

# LONGBOROUGH

## VILLAGE SHOP

### **WE HAVE A CHAIRMAN FOR THE ACTION GROUP**

As outlined in my last message, nominations for the chair of the SOS Action Group closed at 1800 on Friday. Only one nomination was received which means that there is no need to hold an election to choose between two or more candidates.

The person who therefore becomes Chairman of the Action Group is Richard Whitby who has very kindly offered himself for this role. The introductory paragraph Richard wrote about himself is overleaf on the second page of this message. As you will see, he brings a really strong set of skills to the role and – earlier in the week – took the helpful initiative of creating a new website for the Action Group. He will be able to provide further information next week.

To have a chance of succeeding, this attempt to save the shop is going to need a major push by Longborough and Sezincote communities as a whole. It is already clear that this will take a major increase in the use of the shop and in the number of volunteers to serve in it, as well as donations. It cannot be done by only a core team.

That said, some of the work involved in researching, co-ordinating and communicating things on behalf of the Action Group will require volunteers. I have already received and passed on to Richard some individual offers of help. Please let him know if you have ideas or can spare time to help. There will also be a chance to step up at Tuesday's meeting if you are willing to be involved.

Richard's personal email address is : [rwhitbyhome@yahoo.co.uk](mailto:rwhitbyhome@yahoo.co.uk) His mobile phone number is: (07780) 607977.

Please encourage as many people as possible to come to **the first meeting of the Action Group at 1930 on Tuesday 25 April in Longborough Village Hall.**

Many thanks.

With best wishes,

**Robert Barnett On behalf of L &S VSA**

21 April 2023

**/Richard's introductory Paragraph**

## **Richard's introductory Paragraph**

I have lived in the village full time for over 16 years. I have also run a company for over 20 years, Crisis Solutions, that trains organisations of all kinds to deal with a crisis. Whether a global bank, or a high-street retailer, most organisations faces a crisis at one time or another. Some of the most well-known names in retail have gone bust in these tough times, so we shouldn't feel that we have failed in getting to where we are.

Solving the crisis does not rely on one 'silver bullet' or spark of inspiration. It requires a logical process, which we call the ACID test. The ACID test stands for:

Activation (e.g. of an effective action group).

Communication - in a clear and effective way.

Information management (separating out important information from the white noise).

Decision making.

As with any crisis the outcome is uncertain, but I will do everything I can to harness the resources we have within and outside the village to give us the best chance of success.

Thank you.

Richard Whitby.  
07780 607977

### *A Community Owned Enterprise*

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