

London – 23rd April 2016



Bringing About Lasting Change to Communities Through Co-operation

Tom Carman
Plunkett Foundation



**PROUD
TO SUPPORT OUR
COMMUNITY
SHOP**

Established by Sir Horace Plunkett in 1919

We believe that the key to thriving communities is co-operation

We help communities to take control of their challenges and overcome them together

A photograph of three women and a young child sitting around a table in a community bistro. The woman on the left is wearing a colorful patterned top and smiling. The woman in the middle is wearing a black top and a necklace, also smiling. The woman on the right is wearing a black cardigan over a striped top and smiling. A young child is sitting between the two women on the right, holding a piece of orange. The table is set with plates of food and a white cup. The background shows a rustic interior with stone walls and a colorful patterned cloth.

We want to inspire people to proactively explore co-operation to make the lives of the individuals in their community better

We support people to set up and run life-changing community co-operatives, owned and run democratically by large numbers of people in their community

Maracuja Community Bistro, Rochdale

Crediton Community Bookshop

774740

Crediton
Community
Bookshop
the

We work in partnership with a wide range of organisations

We share experiences to help communities learn from others

We provide specialised support and expertise through our national adviser network

Crediton Book Shop

The Plunkett Way

Plunkett
Foundation

Improving rural lives together



The Croft Tea Room, Bromley

Local Trust | Big Local

Inspire

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We are working to inspire a new wave of
community co-operatives



Cultivate London

Local Trust | Big Local

© Pal Hansen

Explore

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We are helping communities explore
co-operative ownership

Handmade Bakery Slaithwaite, West Yorkshire

Local Trust | Big Local

Create

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We are supporting communities to create co-operatives



The Bevendean Pub, Brighton

Local Trust | Big Local

Thrive

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We are ensuring communities thrive



plunkett
foundation

COMMUNITY
OWNERSHIP
CAMPAIGN

Under new ownership... our

Campaigning for community ownership in rural areas

www.com

The Bull Pub, Great Milton

Local Trust | Big Local

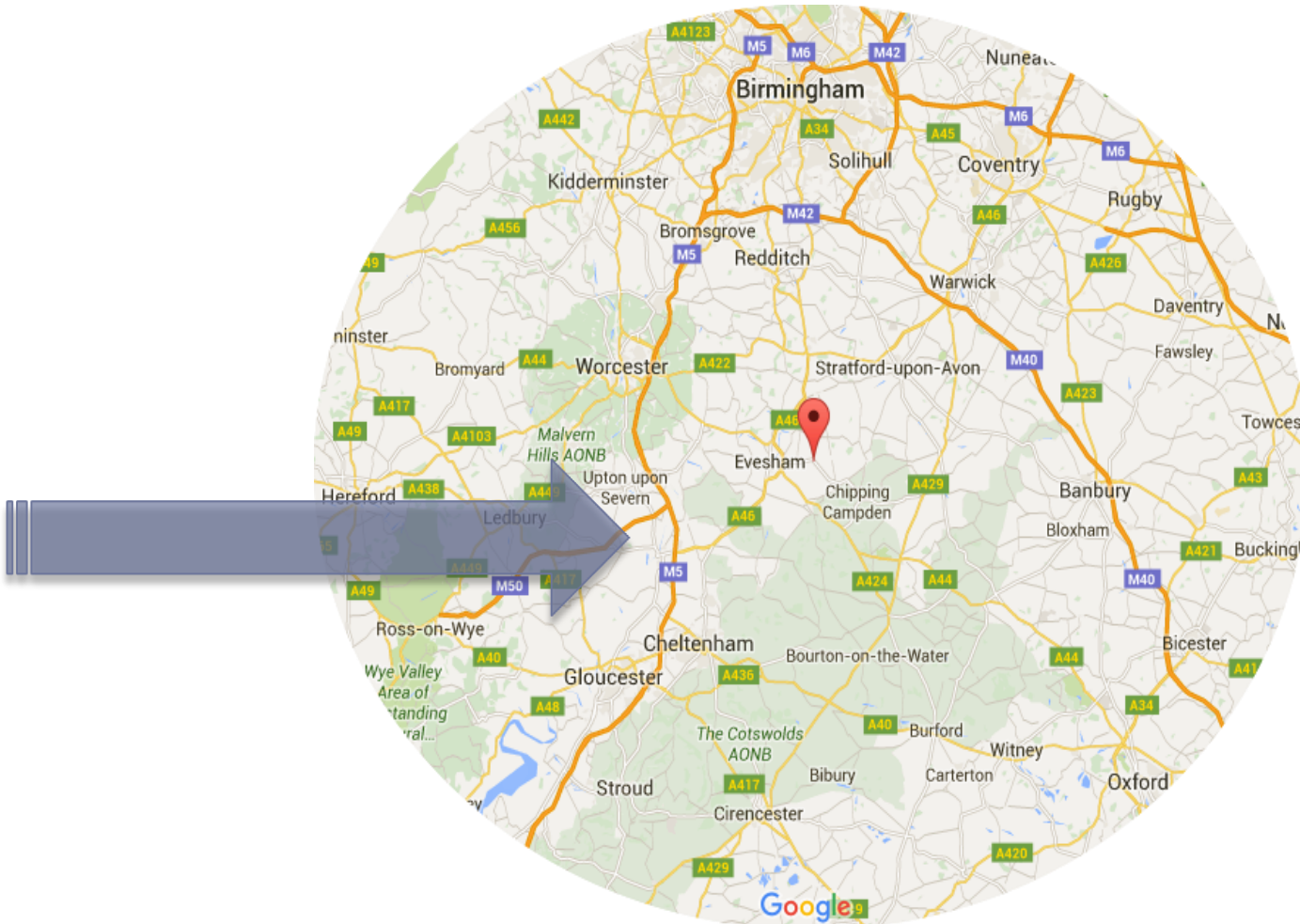


Improving rural lives together

Bretforton Community Shop

Our Story...

Introducing Bretforton



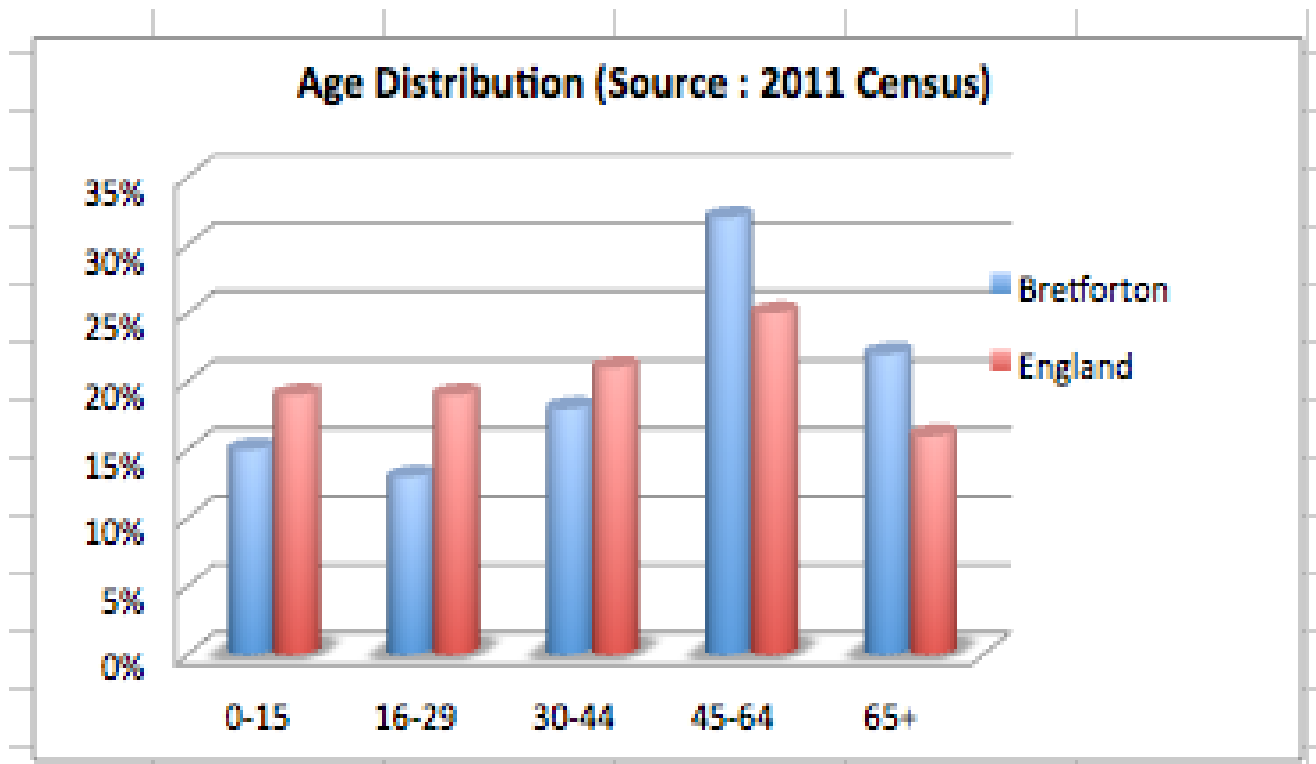
Introducing Bretforton

- ▶ **Bretforton** is a rural village in Worcestershire. Bretforton is 4.4 miles (7.1 km) east of Evesham. At the 2011 census, Bretforton had a population of 1,052 in some 460 households. New housing developments are expected to take the population close to 1500 within the next 3 years. The area of the parish is 7.33 square kilometres.
- ▶ There is a village hall, a garage, a sports and social club and a community social club.
- ▶ Bretforton is also home to the Bretforton Silver Band that can trace its roots back to 1895 when it was known as Bretforton Temperance Band.
- ▶ Is perhaps most famous for The Fleece Inn – a 300 year old National Trust pub renowned nationwide for its hosting of the famous Asparagus Auction.
- ▶ The Nisa shop and Post Office closed in April 2013



Introducing Bretforton

- ▶ Socio-economic profile similar to the UK as a whole
- ▶ Demographically an older profile - +50% over 45, +20% over 65



Introducing Bretforton

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Bretforton Community Shop

The Journey

April 2013 – old shop closed (first time no village shop for 100 years)



Nov 2013 – village meeting – under auspices of Parish Council



Dec 2013 – Community Shop steering committee formed



Spring 2014 – Became member of Plunkett Foundation

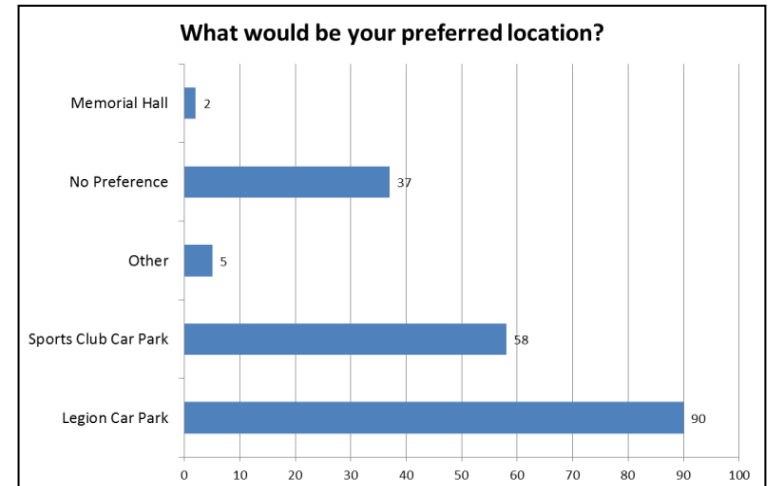
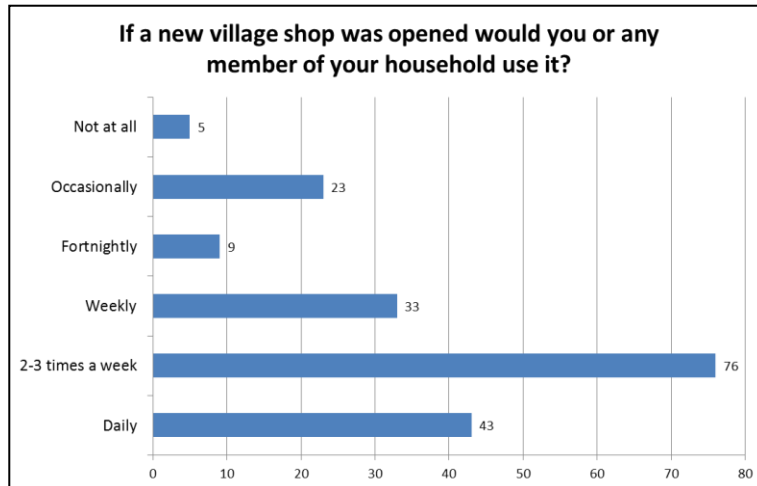
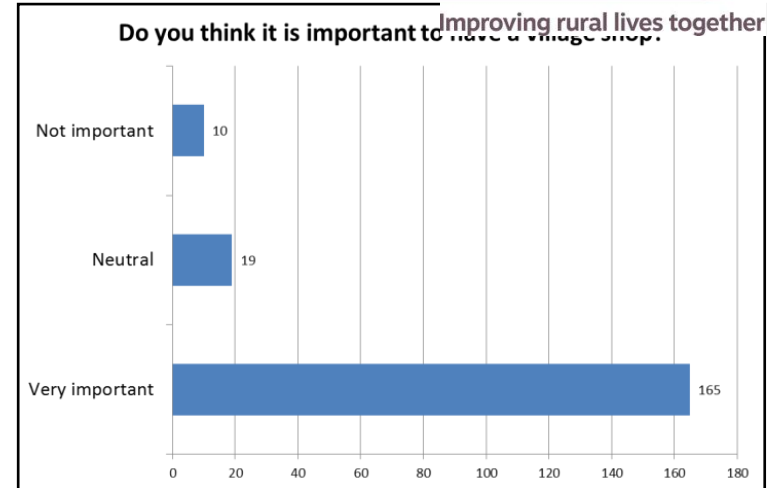


Bretforton Community Shop

The Journey

Spring 2014 – Village Survey

- ▶ 60% return
- ▶ 85% 'very important' to have village shop
- ▶ 78% would use a new shop at least once a week
- ▶ Strong preference for central location



Bretforton Community Shop

The Journey

Spring 2014 – submitted plans for new shop & arranged lease with landlord



Spring 2014 – become an Industrial & Provident Society (For the Benefit of the Community) – using Plunkett Model Rules



Spring 2014 – Share Issue

Industrial & Provident Society
(now called Co-operative or Community Benefit Societies)

- ✓ All profits have to go back in to the community
- ✓ No requirement to pay dividends
- ✓ One member one vote

Bretforton Community Shop

The Journey

Spring 2014 – Finalised
Business Plan



Spring 2014 onwards – Non-
share fund raising



Summer 2014 onwards – start
building work

- ▶ *Our mission is to establish a community-owned shop which can be an essential service and key focal point for the whole village, providing a range of fresh local produce, and everyday essentials such as postal services, groceries, newspapers, cigarettes and off licence sales.*
- ▶ *In addition the shop will be a new social hub for the village by offering tea and coffee shop facilities, snacks and free internet access.*

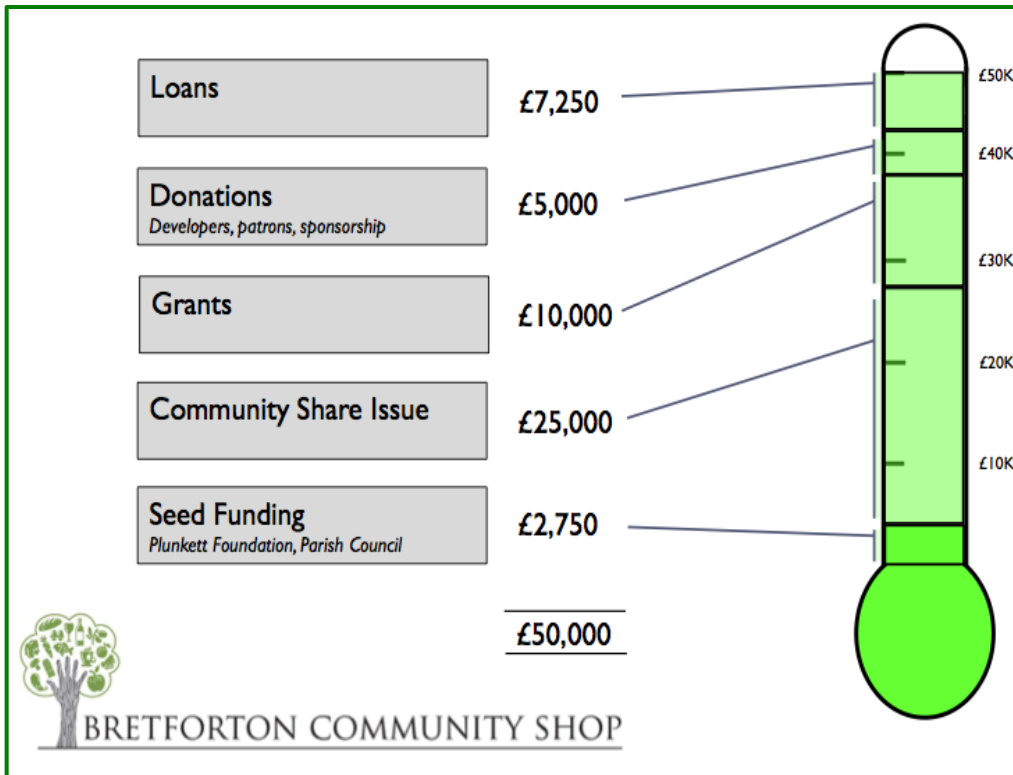
Bretforton Community Shop

The Journey

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Our First £50K



THE BRETFORTON COMMUNITY SHOP LTD SHARE OFFER

Launch date: 14th September 2013
Closing date: 15th November 2013

Target £25,000

This prospectus is issued by the Management Committee of Bretforton Community Shop Ltd and invites you to participate in a share offer. Everyone with a desire to see a new village shop, owned by the residents and run for their benefit, is invited to become a member by buying one or more shares in our community enterprise.

YOU ARE INVITED
TO INVEST IN A
NEW COMMUNITY-
OWNED ENTERPRISE
FOR OUR VILLAGE

Bretforton Community Shop will be a vital service and focal point for the whole village - providing groceries and everyday essentials alongside postal services and a wide range of local products.

In addition the shop will be a new social centre for the village, offering tea and coffee shop facilities, snacks and free internet access.

Make Bretforton
Community Shop
a reality in 2014 -

**BUY YOUR
SHARES NOW!**



Bretforton Community Shop

The Journey

Autumn 2014 – Recruit Shop Manager



Winter 2014 – Recruit & train volunteers



Winter 2014 – Shop-fit, ranging, purchase EPOS & card systems & hardware



Bretforton Community Shop

The Journey



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December 2014 – Grand Opening!



Bretforton Community Shop

The Journey

July 2015 – Introduced
Superfast Broadband Kiosk



Winter 2015 – Started monthly
'Young at Heart' Lunches



Spring 2016 – increase in café
offer to include soups & hot
sandwiches



Bretforton Community Shop

The Journey



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Young at Heart Lunches – a great success...



Bretforton Community Shop

The Journey

Throughout 2015 – some great PR successes for the shop



July 2015 – local MP Nigel Huddleston visits



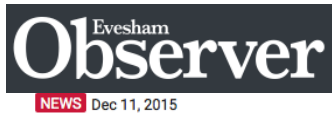
Winter 2015 – the shop features in a Telegraph article



Bretforton Community Shop The Journey

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Birthday bash for much-loved community shop

A POPULAR community shop is set to celebrate its first birthday in style with the help of a local band. Bretforton Community Shop is hoping village residents will join them tomorrow (Saturday) for a day of celebrations with the Bretforton Silver Band set to play from 9.30am. Villagers will be able to tuck into some mince pies and enjoy mulled wine as...



The Telegraph

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The shop serves a population of around 1,000, and locals say it has breathed new life into the area since opening in December 2014.

There are 452 investors in the shop, who collectively raised more than £37,000. An extra £48,000 was raised from grants, charities and a small loan from a private individual.



Volunteers at Bretforton Community Shop pose shortly after the shop's launch

Bretforton Community Shop

The Journey

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Start first full financial year August 2015 – shop trading profitably and 50% up on 2014/15



Plan to grow sales and increase our offer in next 12 months, and longer term look for best option for larger central hub for the village



Bretforton Community Shop - 10 Key Lessons Learned

- Ask what the community wants
- Involve all the community
- Talk to as many other communities as possible – then do what is right for your community
- Give the time and resource to identify sources of funding
- Use all the talents in the community – you will be surprised what skills are on your doorstep



Bretforton Community Shop - 10 Key Lessons Learned

- Volunteers are key – recruitment, training, more recruitment
- Plan how much money you will need – then double it
- Plan how long the you need to launch the project – then double it
- You must operate as a business – profitability is the key to sustainability
- Your launch is just the beginning – you must adapt to thrive

We did it – so can you!

Please Come to See Us...

- Email info@bretshop.org
- www.facebook.com/BretCommunityShop
- www.twitter.com/BretShop
- Website <http://www.bretshop.org>

