

Community Life

Ascott Village Shop

The Ascott Village Shop, which is owned and run by the community, is about to celebrate its 10th anniversary. It started as a community enterprise and in 2007 the shop won the coveted Best



Rural Retailer Award in the category 'Best Village Shop for the South region.' A review of its operations and future strategy is being carried out by the new committee. There is no doubt that having the shop open seven days a week, together with the reopening of The Swan Inn, makes Ascott a more favoured village destination. For this reason and for the obvious social amenity benefits a village community shop provides, we want to ensure the long-term future and viability of such a valuable asset.

New Plans

Some 45 volunteers, supported by three paid staff, help to run the shop and they are its lifeblood - without their support the shop would close. So what is the new committee doing? It has been holding open forums and discussions with interested groups and the feedback says quite strongly that the shop has to be more competitive and wherever possible, offer a wider range of basic items at prices which are closer to the nearest supermarkets.

Chairman, Richard Squires says; "We cannot compete with the big weekly shop at the supermarket or online home delivery, but we can get closer and stock

more local food from smaller suppliers, saving those air miles. We also have plans to introduce produce from other local shops that have a high reputation for quality and price. We will sell at their

prices and maintain high levels of the basics which are essential to our customers."

Soap Powder to Sausages

The product range is already improving, selling the popular COOK prepared meals range and soon newspapers and magazines without the need to order in advance. Wine buyer, Bridgette Crundwell, has identified many award winning wines - some less than a fiver! Whether you are looking for your grocery basics or something a bit special, you will find it on our shelves, from tea cakes to tooth brushes, soap powder to sausages. We stock a range of bread, bake on the premises and have an excellent variety of frozen goods, fresh fruit, vegetables and meats. If you are interested in volunteering at the shop, call John Cull on: 01993 831621 or e-mail john@wowmatters.com

Opening Hours

Monday to Friday 8.00am to 6.00pm

Saturday 8.00am to 1.00pm

Sunday 9.00am to 12.00pm

Telephone: 01993 831240

www.ascottvillageshop.co.uk

John Cull