

Preston Community Shop Financials

25/01/24

Context

- Average turnover of community shops in 2022 was £184000
- Number of community shops 413, doubled in a decade
- Community shops have been resilient growing sales at 2% a year.
- Survival rate after 5 years 92.5%
- Average net profit £3800
- Majority of community shops are between 1-4 miles from a supermarket
- All rely on their local community for sales and volunteering to control costs
- Grocery sector in strong recovery post covid
- Cost of living impacts and supply costs should not be underestimated
- ONS reports average reported spend on groceries in 2023 £62.50 per week per household
- U.K. average price of a cup of coffee £3.20 up 22% on 2022





Preston Community Shop

- Expectations typical of other community shops
- Forecast second year turnover £165000
- Daily sales £550
- Break even in year 2. Profit positive in year 3
- Financial plan based on current population and current visitors
- 80% of sales from shop, 20% from cafe
- Margin rate for the shop 24% , café 84%
- Profit contribution for the shop 54%, cafe 46%
- Estimated local customer contribution for the shop 80%, café 50%
- Salaried manager & assistant with volunteer support



Capital costs

Working capital	10000
Fixtures/Fittings and Equipment	16000
Stock	11000
Systems/IT	5000
Total	42000

Other costs

Marketing	750
Plunkett fee/CBS formation	750
Contingency	3800
Other set up/advice	1600
Total	6900

Profit & Loss

	low community support			expected community support			high community support		
	Year 1	Year 2	Year 3	Year 1	Year 2	Year 3	Year 1	Year 2	Year 3
Sales									
Turnover	95000	109000	125600	145000	165000	198000	168000	206000	257000
Margin	34200	39240	45216	52200	59400	71280	60480	74160	92520
Wastage	1425	1635	1884	2175	2475	2970	2520	3090	3855
Gross Profit	32775	37605	43332	50025	56925	68310	57960	71070	88665
Cost of Sales									
Energy	3500	3500	3500	3500	3500	3500	3500	3500	3500
Water	500	510	530	510	530	540	530	545	550
Rent	100	100	100	100	100	100	100	100	100
Salary	25750	25750	25750	38700	38700	43000	38700	43000	43000
Bonus/Training	300	300	300	300	300	3600	300	4500	5500
NI	3450	3450	3450	3990	3990	6238	3990	6318	6492
IT support	600	600	600	600	600	600	600	600	600
Bank Charges	300	300	300	300	300	300	300	300	300
Marketing	800	800	800	1300	1300	1300	1400	1400	1400
Repairs/Maintaince	200	300	300	300	300	300	300	300	300
Office/Adim supplies	300	300	300	300	300	350	300	300	350
Acc/Legal fees	3500	2000	1000	3500	2000	1000	3500	2000	1000
Insurance	1000	1000	1000	1000	1000	1000	1000	1000	1000
Depreciation	4000	4000	4000	4000	4000	4000	4000	4000	4000
Total Costs	44300	42910	41930	58400	56920	65828	58520	67863	68092
Net Profit	(11525)	(5305)	1402	(8375)	5	2482	(560)	3207	20573



	low community support			expected			high community support		
	Year 1	Year 2	Year 3	Year 1	Year 2	Year 3	Year 1	Year 2	Year 3
Shop Customers per day	23	24	26	32	34	38	37	42	49
Av shop spend per day	£11.00	£12.00	£13.00	£12.00	£13.00	£14.00	£12.00	£13.00	£14.00
Café customers per day	18	18	19	28	28	29	32	34	38
Av café spend per day	£3.50	£4.00	£4.50	£3.50	£4.00	£4.50	£3.50	£4.00	£4.50
6 days per week , 50 weeks per year	300								
Shop sales per year	76000	87200	100480	116000	132000	158400	134400	164800	205600
Café sales per year	19000	21800	25120	29000	33000	39600	33600	41200	51400
Total sales per year	95000	109000	125600	145000	165000	198000	168000	206000	257000
Shop sales per day	£253.33	£290.67	£334.93	£386.67	£440.00	£528.00	£448.00	£549.33	£685.33
Café sales per day	£63.33	£72.67	£83.73	£96.67	£110.00	£132.00	£112.00	£137.33	£171.33
Total sales per day	£316.67	£363.33	£418.67	£483.33	£550.00	£660.00	£560.00	£686.67	£856.67
Shop gross profit per year	18240	20928	24115	27840	31680	38016	32256	39552	49344
Café gross profit per year	15960	18312	21101	24360	27720	33264	28224	34608	43176
Total gross profit per year	34200	39240	45216	52200	59400	71280	60480	74160	92520

Conclusion

- Medium growth forecast achievable and profit positive in second year
- Will need the support of the community who will also benefit by bringing people together and enhancing wellbeing
- Relies only on current residents and current visitors
- Does not rely on new destination visitors
- With new developments Preston's number of residents will be approximately 650
- An excellent opportunity to improve social space and meet community needs whilst enhancing the value of the village

