

# Woodgreen Community Shop Association

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## Customer Survey and Focus Groups - our feedback to you

The recent questionnaire and focus groups have given us masses of information on what you think about your Shop and Post Office, which we are now doing our best to analyse in order to decide what to take forward.

We had nearly 200 questionnaires completed plus 40 villagers attending our 6 focus groups, each lasting an average of an hour and a half. An amazing response and a true sign of your commitment.

We have lots to consider, however our initial analysis and feedback are as follows:

- We have a much wider customer base geographically than we imagined, with a significant number of additional customers coming in from up to 20 miles away. We intend to build on this positive trend for the benefit of our local shop.
- We still have many active shareholders. However it is some time since the IPO and there is a lot of willingness from more recent arrivals to become shareholders. We will take advantage of this support to build our base of fully committed shareholding customers for the longer term.
- You emphasised that your Shop is most important for everyday shopping, plus lots else of course. Our focus will continue to be on giving you choice and value for money on your doorstep.
- You asked us to widen the range of both our excellent local meat ranges, Hale Pig 'n Poultry and Prices' meats. This we have already done.
- You asked us to take steps to ensure our milk is always fresh. We now store milk and cream in a new chiller.
- You asked us to look into improving our fruit and vegetables... this we will do as a matter of priority, although we do not have a specific proposal as we write.
- You emphasised the importance of having a local Post Office in the shop and, as all the local bank branches close one by one, we will do our best to fill this void by offering you the banking services you need.
- You underlined the importance of offering you value for money, in these increasingly inflationary times. We will address this with our "value" ranges, wherever possible giving you a choice of value or premium ranges.
- You commented adversely on the state of the car park. We have already filled in the potholes and will do our best to maintain this on a more regular basis.

You gave us lots more ideas and suggestions for improvement, which we will now address as best we can within our resources, of both money and time. We will do our best to keep you up to date on this as we go.

Thank you once again for all your help with our surveys. We believe that by listening to you we can ensure we have what you need, and that you will therefore continue to shop with us.

Ron Trevaskis