

**ISLIP VILLAGE SHOP**

Villagers at Islip have been celebrating, once again, the success of their community-owned shop by carrying out further improvements to the existing shop. This has resulted in creating more space to include a complete shop refit, which also includes a middle aisle and a much larger storage and office area.



The store, which is situated next to the Village Hall, is run by manager Maralynn Smith and a team of over 20 volunteers. They all give their time to ensure that the shop can serve the community with a wide range of products, many of which are locally sourced, from local cheeses to Jacob's Field Lavender products grown in Islip.

In preparation a team of volunteers helped pack up the shop, move all the contents, clean and stock the shelves in order to recreate a temporary Portacabin Shop whilst the extension was taking place during January and February.

The new extended shop reopened for business in March 2015 with all profits from the shop either invested back into the shop or donated to local causes.



Maralynn is sure about the value of having a local store. "There are a lot of people who can't get out of the village who rely on the shop. I feel so proud that we can provide the village with what it needs"

Congratulations to all involved and wishing them many further years of success as the shop will reach its 15th birthday in October!!!

**Here comes Summer ...**

Hot, sunny days, long warm evenings, barbecues, village fetes, picnics, strawberries and cream, tennis, cricket, and of course, football!



Whatever summer means to you, it is an excellent opportunity to boost sales with good stocks of chilled drinks, bottled water, ice creams, wines and beers, champagne and pimm's, barbecue charcoal, crisp salads, olives, cheeses, exotic dips, breadsticks ...

The weather can make such a difference to what your customers want to buy, so keep a close eye on the weather forecast and ensure you have plenty of stock to cover sudden surges in demand.

Remember also that your fridges, chillers and freezers will be working overtime to keep everything inside them cool, so ensure that they are well maintained, clean and running smoothly.

Keep freezers clear of ice – it looks better, frees up space for stock and makes the freezer work more efficiently - and check temperatures daily to make sure everything is working properly and to satisfy trading standards!

A number of shopkeepers have invested in air conditioning after the soaring temperatures of last year – it safeguards heat sensitive stock and makes the shop a much more comfortable atmosphere in which to shop and work.

So here's wishing you a long and profitable summer!



## Promoting your Shop

Promoting your shop and its products is very important – think how many times the major supermarkets remind us of their presence and what special lines they are carrying at the moment!

Don't take your customers for granted - they need regular reminders of what you have on offer and what makes your store special to the village.

- Hand out details of special offers to customers at the counter
- Use your shop window as a promotional tool to celebrate special events
- Kick off by celebrating British Sandwich Week which takes place between 10-16 May 2015. It is a great opportunity to celebrate one of our best loved fast foods – the British sandwich!!!
- Keep information simple, brief and accurate
- Keep displays colourful and eye catching
- Give a 'welcome' pack to new people in the village, with details of shop opening hours and a 'money off voucher' to encourage them to come into the store
- Organise tasting sessions to introduce a new stock line or rejuvenate an old one
- Link into local suppliers to come up with a joint promotion for your shop
- Use the village newsletter or the local media to announce good news about your store and its success



## British Food Fortnight

**Love British Food** 

The British Food Fortnight will run from 19 September to 4 October and gives retailers a great opportunity to highlight the British food that they sell, particularly local food.

September may seem ages away, but now is a good time to start thinking about what you could do to link in to this marketing opportunity.

[www.lovebritishfood.co.uk](http://www.lovebritishfood.co.uk)

020 323 97032

**Rural Shops Alliance**

As usual we have enclosed a copy of the Rural Retailer, the FREE quarterly magazine from the Rural Shops Alliance (RSA). It is full of interesting, relevant information for rural shopkeepers, so do take the time to read it and keep up to date on issues that affect YOU!

**Large print and alternative formats available on request**

If you wish to unsubscribe from receiving this free newsletter, please contact ORCC at the address below

### This Project is sponsored by:



ORCC's Village Shops and Halls Development Worker  
Lynne Newin 01865 883488 [lynne.newin@oxonrcc.org.uk](mailto:lynne.newin@oxonrcc.org.uk)  
advises and supports village shops throughout the county.

Regular visits are made to village shops, advice given on retailing issues, a quarterly newsletter and shops directory are produced and training and networking events organised.

### Oxfordshire Rural Community Council

Registered office: Jericho Farm, Worton, Witney, OX29 4SZ

T: 01865 883488. F: 01865 883191. W: [www.oxonrcc.org.uk](http://www.oxonrcc.org.uk) E: [orcc@oxonrcc.org.uk](mailto:orcc@oxonrcc.org.uk)

Registered in England as a company limited by guarantee (2461552)  
and as a charity (900560)