

Newcastle – 28th April 2016



Bringing About Lasting Change to Communities Through Co-operation

**Katherine Darling
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**



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

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

Local Trust | Big Local

The Plunkett Way

Plunkett
Foundation

Improving rural lives together

INSPIRE

EXPLORE

CREATE

THRIVE

The Croft Tea Room, Bromley

Local Trust | Big Local

Inspire

**Plunkett
Foundation**

Improving rural lives together

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



Cultivate London

Local Trust | Big Local

© Pal Hansen

Explore

**Plunkett
Foundation**

Improving rural lives together



We are helping communities explore
co-operative ownership

Handmade Bakery Slaithwaite, West Yorkshire

Local Trust | Big Local

Create



Improving rural lives together

We are supporting communities to create co-operatives



The Bevendeian Pub, Brighton



Thrive



Improving rural lives together

We are ensuring communities thrive



The Bull Pub, Great Milton



Clapham Village Store



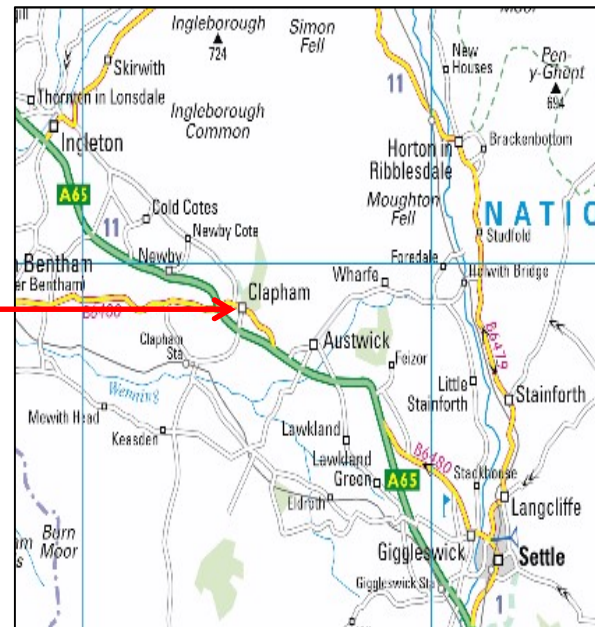
Sue Mann

28th April, 2016

Clapham Community Shop Ltd

Introduction

Clapham is a small village on the boundary of the Yorkshire Dales National Park and the Forest of Bowland AONB



250 households, 650 residents, lots of visitors

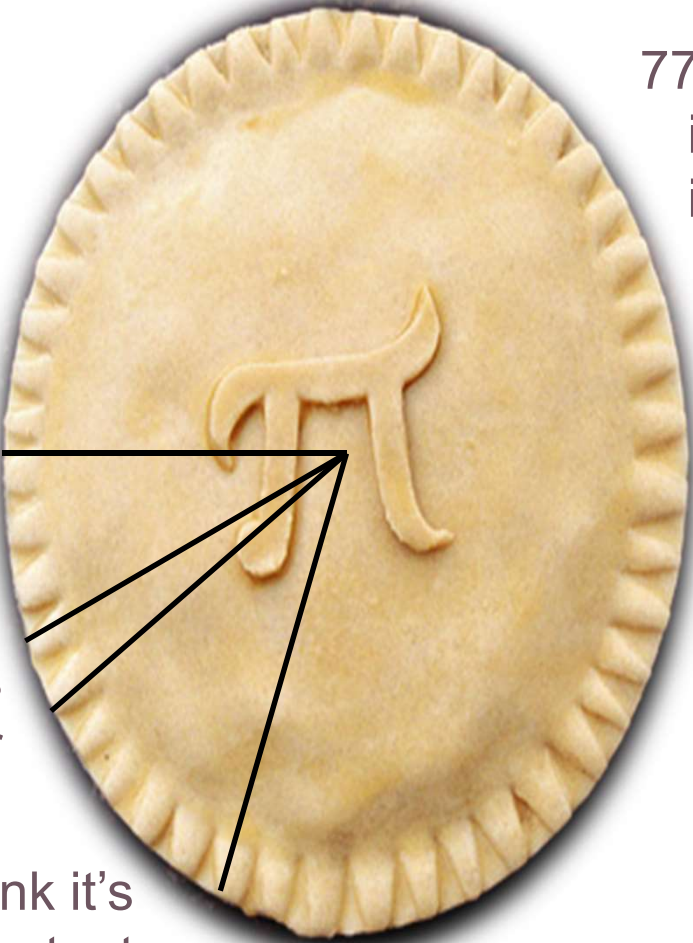
Background



- What led us to even think about having a community owned shop?
- What was the process by which this happened?

Public consultation

On a scale of 1 – 5 how important do you think it is to have a village shop in Clapham, where 1 is 'not important' and 5 is 'very important'?



77% think it's very important

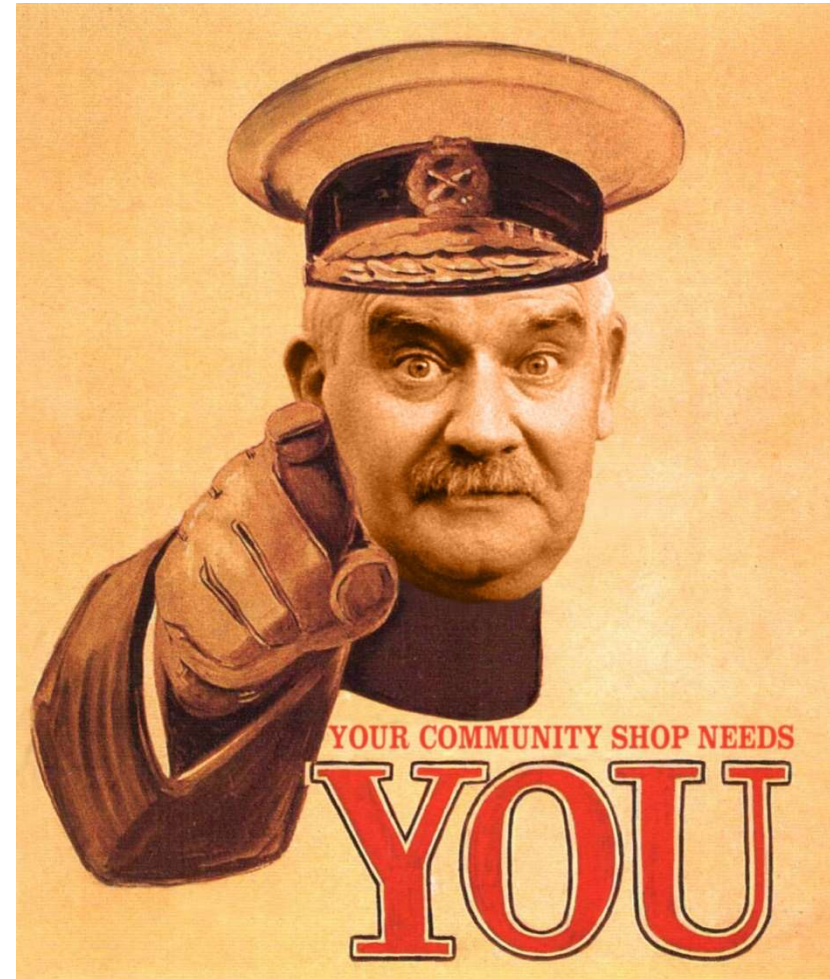
7% didn't answer

3% think it's neither

13% think it's important

The process

- Establishment of Steering Group with a range of interests and expertise.
- Development of good governance structures – incorporation.
- Business plan.
- Fundraising: share issue, loans and grants.
- Ongoing communication with our community in a range of ways.



Why the community ownership model?



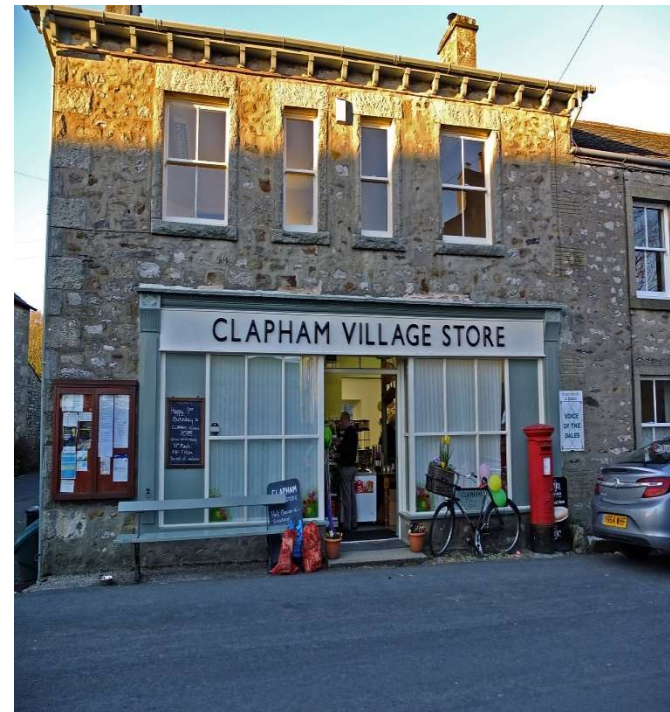
- The only way we could guarantee having somewhere in the village / close by which sold the basics.
- Would a private business survive even if they did run it as a shop?
- Additional benefits to the village – a shop is one of those facilities that a village needs like a pub, school, church. Without the shop the village is less.
- Promoting a sense of community ownership by making a collective effort for the good of the village.
- Other local businesses benefit – by having an additional part of a local network which brings people into the village.

We thought we could do better with a community-owned shop....



- Support of a large percentage of the community.
- Improved customer service and satisfaction.
- Improved marketing to both the community and visitors.
- Improved premises.

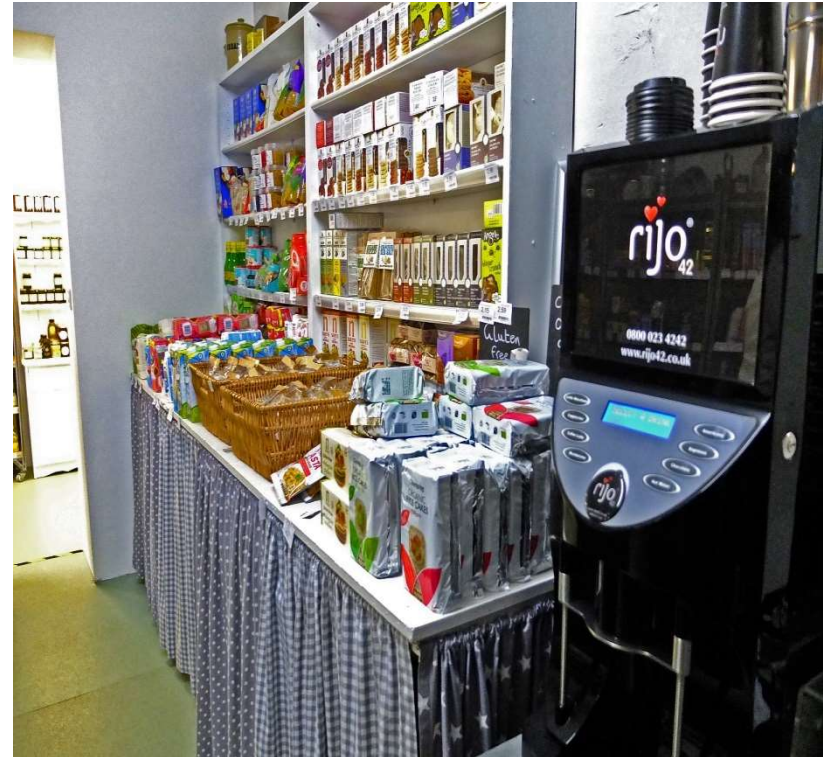
Improved premises outside



... and in



Improving rural lives together



A place to enjoy coming to...



And service with a



Improving rural lives together



Local Trust | Big Local

How we engaged with our community

- Initial consultation.
- Public meetings.
- Newsletters.
- Updates in local press.
- Share issue.
- Social media.
- Recruitment of as many volunteers as possible.
- Piggy backing on other events where possible.
- Using the shop window and other local places where people look for information.
- Informal – via conversations.



Key advice



- Involve the Plunkett Foundation throughout.
- Consult as widely as possible in your community and keep on consulting.
- Engage as widely as possible – shareholders / volunteers / customers.
- Try to get a range of skills on your Management Committee
- enthusiasm and hard work between meetings are important too.
- Budget for paid staff.
- Be prepared for some ‘creative tension’.
- Keep the message positive – what you ‘can do’. If you ‘can’t do’ always explain why.

Impact on our community



- Has brought together a range of people who would not necessarily have worked together before.
- Has created a more resilient community.
- Clapham is now more attractive to residents and visitors alike.
- Confidence.
- Excitement!

Where are we now?

- Formal opening: Saturday, March 28th , 2015
- 30+ volunteers.
- 3 paid staff: fulltime manager, weekend supervisor and a book keeper.
- Open 7 days.
- Our own branding.
- A good first year – better than anticipated.



