

OPENING HOURS

**MONDAY, TUESDAY,
WEDNESDAY**
09.00 - 14.00
16.00 - 17.30

THURSDAY & FRIDAY
09.00 - 14.00
16.00 - 18.30

The Shop

At Bromsberrow

SATURDAY & SUNDAY
09.00 - 12.30

POST OFFICE OPEN
TUESDAY & THURSDAY

9.30 - 11.30 am

DECEMBER 2021 NEWSLETTER

Co-Chairs view

The last newsletter of the year gives us chance to tell you about all the great offers in the Shop, both front and back, that will complete your Christmas shopping (see the other articles). We are at that time of year where we need to draw our 2021 plan to a close and look to our 2022 plan. It's been another year of good turnover and significant development.

Some of 2021

There have been some real successes, but it hasn't all been plain sailing and there continues to be a big workload on a small number of people.

We have continued to develop the Community Hub and the associated spirit. Whilst memories of the onset of the pandemic (March 2020) and work of the shop are beginning to fade the devastating effect of Storm Arwen (rural communities without power and consequently no heat, light water or communication) are a strong reminder that the only effective help, when "the chips are down", comes from friends, neighbours and your Community Shop.

It is very pleasing that we have strengthened our ties with the school. We were able to provide a sales outlet for all the gardening produce that was created by their gardening project. Inside we have a new kitchen and outside we have added a sheltered seating area and a rack to hold your bike.

Takings have remained pretty steady, the artists' development has transformed the back of the shop and people's awareness of the shop continues to grow. We've had some very successful pop up events and we are getting more suggestions about ways in which we could expand.

Whilst our appetite for volunteers is insatiable (still space for more) it has been very satisfying to see our young volunteers develop their skills and abilities in dealing with customers and running a shop. We want the shop to be a great environment to work/volunteer in and we want people to be happy. So we want to make sure that people are working in areas of the business which plays to their skills and interests. That said, we will always have things that have to be done that are not much fun!

Priority areas for development 2022

We continue to be challenged by taking on too much and so not completing/finishing things (e.g. the kitchen) and we need to put in systems and processes so that the shop runs well and efficiently and the volunteers and staff are able to enjoy what they do.

Our priorities – we suggest we have just two priorities:

- Being as efficient as we can be
- A welcoming place to come to

As ever, we welcome your comments and particularly with regard to these priorities.

(Jo & Percy)

THE SHOP GOES ARTY!

On 25th November, The Shop officially opened its latest venture: an art gallery, giving local artists the opportunity to exhibit and sell their artwork. The launch event, featured in The Ledbury Reporter, was extremely well supported. Several artists attended, enabling customers to meet them in person and talk to them about their work.

Occupying previously underutilised space at the back of the shop, the gallery displays paintings, prints, ceramics, and crafts by eleven different creative individuals. Celebrated artists from in and around the Ledbury area are featured: Valerie Maclean, famous for her paintings of May Hill, Lindsay Reid, renowned for her wildlife paintings, and Rachel Padley, Bromsberrow Heath's very own ceramic artist, have all taken spaces.



The mulled wine and mince pies served also went down well!!

The Shop's Management Committee would like to thank the many volunteers who contributed their time and hard work to make the art gallery possible.

We are particularly grateful to Araminta Fogden who is well known for her stylised animal paintings. She generously offered to run three art classes with the children from Bromesberrow St. Mary's Primary School. The Shop's Management Committee awarded prizes of art and drawing materials to the children at the launch whose paintings it judged to be the best. Painted onto wooden blocks coated with gold leaf, the children's artwork has created a stunning focal point in The Shop – please see the video on our website www.theshopatbromsberrow.co.uk which shows an amazing display of their work.

Araminta is also running adults' art workshops at The Shop. The last one on the 4th December was a great success and everyone enjoyed making garlands.



The next one on Saturday 11th December teaches painting. The workshop runs from 10.00 until 14.00 and costs £40 which includes a light lunch. Not only are her workshops hugely enjoyable, but they also make unusual Christmas presents if you are struggling for ideas for those 'hard-to-buy-for' people! Contact The Shop to book a place.

We have a wonderful range of greetings cards for family celebrations and Christmas. This includes handmade cards and a collection by Dame Babette Cole. She was a children's author and illustrator and her work includes 'Super Moo', 'Princess Smarty Pants' and 'Dr Dog'. They are beautifully drawn and very funny and we are very privileged to be able to stock these cards.

There is also a wealth of gifts to choose from at the shop – soaps, candles, handmade gifts, paintings and ceramics by local artists, slate boards, Christmas decorations, wooden salad servers, mugs and much more. We also stock ribbon and eco-friendly tape to wrap up those presents, have a wide selection of Christmas cards and a great selection of wines, beers and spirits.

BOOK CLUB

The first Book Club meeting at The Shop will be at 2.30 pm on the 13th December. All are welcome and at our first meeting, we will be bringing a Christmas story to share. The Book Club will meet monthly thereafter and will be a friendly light-hearted occasion at which tea and biscuits will be provided, together with a lively discussion.

OTHER SHOP HAPPENINGS!

We have delicious cakes and tarts by Just Rachel, as well as ice creams, just in time for Christmas. Lots of seasonal foods like chocolates and confectionary, jams and biscuits – perfect to make up a hamper as a gift. Come and have a look – you will be surprised by the choice of stock.

We also have Christmas trees in stock together with a selection of wreaths in various colours and sizes – prizes as follows:

Christmas Trees

5ft Trees - £27.00
6ft Trees - £35.00
7ft Trees - £42.00

Wreaths to order

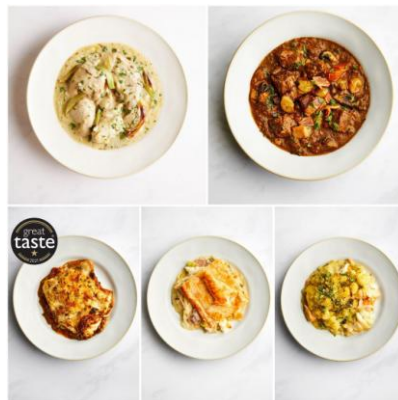
8" - £8.75
10" - £12.00
12" - £15.00



Choice of red or gold baubles, or for a more natural look, you can have pine cones.

New Range of Ready Meals ByRuby

In the coming days, we will be offering a new range of premium frozen ready meals at The Shop. Under the name ByRuby, they are made using only British free range, grass fed, ethical and responsibly sourced meat and fish. In single or double portions, they offer choices including classic Fish pie, Beef Bourguignon, Coq au Vin, Lasagne, pies, curries and vegetarian options. Perfect when you want to treat yourself!



The Community Shop at Bromsberrow has changed its winter opening hours – see below for new Winter opening times and also our Christmas and New Year opening times.



The Shop
At Bromsberrow

WINTER OPENING HOURS
From Monday 15th November

| | | |
|-------------|---------------|---------------|
| Monday | 09.00 - 14.00 | 16.00 - 17.30 |
| Tuesday | 09.00 - 14.00 | 16.00 - 17.30 |
| Post Office | 09.30 - 11.30 | |
| Wednesday | 09.00 - 14.00 | 16.00 - 17.30 |
| Thursday | 09.00 - 14.00 | 16.00 - 18.30 |
| Post Office | 09.30 - 11.30 | |
| Friday | 09.00 - 14.00 | 16.00 - 18.30 |
| Saturday | 09.00 - 12.30 | |
| Sunday | 09.00 - 12.30 | |

CHRISTMAS SHOPPING SATURDAYS

We will be open 09.00 - 14.00

Come and shop locally and support local producers, Craftspeople and Artists

Saturday 27th November, 4th, 11th and 18th December

Thank you to all our Volunteers and Customers for shopping and supporting our Community Shop

Bromsberrow Community Shop – at the heart of the Heath



The Shop
At Bromsberrow

CHRISTMAS AND NEW YEAR
OPENING HOURS

| | |
|-------------------------------------|----------------|
| Christmas Eve | 09.00 - 12.30 |
| Christmas Day | CLOSED |
| Boxing Day | CLOSED |
| Monday 27 th December | 09.00 - 12.30 |
| Tuesday 28 th December | 09.00 - 12.30 |
| Wednesday 29 th December | 09.00 - 12.30 |
| Thursday 30 th December | 09.00 - 12.30 |
| New Year's Eve | 09.00 - 12.30 |
| New Year's Day | CLOSED |
| Sunday 2 nd January | 09.00 - 12.30 |
| Monday 3 rd January | 09.00 - 12.30 |
| Tuesday 4 th January | NORMAL OPENING |

SEASON'S GREETINGS TO ALL OUR CUSTOMERS
AND VOLUNTEERS.

THANK YOU FOR ALL YOUR SUPPORT

+

WE STILL NEED YOU!!



We are still in need of volunteers so if you feel you would be able to help us keep the Shop running, please contact Marie at The Shop or have a look at The Shop website – theshopatbromsberrow.co.uk.

Journey of the Magi – T S Eliot

“A cold coming we had of it,
Just the worst time of the year
For a journey, and such a long journey:
The ways deep and the weather sharp,
The very dead of winter.”
And the camels galled, sore-footed, refractory,
Lying down in the melting snow.
There were times we regretted
The summer palaces on slopes, the terraces,
And the silken girls bringing sherbet.
Then the camel men cursing and grumbling
And running away, and wanting their liquor and women,
And the night-fires going out, and the lack of shelters,
And the cities hostile and the towns unfriendly
And the villages dirty and charging high prices:
A hard time we had of it.
At the end we preferred to travel all night,
Sleeping in snatches,
With the voices singing in our ears, saying
That this was all folly.

Then at dawn we came down to a temperate valley,
Wet, below the snow line, smelling of vegetation;
With a running stream and a water-mill beating the darkness,
And three trees on the low sky,
And an old white horse galloped away in the meadow.
Then we came to a tavern with vine-leaves over the lintel,
Six hands at an open door dicing for pieces of silver,
And feet kicking the empty wine-skins.
But there was no information, and so we continued
And arriving at evening, not a moment too soon
Finding the place; it was (you may say) satisfactory.

All this was a long time ago, I remember,
And I would do it again, but set down
This set down
This: were we led all that way for
Birth or Death? There was a birth, certainly,
We had evidence and no doubt. I had seen birth and death,
But had thought they were different; this Birth was
Hard and bitter agony for us, like Death, our death.
We returned to our places, these Kingdoms,
But no longer at ease here, in the old dispensation,
With an alien people clutching their gods.
I should be glad of another death.