

# Volunteer Update Meeting

## 20<sup>th</sup> May 2017

*Benenden's*

SHOP, CAFÉ, AND POST OFFICE

# Agenda

Section	Timing	Lead
Meeting agenda & introduction	19.30 start 5 mins	Paul Tolhurst
Finance Update	15 mins	Martin Pexton
'How to' Guides – customer service and much more to help volunteers	15 mins	Paul Tolhurst
Blind Wine Tasting – Can you sort your Malbec from your Sauvignon?	40 mins	Tracy Claridge
Shop Layout Changes	15 mins	Ken Anderson
Mingle and chat	21.00 finish	Free association

# Finance Update

Martin Pexton

# Finance

**Year to 31 March 2017**

Provisional

# Profit & Loss

Year to 31 March 2017 (rounded)

£

Sales Revenue	394,000
Cost of Sales	(290,000)
<b><u>Gross Profit</u></b>	<b><u>104,000</u></b>
Post Office commission	7,000
Grants released to P&L	7,000
Overheads	(116,000)
<b><u>Net Profit</u></b>	<b><u>2,000</u></b>

# Profit & Loss Comparison

	<b>£ 2017</b>	<b>£ 2016</b> (9 mths)
Sales Revenue	394,000	202,000
Cost of Sales	(290,000)	(154,000)
<b><u>Gross Profit</u></b>	<b><u>104,000</u></b>	<b><u>48,000</u></b>
Post Office comm	7,000	1,000
Grants to P&L	7,000	1,000
Overheads	(116,000)	(63,000)
<b><u>Net Profit (Loss)</u></b>	<b><u>2,000</u></b>	<b><u>(13,000)</u></b>

# 2016 -17 sales

**Daily net average shop and café sales** **1,080**

Weekly net average shop and café sales

7,600

Weekly net sales range

6,000 – 9,000

Monthly net average sales incl extras

33,000

Monthly Post Office commission

500

Monthly average total turnover

33,500

- Daily sales on weekdays almost always exceed £1,000
- Saturday is not always the busiest weekday
- Sunday sales are variable and have exceeded £900
- Monthly shop and café sales ranged from £28,000 to £35,000+

# Behind the turnover

- We sell about 5,000 items per week
- Average spend per item is about £1.70
- Average spend per transaction is about £4.50
- Largest departmental sales by value are:
  - Café (20%), Tobacco (11%), Bakery (10%),  
Newspapers (8%) and Alcohol (8%)
- Lowest margin is on tobacco (5-6%)

# Gross profit illustration

Overall shop and café turnover	£394,000
Overall gross profit	£104,000
Overall gross profit margin	26%
Shop turnover	£314,000
Shop gross profit	£64,000
Shop gross profit margin	20% -
Café turnover	£80,000
Café gross profit	£40,000
Café gross profit margin	50% +

# Overheads

- Salaries and pensions £76,000
- Depreciation £14,000 (NB non-cash)
- Electricity £6,000
- Cleaning and waste disposal £3,000
- Card and bank charges £2,000 (17-18 ++)
- Telephone and internet £2,000
- Rent (from November) £1,750 (17-18 £5,000)
- TOTAL £116,000

# Profitability - impacts

## REVENUE

- Continuing to develop our offering
- Increasing the number of customers
- Increasing the number of transactions
- Increasing average spend per transaction
- Paying careful attention to gross margin

## COSTS

- Managing costs without compromising quality
- Investing in better equipment where we can
- Making provision for unforeseen costs

# Cash and Grants 2016-17

- We had £46k in the bank at 31 March 2017 (March 2016 £37k)
- We have repaid £6k of a loan from Kent Community Foundation and have £13k further to repay over the next 2 years
- We had a £13.5k grant from West Kent Leader
- We had a £4k grant from Tunbridge Wells BC
- We had a £600 grant from Benenden Seniors
- Cash performance is better than profitability!

# Ways to improve performance

- We are making better use of the *management information* from the back office system
- We are looking further at how we utilise the available *space*
- We continue to look at *equipment* needs
- We will have more *promotions* - e.g. wine tastings very successful
- We will continue to *benchmark* with more small / community stores to see what else we can learn.

# 'How to' Guides

Paul Tolhurst

# 'How to' Guides

- We have developed a number of simple one page guides to help volunteers.
- The guides cover a range of subjects for both Café and Shop. They provide a quick overview of:
  - Legal issues such as Tobacco and Alcohol sales
  - Checking Temperatures
  - Opening up routine
  - Closing down routine
  - Basic cleaning
  - Using the coffee machine
  - CUSTOMER SERVICE .....

# Customer Service

## Customer Service

At Benenden's Community shop we are proud to welcome our customers with a smile, a happy word or two and efficient service. Some want to catch up with the latest news while others need to manage their busy lives – we cater for all!

1	Smile - Say "good morning/afternoon or Hi or Hello". If you know the customer's name why not use it?  When they leave, smile and say "goodbye or thank you"	
2	Maintain eye contact with customers when you are talking to them, they are our number one priority.	
3	We all struggle with the till from time to time. If you are not sure, ask a manager to help – and apologise to the customer, they don't mind, they are on your side!	
4	Find time to chat <u>if that is what the customer wants to do</u> – but look around, are others waiting? Keep the queue moving.	
5	If you are really busy direct people to the till in the café. Tell the café team your customers are coming.	
6	If a customer is grumpy – please remain polite. If you need help from a manager to deal with a complaint - just ask	
7	When customers pay by cash, keep their note on top of till drawer until you have given them their change – it avoids confusion if they gave a £20 and you give change for £10.	
8	Suggest to customers that they may want to try our 'specials', the treats and local product lines near the till. They may enjoy a special treat, and we will benefit from the additional sale.	

Example of our new 'How To...' guides ... This one is focussed on Customer Service

# Customer Service

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"So, as you can see, customer satisfaction is up considerably since phasing out the complaint forms."

# Customer Service

- The feedback we have received about the shop, café and our service is overwhelmingly positive
  - Our customers seem to love the happy and warm atmosphere engendered by our managers
  - They also love to see our volunteers in action (remember the comment about being served by the Rector)
- Pressure is on to increase our revenue and our margins – we want to do better to ensure sustainability
- We are launching a new customer survey – to run for 5 weeks asking for positive and negative feedback. There will be a prize draw to encourage participation

# Customer Service: relaunch the feedback form

*Benenden's*

COMMUNITY SHOP – CAFÉ – POST OFFICE

*B's*

Benenden's is a Community Shop & Café funded and supported by the local community. Our team includes a mix of professional, paid managers, and volunteers from the local village. We want to make sure that you have a great experience when you come to the Café or Shop, so please help us by giving us some feedback on how we did today?

What could we have done better?

What was the best part of your experience?

Were we friendly? (from 1 = not at all friendly, 3 = about right, 5 = really lovely)

1	2	3	4	5
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Were we speedy? (from 1 = really slow, 3 = about right, 5 = super speedy)

1	2	3	4	5
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Would you recommend us? (from 1 = won't send my friends or family here, 3 = about right, 5 = I'm telling everyone I know)

1	2	3	4	5
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# Blind Wine Tasting

Can you sort your Malbec from your Sauvignon?

Tracy Claridge  
& Paul Tolhurst

# Blind Wine Tasting

- There are 6 wines to taste – all regulars from the shop
- There are marking sheets – **PUT YOUR NAME ON THE SHEET!**
- Please take a small glass in turn, taste, discuss and mark the wine.  
We are looking for:
  - Your mark on sweetness v dryness where 1 is sweet and 7 is dry
  - Any comment on taste (spice, berries, citrus etc.)
  - Guess the country of production
  - Guess the price
  - Then rank your favourite 1 is least favourite and 6 is most favourite
- Tracy will review your entries while you hear about shop layout changes and award a prize to the person with the closest correct **PRICE ORDER** across all the wines before we close.

# Shop Layout Changes

Ken Anderson

# Questions for the Committee?

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