

**The Peoples Supermarket
A Social Enterprise Company**

Having originally been asked to join the pro-bono project team for The Peoples Supermarket, in spring 2009. I have now become the Retail Director, for this newly formed cooperative business.

The Peoples Supermarket aims to provide food with “values” meaning; were possible sustainable UK produce that is grown or made with care. We intend to offer everything you would find in a small supermarket, stocking around 2,500 lines.



Flying the flag at the Lambeth Country Show. Where we conducted extensive market research and received overwhelming and positive feedback from the public.

We are aiming to recruit around 3,200 members in the first year.

As a member only cooperative we intend to pass substantial savings directly on to our volunteers through lower prices.

Each person commits to giving 4hours a month in time and an annual membership fee.

Add to the mix our promise to provide vocational training, food education and the active promotion of healthy eating.

I have based my three year commercial plan, on current UK retailing best practises and an existing highly successful model; Park Slope Cooperative in Brooklyn USA, which has an annual turnover of \$32m .

Financial support has already been secured from governmental and local council agencies, including a hefty £75,000 grant from the Future Jobs Fund.

We are hoping that our first store will be in Lambeth and open by early 2010.

Channel 4 has commissioned a TV series, following our progress which is due to be aired in summer 2010. The show will be fronted by the eco-restaurateur Arthur Potts-Dawson.

*The
Peoples
Supermarket*

Visit our great website
[www. peoplessupermarket.org](http://www.peoplessupermarket.org)

We're creating a simple product that we hope other entrepreneurs, communities and people across the U.K. can copy

The People's Supermarket connects with the growing band of people interested in supporting business innovation, during the current recession.

Ctwb. Ltd specialises in working with a wide variety of companies to identify and maximise their commercial potential. Working either on specific consultancy projects or providing interim executive support.

Website www.ctwb.co.uk

My recent speaking engagements have included

“ Creating an Ethical Business Plan “

- International Jewellery Conference

“Cost effective Visual Merchandising for Museums”

- Museums etc

Clients include ; ATS Interiors Ltd, Bebe Bisou, East, Marks and Spencer Plc, Manchester Museum of Science and Industry.

If you would like to know more about The Peoples Supermarket or Ctwb Ltd please contact me at :-

kate@ctwb.co.uk or call 07813 036 798.

What are Social Enterprise Companies?

Facts and figures:

According to 2005-2007 data from the Annual Survey of Small Business UK, there are approximately 62,000 social enterprises in the UK with a combined turnover of at least £27 billion. Social enterprises account for 5% of all businesses with employees, and contribute £8.4 billion per year to the UK economy.

Definition:

Social Enterprise Companies are businesses with primarily social objectives whose surpluses are principally reinvested for that purpose in the business or in the community, rather than being driven by the need to maximise profit for shareholders and owners.

Examples:

The Big Issue, Jamie Oliver's restaurant Fifteen, and the fair-trade chocolate company Divine Chocolate.

Corporate Social Responsibility

Providing management expertise, redundant kit, or office space - are some of the ways large companies can help Social Enterprises.

We are currently working with Land Securities PLC, exploring ways in which we can together regenerate malls and high streets.