

Longborough

Community Shop and Cafe

Longborough village shop has been an integral part of our community for over a century, witnessing many changes throughout the years. The closure of the Post Office in 2008 posed a significant challenge to the shop's viability and despite the efforts of this community enterprise, it has faced continuous struggles to stay afloat since then. The COVID-19 pandemic brought additional hardships, including the closure of the café, which nearly proved to be the final blow. However, through perseverance and incredible community support, the café has re-opened and the shop has made a remarkable recovery over the past year, reclaiming its place as a vital part of village life. We owe this turnaround to the unwavering support of the village and our team of staff and volunteers. It is crucial that we continue to support our local shop, ensuring it remains a vital part of Longborough life for future generations to enjoy.

Summer Events

Over the past few months the village has had lots of wonderful events and the shop has been fortunate to play its part in supporting them.



This year, for the first time, the shop is proud to be able to sponsor the **Longborough and Sezincote Cricket Club** and display our new sign around the cricket field during home games. You may have also seen our new sign at the cricket club jazz evening in May and in front of our stall at the **Sezincote Fete** last month.

We really enjoyed hosting our stall at the Sezincote Fete and are incredibly grateful to Becky and our dedicated volunteers for braving the weather to raise over £100 for the shop. These village events are wonderful opportunities to bring everyone together for fun, cakes, and a variety of delicious local produce. It was fantastic to see so many happy faces and the impressive local talent on display.



Last month, the shop held its first fundraiser in the village hall to raise money towards a much-needed new fresh meat and drinks chiller. Our chairman, Richard Whitby challenged attendees to save the village from an imminent zombie attack by solving a series of mind-bending questions that tested even the highest IQs. The evening was a resounding success, with one team managing to solve all the puzzles and thankfully save the village. The event raised over £600 through the raffle, ticket sales, and bar.

Upcoming Shop Events

The Village Shop and Café have again become a vibrant community hub, run by volunteers and cherished by locals and visitors alike. Known for its welcoming atmosphere, fun events, delicious food and delightful range of products. We are proud to serve Longborough, Sezincote and surrounding villages.

As we move from a bustling summer into the autumn and winter, the shop continues to have an exciting lineup of events. Here are a few dates for the diary:

Rum Tasting - Thursday, 12th September

After the huge success last year of Longborough Gin, get ready to warm up your September with an evening of rum tasting in the shop. This year we plan to make our own **Cotswold Spiced Rum** for Christmas. Join us for a delightful exploration of flavours, where you can sample a variety of rums and their unique characteristics. This event is perfect for both rum enthusiasts and those looking to discover something new. The rum we create will be based on your feedback. Places will be limited, so look out for tickets in the coming weeks.



2024 Christmas Launch - Wednesday, 6th November



The magic of Christmas comes early at Longborough Village Shop. Our Christmas launch will be on the 6th of November when we will unveil this year's festive products, including a range of seasonal gifts, candles, scented diffusers and Longborough Rum. Come and soak in the holiday spirit, find the perfect Christmas presents, and enjoy some early yuletide cheer.

Wreath Making - Saturday, 7th December

On the 7th of December, join us for a creative and festive wreath-making workshop. This event is a wonderful way to get into the holiday mood and create a beautiful, personalized wreath to adorn your door. All materials (and a glass of fizz) will be provided and Ellen will guide you through the process.



New Equipment

Over the past year, visitors to the shop will have noticed significant improvements aimed at maintaining the quality and variety of both our grocery and café offerings. We've added a new upright shop freezer, an ice cream fridge, and a produce chiller in the shop, along with new kitchen oven and sandwich equipment. We have also replaced most of our kitchen freezers and refrigerators over the past 12 months. More recently, we've invested in a state-of-the-art Fracino espresso coffee machine and grinder, as well as a fresh meat and drinks chiller, which we were able to purchase in part thanks to a very generous grant from the Parish Council. Continuously upgrading and replacing equipment is essential to maintaining our shop to the highest standards.



New Faces

We bid a heartfelt farewell to Poppy and Georgie over the summer. Their contributions on Saturdays have been invaluable since they joined us last October. We are also delighted to welcome our new Saturday team of Rose and Tyler. Their enthusiasm and fresh perspectives are already making a positive impact and they both make brilliant coffee. We look forward to seeing them thrive in their new roles.

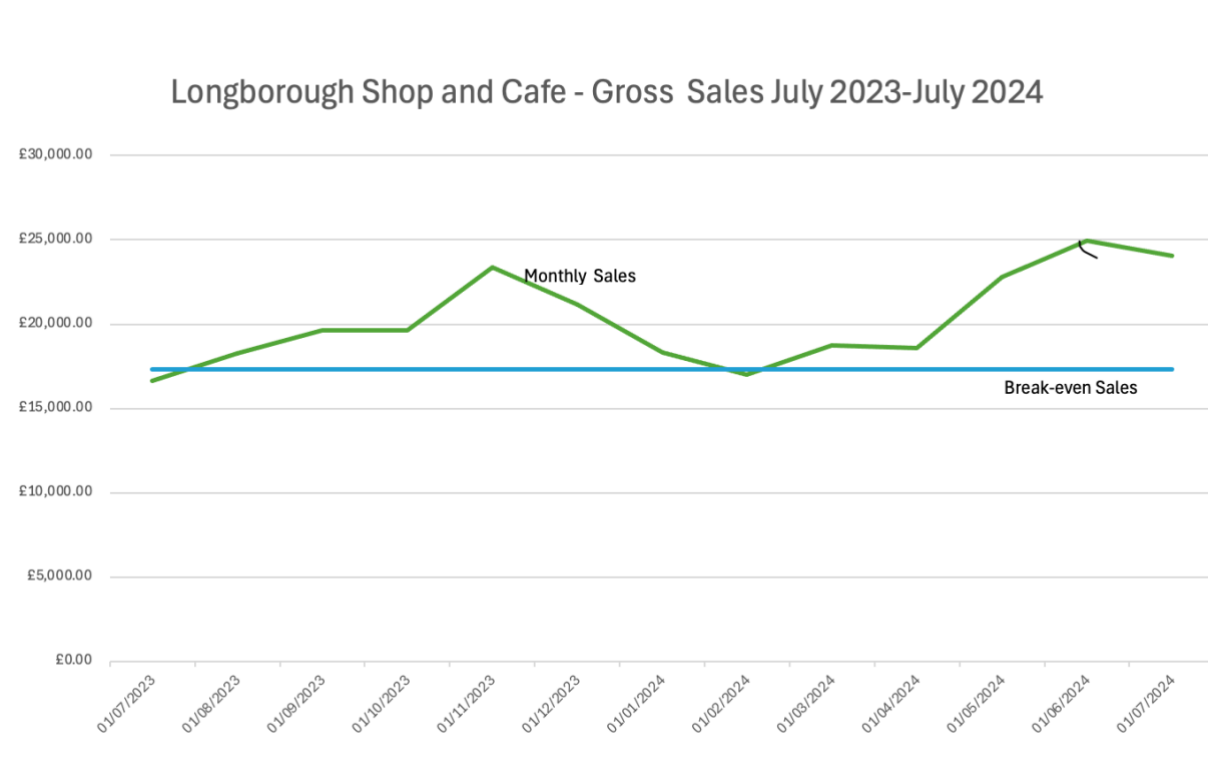
New Garden

The new garden and outside seating area have been a great success with walkers, visitors, and villagers over the summer. The generous donations of flowers and plants for the baskets and pots have made this a beautiful and restful spot in the village. We are delighted with this space and hope to keep it open as long as possible into the season.



Sales This Year

The shop and café are currently in good shape and the total asset value of the business on our balance sheet has increased from £34,437 in July 2023 to £57,813 last month. The graph below shows that our sales over the past 12 months have been above breakeven for every month apart from February. Thanks to your support, we hope to end the year in December with a trading surplus for the first time since 2020. This is a significant achievement and the result of a lot of hard work by all our wonderful staff and volunteers. However, we cannot do this without the continued support of our village.



Longborough Village Shop is more than just a place to shop; it's a place to connect, celebrate, and enjoy the unique charm of our village. We look forward to seeing you at our upcoming events and welcoming you into our store.