

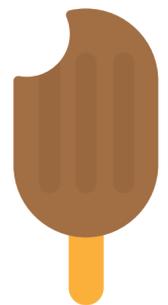


# Community Shops Newsletter

## Summer 2018



Here's to a great summer, I hope sales are going well!



### Why community shops are good for you

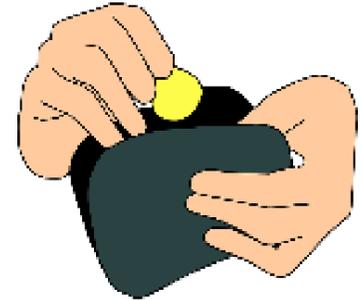
1. Small and independent businesses are at the heart of our communities. Supporting them by **buying locally**, rather than solely at large chain stores, can lead to a sustainable local economy. Research by The New Economics Foundation\* found that twice the money stayed in the community when people shop locally.
2. It is the **ethical choice**. Food sourced locally has a short field to fork journey –it will be fresher and contain more nutrients and have less packaging. This can include fruit, vegetables, bread, eggs and dairy, honey and local meat. You may help to get a local producer off the ground if their products become popular. Selling locally made cakes and pies supports the local economy too.
3. When you shop locally, you help to **create more jobs** in the local community. Sometimes local businesses provide better benefits for their workers. Volunteering opportunities are also provided, where a volunteer can gain new skills.
4. You can have a **better shopping experience** when you shop locally, it's healthier to walk to the shops and more stress free than trying to find parking. Community shops trade primarily for community benefit. They are managed by the community too.
5. **Original gifts** can often be found. Independent shops often stock one-off gifts made locally which aren't available in many other outlets, these are often unique to your area



6. They **help to build community**. They can combat isolation and the loss of local services. They may host a post office, a café or other services. If there is room they may put on local events from taster sessions to a book club, knitting group and children's events.

\* an independent economic think tank based in London.

**Perhaps the above points could be used to promote your shop?**



## **A quick look at ideas for loyalty schemes.**

- Prepayment Credit or Reverse Credit. A scheme which allows customers to pay in a regular or exceptional amount per month, then they use it as they pop into the shop, or another member of the family does, without worrying whether they brought their purse
- A coffee loyalty card.
- A promotion in the local newsletter to receive a promotional product free when spending over £5.00 in the shop.
- A monthly draw- if you spent over a certain amount you get a raffle ticket for a prize. This could be sponsored by a local business.
- A loyalty card scheme -for instance customers gain 1 point for every £1 spent which is worth 1p on redemption.
- Some shops offer loyalty cards for their members. You could issue them to members who want them and who shop regularly with you.
- Have a loyalty app for use on smart phones

## **Loyalty apps**

'Cally' who have produced a loyalty app for smaller local independent shops to use, have produced the following research:

Did you know that in Britain...

- 97% of people who own a smart phone will take it shopping with them.
- 85% of smart phone owners use a retail app.
- A fifth of adults use their favourite retail apps a couple of times a week.
- 80% of people would be happy to collect customer loyalty points on their phone.
- 45% of people said their favourite feature of a retail app would be a loyalty scheme.

Of course this is all well and good if you have a good internet connection & mobile phone coverage where you are though!



## British Food Fortnight



British food fortnight is taking place from 22nd September until the 7th October. As well as promoting new British products in your shop, there is a competition you could enter which involves:

- Celebrating British food within your community- including products you have not been aware of before from local producers.
- Celebrating food and bringing colour to the lives of people from different sectors of society.
- Supporting the economy, encouraging people to visit and buy from British producers and retailers.
- Use new and innovative ways of celebrating British food. Established initiatives with new features will be recognised too.
- **Here** is a link to the British Food Fortnight webpage. There is a case study of a community shop on the webpage.

## Recycling coffee cups

The paper cup alliance is calling for a campaign to raise consumer awareness about how paper cups are recycled. A lot of cups used for coffee machines have plastic linings, this means that they have to go to dedicated recycling plants. Cups thrown into normal recycling bins often end up in landfill. They want to see dedicated recycling bins put outside shops to prevent this. The alliance wants to encourage recycling of at least 85% of paper cups they say that all paper cups made in Britain are 100% recyclable and made from sustainable sources of wood. Or even better, sell reusable coffee cups!

## Europe-wide shortage of food grade CO2

I'm sure you are all aware of this by now but this summer there may be a shortage of food grade CO2, due to issues in sourcing the raw materials to make it. Apparently, the UK is hardest hit with only one CO2 plant in operation. Soft drinks manufacturers are working hard to maintain their service to customers. According to Gavin Partington, director of British Soft Drinks Association – there is also a fear that fresh food supplies might be affected because CO2 is used in packing fresh meat and salads. Perhaps it will be better to look for fresh produce from local producers who don't use this packaging? Info from From Talking Retail  
20th June



## Congratulations to Ewelme Village Store

Last November Ewelme Village Store won the Rural Community Co-Operative Awards and were crowned the best community owned co-operative in the South East Region. The winners were announced at a national ceremony in London. The Plunkett Foundation, who run the award said that the winners " represent a fantastic example of community enterprise and that they truly deserve this accolade".

For more information please see **Ewelme village stores webpage**.



## Rural Community Co-Operative Awards 2018

If you want to enter your shop this year, the awards will take place on Wednesday 6 November in Birmingham. The Co-operative Awards are about 'celebrating the most inspiring examples of people in rural areas working together to improve their communities'. For more information on the visit the awards visit The Plunkett Foundation website **here**.



## Oxfordshire Community and Volunteer Awards 2018

Congratulations to South Stoke Community Shop who won the Best Group in Oxfordshire award and to Nicky Kennedy a volunteer in South Stoke shop who the Oxfordshire Volunteer of the year award.

Nominations usually need to be in by April each year, watch out for the details on the OCVA website **here**



## Iffley shop have a 2 door freezer for sale

Model: Capital Cooling Pegasus PE2D Double glass door display freezer 730 litres.

Dimensions: 122 cms W, 62 cms D and 195 cms H.

Price: £800 o.n.o.

Contact: [suzettejreynolds@gmail.com](mailto:suzettejreynolds@gmail.com) Tel: 01865 774093

Iffley Community Shop

## Volunteering at Brightwell Cum-Sotwell

Here is a link to a clip from **You Tube** video of one of the volunteers at Brightwell cum Sotwell Village Stores describing her experience of volunteering in the shop.

## Shops Networking Meetings.

On that note **the next community shops networking meeting** will be happening in the 2nd or 3rd week of September at Brightwell cum Sotwell village hall (I'm awaiting hall availability) and it will be hosted by Brightwell -Cum -Sotwell Village Stores. There will be a chance to look around the shop before we have our meeting. These meetings have always proved to be a valuable way of sharing ideas and any issues. Please email me if you would like me to add anything to the agenda. I'm happy to research any items. See my email below. A date for your diary will follow soon.



Community shops and Halls Advisor for  
Oxfordshire

Tessa Hall 01865 883488

[tessa.hall@communityfirstoxon.org](mailto:tessa.hall@communityfirstoxon.org)

Large print and alternative formats available on request. If you no longer wish to receive this newsletter, please let me know



Community First Oxfordshire

Registered office: Worton Rectory Farm, Worton, Witney, OX29 4SU

T: 01865 883488. W: [www.communityfirstoxon.org](http://www.communityfirstoxon.org) E: [info@communityfirstoxon.org](mailto:info@communityfirstoxon.org)

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