

# **Application Form 2009 - 2010**

Before sending in your completed application form please contact your local outreach and support worker who is required to counter sign the application to evidence that they have offered you appropriate advice, provided links with other local initiatives and are aware of the final submission of your application.

Please complete every question with as much detail as possible remembering the assessment panel will not know your group/organisation or project idea and will rely on the quality of the data you provide to make informed decisions about who to support. **Use the guidance notes to assist your thinking and refer to the original aims and objectives of the fund to ensure your idea is appropriate. For free advice and guidance, contact your local outreach and support worker.**

Please type/write clearly using black ink. Attach additional sheets if required.

**1a. Name of the organisation applying for the grant:  
Eardisland Community Shop Ltd**

**Address:** Office: Lyme Green, Eardisland Leominster HR6 9BG  
Shop: The Dovecote, Eardisland, Leominster HR6 9BN

**Ward in Rural Regeneration Zone...**Golden Cross (12)

**Website address**.....

**Name of main contact :** Albert Sheffield

**Role in organisation:** Chair of Committee

**Address of main contact (if different from the above)**

**Contact Tel:** Office 01544 388026 Mobile 07711 472532

**Email:** asheffield265@btinternet.com

**1 b. Tell us about your group/organisation**

We formed a steering group in August 2008 to research the possibility of opening and sustaining a viable enterprise in the village and in June 2009 formed an Association and elected a committee to pursue the objective of opening a shop.

The Management Committee (as detailed in 1g & 5a) have a wealth of experience to take this project forward in retail, running small businesses, sales and marketing and community groups. We are a new group for a new project but some of us have

worked together on other community projects and initiatives involving fund raising and managing funds such as The Village Fun Day and The Eardisland Twinning Association.

Eardisland Community Shop will be a co-operative store, not for profit, run by volunteers in the community for the benefit of the community. The shop will be the only grocery shop in the village and will provide the a point of social contact in the village that is free to enter and open 6.5 days per week.

All surpluses generated by the shop will be used to support the continued running of the enterprise and to support other community projects.

We aim to serve the communities in and around the parish and the 20000 plus tourists that visit the village each year.

**1 c. Please select the most appropriate from the questions below:**

**Tick which ever best describes your organisation:**

Industrial and Provident Society /

**1 d. What is your annual financial turnover?**

£0 - £100,000

See attached estimates for first 3 years trading

**1 e. How many staff do you employ?**

Initially we will operate with volunteers, it is an aim and aspiration to create some part-time paid employment in future years when the enterprise is established.

**1 f. How many volunteers work in your organisation?**

55 members of the community have volunteered their services to date with 34 wishing to work in the shop. The Committee of six members are all unpaid volunteers.

**1 g. Tell us about the makeup of your Board or management committee**

The management committee was elected by members of the association in June 2009 and comprises the following:

Mr.A.Sheffield - Chair

Mrs.R.Brinton-Bivand - Deputy Chair

Mrs.M.Milchard - Secretary  
Mrs.J.Sheffield - Treasurer  
Mrs.S.Connop  
Mr.D.Wallis

We have between us a range of skills and experience in retailing,running small businesses,sales,marketing and project management.  
Some of us are committee members of other community organisations and Mrs.Brinton-Bivand is a Parish Councillor.

**2 a. How will your project tackle economic exclusion in your community?**

There are no shops in our village and the nearest post office closed last year. Our project will provide a much desired and needed service as well as a community meeting and contact point particularly for our elders in the village and new members of our community.

Currently members of our community on average drive 10 miles for grocery shopping or catch one of the 2 buses a day from the village.

By providing our service we will eliminate the need for unnecessary car journeys through our village and enable people to shop local and on foot. Our villagers have expressed a demand and desire for local product, our focus for supply will be to support local producers.

In the current economic climate people are trying to make savings wherever possible, having the option of shopping locally at competitive prices will save on transportation costs.

**2 b. What is the key activity your project will address (please tick one):**

- leisure/
- counselling/support services/

**2 c. Which does your application seek to do:**

the adaptation of buildings and/or purchase of equipment to provide new service provision

## **2 d. What need have you identified and how have you identified it?**

Eardisland sits in the Golden Cross ward (12) within the Rural Regeneration Zone, there is currently no shop or community contact point within the village . There are only 2 buses a day to and from the village and for the elderly or those without cars shopping is difficult. There is no community contact point where people can drop in and keep in touch. With 1 in 4 of our villagers in the over 65 age bracket we view this as a vital addition to the village. Approximately 500 people in our village and Parish will benefit from this facility.

In July 2008 Eardisland Parish Council held a public meeting to discuss the future needs of the village under the Parish Plan. A shop was one idea raised at this meeting and it was agreed that a steering group be formed to to assess the possibility and viability of opening and sustaining a successful venture in Eardisland. The steering group was independent of the parish council.

At the time 3 other community shops existed in Herefordshire at Yarpole, Wigmore and Whitbourne. All three have been visited by members of the steering group to view the business, size of operation, product range, number of customers, average spend per transaction and learn from their experience. We have met with members of the Management Committee from each shop and they have all shared with us their learnings and data.

We have conducted a needs analysis by sending a questionnaire to all 225 households in the community, we received 108 responses(48%). 86% of respondents rated it important to very important to have a shop in the village. 71% of respondents said they would use the shop 2-3 times per week or more.

The age profile as reported in the questionnaire is:

0 to 16 - 16%

17 to 25 - 8%

26 to 45 - 13%

46 - 65 - 37%

over 65 - 26%

1 in 4 of our community are over 65 and perceive a shop in the village to be a real benefit to them and the community as a whole.

It is also seen by the elder members of the village to be a daily point of contact for them in order to meet with others, meet new people and be aware of what is currently going on in the village.

The village has recently been awarded a Silver Gilt award in the 'Heart of England In Bloom 2009' awards. The judges visited the site for the potential shop and saw this as a key element in the development of the village and a contribution to keeping

the village 'blooming'.

We have worked closely with the Plunkett Foundation who have helped in the development of more than 200 community shops across England & Wales and their processes and advice have been used to further identify the need. They are fully supportive of this project.

**2 e. Briefly tell us about your project idea and make clear how it meets the need**

From the needs analysis carried out and 2 public meetings to discuss the project the need has been clearly identified. The project is the opening and operation of a community, not for profit, store that will be viable and sustainable in the village.

The shop will be sited in the centre of the village available to all on foot and will be open 6.5 days per week. We will sell a range of low risk food products sourced where possible from local suppliers using local produced ingredients.

86% of the respondents to our questionnaire rated it important to very important to have a village shop, we are clearly meeting a local need and demand.

Our shop volunteers will get to know each Customer individually, not something the supermarkets can offer, and particularly our elder villagers and be able to maintain a sense of their well-being. The shop will provide a daily social gathering point where news and the opportunity to visit with neighbours form a key part of our rural way of life.

The Community Shop will be providing enhanced "contact" services for the older population in the form of a "check-in roster" to confirm contact with the areas most vulnerable citizens on a regular basis.

For the elderly and those without cars we will provide the opportunity to shop local. In the future we aim to create some paid employment opportunities for the community and work experience opportunities for our youngsters.

The village has 2 public houses and a tea room but there is no point of social contact that is free to access, 6.5 days per week with out the need to spend. We will provide that point of contact, desired particularly for our elderly villagers, to all members of our community.

Eardisland sits in Golden Cross ward within the Rural Regenartion Zone and will provide a service to all members within the community. Herefordshire Council Regeneration Directorate have been working with us to develop this project providng guidance, advice and have committed to a grant to help meet our initial legal set up costs.

## **2 f. How will your project target beneficiaries within the RRZ?**

The shop will be the only shop within the village and responding to needs and demands identified within our needs analysis. The village is in RRZ 12, Golden Cross. We have identified as key beneficiaries our elderly within the village and those without private transport who are less able to travel to the nearest facilities. There are only 2 buses a day to and from the village. Through our village website, Parish Magazine, Village Notice Boards, local advertising and word of mouth we will target all members of our community and neighbouring communities.

Our shop will be staffed and run by local people of all ages, we have a volunteer of 83 wishing to work in the shop viewing this as an opportunity to put something back into the community and to meet people of all ages, old and new to the village.

Key beneficiaries will also be local suppliers and producers within Herefordshire e.g. Central Bakery, Alex Gouch, Marston Meats, Monkland Cheese, September Dairy, Rachels, Sally's Pantry, Dairy House, Franks Biscuits, Woodthorpe Preserves and many more.

Local builders and tradespeople will be given priority for all building works.

## **2 g. What will the Nexus grant pay for?**

Specifically:

Alterations required by Trading Standards & Environment to make the building fit for purpose are estimated at £ 2,300.00.

Improved Lighting , Electric Supply and Alarm System at £2400.

80 man hours for cleaning, preparing and repainting the building  
@£12.00 per hour = £960.00

Estimates for Building Alterations and Electrical Work attached.

The total project start up cost is estimated at £31,460.00 (excl. volunteer work)  
see attached spreadsheet.

## **2 h. Tell us about any partners involved and their role**

We have formed an association in the community, membership is currently more than 50 and growing. Each member can purchase 1 share at £10 and can vote at the AGM on key issues and electing the committee.

To date we have sold shares and been promised donations and interest free loans totalling £5,000 from members of the community.

Volunteers have offered their services in cleaning, preparing and painting the shop, fundraising and professional services such as Architect and Photographer.

We have been advised and guided through this process by the Plunkett Foundation

who have overseen the development of more than 200 community stores in England & Wales. They have provided access to processes and procedures and a wealth of experience in setting up and running viable and sustainable community shops. Herefordshire Council Regeneration Directorate have also been working with us providing advice and guidance on organising community projects. Both Plunkett Foundation and Herefordshire Council have confirmed the offer of grant assistance. We are in discussion with Co-op and Community Finance whose role will be to supply further operating finance by way of a loan.

## **2 i. Tell us about the people or communities that will benefit**

The key beneficiaries will be members of the community of Eardisland and the surrounding communities. 26% of the respondents to our questionnaire were over the age of 65. The community numbers 225 households and approximately 500 people.

In addition the village has a Caravan Park with both permanent residents, for 11 months of the year, and temporary residents. There are no shopping facilities on the site. The number of tourists visiting Eardisland each year is approx. 20000.

All these will benefit from the ability to shop local with a shop in the centre of the village, accessible on foot, with disabled access and a car park opposite if required. Our elderly members of the community and those without private transport will benefit from the accessibility of the shop.

Our community will benefit with our elderly getting a social contact and networking point, a safety 'check in ' point, reduced travel to shop and a gathering place. The whole community will benefit from an increase in the local economy, reduced travel and the opportunity to purchase local produce.

Local suppliers and producers will benefit from the opportunity to sell local produce and we will use local tradespeople for building works etc.

The community will benefit from having a social and contact point with free access, open 6.5 days per week with no obligation to spend.

Volunteers that wish to work in the shop have expressed the benefit of putting something back into the community and the opportunity to make contact with other members of the community

## **2 j. What do you expect your project will achieve?**

We expect to achieve a viable and sustainable enterprise that brings together all members of the community working for the benefit of the community. A shop that will meet the needs identified by the community and will adapt and grow to meet the

needs in the future. An enterprise that members of the community will recognise as 'their' store and feel able to drop in at any time without the need to purchase, creating the point of social contact that does not currently exist. An opportunity for villagers to get involved in community life and with disabled access, open to all.

**2 k. How will you know if the outcomes are met?**

We will seek ongoing customer feedback to assess whether we are meeting the needs identified by the community both ad hoc in a 'suggestions book' and by further needs analysis, questionnaires and public meetings.

Photographs will be taken at various stages of the development to have a visible record of progress.

We will set Key Performance Indicators and measure against them including financial management and results.

**2 l: When will your project start:**

The project has started in that we have formed an Association and registered as an Industrial & Provident Society with the FSA.

We have been granted Listed Building Consent and Change of Use planning permission.

The development of the premises and the opening of the shop is subject to the provision of start up funds.

The shop opening is targeted for late January/early February. By March 2010 we will be fully operational and estimate that we will be serving some 200 customers per week.

The Nexus fund aims to address Social Exclusion in the Rural Regeneration Zone (RRZ) by achieving a number of outputs. Please show which of these output(s) your project would be able to deliver. Priority will be given to projects that can deliver outputs in one or more of the core categories shown below. If you obtain a NEXUS grant you will be required to produce supporting evidence to show how outputs have been achieved and part of the grant may be conditional on providing the evidence. Details of the evidence required will be finalised when the terms and conditions of a grant are agreed.

### 3 a. RRZ Core Outputs

RRZ output	Output description	Output evidence needed	Description and estimate of numbers
People supported to find work	Individuals supported in their search for work	For each individual supported you must provide - Full contact details; date of birth; National insurance number; employment status at time of assistance, confirmation of actual assistance given and when	It is an aspiration of the Committee and Association to provide in the future some paid part time work. We will also encourage youngsters to volunteer to gain work experience.
Jobs created	Permanent, paid and filled position equivalent to 30hrs per week or more and expectancy to last longer than 12 months	For each post you must provide - Confirmation of job title, start date of employment, expected duration (min of 12 mths), hrs of work, evidence that position is a permanent paid post and as a result of the project funded through Nexus	This again is an aspiration that could be possible in the future.
Jobs safeguarded	Post forecast to be lost within 12 months without intervention	For each post you must provide - Confirmation of job title, start date of employment, expected duration (min of 12 mths), hrs of work, evidence that position is a permanent paid post and is at risk and will be lost without	

		intervention from Nexus	
Business supported	One day or more of consultancy advice/other non financial assistance	For each business supported you must provide - Full name and contact details of business assisted, details of type of support provided and how it is expected to improve the business, dates and number of hours given	
Business created	New businesses (social enterprises) created and demonstrating growth after 12 months	For each business created you must provide - Full name and contact details of business created, date the business started trading and confirmation that at least 12 months trading has occurred, company registration / VAT number	The business is; Eardisland Community Shop Ltd. Reg.No. 30771R Contact: A.Sheffield Lyme Green Eardisland HR6 9BG Start of trading to late January/ early February.
People assisted to improve skills	Staff, volunteers or service users achieving NVQ Level 3 or equivalent	For each individual supported you must provide - Name of person assisted, their contact details, name of training provider, course details, level of training, evidence of dates and time spent (must be at least 6 hrs). If training is below NVQ level 3 or equivalent then an explanation of how the training is filling a skills / training gap and why they are the best placed organisation to deliver this training required by their beneficiaries	

### 3 b. Secondary Outputs

(Evidence must record beneficiaries Names (or initials) and postcode or area they are from)

Secondary outputs	Description	Numbers
No. of additional community groups or trusts set up		
No. of people using new-improved facilities - such as a building, a meeting room, a kitchen, a new hall. If it is an improved facility, you can only count the number of additional people expected to use it; do not include those that were using it before it was improved		200 per week, approx 2000 to March 2010
No. of people using new/improved services - this would be something for general benefit, e.g. doctor's surgery/CAB Outreach/mobile library. If it is an improved service, you can only count the number of additional people expected to use it; do not include those that were using it before it was improved		200 per week approx 2000 to March 2010
No. of additional childcare places created.		
No. of additional people entering further learning or volunteering (informal or formal)		55 volunteers to date. Committee, shop volunteers and service providers.
No. of additional people engaging with community leisure activities		200
No. of community facilities established/created - buildings, meeting rooms, kitchens, halls or specific areas expected to be established or created for social and / or recreational purposes		1
No. of community services established/improved - In this instance, a service is would be the provision of assistance or something for general benefit, e.g. doctor's surgery/CAB Outreach/mobile library		1

#### 4. Project costs

Please give details of each activity to be resourced and how you have calculated the cost. The revenue component of this grants programme is much larger than the capital component, so please bear this in mind in planning your application. You may apply for up to £5,000 but your project should also have **at least 25%** match funding (50% if you are a commercial organisation). Please indicate all match funding, the source and amount and whether it has already been secured, and the support now required from Nexus. The assessment panel will expect to see the match funding amount column to total **at least 25%** (50% for commercial organisations) of the total cost column.

Activity	Calculation	Capital	Revenue	Total cost
Building Alterations	Partition wall & floor - £2500 Windows - £6000	8500.00		8500.00
Electrical work	New lighting & Mains box.	2500.00		2500.00
Cleaning, Preparing and Painting by volunteers.	80 hours @ £12.00		960.00	960.00
Legal & Planning Fees	£490 legal £335 Planning		825.00	825.00
Other	See Spreadsheet		18,675.00	19,000.00
<b>Total project cost</b>		<b>£11,000</b>	<b>£20,460</b>	<b>BOX A £31,460.00</b>
<b>Match funding amount</b>	<b>Calculation</b>	<b>Source of match funding</b>	<b>Match funding progress</b>	<b>In cash or in kind</b>
1,460.00	50 @ £10 shares / vols @ £960	Community	£11,060 to date	Cash / kind
4,500.00	loans/donations	Community	£950 to date	cash
500.00		Hereford Council	Secured	cash
10,000.00	Loan	Plunkett Foundation	£5000 Secured	cash
10,000.00		Co-op	not secure	cash
<b>Total match funding</b>			<b>BOX B £26,460.00</b>	
<b>Total project cost (as box A)</b>			<b>£31,460.00</b>	
<b>Total Match funding (as box B)</b>			<b>£26,460.00</b>	
<b>% match funding ( = Box B ÷ Box A × 100)</b>			<b>84%</b>	
<b>Total Nexus grant requested ( = Box A – Box B)</b>			<b>£5,000.00</b>	

**5 a. Please outline your organisation's experience and capacity to deliver the project for which you are applying**

The Management Committee comprises:

1 member previously a retailer now running a successful B & B.

1 member currently a partner in a successful local farm supplies business

1 member previously ran a family retail business before moving to the area.

1 member currently Treasurer to a successful local community group and with previous retail experience.

1 member currently a Business Consultant with 35 years experience of sales & marketing f.m.c.g. products to leading retailers in the UK and International.

1 member Deputy Principal of a local 16+ college, a member of other community groups and a member of Eardisland Parish Council.

We also have the support of a member of the community who owns and operates several business and has offered access to his staff and business services as well as financial support.

The Business Plan for the project is attached.

**5 b. How will this grant make a difference in the longer term?**

In addition to funds already promised or applied for a grant from Nexus would enable us to start the business with a strong financial foundation and to invest in building alterations, fixtures and fittings that will provide the appropriate shopping experience. A Nexus grant will also help us to achieve our longer term aspiration to create some paid, part time employment.

Longer term a Nexus grant will make the project more viable.

We have applied for and secured grants of £10,000.00 from the Plunkett Foundation and £500 from Herefordshire Council. The community through shares, donations and loans has pledged £5000. We have made an application to Co-op & Community Finance for a loan of £10,000.00.

**5 c. Detail the potential risks you have identified for delivering the project successfully and how you will manage them**

Potential risks are :

1. Inability to secure sufficient start up funding - we have already secured funding from Plunkett, Herefordshire Council and the Community of Eardisland.

We are meeting with Co-op & Community Finance to discuss a possible loan of £10,000.00

2. Lack of Volunteers - We need 20 volunteers to staff the shop, we currently have 34 and will continue to recruit and train when in operation.

3. Lack of Customers - from our needs analysis and learning from other community shops

our business plan is prudent and achievable. We will use all types of local media to attract customers e.g. Village website, Parish Magazine, Parish Noticeboards,

4. Cash Flow - presents a risk pre & post opening if sufficient start up capital is not generated.

Potential risks that we have already managed:

Planning Consent - the building is Grade 2 listed, we have secure Listed Building Consent and Change of Use permission.

Building 'Fit for Purpose' - We have met with the Trading Standards & Environmental Dept to agree the improvements needed to meet and exceed the standard.

**5 d. What efforts will you make to ensure your project is available to everyone?**

In all our communications and meetings to date we have stressed and will continue to do so that the shop is owned by the community, managed by the community and for the benefit of the community, no one is excluded.

The service is available to all and volunteers will be sought from all members of the community. One of our volunteers is 83!

We will use all the local media, Village website, Parish magazine, Parish Noticeboards to promote the project to all.

**5 e. Tell us what consideration you have given to the environmental impact of the project**

Our project should have a positive effect on the environment within the community. The provision of a local shop will reduce the need for unnecessary car journeys, currently averaging 10 miles. The ability to walk to the store is a key requirement of the community. The focus on buying product from local suppliers and producers reduces food miles travelled and excess packaging to withstand the supply chain.

The internal alterations to the building have no environmental impact.

## **6. Reference details**

Please provide contact details for a professional who would be able to comment on your organisation, track record of delivering projects and the project idea. This should not be someone employed by or volunteering with your organisation or a member of your Board of Trustees.

**Referee Name: Mr. Barry. F. Freeman**

**Referee Job title: Chair & Business Owner**

**Referee Organisation: Eardisland Community Millenium Fund (Chair)**  
Eardisland Tea Rooms (Owner)

**Referee Address: Holmlea, Eardisland HR6 9BP**

**Referee Tel: 01544 388226**

**Email: n/a**

**Referee Role: Promoting and supporting all constituted Parish Organisations in revenue generation and promotion of community activities.**

**Your Relationship: The Millenium Fund has been enthusiastically supportive of the Community Shop project since it's inception**

**BID AUTHORISATION**

We require the lead or senior member of your organisation to authorise the content of this application and confirm the authenticity of its detail. If you are a voluntary group, we would expect the chair of your management committee or Board to countersign the application. The outreach and support worker is not endorsing the application, but is required to counter sign the application to confirm that they have offered you appropriate advice, provided links with other local initiatives and are aware of the final submission of your application.

**Signature of Lead applicant:  
appropriate)**

Name: Albert Sheffield

Job title: Chair of Committee

Sign:  
19/10/2009

Date:

**Signature of Trustee: (where appropriate)**

Name:

Job title:

Sign:

Date:

**Signature of Nexus Outreach and Support worker:**

Name:

Sign:

Date:

**We also require the following documentation to support your application. Any applications received without this information will not be submitted and will have to wait for the next panel round.** If you have enclosed the item please ✓ the middle column. If you have not enclosed the item please X the middle column and give the reason for not including it in the end column.

Document	✓ or X	Reason for non inclusion
Letter of partner endorsement / support, (see Section 2i)		
Latest annual accounts or copies of last two bank statements		
Proof of secured match funding		
At least 2 quotes for capital works		
Documents showing evidence of need, (see Section 2d – e.g. Parish Plan, questionnaires, etc)		
Constitution (Governing document)		
Other (e.g. Planning permission)		

**Your completed application form and supporting documentation in its entirety should be sent by post to Sophie Mead at Community First in time for the deadline.**

Your unique reference number is:

**For assistance with your application form contact:**

Sophie Mead

Nexus Grants Programme

C/o Community First, 41a Bridge Street, Hereford, HR4 9DG

Tel: 01432 267820 (Monday – Wednesday and Friday) or 01684 312734 (Thursday)

E-mail: [HYPERLINK "mailto:sophiem@comfirst.org.uk"](mailto:sophiem@comfirst.org.uk) [sophiem@comfirst.org.uk](mailto:sophiem@comfirst.org.uk)

