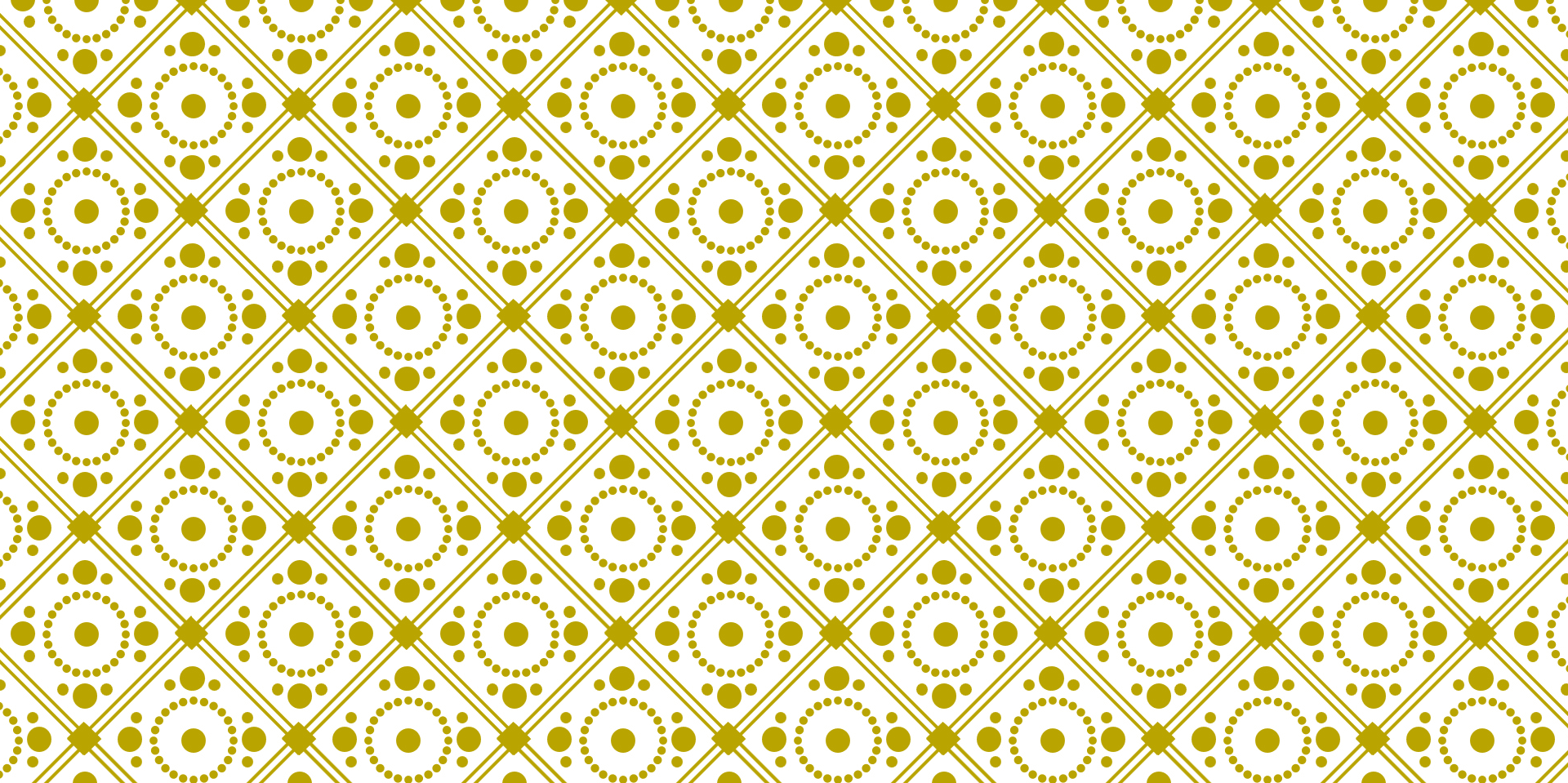


TATTINGSTONE COMMUNITY SHOP

Feasibility Study Update
July 2021

BACKGROUND TO A COMMUNITY SHOP IN TATTINGSTONE

- For most villages a shop is a vital lifeline and for some people, especially those without transport, it is an important connection with the world beyond their front door. It is a meeting place, communication centre and an important lynchpin of village life.
- Much of the appeal of Tattingstone rests on its sense of community. It is the reason many people have moved here and remain here. The presence of a community shop would greatly enhance that spirit.
- Since 2000, over 300 new community shops have been established across the country – this is not a new concept and there is much experience to draw on
- A village survey conducted in 2018 indicated that there was a strong desire for a village shop in Tattingstone. In May/June 2021, the Parish Council initiated a feasibility study into a Community Shop in Tattingstone.
- The first phase of the study included a survey of Tattingstone residents and those living in surrounding villages whose children attend Tattingstone school. The results of this survey are included in this document, together with background information.
- Further updates on progress of the feasibility study will be published on the Village website.



COMMUNITY SHOP - CONTEXT



WHAT ARE COMMUNITY SHOPS?

Since 1919, Plunkett Foundation has been advocating for communities taking control of assets and services that are important to them and as a means for tackling wider social and community problems.

A community shop does this by being owned and controlled by a large number of people from within the community for community benefit.

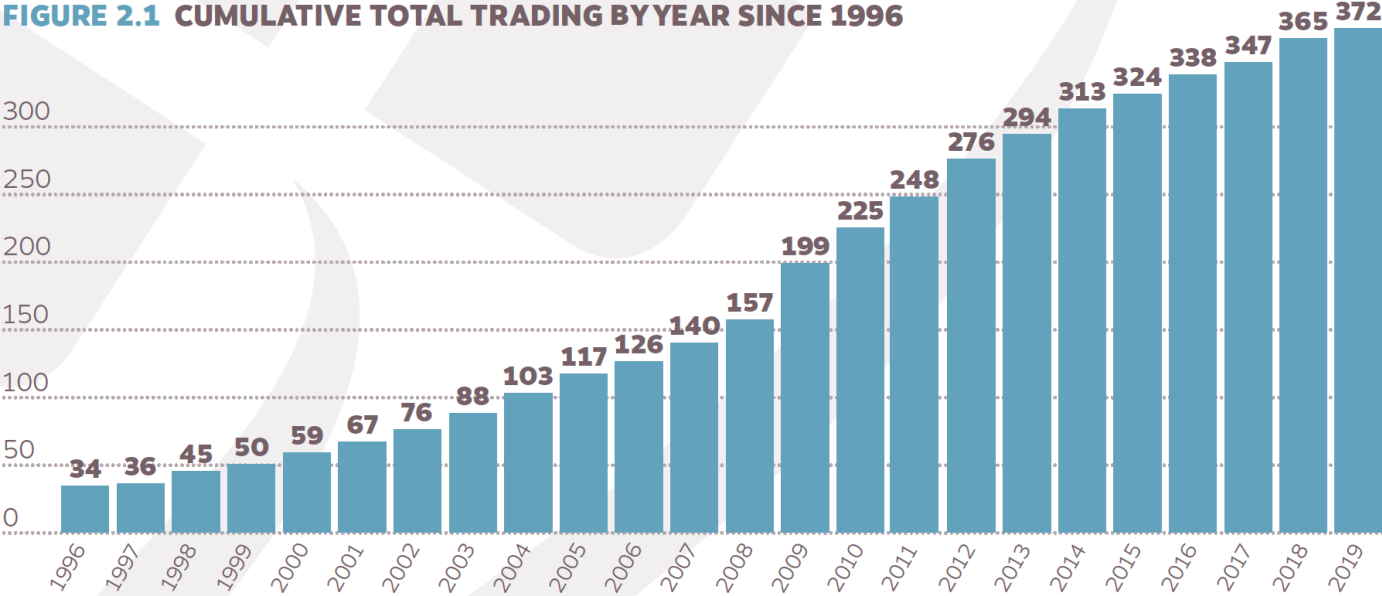
Community shops are owned by their members (also known as shareholders) and are run democratically on the basis of one-member-one-vote. Membership is voluntary, affordable and open to all, and is the way to ensure the community has a genuine say in how the business is run. This is what gives community shops their longevity. The active control and input by the business's members ensures it is continually adapting and serving the needs of its members and wider community.

THERE ARE GROWING NUMBERS ACROSS THE UK

In 2019, 12 new community shops opened, and 5 shops ceased to trade. There was a cumulative total of 372 community shops trading by the end of the year.

The number of openings in 2019 demonstrates a consistently steady growth and shows a stability in the sector. The long-term survival rate is 92.5%.

FIGURE 2.1 CUMULATIVE TOTAL TRADING BY YEAR SINCE 1996



Source: 2020 Plunkett Foundation records / 2020 Plunkett Foundation Community Shop Survey

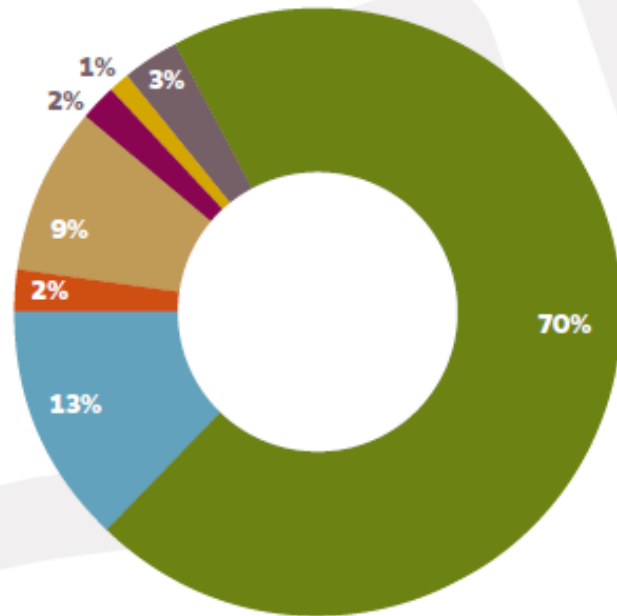
COMMUNITY BENEFIT SOCIETIES

Plunkett recommends that community shops adopt legal structures that enable genuine community ownership with equal and democratic control. This would include:

- Open and voluntary membership
- A management committee drawn from members of the community
- The community clearly represented with the majority of members coming from it and having a genuine say in how the business is run, preferably with one member one vote
- Ideally, there should be an asset lock
- Trading should meet the community's identified needs and represent a long-term commitment
- A commitment to re-investing profits in the local community.

One major reason for the popularity of the CBS model is that under current legislation it is the only legal structure (other than a Co-operative Society) that can issue community shares, so that its members can also become shareholders. Having 'invested' members is one positive means to foster community engagement and support for community enterprises.

FIGURE 3.1
LEGAL STRUCTURES ADOPTED BY
COMMUNITY SHOPS

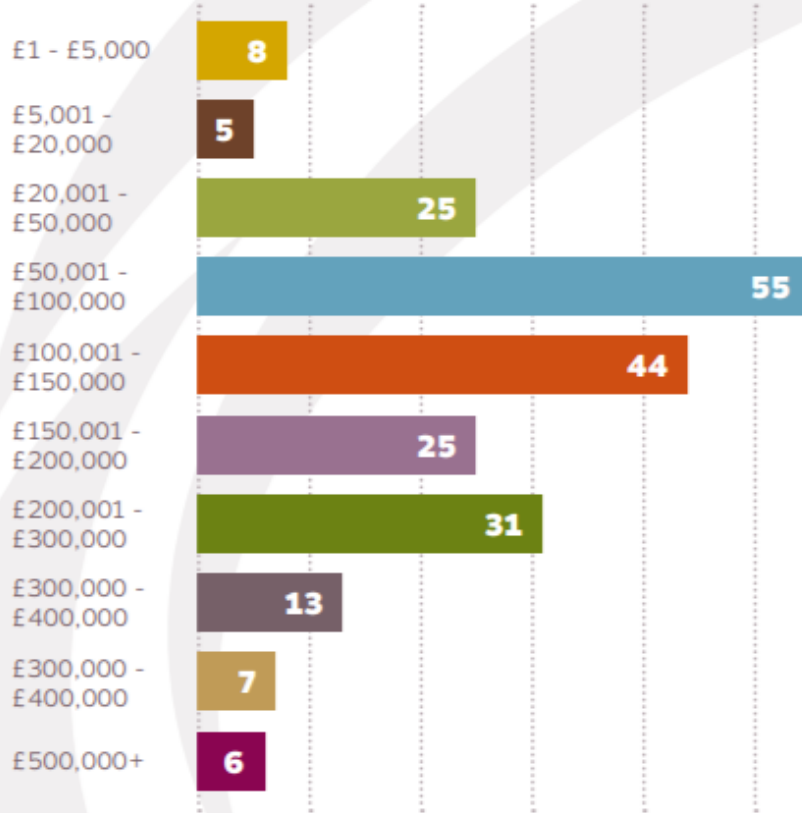


Community Benefit Society	258
Company limited by guarantee	48
Community Interest Company	34
Co-operative Society	8
Unincorporated	8
Charitable Trust / CIO	5
Other / unknown	11

Source: 372 Plunkett Foundation records

WHAT LEVEL OF TURNOVER IS NORMAL?

FIGURE 7.2
COMMUNITY SHOPS: TURNOVER



Around half of shops appear to be between £50k and £150k per annum

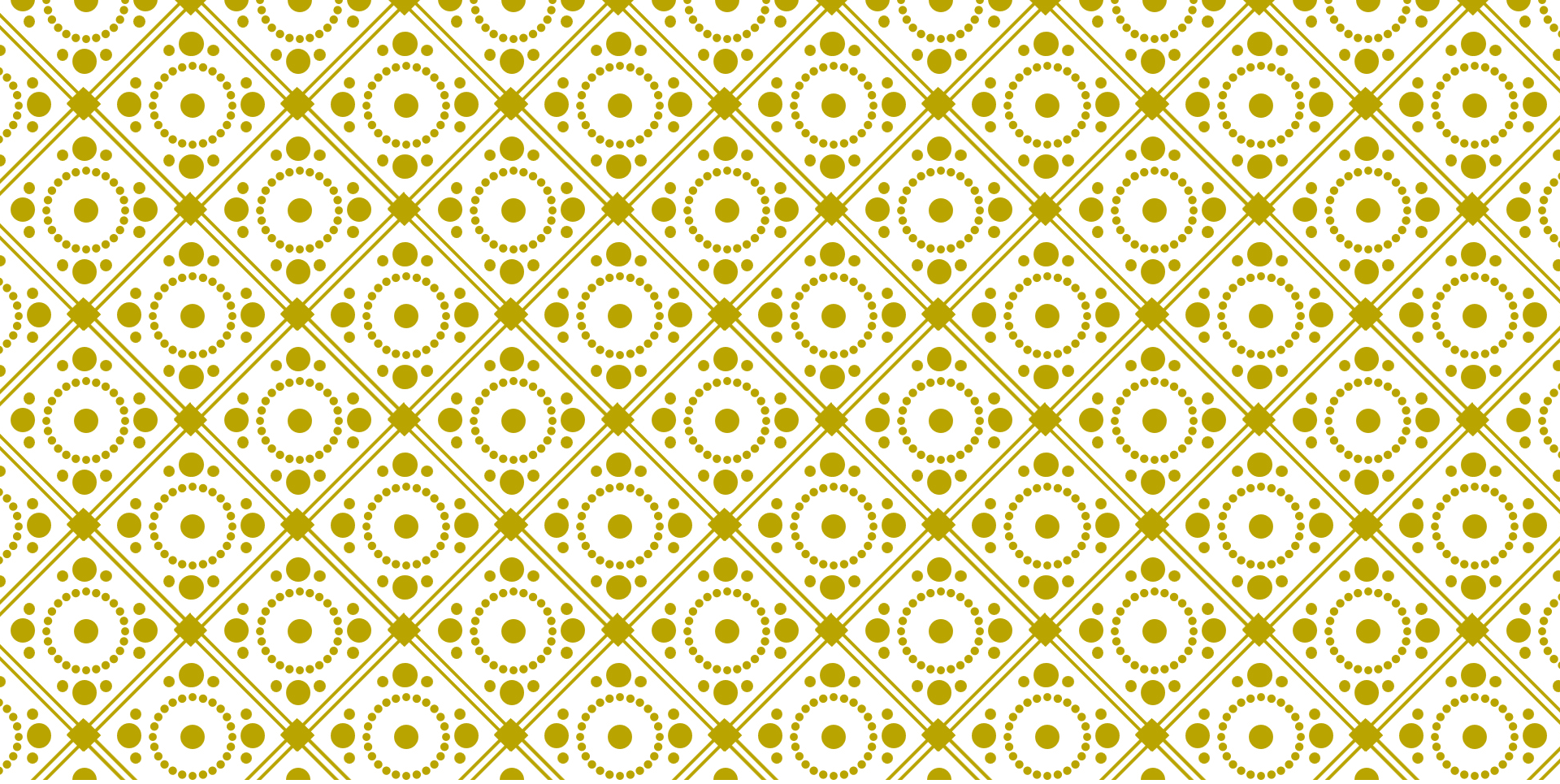
Source: FCA AR30 Returns from sample of 219 records

THE PLUNKETT FOUNDATION 2020 REPORT HIGHLIGHTS SOME OTHER KEY STATISTICS – COMMUNITY ENGAGEMENT IS KEY TO SUCCESS

KEY FACTS

In 2019:

- **12** new shops opened
- **372** community shops were trading in the UK by the end of the year
- The total share capital raised from their communities by newly opening shops was **£452,500** from over **2,000** new members
- Community shops had an average **£156,000** p.a. turnover, representing an estimated **£58 million** annual turnover for the sector
- **202** community shops offer postal services
- An estimated **225** full-time and **450** part-time staff were employed within the community shop sector
- Averaging at around **20** volunteers per shop, the sector has a workforce of approximately **7,000** volunteers
- The majority of community shops have between **50** and **250** members/shareholders
- The long-term survival rate of community shops was **92.5%**



FEASIBILITY PHASE 1 RESULTS



FEASIBILITY PHASE 1

Primary Phase 1 questions:

1. Is there a viable demand for a community shop in Tattingstone in terms of spend and use?
2. Is there active volunteer support to help set up/manage and run the shop?

RESPONSES

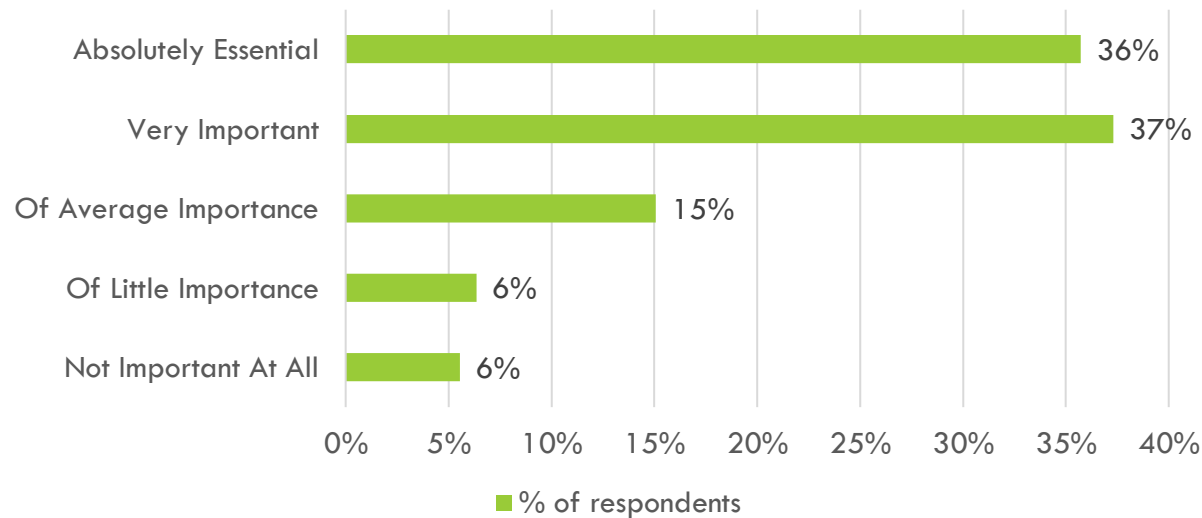
	Tattingstone	Other villages via school	Total
Full online survey	48	33	81
Full paper survey	41	0	41
Total full survey	89	33	122
Doorstep key questions	37	0	37
Total key questions	126	33	159



55% coverage of direct Tattingstone community for key demand/support questions

NEARLY $\frac{3}{4}$ OF RESPONDENTS FELT A COMMUNITY SHOP IN TATTINGSTONE WAS EITHER VERY IMPORTANT OR ESSENTIAL.

How important do you think it is to have a Community Shop in Tattingsstone village?



n = 159

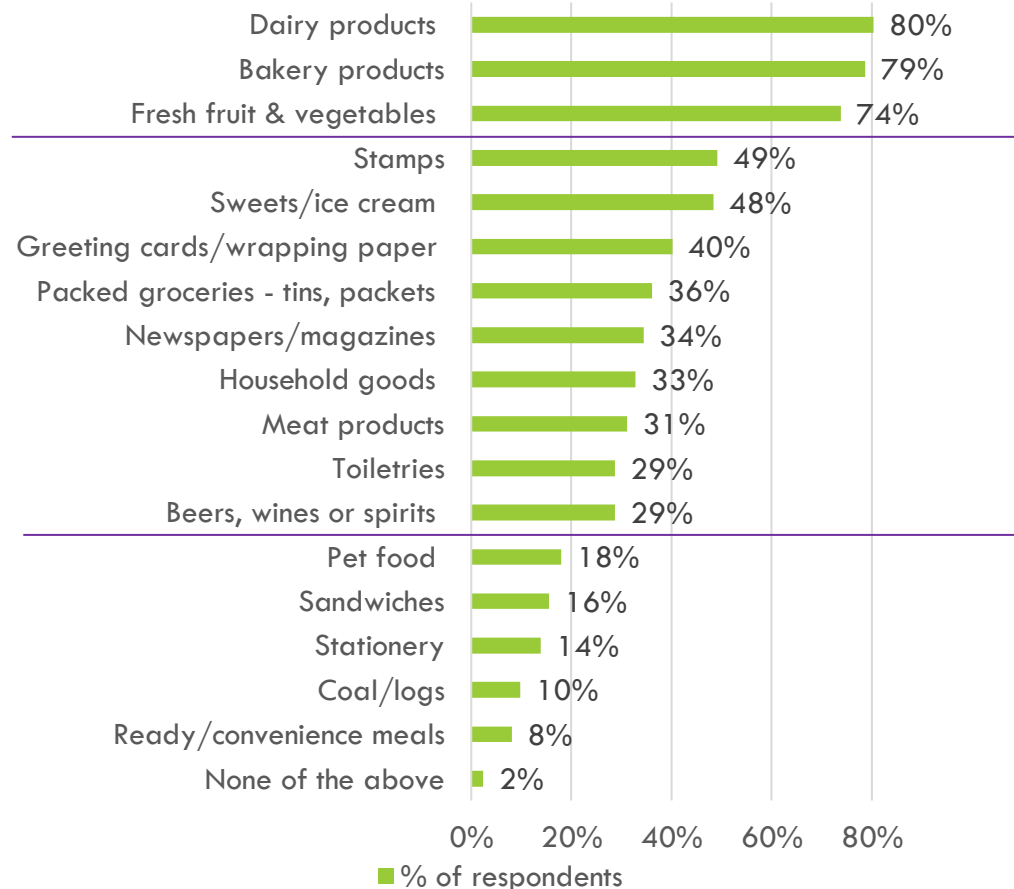
**BAKERY, DAIRY
PRODUCTS, FRESH
FRUIT AND
VEGETABLES APPEAR
ESSENTIAL.**

**OTHER ITEMS WILL
BE IMPORTANT TO
PROVIDE A CORE
RANGE.**

Also a request for:

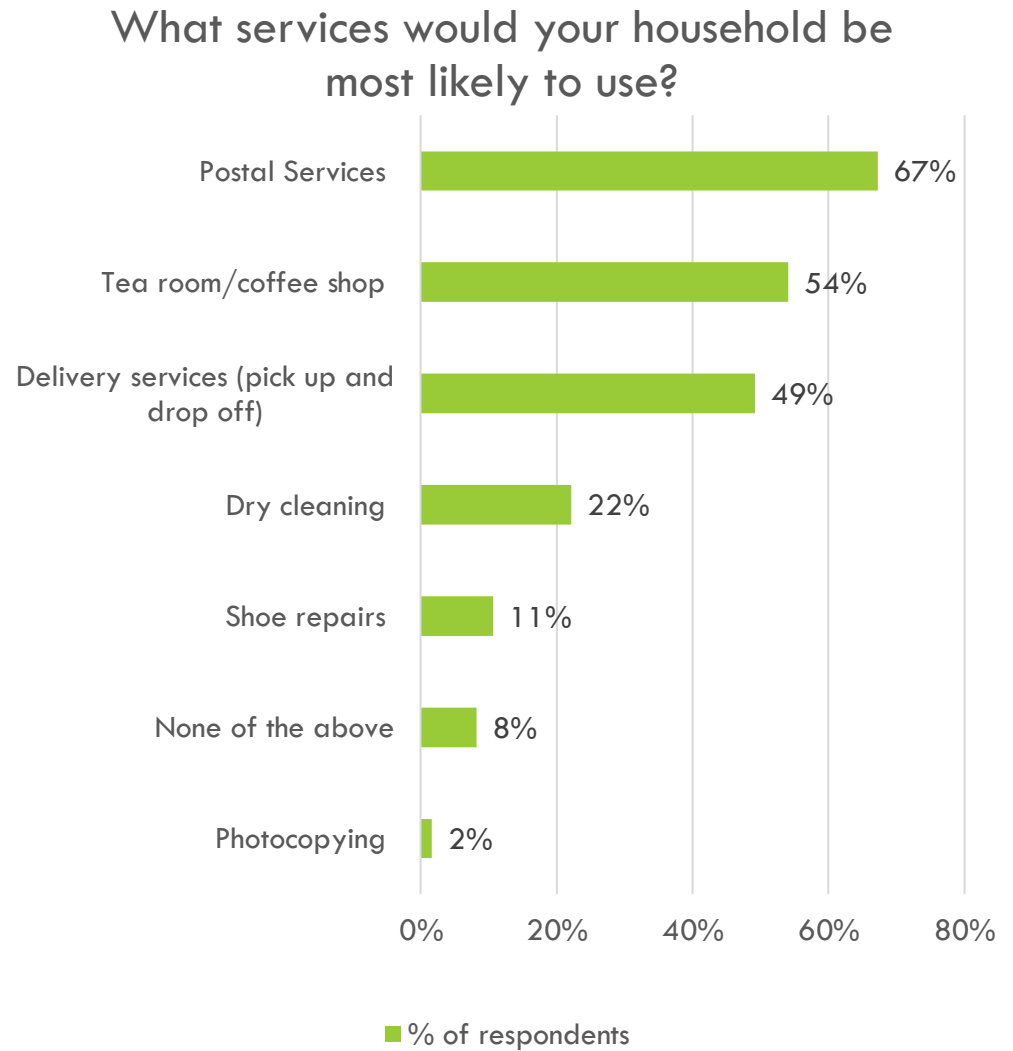
- non-dairy/gluten free
- hot drinks, juices, non-alcoholic drinks
- local produce/whole foods
- loose goods/refills
- gardening items/plants

What products would your household
be most likely to buy?



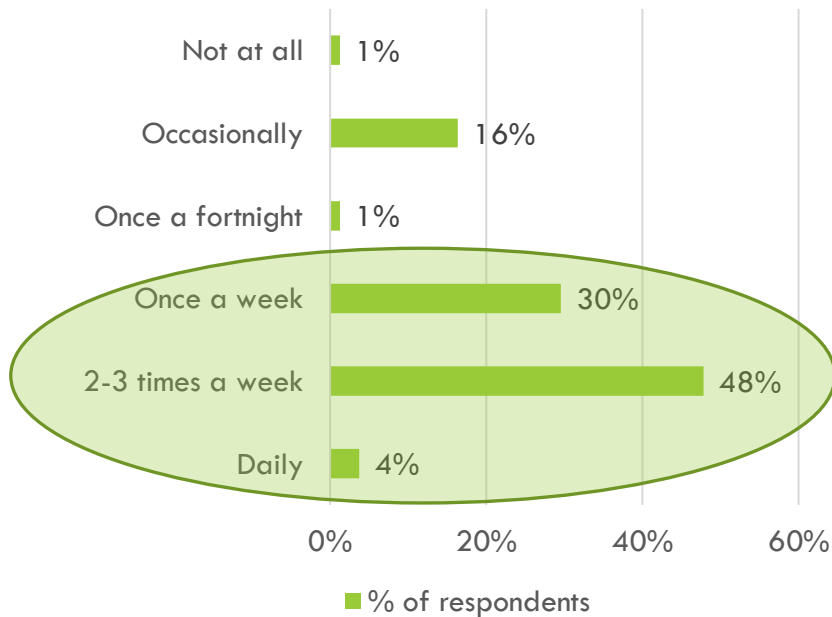
n = 122

POSTAL AND DELIVERY SERVICES WERE OF INTEREST — AS WAS A TEA AND COFFEE SHOP — WITH OVER HALF OF RESPONDENTS LIKELY TO USE THESE SERVICES.



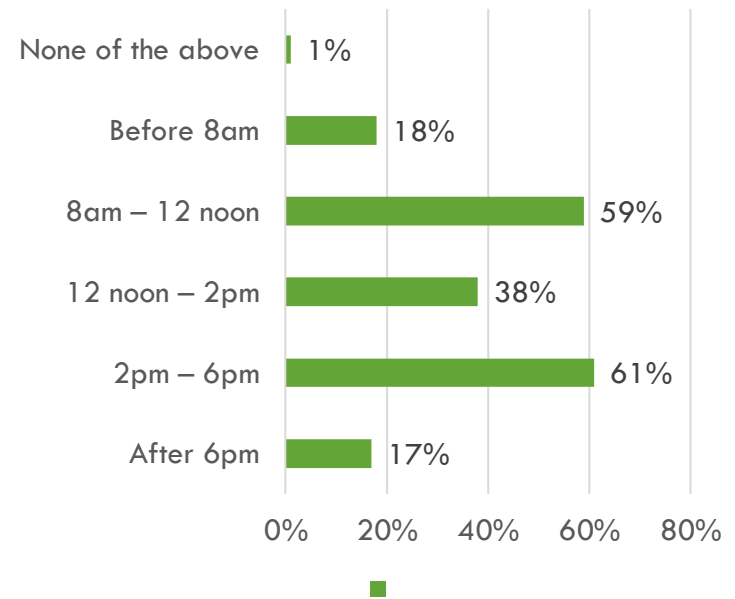
OVER 80% WOULD USE THE SHOP AT LEAST ONCE PER WEEK, WITH 2PM - 6PM AND 8AM - 12PM THE MOST LIKELY TIMES.

How often would you or any member of your household use the shop?



n = 159

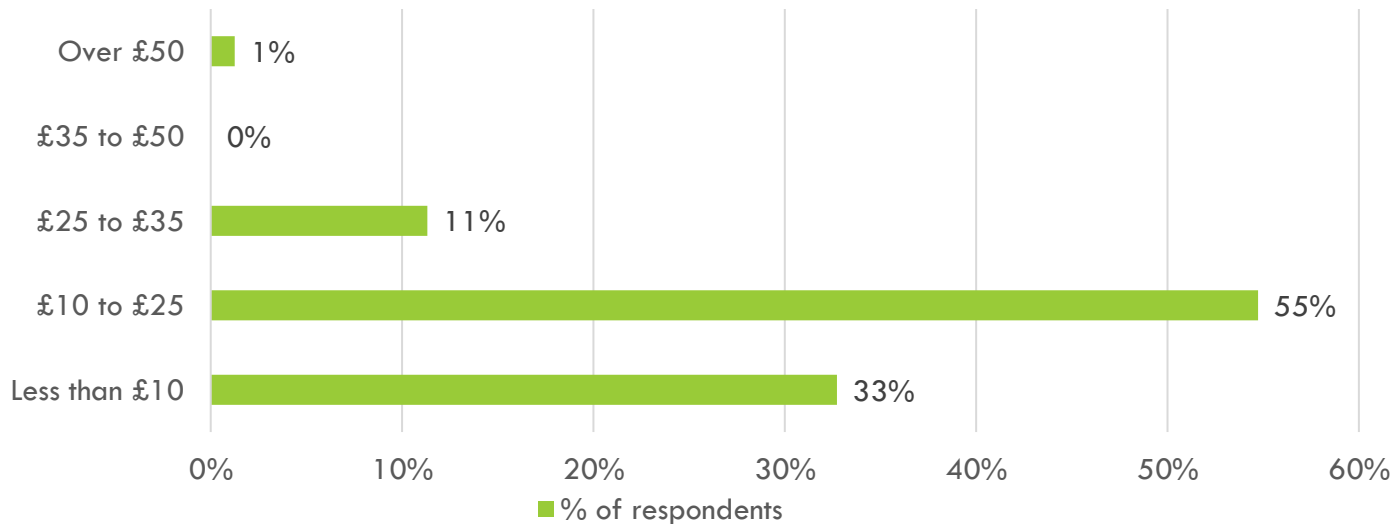
At what time of day would your household be most likely to use the shop?



n = 122

THE MOST COMMON SPEND BRACKET IS £10-£20 PER WEEK. THE ESTIMATED AVERAGE HOUSEHOLD SPEND ACROSS ALL 159 RESPONDENTS IS **£15.24/WEEK**¹

Roughly how much would your household likely spend in total in the shop AS A WEEKLY AVERAGE?

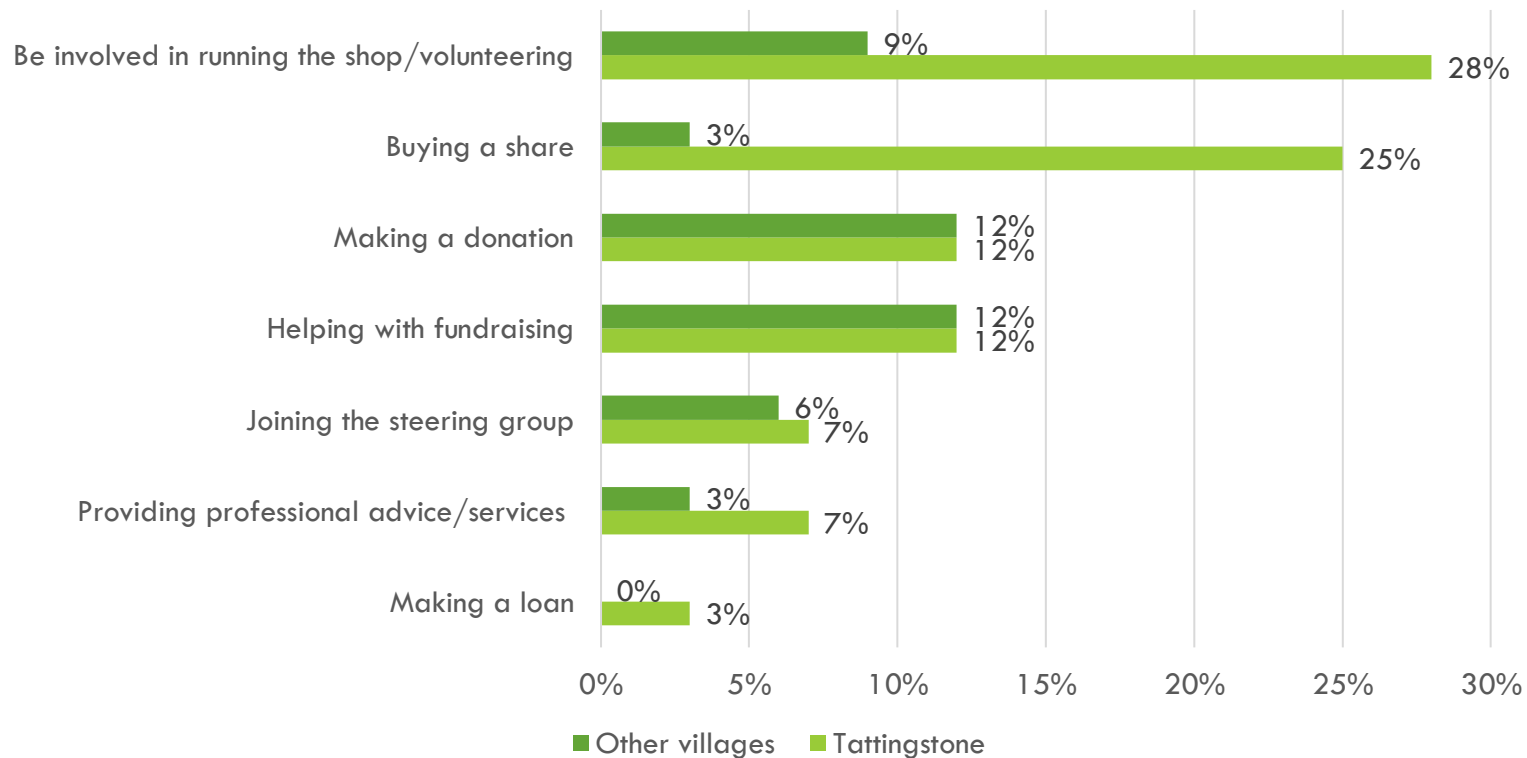


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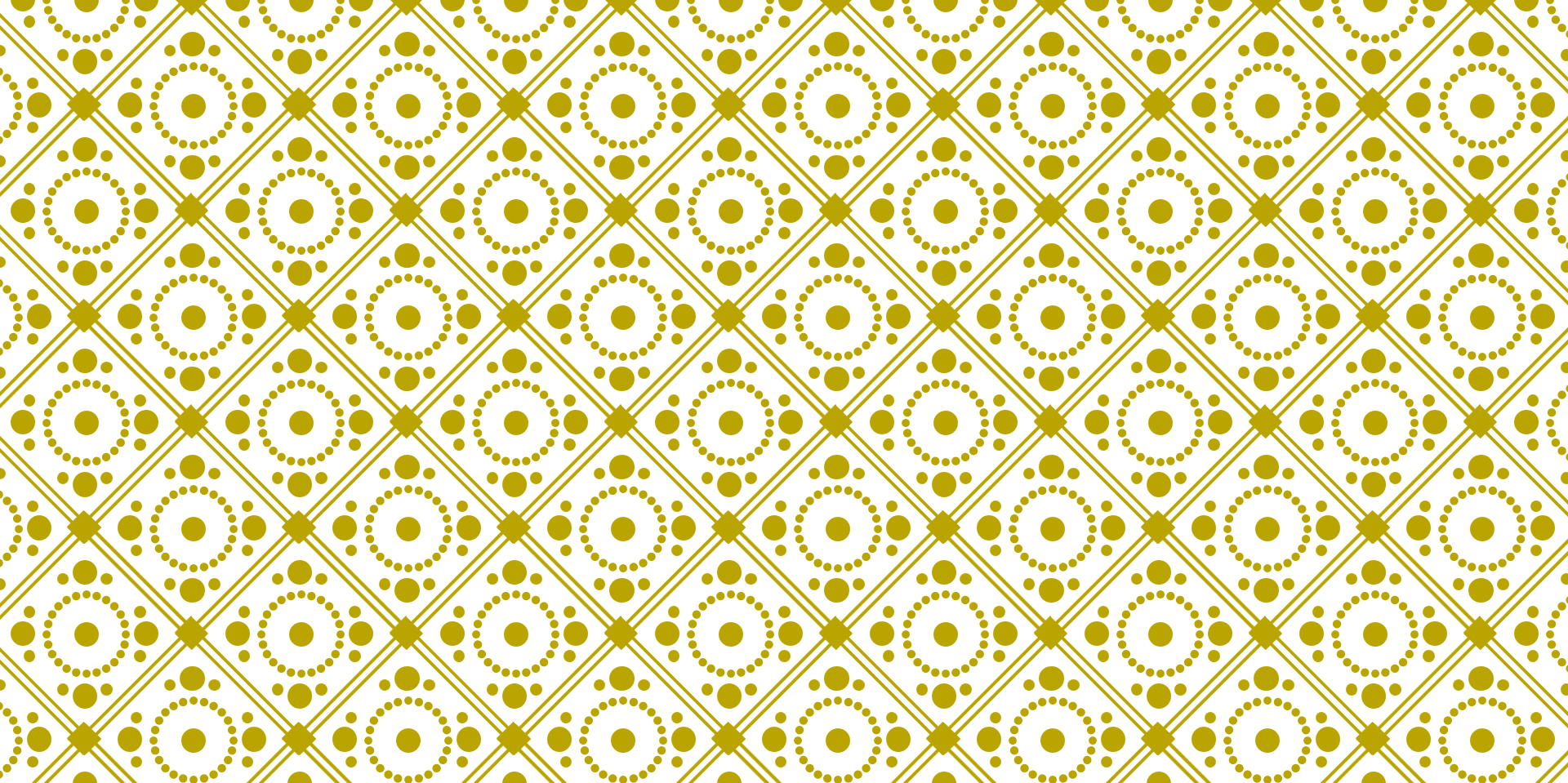
¹ Average household weekly spend calculated by weighted average of mid-point spend in category

**THERE IS A GOOD LEVEL OF SUPPORT FROM THE COMMUNITY.
28% OF THE 89 TATTINGSTONE HOUSEHOLDS OFFERED TO VOLUNTEER AND
25% TO BUY A SHARE.
12% OF ALL RESPONDENTS OFFERED TO HELP WITH FUNDRAISING/DONATIONS**

Would you or anyone in your household be interested in helping with the project?



n = 122



CONCLUSIONS AND NEXT STEPS



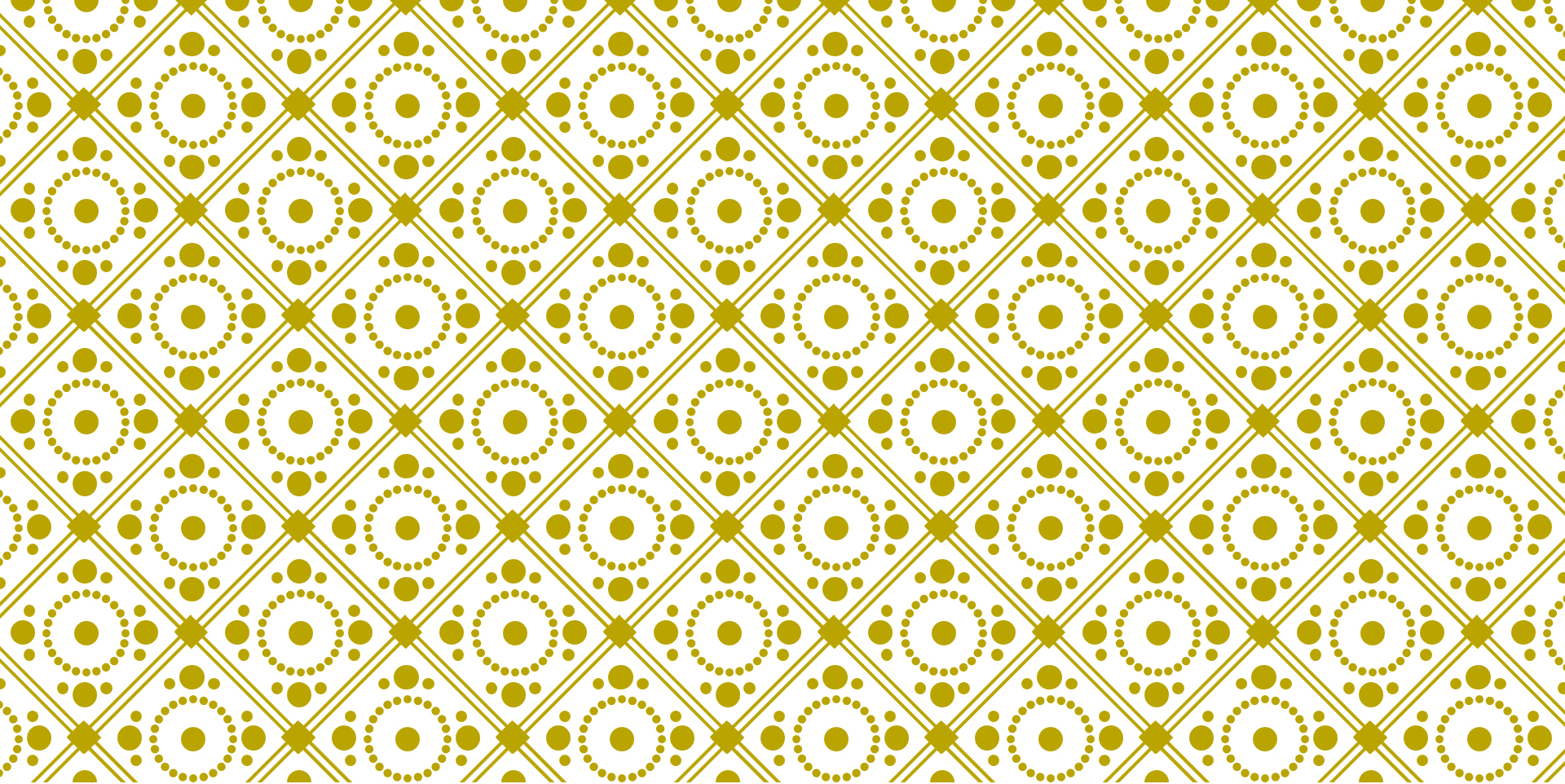
CONCLUSION

- We feel that the Phase 1 Feasibility has evidenced a strong level of demand - not just desire – and support for a Community shop in Tattingstone
 - 55% response rate from the community plus interest from non-village residents
 - Likely spending levels in line with national picture; estimated range £77k to £210k p.a. (See Annex 1 for assumptions)
 - Likely levels of volunteer support indicated, estimated range 25 to 67 (See Annex 1 for assumptions)
- Given the range of possible outcomes, it would probably be prudent to pursue a trial site and temporary shop set up for a 6 to 12 month period to establish that indicated levels of demand and support truly exist
- There appears to be sufficient support and drive in the current community to find a way to make it work

NEXT STEPS

COMMUNITY CONSULTATION AND ON-GOING ENGAGEMENT IS KEY

1. Feedback the results to the community over July and August and consult with more stakeholders to seek further ideas and interest, particularly around location options
2. Establish a formal Steering Group by September to lead on key aspects (marketing/comms, location, funding/finance, product/service sourcing, volunteering, legals etc)
3. Seek help/involvement from the Plunkett Foundation or others that have set up a shop (Stutton/Bentley/Bredfield) to help get the development programme covering the right bases



ANNEX 1: ASSUMPTIONS AND ESTIMATES



1. IS THERE A VIABLE DEMAND FOR A COMMUNITY SHOP IN TATTINGSTONE IN TERMS OF SPEND AND USE?

SURVEY RESULT: Average estimated weekly spend across all 159 households was £15.24, with £15.58 for tatingstone residents and £13.94 for other villages

PLUNKETT ANALYSIS: Average shop turnover from Plunkett at £158k

Best case estimate:

- assume all 230 Tatingstone households spend the same profile as the 126 in the survey
- add on the spend from the school-linked other households in other villages



ANNUAL TURNOVER OF £210k

Worst case estimate:

- assume only direct survey responders in Tatingstone use the shop, and only at 75% of indicated spend
- exclude all other income



ANNUAL TURNOVER OF £77k

2. IS THERE ACTIVE VOLUNTEER SUPPORT TO HELP SET UP/MANAGE AND RUN THE SHOP?

SURVEY RESULT: 28% of the 89 tatingstone households offered to volunteer

PLUNKETT ANALYSIS: Average shop has 20 volunteers

Best case estimate:

- assume 28% of all 230 Tatingstone households would volunteer
- add on the number of volunteers from school-linked other households in other villages (3)



VOLUNTEER TOTAL: 67

Worst case estimate:

- assume only the direct survey responders in Tatingstone volunteer
- exclude all other income



VOLUNTEER TOTAL: 25