

Minutes of Ilslington Village Shop Association Ltd Annual General Meeting

Wednesday 27th June 2018

Present: Alan Hobbs, Sue Norris, Helen Tate, Phil Limb, Kirsten Day, Paul Hughes, Su Wheaton, Jenny Prior, Karen Smith, Dennis Presland, Maureen Presland, Alison Gilbert, Sue Halpin, Joyce Townsend, Kate Hobbs, Mike Limb, Paul Brassley, Chris Handley, Helen Hughes, Rachael Heathman, Angela Brassley, Emma Schramm

Apologies: Susan & David Harris, Anne Parkinson, Rob Parkinson, Caroline Limb,

Welcome by Chair and introduction of committee.

Register of attendees confirmed.

Minutes of 2017 AGM approved - proposed Su Wheaton Second Emma Schramm

Chairman's report – below

Secretary's report – below

Treasurers Report - below

Accounts accepted. Paul Brassley proposed -----Seconded Dennis Presland

RESOLUTIONS – requested show of hands

1. The Society shall disapply section 83 of the Co-operative and Community Benefit Societies Act 2014 which requires the appointment of an auditor.
 - Proposer Treasurer Second Emma S
ALL shareholders AGREED
2. The Membership fee for 2017 shall be set at zero.
 - Proposer Treasurer second Rachael H
ALL shareholders AGREED

Nomination of Management Committee

The present Management Committee are: - Alan Hobbs, Su Wheaton, Sue Norris, Kirsten Day, Paul Hughes, Phil Limb, Rachael Heathman

Name of Nominee	Proposed by	Supported by
Su Wheaton	Alan Hobbs	Sue Norris
Sue Norris	Chris Handley	Paul Hughes
Kirsten Day	Paul Hughes	Phil Limb
Rachael Heathman	Su Wheaton	Chris Handley
Phil Limb	Kirsten Day	Su Wheaton
Chris Handley	Sue Norris	Kirsten Day
Emma Schramm	Su Wheaton	Alan Hobbs
Alison Gilbert	Kirsten Day	Sue Norris

The management committee will vote on positions at next committee meeting.

OPEN FORUM –

- We have employed a new administrative assistant Helen Hughes, welcome.
- Thank you to Anne Parkinson who has resigned as assistant manager but luck for us, will continue to volunteer.
- This years maintenance has included varnishing the floor, new EPOS system (till) Interior decoration, new accounting software and hardware.
- Questions about how many volunteers on our records – Helen has renewed all forms and we have about 40 people.
- Question about encouraging parents from school to volunteer. Agreed we will.
- Discussion about needing volunteers. Not only do they spend money but are crucial to stay open the hours we do. Suggested that we contact some people who haven't volunteered for a while.
- Question about how much the public know about our community awards. Committee feel it is well advertised but will ensure it reaches more people in the future.
- Request that volunteers wear their name badges.
- Discussed the questionnaire that the committee and others are putting together. This is still in process and will hopefully raise our profile when it is posted out.
- Talked about a regular article in the parish magazine. We requested a volunteer to do this.
- Shop uses Facebook regularly to advertise new products etc. This is being used by more people around the area.

- Question about asking Parish Council for money. Paul H commented that the shop has sufficient funds to keep the shop running but the community could ask for something specific if required (we do need a new notice board).
- The shop Lease we have with the Village Hall is going to be extended. Terms show that shop is responsible for the interior and the exterior is Village Hall responsibility.

REPORTS

Managers Report –



ANALYSIS

2017 saw sales income down by about £1500 per month

By the end of the year the cumulative deficit was £18000

We monitored our income on a monthly basis and worked tirelessly to try to improve our sales figures

Having spoken to various Community Shops and having read Retail News we found that others were in a similar situation

FURTHER NUMBER CRUNCHING

All shops 'mark up' the price of a product to cover running costs and usually to make a profit

As our shop is a community shop, run by and for the benefit of the community, we have always tried to match or be less than the Recommended Retail Price

Having analysed our 'profits' last year, we realised that we simply had not kept on top of price increases from our stockists

Most of our products were priced between 5 to 10 % below the RRP

We have started a thorough review of all prices to slowly bring them up to a level which allows us to make a 'profit' which can once more be shared with the community

BASKET COMPARISON

Basket comparisons are not an exact science as it is difficult to truly compare like for like. However, trying very hard to match quality of produce but avoid supermarket multi-buy discounts, our basket does compare favourably with Waitrose.

Islington £10.54 Waitrose £11.80



DON'T PANIC MR MANWARING!

- Our 'price marked' goods arrive at the shop with a built-in mark-up but many other goods only come with a recommended price
- We are still able to set prices below these suggested prices and do so wherever possible
- However we are now careful not to under price. We need to increase the value of our sales to 'make ends meet' and to continue to support Community groups
- We also continue to listen to you to find out what you want us to sell and how much you are prepared to pay

WASTAGE

- We reduce the price of stock by 50% or throw it away when it is 'best before' dated and it has passed this date- or when stock is 'use by' or has deteriorated to a poor condition.
- Because sales of fresh items are rarely consistent we sometimes overstock based on previous sales and this can lead to 'wastage'
- If we don't date check incoming stock rigorously we can, on occasion, miss the fact that products with a very short shelf life have been sent.
- Or we find that sales of products, which initially sold well, peter out

A LITTLE BIT OF WHAT YOU FANCY...

- Our biggest sellers numerically and in value, are wines and beers. This year we have increased our range, bringing in more exclusive wines and also ensuring that we have reasonably priced bottles.
- We are keen for feedback on any of the beers we stock. Jail Ale is the best selling...so much so that Dartmoor Brewery have currently run out!



FOOD!

- Fundamentally we are a grocery shop, and although we sell much more, this is our core business. If we don't get it right, footfall will diminish.
- You have helped us with suggestions and comments which have and will, continue to provide guidance.





THIS YEAR...LET IT SNOW!

NICE TO MEET YOU!

- This years figures are already an improvement on last years- helped a huge amount by SNOW!
- This increased the footfall of our regulars AND we also met folk who live within walking distance of the village whom we seldom, or indeed never see.
- Thank you for supporting us!
- Many people expressed surprise that the shop was open. It could only be kept open because volunteers braved difficult conditions and staffed the shop for its full normal hours. Thank you!

SOME THINGS TO PONDER...

- The village is much improved with the presence of the shop
- Along with the pub, school, church and hotel, the shop keeps the village a desirable location to live
- To keep the shop open we need two things:
Shoppers and Volunteers
- We need more of both to be sustainable.
- Our footfall is down by nearly 600 transactions compared with the same 6 month period last year.
- If you want to keep the shop please help us.

Secretary Report 2018

Welcome and register attendees

- We have a steady flow of volunteers but always need more.
- Shareholders – 198 at present.
- Remind everyone about the new GDPR privacy policy. We have been working on new volunteer forms to comply.
- We still need openers and closers and are offering coffee and cake to anyone willing to come and work alongside someone else.
- This year unfortunately no community fund as we have put money back into the shop. Decorating interior, doing floor and new soft war and hardware.
- Villages in action seems to be back on track again and we plan to hold some events.

2018 Chairman's Report

Thanks!

July 18th is the shops sixth birthday. We have just signed a new six year lease extension with the Village Hall. Since opening the shop has done everything promised for the village. Not only is it very useful for supplying local provisions, wine, presents, souvenirs but it provides an essential community service allowing people to meet up, get local village information, get help when needed and makes the village a more desirable place to live. Thank you to everyone that has contributed in making the shop such a success. Especially thank you to Anne P who retired this year after 4 years as assistant manager and to Helen T our current shop manager who is doing an excellent job. She is now supported by Helen Hughes as the new Admin Assistant.

Activities for the year

As promised at last year's AGM maintenance was going to be our main focus for the year.

First came the floor which has been sanded and re-varnished and now looks like new - thanks to Ian Mansfield.

Second was the internal paint work undertaken by Matt Hutchings from Liverton who did it all during evenings and a weekend ensuring that we could keep the shop open with minimum disruption.

Third we revamped the revamp the coffee corner inspired by Helen, making it more comfortable and very conducive to a relaxing coffee, cake and browse of the library.

Another major change was forced upon us by Microsoft who automatically upgraded us to Windows 10 causing compatibility problems with our till, stock control and accounting software. Several fixes were tried and failed and end result was a major upgrade to our software and hardware. The eventual upgrade on the whole went very well all things considered but thank out volunteers who were very patient with the new quirks that they had to get used too.

Another change we made, at the end of the year, recommended by our accountant, Derek Lockett, was to switch our accounting system to Quickbooks which, will support the new tax collection rules to be introduced by HMRC.

Derek has also reviewed and simplified our bookkeeping procedures. As a result of discussions he will now be working on our accounts on a monthly basis simplifying our book work and identifying queries as they occur rather than at the end of the year. So far this new arrangement seems to be working very well.

We are very lucky to be supported by Derek Lockett who has been helping us right from opening providing advice, preparing our accounts, VAT and Payroll all for 50% of his normal rate.

Performance

On a more negative note for the second year running our income was down. In fact as you will see when Paul discusses the accounts we have to report a small loss. Other small retail shops are also experiencing the same result

Why do we think this is so?

First - During the last year we have continued to see a fall in the number of transactions performed by the shop which is a good indication that fewer people are using the shop on a regular basis. Our simple trading model suggests that we need to take at least £400 per day to break even. Our average take is still above this figure but we have seen it fall year on year. We put this down to a bit of complacency within the community, change in shopping habits with on line shopping and discount shopping at Lidl and Aldi becoming more prevalent and new people to the village not realising the community shop exists and needs all the support it can get.

Addressing this issue requires more publicity and to understand what the community wants from the shop. We have plans to issue a questionnaire along with more publicity material. We need to remind people that their shop is available for them and the rest of the villages convenience and unless it is used it will not be viable.

Our second issue relates to wholesale prices have been very gradually rising squeezing our margins particularly when we are buying price marked goods. If we buy products that are not price marked then we pay even higher wholesale prices. We have completed a review of shop of selling prices to ensuring that our margins are sensible and are being more selective over our purchasing, Care has to be taken though that increased prices do not turn people away.

As a consequence of the reduced income there will once again be no surplus funds with which to make a community award.

Future - The supply of volunteers to the shop is also a cause for concern. New people have joined the rota but not as quickly as volunteers have left hence more and more shifts are falling to regulars. We have great difficulty filling the rota when regulars are ill or on holiday. Please spread the word and encourage more people to help!

Overall the shop is just about performing adequately but retail life is definitely harder. We need more people helping in the shop volunteering and also spending money. It is vitally important that the community continue to support the shop and also be proactive in persuading others to do so. **At the end of the day this is our community shop and it will only thrive with community support.**

Ilington Village Shop Association

Treasurers Report ~~2017~~ 2018

As I come to sit down to write this year's report you can see that for the first time we have recorded a trading loss for the period

You will be able to see, from the reports that have been distributed amongst you that the loss has come about due to a 13k drop in sales. This equates to a daily reduction in sales of £35.00 which is not really very much at all and goes to show that on the margins that we operate on how susceptible we are to any reduction in sales turnover.

However, although a loss is never a good thing to incur and is not something that we would like to happen again it does not signal a crisis in the financial position of the shop and we are still in a position to pay all of our debts when they become due, it does show how critical it is for everyone to continue to use the facility as much as they have done so in previous years.

The fact is that, in these difficult times, and we not alone is recording a reduced level of sales as you can about nearly every night on the news, we rely greatly on the work of not only Helen and Anne and now the other Helen and the committee but to greater extent the role that you our volunteers play in our venture and your continued commitment is really appreciated, indeed sales turnover for this year to date is up from last year at the same time so that is a good sign.

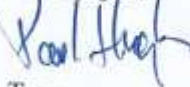
However, perhaps for this year, we may not be in a position to make any donations to local good causes but that next year we should be in a position to re-consider this decision

As I have said previous reports, as long as the local community and holidaymakers continue to support us, buying from our, it seems ever increasing range of goods the future of your shop should be assured thus allowing us to continue to provide, not only this service but the ability to offer further funds to local good causes in the future – but again I must stress that people much continue to use the shop in order to safeguard its long term future

I think that the financial sheets that you have given are pretty self-explanatory but should you have any questions or comments regarding them please feel free to make them known

Finally on a personal note I will be, after 5 years, standing down from my role as Treasurer and from the committee in general. These years have still quite interesting and sometimes a little challenging and stressful but I also happy that I have been able to for fill some small role in the setting up and the establishing of our own village shop

Paul Hughes



Treasurer

Ilington Village Shop Assoc Ltd

27st June 2018