

BLADINGTON COMMUNITY SHOP AND CAFÉ

YOUR SHOP CAN BE OPEN BY CHRISTMAS!

With your help, we will make this happen



Bledington Community Shop and Café will be sited within a new timber-framed building, in the heart of the village, in Middle Orchard. It is owned by village residents, and will be run as a cooperative for the benefit of the community.



This leaflet is issued by the Management Committee of Bledington Community Shop Ltd

Bledington Community Shop Ltd is a Society for the benefit of the benefit of the community,
registered with the FCA (registration number 31287R)



WHERE ARE WE NOW?

We are very close to opening our shop

As you have probably seen, things are happening fast. Over the last 6 years, over 300 people have become shareholders, over 100 people in the village have been actively involved and together we have raised over £182,000 towards our village shop. Just in the last 5 months, five villagers have made pledges and donations totalling almost £60,000.

Now we need to raise a minimum of £50,000 from a share offer to start building. With the generous HMRC tax incentives on offer, this really means the ultimate cost to villagers could be as little as £25,000 for our dream to become a reality.

Our new shop will sit in the middle of the village, within easy walking distance. (Imagine how convenient that would have been in the recent snowstorms!). The shop will not only provide daily essentials and attractive local products, but also a bright café with high quality coffee, pastries, hot soup, and sandwiches. Imagine, grabbing a cup of coffee with friends, stopping for a chat, and buying a few essentials. It will be a new heart to our village.

An ideal village has a church, a pub, a school and a shop. We have three of the four, and together we can achieve the fourth.

Bledington Community Shop and Café – handy for everyone



The Shop and Café will be for everyone in Bledington. Because you own the shop, you can have a say as to what the shop will stock. It will be within easy walking distance for most of us and will provide us with a wide range of goods, services, and high quality, locally sourced produce at reasonable prices.

The Café will be welcoming, offering delicious coffees, tea and soup, along with a range of pastries, cakes and sandwiches. We also aim to offer other essential services such as postal services, cashback, mail order collection etc.

What investment do we need?

Along with grant funding, charitable donations, sponsorship, we need to raise a minimum of £50,000 from a new community share offer. This share offer is being launched on 27 March.

What tax relief is available?

Whatever you invest in the share offer, as a taxpayer you may be able to get a 50% tax rebate on your investment, subject to HMRC approval. So, if you invest £1,000, it could end up only costing you £500.

What can I do today to get our Shop and Café open by Christmas?

Please support the new share offer. With a minimum investment of £10, everyone in the village can do something to make sure we have the Bledington Shop and Café by Christmas.

You will soon be able to download the share prospectus from bledington.com or ask any member of the shop committee for a copy. We'll also drop a copy through your letterbox shortly.

How robust is our business plan?

All the evidence shows that it will be not just robust but also profitable. A community shop is different from a privately owned village shop:

- (1) **Sales are likely to be higher** because the shop's customers – us – will own and run the business.
- (2) **Costs will be lower.** The shop will have no rent, rates, or mortgage payments, and will not have to provide a living for its owner.
- (3) **This is more than another shop and café.** This is a friendly heart for the village. Every time you go in you meet people you know and you are a part-owner of the enterprise.

Over 340 Community-owned shops are open across the UK and have proved a resilient form of business. They are thriving - with a 95% survival rate – unlike many other retail businesses.



We have prepared a business plan with detailed financial information and reasoning behind our sales forecasts. The plan has been extensively reviewed, including by the community shop experts at Plunkett. It can be found at www.bledington.com or by asking one of the management committee.

How much does Bledington want our Shop and Café?



We have seen massive support for our Shop and Café. 300 of us are shareholders. In January 2018, some 67% of households completed a detailed questionnaire, a high response for such surveys.

Who is leading the initiative?

The Management Committee of Bledington Community Shop Ltd is a group of local residents. We are all volunteers, supported by many more in Bledington and nearby villages. We are working on behalf of everyone for the benefit and future of our community.

The results were overwhelmingly positive:

- * 70% said that they would use the shop, café or services at least weekly.
- * Over 50 people said that they would visit the café at least weekly to enjoy tea or coffee and eat cake, soups or snacks.
- * 20% suggested that they would join a regular payment scheme
- * Only 5% of respondents said they did not intend to use the shop or café
- * Over 50 households offered to help our community venture - before launch, as volunteers after opening, or as a customer panel member.

We are:

Michael McCulloch (Joint Chairperson)
Robin McCulloch (Joint Chairperson)
Victoria Algar
Rebecca Allen
Benjamin Ball
Sigi Lang (Committee Secretary),
Penelope Leather
Andrew Packe
Heather Pearson
Ben Woodward (Treasurer and Company Secretary)



You are invited:

Open Meeting in the Village Hall

TUESDAY 27 MARCH 7.00PM-9.30PM

At the meeting we will present our plans for the shop and give details about the community share offer. You can also have your questions answered.



Key Contact Details

Michael McCulloch (Joint Chairperson)
Robin McCulloch (Joint Chairperson)
01608 658 941
bledingtonshop@gmail.com

How you can help

- * By participating in the new share offer
- * By volunteering your time and skills to help set up the shop
- * By volunteering to help serve in the shop
- * Most important of all – enjoy the shop and café when it's open!

And finally...

The enthusiasm and support that has been shown from people across the village is truly heartening. Something good for everyone can be created now. Continued support is needed to make this happen, so if you wish Bledington to have a thriving community shop and café, **please support the project in whatever way you can**

Michael, Robin and the rest of the Management Committee

Victoria Algar	01608 658815
Rebecca Allen	01608 658344
Sigi Lang	01608 658696
Benjamin Ball	01608 658464
Penelope Leather	01608 658686
Andrew Packe	01608 658447
Heather Pearson	01608 659972
Ben Woodward	01608 658300

Members of the Management Committee will be in the village hall, to answer questions, assist with share applications or give further information, at times to be posted on the shop noticeboard by Middle Orchard and on the Bledington.com website.



FOR MORE INFORMATION
www.bledington.com
bledingtonshop@gmail.com

