



FRENHAM VILLAGE SHOP

COMMUNITY INTEREST COMPANY (CIC)

Serving Frensham and Dockenfield in West Surrey



ANNUAL GENERAL MEETING

Wednesday 29th April 2009 at 8.00pm

Marindin Hall,

Frensham.

MINUTES

1. Introduction and Apologies

Present: David O'Gorman (Chairman), Charles Maxwell (Vice Chairman), Paddy Haines (Treasurer), Patrick Rendell (Secretary), Nick Houston, Geraldine Williams, Len Davis, Mayonne Coldicott, Judith Murray
Fourteen residents of Frensham and Dockenfield.

Minutes: Janice Davis

Apologies: Mike Millerchip, Chris Haines, Caroline O'Gorman, Don Nel, Antony Davey, Christine Oliver, Phillipa Hall .

David O'Gorman welcomed everyone to the meeting and apologies were given.

2. Minutes of Previous AGM held on 2nd April 2008

One minor alteration was made. The minutes were then approved by the meeting and signed by David O'Gorman as a true and accurate record.

3. Treasurers Report and Approval of Accounts.

Paddy Haines presented the accounts for 2008 and reported to the meeting as follows:-

"The move to the portacabin has continued to be a success since I reported at the last AGM, with customers appreciating the larger range of goods, the better premises and the significantly easier parking. There was a small profit of £1,087 on the actual trading but the depreciation charge for the portacabin (£2,850) turned this very slender profit into a £1,763 loss for the year.

There has been a very welcome increase in the turnover of £2,773. This shows the benefit of having a full time manager who can bring continuity of thought and action to the running of the Shop. As you will hear from the Chairman, further steps have been taken to increase the turnover to enable the Shop to flourish as opposed to just breaking even each year.

The Post Office is a key element in our being able to have a shop in Frensham. The threat of closure has passed and you will be interested to learn that the new open-style Post Office counter has been a success, with more people using the services available. I would draw your attention to the £4,963 net income which the Shop receives from the Post Office and the fact that we would be in a serious loss situation if we did not have a Post Office.

Turning to the cost of running our Shop, the pressure to contain costs continues. This is extremely difficult when staff costs account for 74% of the £26,667. Electricity to light, heat and cool the larger premises has increased from £900 to over £1,300. Insurance on the cabin and its contents rose from £516 to £770. In 2008 the credit crunch did not have a large effect on our bank interest receipts, but in the coming year we will see a devastating reduction in this income.

I mentioned the depreciation of the portacabin earlier. The committee receives regular financial reports and these are laid out so that the trading figures excluding depreciation are highlighted, before showing the overall profit or loss. This layout ensures that the actual trading results are not obscured by the depreciation charge.

2008 has been the first full year in our temporary premises. It has been a success in a large number of ways and we need to build on that success to make the enterprise a profitable one - after taking depreciation into account.

I would like to thank Don Nel, Christine Oliver, Valerie Bowers and Len Davis for the work which they have done and the assistance which they have given to me as the Treasurer. I would also like to thank members of the committee for their support”.

The Treasurer then invited questions.

There was one question regarding the depreciation of the portacabin. The Treasurer replied that this would be fully written off in 5 years.

The accounts were unanimously approved by the meeting.

Proposed by: John Heap; Seconded by: Len Davis

4. Chairman’s Report.

Main Aim: The Chairman stated that the main aim for 08/09 was to consolidate the shop in its new location with its new manager and increase sales. He felt that this had been achieved with sales up by 3-4%. The aim this year is to try and move sales up to another level. The more we sell, the greater the service the shop provides for our community.

New Initiatives: The Chairman outlined 5 new initiatives in pursuit of the target of increasing sales. These were:

- a) Visiting other shops to see what they do well.
- b) Arranging visits to Frensham by two village shop consultants. These were free.
- c) Lunchtime and Sunday opening.
- d) Marketing. Giles Clayton-Jones, who has serious marketing experience, has agreed to assist us develop a marketing plan
- e) Surrey Highways have been prevailed upon to erect a sign to the shop on the A287, between The Bridge and Wire Cut.

Our Volunteers: The Chairman expressed his thanks and appreciation for the service provided to the shop by volunteers without whom the shop could not function. He asked volunteers and Committee members to seek out new volunteers.

The Staff: The Chairman also thanked our paid staff, Don, Valerie and Christine who produced a marvellous team performance for us.

The Committee: The Chairman also thanked Committee members, in particular Mayonne and Paddy who bore the brunt of the hands-on work done in support of the shop. He also said that the Committee would warmly welcome new members who were prepared to become involved in some of the activities in support of the shop and gave examples of tasks that might be involved.

The Chairman invited questions about his report on the last year.

John Heap asked whether the issue of the sign to the shop on the A287 had now been finalised. Len Davis explained that although Surrey Highways had not initially been in favour, following a meeting between himself, David O’Gorman, and Surrey Highways, they had now come to an agreement, that in return for the erection of the sign, Frensham Parish Council would maintain and “prettify” the piece of land involved. Councillor Mary Segar is organising a party of volunteers to do the work. The Chairman added that the owners of the land on which it is situated, had now agreed to the removal of the sign to the Frensham Garden Centre, which should make our own sign more obvious from the road.

Mike Hayter suggested that one idea for increasing income would be to make people more aware of the facilities that the Post office offered, for example, the possibility of getting pensions paid into the Post Office. John Heap suggested that Mr Clayton-Jones should be approached about publicising the post office.

5. Re-election of Chairman and Officers

Chairman:	David O’Gorman	Vice Chairman:	Charles Maxwell
Company Secretary:	Patrick Rendell	Treasurer:	Paddy Haines
Minutes Secretary:	Janice Davis		

The Chairman and Officers were unanimously re-elected.

Proposed by: Mayonne Coldicott; Seconded by: John Heap

6. Re-election of Committee

The following Committee Members were unanimously re-elected:

Chris Haines, Mayonne Coldicott, Geraldine Williams, Nick Houston, Mike Millerchip, Len Davis, Pat Telfer, Judith Murray.

Proposed by: Colin Hall; Seconded by: Anne Maxwell

7. New Premises

The Chairman said that in the current economic climate, Arcadia was now in a different position from last year, when planning permission had been granted. His personal view was that building would now start later rather than sooner, and we would be in the portacabin for several more years.

In response to a question by Patty Davey regarding extension of the planning permission for the portacabin, it was stated that the present permission still had over three years to run. Len Davis added that negotiations were still under way between the builders and the vendors, concerning the valuation of the land and he felt it was simply a matter of time.

8. Any Other Business

a) Dockenfield

Mayonne Coldicott had suggested to the Chairman, prior to the meeting, that we should think about contributing to Dockenfield Day, on the 6th June, (if they wanted us). There was a general consensus that we should do something, and the Chairman said, that as the Shop served both Frensham and Dockenfield, we should be represented. He added that he felt we should generally be more active in Dockenfield.

b) Suggestions for increasing sales

Anne Maxwell suggested that the signage for the shop on Shortfield Common Road, near Hollowdene, was not very obvious and that this could be improved. The Chairman promised that this would be investigated.

There was also a suggestion that items such as cards, which most customers knew were stocked, should be re-sited at the rear of the shop, and the space should be used for news of special offers etc.

There was some discussion about whether we could learn from some of the shop visits that had been made. Mayonne Coldicott said that the Wood Green shop visited, had a much larger turnover than FVS. Wood Green stocked newspapers. This had been considered, but there were many difficulties to overcome. The Chairman commented that although the shop premises at Wood Green were smaller, there was more shelf space and that we should see if we could benefit from this.

Andy Barker suggested that we send out a flyer in the Parish Magazine highlighting the cheap “basics” available in the Shop (eg muesli, eggs). There were also more boards needed to advertise special offers etc.

c) Volunteers

It had been suggested that the Volunteers should have a badge, possibly with the volunteer’s name on it.

d) Security

Patty Davey asked about security arrangements, and whether they are tested regularly, especially now that there will shortly be a large sign on the A287. Paddy Haines replied that they had not been tested since the move into the cabin, but that he would look into it. David O’Gorman said that another security camera would shortly be installed. He emphasised that if threatened, staff should hand over the money immediately.

Before the meeting closed Charles Maxwell thanked both David O’Gorman and John Heap for their work. The Chairman once again thanked the previous chairman, John Heap, and closed the meeting.