



Are you looking for Volunteers?

Some ideas from our Volunteer fact sheet:

When recruiting **use a clear and positive message**. Don't sound desperate - sell the benefits of volunteering! Your advert should have four elements:

1. Statement of need: Why is the volunteer activity important?
2. What need is it going to address?
3. Nature of the task: What will you be asking the volunteer to do?
4. How will the task address the identified need?

Dealing with concerns: Some volunteers fear too much will be asked of them, both in time and in skills. Be clear about what you offer

There are different approaches to recruitment – consider which suits your circumstance best.

1. Consider contacts who might be suitable and available for the task in hand, and make a direct approach. Very cost effective and the most likely way to recruit the right sort of person. But you may miss people who are not already known to you.
2. Get volunteers and contacts to make a direct, personal approach to suitable people. A broader pool of potential volunteers is available through the wider network. But you may end up with the same kinds of people volunteering rather than a variety of different people.
3. Spread the word as widely as possible so that you will reach someone out there who will respond – use brochures, posters, fliers, local media, adverts, community organisations, community events etc. Not the most cost effective approach, but you will reach those who are not in direct contact with you.

Please see details over the page of **Oxfordshire Volunteers** a new volunteer website where you could advertise. for volunteers.

If you have not got CFO's volunteer fact sheet and you would like it, please email me Tessa.Hall@communityfirstoxon.org.





Oxfordshire Volunteers is a new volunteer website. It is run as a partnership between Oxfordshire's three Volunteer Centres. You can use the site if you wish to find a suitable volunteering opportunity for yourself, or if you are looking for volunteers. You could take the opportunity to advertise for more Trustees for your community building management team. Click [here](#) to go to the website.

Trends in buying in 2017, compared to 2016



According to the online Talking retail newsletter, fresh fruit and Free-from were among the fastest growing grocery products of 2017, alongside Spirits and Sparkling wine. This came from an annual analysis of till sales by Nielsen.



Apparently despite rising prices, shoppers want to buy good quality and healthier food and they have also been staying in more want to enjoy nights in with nice food and drink. In fact chilled ready meals that people have been buying to have 'big nights in' with are the 5th fastest growing sales item. There has been a rise in premium private label foods that produce these chilled ready meals.

Fever Tree and Brewdog are new popular brands but the fastest growing products of the year were Budweiser, the energy drink Monster and Avocados.

It has been predicted that in 2018 shoppers will still feel the need to economise but they will 'still want good quality food and drink, but expect good value for money'.

Plastic Bottle Deposit Scheme

Michael Gove the Environment Secretary wants the Government to introduce a plastic bottle deposit scheme "as soon as possible". However, he says that it was "important to make sure it will work properly before guaranteeing we will implement it". He added that a bottle return scheme would need the 'enthusiastic embrace' of the retailers much like they have embraced the 5p charge on plastic bags.





According to 'Science Advances Journal' US researchers said that 'if current trends continue, roughly 12 billion tonnes of plastic waste will be discarded in landfills or polluting the Earth's surface by 2050.

WWF UK chief executive, Tanya Steele said a bottle scheme would be a 'good first step' to address the issue in Britain.

Coca-Cola have had a U turn in their thinking after Greenpeace and the public put pressure on them. They now say that they support the introduction of a DRS (Deposit Return Scheme) in Scotland. A spokesman from Coca cola said that two thirds (63%) of consumers support the introduction of a deposit return system in the UK, and half (51%) say they'd be more likely to recycle as a result. Deposit schemes can work if they are developed as part of an overall strategy on the circular economy, in collaboration with all industry stakeholders.

Iceland and the Co-op now support DRS schemes.



Plastic Bags

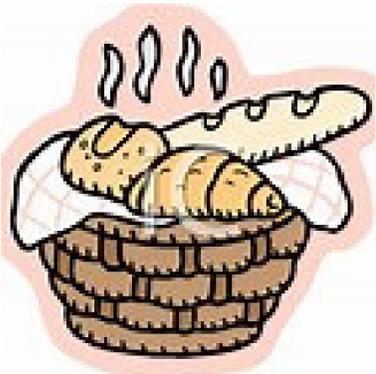
In her 25 year plan for the environment (unveiled this week), Theresa May is expected to reveal moves to end exemptions to the 5p plastic bag tax. So that all shops will charge.

The levy has led to a dramatic reduction in use since it was introduced in England in October 2015. Figures published last July showed that nine billion fewer bags had been used and that more than £66m had been given by supermarkets to good causes from the 5p charge.

The Importance of Bread

According to Independent Retail News, 'bread attracts regular shoppers, generates loyalty and is helping to make up for the decline in other traditional footfall-driving categories such as tobacco, newspapers and magazines'. Apparently 97% of families buy bread and so convenience stores can benefit from this because 65% of trips from this group were top-up shops when people would be looking to buy everyday items such as bread. To encourage this, a good display to cater for every need would help such as a 50/50 style for family shoppers and low carb bread for health-conscious shoppers.





The importance of a good bread display, with as much choice as possible, to encourage regular shoppers was one of the subjects discussed in the shops networking meeting last September at Sandford Talking shop. Apparently, according to the Independent retail news, the days of bread being a morning item has changed and people will look for it into the

afternoon as well. Also demand for bread always goes down in the summer holidays. But in poor weather when people stay indoors more, the need for bread increases because people stock up.

News from Local Shops

A Spotlight on Coleshill Community Shop and tea Room.



Coleshill Community shop and tea room is in the beautiful village of Coleshill which is protected by the National Trust. The village is situated between Faringdon and Highworth in the Vale of the White Horse.

The shop stocks fairtrade Tea and coffee, bottled non-alcoholic drinks, Locally made cider from Highworth, and they have an Ecover-re fill system. They also have a beautiful selection of home-made cakes made each week for the café.

As well as this they hold art exhibitions which are changed every month and a weekly yoga class, a book club and occasionally wine tasting. It is a regular hub of activity.





One customer commented that 'The sandwiches are freshly made and delicious and you can have lovely pots of tea or real coffee.'

Another said 'it (the shop) deserves support the snacks and beverages are good value'



At the moment the shop is having a bit of a facelift because they are hoping to attract more walkers, cyclists, bird watchers and other visitors to the village to come and buy provisions or have some food and a cup of something in the café. They are using their own funds for the work.

Susan Homersham the shop manager says that there are some excellent and varied walking trails and lots of wild life to see in the area and so it is a matter of advertising well to attract these visitors.

Unfortunately it can be a struggle to find volunteers for one or two of the 3 hour shifts. If anyone has any great ideas on attracting volunteer to their shops please contact me. They are open on Monday from 1.30pm until 4.30 pm and then from Tuesday to Saturday from 10.30am until 4.30pm.

Please see details of a workshop on attracting volunteers overleaf.



