



Village Shop News Update

Shop Telephone: 01295 760 066



e-mail: svshop@hotmail.com

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

With 2020 now well underway, we are determined to keep to our New Year's resolution of making Sulgrave Village Shop even better. For this to happen, we need help from you, our customers. Over the sixteen years of the shop's existence, we have tried to respond to customers' requests and comments but there is always room for improvement. So - the main theme of this newsletter is to ask you to provide us with feedback. What changes would YOU like to see in the shop? Are there any additional products that you would like us to keep? Would you like us to stock more vegetarian or vegan products? If you don't use the shop very much, what would encourage you to use it more? Do you find the opening hours satisfactory? ANY comments, whether positive or negative, will be useful to us so please let us have your views. Send them to The Committee svshop@hotmail.com.

In keeping with the current zeitgeist, the shop makes every effort to be 'green'. We are fastidious in separating items for recycling from general rubbish, our coffee cups are fully recyclable and we encourage regular customers to buy multi-use cups by offering a discount on their coffees when these are used. We avoid cling-film or plastic for wrapping vegetables and we use paper rather than plastic bags for all fresh food sales. In addition, we are currently looking into ways of reducing our electricity consumption by replacing energy-hungry equipment with more economical units. It is worth bearing in mind that you would be helping to reduce YOUR carbon footprint by using the shop rather than driving into Banbury or Brackley for your shopping. Although we can't always hope to compete with the big supermarkets on price (though we do our best to be competitive), if you were to add fuel costs to your supermarket shopping bill you may well find that using the shop, especially for smaller purchases, is quite cost-effective.

As we mentioned in the previous news report, overall sales for 2019 were slightly down on 2018 but we are happy to report that December was a very good month with sales up on the same month as the previous year – so many thanks to everyone for your custom over the Christmas period. As expected, with the start of the new year, wine sales have dipped a little as folks have embarked on a dry (or at least slightly dryer) January to give their livers a chance to recover but, as New Year's resolutions begin to fade, sales are starting to pick up again. Digby is hoping to pick up some early year bargains so do keep your eye on the wine shelves.

Many thanks to Sulgrave Camera Club for the excellent village calendar they produced. It was extremely well received, and all copies sold before Christmas. We hope that its production will become an annual event.

The range of Cradoc's savoury biscuits that were introduced in December proved to be very popular and sold out quickly. We have now re-stocked and they are back on the shelves.

The security upgrade at the shop is now complete with extra CCTV cameras installed and anti-burglar grills in place. We are confident that these measures will serve as a powerful deterrent to would-be criminals. Many thanks to Clive for helping to put all this in place.

The redesign of the shop lay-out is currently underway (moving the card display stands on to the window sill has provided us with some welcome extra floor space) and plans are afoot for further substantial changes. These should all be in place within the next few months.

Happy Valentine day to everyone

Digby and Alison