



## Village Shop News Update

Shop Telephone – 01295 760066

Website: [www.sulgraveshop.co.uk](http://www.sulgraveshop.co.uk)

**Shop opening hours:** Monday 8 am – 1 pm      Tuesday to Friday 8 am – 6 pm  
Saturday 8.30 am – 3 pm      Sunday 9 am – 12 noon

**Post Office opening hours:** Tuesday to Friday 9 am - 1 pm

By the time you receive this news letter, Christmas will have come and gone and you will all be making your New Year's resolutions to cut down on fattening food, get more exercise and consume less alcohol. Just like last year, you will have given up after a week – which will be good for shop sales.

It looks as though Sulgrave Village Shop is heading for a record year. November sales were up 20% on last year and every department with the exception of crisps, snacks and tobacco (well done for cutting back on those) showed increases in sales. December has kicked off well and with the festive season upon us we anticipate another bumper month.

The Sulgrave Advent Calendar opened on the 1st of December with the Village Shop window. A good crowd turned up for a cup of mulled wine and there was much applause for Jo Horne's brilliant display. Jo also does the super art-work on the shop notice board.

The SVS website is now up and running and will be managed and updated by our IT team. We are still learning but the website will become more comprehensive as we go along.

The 2000+ promotional leaflets that were distributed to the surrounding villages during November (thank you Joy for organising that) appear to be having the desired effect and we have had a number of new customers calling in as a result. There will be lots of special promotions from the shop and the Post Office in the new year so do keep your eye on the website and the shop's Facebook page for the latest news.

As we said in the previous news update, the continued success of Sulgrave Village Shop is very much dependent on the volunteers who give up their time to provide back-up for Jeanette, work behind the till, stock the shelves and attend to the many other tasks that are essential for the shop's smooth operation. There is a core of volunteers who put in a huge amount of effort but even so, Jane Lockwood who manages the shifts, faces a constant battle to fill all the slots. So if you are pondering on what your New Year's resolution should be – can we ask you to consider joining our team of shop volunteers? Just a few hours of your time once or twice a week would be of enormous help. Working in the shop is a lot of fun, a great way to meet other members of the village community and, of course, you will be in the front line for all the latest village gossip. Don't be put off if you have never operated a till – it is really quite simple and there are plenty of 'experts' who will be happy to give you lessons and watch over you until you get the hang of things. Remember this is a 'Community shop' and the clue is in the name. The shop is **for** the community but is also dependent on input **from** the community if it is to remain a success.

A Happy New Year to one and all.

Alison and Digby