



**CASE STUDY**    ZOOM IN    ZOOM OUT    FIT PAGE    NEXT    BACK    QUIT

**Project Name:** Save Our Broadwindsor Shop (now Broadwindsor and District Community Enterprise) PAGE 1 OF 3

**Where based:** Broadwindsor, Dorset

**Project leaders:** Fraser Hughes [hughes.fraser@gmail.com](mailto:hughes.fraser@gmail.com)

**Website:** <https://www.facebook.com/BroadwindsorCommunityStores?ref=stream>



Photo: Harold Jenkins

**DESCRIPTION**

Setting up of a community shop.

**THE CHALLENGE**

In August 2011 the village shop closed, having traded for over 100 years. The owner had tried to find a buyer on the open market and at auction without success. The village was to lose its focal point and only grocery shop. A meeting was called, attended by over 200 people, and it was resolved to open a community shop. The belief was a community store would be supported by local residents if they had a stake in the business. The challenge was to bring this project to fruition.

**DEVELOPING THE IDEA**

A committee was formed with a broad range of talents, with strength in law, finance and marketing. Visits were made to other community stores to learn about how they operated and what



[Click to read more ➔](#)

[Click to close this document ➔](#)

# MAKING A CASE Community And Social Enterprise MAKING IT HAPPEN



## CASE STUDY



ZOOM IN



ZOOM OUT



FIT PAGE



NEXT



BACK



QUIT

lessons could be learnt. The most experienced organisation in setting up community enterprises, the Plunkett Foundation, was approached and their help enlisted. Meanwhile a Parish Plan was being carried out independently and the evidence from it supported the desire for a village shop. The parish and district councils were approached and their support gained. The community was kept informed of the actions being taken by further public meetings and press coverage.

A valuation of the premises was carried out with a grant from Dorset Community Action and attempts were made to purchase the property, but the valuation and offers made did not meet the owner's expectations. An attempt to rent the shop only was also rejected.

Seemingly a brick wall was hit and attention turned to other possibilities such as a Portakabin. Unexpectedly a property previously used for light industrial purposes became available for rent. Change of use to include retail was sought and obtained, the lease was finalised and signed.

### MAKING IT HAPPEN

Once the offer to rent the shop had been made we set about creating a launch plan.

An Industrial Provident Society (IPS) had been formed under the name Broadwindsor and District Community Enterprise Limited (BADCE) and was also a registered Enterprise Initiative Scheme (EIS) meaning those who invest over £500 in shares qualify for a tax concession on their investment. The community was challenged to raise £30,000 by donation or shares to see the shop open and this they have done, with over 200 becoming shareholders. At the same time 62 volunteers offered to help in the shop.

The main task was the Business Plan, which once produced allowed us to approach grant giving organisations such as Chalk & cheese, who awarded us £29000. Then there was the recruitment of the shop manager and assistant, the physical alterations necessary to the building, the purchasing and installing of the shelving, refrigeration, lighting, EPOS system, utilities... the list was endless! But on Monday March 4 the shop opened for business!



Photo: Harold Jenkins

[Click to read more](#) ➔

[Click to go back](#) ➔

[Click to close this document](#) ➔



## CASE STUDY



ZOOM IN



ZOOM OUT



FIT PAGE



NEXT



BACK



QUIT

PAGE 3 OF 3

### KEEPING IT GOING

The ultimate test will be the usage and profitability of the shop and continued support of the volunteers. The long term aim is to be successful; if possible we would like to move back to the original shop which we have succeeded in having listed as a community asset so we could bid for it should it become available for sale in the future. As BADCE we are there for the benefit of the community and any excess profits will be channelled into other village projects.

### TOP TIPS

- Form a committee that has a wide range of skills and experience, particularly strong legal and financial expertise, and a Chairman who will drive things forward
- Before going ahead research your project thoroughly and draw on the experience of others, there is lots of information and help out there

- Involve the community at all stages (through meetings and surveys) and keep them informed of progress
- Be ready for setbacks and disappointments and the fact things will move more slowly than you expect
- Get the local council behind the project as it will make it easier to get grants etc if you have their backing
- Seek publicity, reading news about the project lets people know it is alive and happening.

### FURTHER INFORMATION

Follow these links:

<http://broadwindsorlife.com/>

[www.bridportnews.co.uk/news/10049659](http://www.bridportnews.co.uk/news/10049659).

[Broadwindsor\\_community\\_shop\\_may\\_have\\_found\\_a\\_home](#)



Photo: Harold Jenkins

Click to go back ←

Click to close this document →