

Clapham Community Shop Limited

Christmas, 2019



Dear All

With Christmas around the corner, we want to give you a brief update on all the activity regarding the shop, and to wish you all a happy Christmas and healthy New Year.

2019 has been yet another good year for us all, and that is down to the enthusiasm and expertise of our staff and volunteers, as well as the continuing support from our customers. Once again, we have been in the fortunate position to welcome new volunteers and shareholders, which is always encouraging and means we can ensure we continue to meet the needs of those who work and shop in Clapham.

To update you on the two awards received that we mentioned in the previous newsletter, The Queens Award for Voluntary Services and Community Business Trade Up:

In October, a number of volunteers attended the formal presentation of the Queens Award for Voluntary Services by the Lord Lieutenant at an event in Bedale. The trophy is on display in our shop, along with the other trophies recognising the good work the shop does.

The Community Business Trade Up Programme in York is proving very useful. It has enabled us to revisit many topic areas to do with running the shop which have been covered in the past but which benefit from refreshing or updating; so far we have looked at mission and values, customer segments, value propositions, channels of communication, social impact, community engagement and marketing. But the best news is that our sales for the period July – September this year increased by just over £4,000 compared to the same period last year; this means we have now received £4,000 out of the £10,000 of match trading grant on offer if we manage to increase our turnover by £10,000 in 12 months. So please do support your local shop, not only to help us secure the remaining £6,000, but also to ensure that we can continue to provide this vital rural service for many years to come. Helen has sourced some lovely gifts for Christmas. Come in and take a look and finish off your Christmas shopping in the village.

During the summer months, the garden at the rear of the shop was altered to attract cyclists and walkers. Seating, bicycle recharging points and racks have been added, and the feedback from those using the garden has been exceedingly complimentary. This has been funded by the match trading grant mentioned above and means customers have somewhere welcoming to sit and enjoy the refreshments bought in our shop.

The Management Committee and Helen continue to look at improving our services to ensure we meet the needs of our customers. We have recently started a Marketing Group that feeds into the Management Committee, and this is looking at a number of areas such as our take-away meals, and how we improve our social media coverage to attract more visitors. This, together with the other subgroups means the Management Committee is busy in the background supporting Helen and her team of staff and volunteers. We have also made some organisational changes. Sue Mann has recently decided to take a step back from the role of chair and Harriet Naden has taken over in her stead. However, Sue isn't going anywhere – she will continue as a volunteer in the shop and also be our volunteer coordinator providing support to Helen.

From all of us at Clapham Village Store
On behalf of the Management Committee
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