlike most Community Shops we pay rent and the size of our building means the energy costs are above average. Three years ago we considered (in a restricted way) the possibility of different premises but decided to stay where we were when our rent was halved. This took us back to the original arrangement for the Shop (half the commercial rent increasing to full rent over four years) so we are now on our 2<sup>nd</sup> cycle.

My conclusion is that if the Shop is to be sustainable then we will need to build a Shop within the village. This has been frequently discussed - I resisted this before because of the amount of work involved, however, I see it as the only way in which the future of the shop can be achieved. Please let me have your thoughts on the conundrum.

## **Payment Card Industry Data Security Standard (PCI DSS)**

Not the catchiest title in the world but it is great thanks to Ayo Adewale that we have now achieved it. Earlier in the year we changed from Paymentsense to Barclaycard to provide our card services. There is a requirement to demonstrate that that data and communications systems are secure and cannot be accessed fraudulently. Previously this has entailed a couple of test transmissions and our supplier was happy. So we told Ayo it would require an afternoon of his time at most. I suspect he thinks that we told him a Boris, after he spent some of May, all of June and the early days of July to achieve success and then I think it is because he said, "Enough is Enough!". (Not the first to say that I hear) It appears that Barclaycard have the same criterion for the village shop as for Amazon or any other global company.

One practical problem with the change is that the receipt is no longer printed by the card reader (immediately showing whether the payment was successful) but by the till printer so that only after the customer leaves the shop are we aware of failure. However, we are getting faster out of our blocks!

## **Upcoming Events**

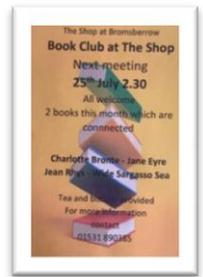
### **50<sup>th</sup> Year Bromesberrow St Mary's Primary School Celebration!** **Sunday 10<sup>th</sup> July : 12pm – 4pm**

Things have changed since 1872 but the school has been with us since then. There will be a host of events and activities and the Shop will be providing "tea and cakes". Full details on the school website ([www.bromesberrowschool.co.uk/website](http://www.bromesberrowschool.co.uk/website)). You will need to let the school know that you plan to attend as they will need to manage the numbers. Bookings can be made on the website or by ringing the school (01531 650340). The weather forecast is hot and sunny so get along and enjoy the fun.



## **Book Club**

We are reading 2 books in July - Jane Eyre and Wide Sargasso Sea. The last book is the story from the point of view of Mr Rochester's first wife. It will be interesting to compare the two. Join us if you fancy a good read on the 25<sup>th</sup> July at 2.30 pm. poster.



## **Get ready for 'h.Art'**

From Saturday September 3rd to Sunday 11th the shop will be part of the Herefordshire art trail known as h.Art. We will feature in the art festival's website and the hard copy brochure which is being distributed in supermarkets and tourist outlets throughout the region. New artists are signing up to exhibit their work in the shop alongside the several long-term artists who have supported us since we started our gallery last October.

We hope to see a greatly increased footfall during the festival: we'll be open every day from 9.00 till 5.00 and we plan to offer lunches, tea and coffee.

We will also advertise art workshops where you can come and try your hand at creating your own work of art. This will be an exciting opportunity for the shop and the village. Please do come and enjoy the gallery and support The Shop. We are delighted to also welcome Jane Ware, Creative Artist, to our portfolio of artists – come on down to The Shop and see her work.

## **Queen's Diamond Jubilee Celebration held on 4<sup>th</sup> June**

Our thanks go to Dr and Mrs Greenall for a lovely afternoon celebrating the Queen's Diamond Jubilee at Bromesberrow Place. It was well attended and a chance to have a picnic, toast the Queen with a glass of Bromesberrow Estate wine and an opportunity to look around the beautiful gardens.

Our thanks also go to the volunteers who organised the afternoon and the amazing Jubilee cake baked by Sheila Hitchon.



## Shop Local

A reminder to all - you can save on increasingly expensive fuel costs by using our Shop on your doorstep. We are more than just a village shop – we provide fresh fruit and vegetables, a wide variety of plants and an area where local artists display their work.



As always, we are still in need of multiple volunteer shop assistants to help customers identify and purchase the products they require. Sales assistant duties include selling, restocking and merchandising. The goal is to provide a high class customer service and to ensure that The Shop can serve the local community in the best way possible. Put simply, volunteers are the lifeblood of community enterprises like ours and their value is enormous. Without volunteers we would not exist as we do not have the resources to employ paid staff to cover all the hours that we need to be open.

Here at the The Shop, we are no exception. We have found that a vibrant volunteer workforce brings The Shop to life as many of our volunteers care passionately about the cause they are engaged in and convey that passion to current and potential shop users. Strong volunteer teams share the workload and enable enterprises like ours to build their capacity to operate and develop for the Community.

Any help in The Shop would be much appreciated as we want to continue making improvements allowing us to support our community. Please contact The Shop on 01531 650744 or pop in and have a chat, or have a look at our website where we have more detailed information on becoming a volunteer.