

## Trading Secretary's Report 2022

I am both pleased and grateful to report that the support for the shop has continued to flourish and I very much hope I have been able to return the honour by providing favourable prices and at the same time a reasonable and fair re-investment stream to further support the membership.

With regard to the financial aspects I have been given permission by my close colleague, The Treasurer, to paraphrase his report.

*“Political and medical factors both had a significant impact on the fiscal journey “The Shop” undertook this year. They manifested themselves in the form of price increases throughout the sector especially compost, high transport costs, unreliable delivery programmes and supplier insolvency.*

*Fortunately with our increased storage space and an early realisation of the inflationary effects these factors would obviously create I bought big and stacked high.*

*This can be seen in the figures found in the Treasurer's Report.*

*Purchases in the shop were well up on previous years at £13,133.91*

*Sales fortunately outstripped these costs, just, at £13,288.12*

*However, our current closing stock value is three times higher than it has been previously recorded at.”*

I can give you all the categorical confirmation that this investment in stock will provide you with stable prices until further stock purchases have to be made at a now 20% to 50% increase in prices. I will do my best to inform you when we near exhaustion of stock selling at 2021 prices.

Our income is derived via online and in-shop sales. The latter being the most popular although it is pleasing to note that the website continues to inform members of the stock availability and price structure with online orders opting to pay in store a popular option. With regard to pricing as you will see from the Treasurer's Report that I have succeeded in maintaining the targeted 15% net profit margin this year. I constantly review comparable products and their prices both at cut price outlets and the internet and ensure that our prices are not only competitive but 97% of items are cheaper. So what about the 3%? Well – you can't win 'em all and loss leaders and multiple buying power will inevitably be difficult to compete with but hopefully lack of postage costs and availability on your “plotstep” goes some way to compensate.

There is now an automated inventory system in place with regard to stock which will inform us of stock status in real time. This will hopefully reduce to a minimum the frustrating “Out of Stock” status. You may be interested to note that we now stock 349 different lines. However, if this 349 does not include the very item you would find useful please talk to us about it; if it is at all viable I will try and source it at the usual competitive price.

Our association with Moneyfields the 450 plus plot allotment site and Trading Company (indeed Company and Registered as such) has strengthened throughout the year with; I would like to think, the development of a far more even standing. This “partnership” will provide us with access to lower wholesale prices by applying our combined purchase potential to cheaper break points and thus support further the philosophies expressed above.

Unfortunately one service supplied via The Shop had to be reviewed and will be subject to new procedures.

Namely the loaning of machines.

As noted in the treasurer's report the cost of running repairs, fuel and storage to provide this service is disproportionately subsidised by the membership fees when compared to the number of members who actually make use of the facility.

To recoup some of this expenditure the following measures will be taken:

- Excess machinery will be sold to both provide welcome funds and reduce our storage costs.
- The remaining machinery will be made available on a hire basis which will subsidise fuel, normal wear and tear and storage costs. Please refer to separate sheet and/or website for rates.
- Should machinery be rendered inoperable by damage or normal wear and tear – the cost of repair will be subject to review with an option to scrap if unviable and not replaced.

As can be seen this service may be phased out over time.

Peter Cheyne  
January 2022