

LONGBOROUGH

Community Shop and Cafe

After a busy summer of the Opera, walkers and BnB visitors, shop sales over the past few months have dropped a little, which is to be expected but we have lots of exciting new ideas for the coming months and we are looking forward to another great Christmas.

Moreton Show Shop Window

In September we again displayed a stunning Moreton Show-themed window, created by Anna Stanley with the help of Debra, Gillian and Robin Dale. Anna once again captured the spirit of our rural heritage, winning first prize for "Best Food Shop Window" for the second consecutive year. This time, however, she's achieved even greater recognition, earning the top award across the entire Moreton-in-Marsh area

for the overall "Best Window" display.

Anna's display beautifully celebrated the charm and tradition of the Moreton Show, featuring handcrafted produce items, and nods to agricultural life that delighted both residents and visitors.



Rum Tasting



In October, our café hosted a lively rum tasting evening, building on the success of last year's gin tasting. We invited over 20 village members to join in a blind tasting of six unique rums, sparking lively discussions and plenty of

surprises. For many, it was a rediscovery, as rum has evolved significantly over the years. The favourite of the night was a lighter spiced rum with a hint of sweetness and ginger. It was a fun, memorable evening that brought the village together to share in the experience.



Christmas Treats



Christmas came to Longborough from November 6th, when our shop launched an exciting new Christmas range, with wonderful gifts and festive treats, perfect for a traditional Longborough Christmas! From delicious biscuits, mince pies, and savory goodies to jams, chutneys, sweets, candles, and china gifts, there's something for everyone, plus our very own Longborough Gin and the newly released Longborough Rum, perfect for Christmas celebrations.

This year, Anne has once again generously offered to create custom hampers filled with your chosen items from the shop for a small donation. These hampers make thoughtful gifts for



friends, family, or colleagues. Simply let us know your order, and we'll wrap and even post them on for you!

New Hot Drinks Loyalty Cards & Voucher

Last month, we introduced our new hot drinks loyalty card at the café, designed to thank our customers for their support!

With this card, you'll earn a stamp for each hot drink you purchase, and after 10 stamps, your next drink is on us. We hope this will encourage everyone in the village to stop by for a regular coffee, tea, or hot chocolate, freshly made by our skilled baristas.

Over the last year our café has built a reputation in the area for exceptional coffee, so if you haven't experienced it yet, now's the perfect time! Use the voucher below to enjoy a free hot drink of your choice—but hurry, the voucher is only valid until the end of December 2024. (Just bring along your copy of "The Link").

Come and join us for a cosy drink soon and get your card stamped!

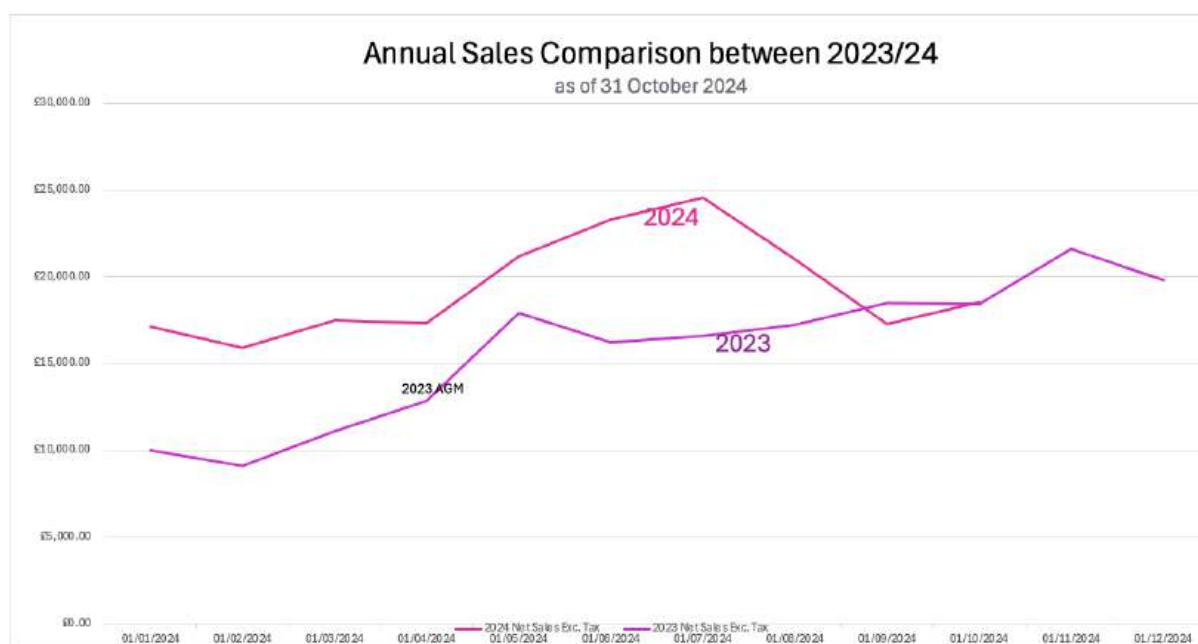


Financial Update

After a great Spring and Summer and with a good Christmas, we are confident the shop is going to make a trading profit this year. This will be incredible after all the losses we have incurred over the past few years.

If you have visited us over the last few months, you will have seen that we seem very busy. However, as the sales graph below shows our like-for-like sales dropped to below last year for the first time in September. While this is to be expected, a lot will depend on how we do over Christmas.

Moving forward, we really need to encourage the village to increase the size of the shopping they do locally to support the Village Shop and the wider community.



The last 18 months in the shop's recovery plan: -

In May 2023, you may recall that we carried out a survey of every house in the village. We received responses from almost half the households and while 68% said they used the shop at least weekly, only 27% regularly shopped there. The top requests for change at the time were longer hours, a wider more local product range and a café. Although the shop has changed over the past 18 months, it is still the case that most of the village do their weekly shopping at larger retailers like Tesco, Aldi, and Coop.

Actions Taken Over the Past 18 Months:

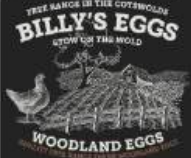
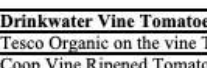
Expanded Hours and Volunteers: Extended weekday hours until 4 pm with the help of more volunteers.

Café and Garden Seating: Re-opened the café and added homemade cakes and a garden seating area for a more community-centred experience.

Improved Stock Levels and Freshness: New refrigeration and freezers were added to address comments about freshness and expanded our range of fresh local groceries.

Increased our Range with Better Value and Longer Shelf-Life: Last year we switched to a hands-on approach to buying dry groceries and household goods, selecting our products personally every two weeks from a local cash'n'carry. This enables us to maintain and expand our range while ensuring better prices and fresher stock. It is now possible to do most of your weekly shop without leaving Longborough.

Competitive Pricing and Local Quality:

  	
Breakfast basket price Comparison	
	
Marks Cotswold Crunch Sourdough Bread.	Our Price £4.25
Tesco Finest White Sourdough	£3.75
Coop. Hobbs House Organic Wild White sourdough	£4.50
	
Billys Eggs (Half Dozen)	Our Price £2.25
Tesco Happy Eggs	£2.10
Coop. Billys Eggs	£2.40
	
Cotteswold Semi skimmed Milk (1 pint.)	Our Price £0.90
Tesco Semi skimmed Milk (1 pint.)	£0.85 (Aldi price match)
Coop Semi skimmed Milk (1 pint.)	£1.00 (85p member)
	
Willersey Provisions Back Bacon.	Our Price £9.90/Kg
Tesco unsmoked British Back Bacon	£8.33/kg
Coop Unsmoked British Back Bacon	£9.17/Kg
	
Drinkwater Farm mushrooms	Our Price £4.20/kg
Tesco mushrooms.	£2.97/Kg
Coop closed cup mushrooms.	£3.70/Kg
	
Drinkwater Vine Tomatoes	Our Price £4.60/Kg
Tesco Organic on the vine Tomatoes	£5.00/Kg
Coop Vine Ripened Tomatoes	£4.13/Kg
(If we assume: 500g bacon, 200g mushrooms and 400g Tomatoes)	
	
Longborough Shop Breakfast basket.	Total Cost £14.98
Tesco Breakfast	£13.46 (11% less)
Coop breakfast	£14.87 (0.7% less)
All Prices October 2024	

- Last month we carried out the above “**breakfast basket price comparison**” with Tesco and Coop (milk, bread, eggs, bacon, mushrooms, tomatoes) which suggests our Longborough Village Shop total breakfast basket price almost matches the Coop

(0.7% difference) and is around 11% higher than Tesco. However, while both these superstores buy British, they do not necessarily source locally.

- Although Longborough Shop can't match the prices of larger chains, it remains competitive with other village shops, and in many cases with Coop, M&S, and Waitrose.

Value in Supporting Local:

All of our Longborough breakfast basket comes from local farms and suppliers within a 17-mile radius of our village shop:-



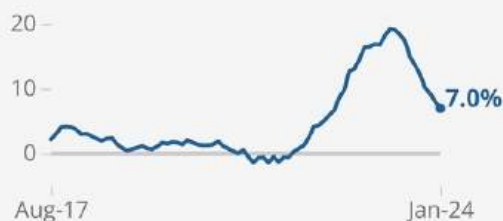
- In supporting Longborough Village shop you are not only helping to keep an important service in the village but by buying locally sourced goods you are ensuring the livelihoods of many of the farmers and nearby businesses who serve our community.
- In addition to these local suppliers, Longborough Village Shop also stock many other local goods which are supplied from within the Cotswolds.
- These are just some of our other local suppliers: -

• Donnington Brewery	• Fresh Meat Matters/RD Walker
• Cotswold Farm	• Fosseway Honey
• Hawkstone Brewery	• Wood Bros. Distillery
• Marks Bakery	• Cotswold Butter
• Winstons Ice Cream	• Pegoty Hedge ready meals
• Lodge Farm frozen meals	• Knight Provisions
• Moreton Pet Shop	• GK Kindling
• Animal Cards	• Wood carvings
• Cotswold Fayre	• Drinkwater

Longborough Shop Price Promise

January 2024

Food and non-alcoholic beverages annual CPIH inflation rates, UK



Source: Office for National Statistics

Although food inflation has finally slowed from 7% in January 2024 to around 2% in October, food prices still feel high. If we look at the National Statistics, we see that during Covid the price of food actually dropped, even though general inflation was still above 2%. This was largely



because manufacturers and food stores were reluctant to capitalise on the pandemic. However, by July 2021 food inflation really began to rise rapidly, particularly following the Russian invasion of Ukraine in February 2022. For the first time in decades food inflation far outstripped the general inflation rate, rising from below 0% in July 2021 to above 20% by March last year. **Since 2022, an average basket of food has increased in price by 24.1%.** This explains how the cost of food remains significantly higher than it was 3 years ago and is still rising by 2%pa. This means that a bottle of HP sauce that may have been £2.70 in January 2022 is now £3.35.

While our village shop cannot influence the wholesale price, we can safeguard our customers interests by regularly checking and adjusting our prices against other shops and food superstores. Where we can, we hold our prices down for as long as we can and if possible, pass on any savings to the village.

As a small community run shop, we rely heavily on our village support to enable us to survive and thrive. As well as providing you with a wide range of fresh locally sourced provisions we



also sell more basic grocery items that you would expect to see in a convenience store.

If you look at our shelves, you will notice that we write all our prices on the shelf edge. About 20% of these basic grocery, household, and health and beauty products are pre-priced by the manufacturer. We choose these products to give you some confidence in our approach to pricing.



For example, look at many of our biscuits, breakfast cereal and sweets range and you will see that they are already price marked.



You will also find in your basket many other price-marked food, health and household goods, which ensures you know that we are following our “Fair Price” policy.

Our village shop obviously cannot compete with the buying power of the large supermarkets such as Tesco, Aldi and Coop, but as a community enterprise we manage our prices to be as low as possible for the benefit of the village. This is what we mean by our “Fair Price” policy.

We commit to you that we will maintain the minimum profit margin that we need to still stay viable. It is not our mission to maximise our profits or capitalise on the convenience we provide to those of you with limited mobility or who do not wish to venture out of the village for your weekly shop.

So, if you haven’t checked out our extensive range recently, come and take a look.

It may save you all that grief in driving and parking in Stow or Moreton and I guarantee you will have a more enjoyable shopping experience.



Longborough Shop & Café Christmas Opening Hours

23rd December	8:30am–4:00pm
Christmas Eve	8.30am - 12 noon
Christmas Day	CLOSED
Boxing Day	CLOSED
27 th December	8:30am – 2:00pm
28th December	8:30am – 2:00pm
29 th December	9.00am - 12 noon
30 th December	8:30am – 2:00pm
New Years Eve	8:30am – 12 noon
New Years Day	CLOSED