



One customer at a time!  
 Please observe social distancing  
 Please try to pay contactless  
 Please bear with us & our volunteers

**MEAT**

Beef - Topside boned & rolled (3-8kg) 10.20  
 Beef - Diced (Roast) Steak (800g) 9.00  
 Beef - Lean mince 6.50  
 Beef - Salt Aged Black Angus Bag Burger £2.50/burger  
 Pork - Sausages (500g) 6.00  
 Pork - Filled / Fried (approx 500g) 10.00  
 Lamb - Leg of Lamb boned & rolled (2.5-3kg) 13.50  
 Beef - Sliced Roast beef £2/100g  
 Pork - Sliced Roast Ham £2/100g  
 Pork - Bacon 13.50  
 Pork - Black Pudding 9.50  
 Chicken - Whole oven Rd (1.5-1.8kg) 5.30  
 Chicken - Corn free chicken fillets (200g/300g or 400-500g)

**FRUIT & VEGETABLES**

Sagitta Potatoes 60p/kg  
 New Potatoes  
 Carrots 70p/kg  
 Onions 70p/kg  
 Garlic 65p/each  
 Cauliflower £2/each  
 Peppers £4.40/kg  
 Eating Apples £3.60/kg  
 Cooking Apples £3.60/kg  
 Lemons 60p/each  
 Red Cabbage £1.20/kg  
 Butternut Squash £1.70/kg  
 Mushrooms £3.50/kg

Salad  
 Tomatoes  
 Cucumber  
 Parsley  
 Coriander  
 Parsnips  
 Swede  
 Bananas



# Diversifying services: How to set a strategy for the future

October 2020



[www.plunkett.co.uk](http://www.plunkett.co.uk)



power to change | business in community hands



**During the Covid-19 pandemic, community business have shown incredible adaptability and resilience, quickly implementing changes to best meet the needs of their communities. As we look to the future, the long-term implications of the pandemic and its effect on our daily lives will undoubtedly affect the services that community businesses provide. This factsheet outlines how diversifying services can help your business – and local community – to thrive, and how to approach setting a diversification strategy.**

## WHY DIVERSIFY?

The purpose of diversification is to enter into alternative or new lines of business that are different from your current operations. When implemented wisely, a well thought through diversification strategy can contribute to keeping your community business stable and helping it to thrive and grow. This might mean offering additional services, such as prescription collection and delivery; introducing different ways to access your products and services, such as an online shop to take orders for delivery or click and collect; or broadening the range of products you stock to meet changes in demand.

New products or services can enable your community business to make more sales to existing and new customers, or you may be able to expand into markets that might otherwise have been closed to your organisation.

Diversification can build resilience, enable economies of scale and it can also increase the value of any business, but success will depend on some careful planning.



## THE FIRST STEP

Before any diversification can take place you will need to carry out a thorough risk analysis of your community business. This will help to ensure that any diversification does not put the existing business at risk.

By thinking through what risks might be involved in your plans it will help you to manage any emerging risks as and when they occur.

Your plan and diversification strategy should be based on:

- A thorough knowledge and assessment of the market;
- A good understanding of the current economic situation and;
- The core skills and resources that already exist within your business.



## HOW TO DIVERSIFY

- 1.** Start to gather some diversification ideas: speak to your staff, consult with your volunteers and colleagues, and speak to family members and friends. Use the Plunkett Foundation's community shops and pubs networks on Facebook to find out what has worked well for other community businesses, and test your ideas
- 2.** Think about the needs of your customers/service users and how you can encourage them to keep buying your products and/or keep using your service. Are you responding to a current need, such as offering take away meals to vulnerable residents in your community due to Covid-19, or are you planning for future growth?
- 3.** Undertake a simple risk analysis to help identify what opportunities might exist and think about what could go wrong. It is important to think through all the risks before you invest any money and time in the new venture
- 4.** Identify and consider the physical, financial and human resources that will be needed to set things up and to keep things going. For example, if you're considering setting up an online shop to widen your customer base, do you have volunteers or partners with the right skills to help make the project a success?

*continued on next page*



5. Carry out research into any safety or legal implications that may be required in the sale/development of a new product or service and also consider:

- **Demographic diversification:** Attracting new types of customers involves carefully understanding the profile and buying behaviours of different social groups. It will help you to target your offering into new markets using age, gender, online and social profiles. Developing an online ordering and delivery platform, for example, could help you to attract customers that do shift work and aren't normally able to use your business. It could also give those shielding, or isolating, the opportunity to shop locally - a choice that is taken away from them if they have to rely on supermarket deliveries as they can't get out.
- **Product diversification:** Recently, due to the COVID-19 pandemic, there have been many examples of product diversification. For example many distilleries in the UK have switched to producing hand sanitiser instead of alcoholic spirits. Clothes manufacturers are making scrubs for frontline staff. Engineering companies are manufacturing ventilators and PPE equipment in response to demand from the NHS. Identify the demand in your community, and whether you can diversify your product range to meet that demand.

- **Service diversification:** Many community businesses have successfully diversified services in response to the COVID-19 pandemic. Pubs have offered meals on wheels services for elderly and vulnerable residents, or pop up shops where there isn't a convenience store in the local area. Shops have introduced home delivery services, personal shoppers and prescription services. Many are planning to maintain these new services as lifestyles adapt to the current circumstances. Consider the needs of your local residents, and whether you can introduce additional services in order to better support your community.

## THINGS TO REMEMBER

Diversification projects – big or small - can be incredibly successful in helping to secure new customers, increase margins, ensure the viability of your business and further support your local community.

- Ensure that any new offerings create value for the customer
- Become an expert in the market that you are thinking of expanding into
- Build on your existing skills and strengths as a community business
- Make sure that you have the right people in place and a strong team
- Talk to other community businesses and find out what has worked for them





## USEFUL LINKS AND FURTHER SUPPORT

- Watch recordings of recent webinars, including 'Diversification: Being 'More than a Pub' on the Plunkett Foundation website:  
<https://plunkett.co.uk/covid-19-webinars/>
- Read and watch case studies of other community businesses who have diversified services during Covid-19 on the Plunkett Foundation website:  
<https://plunkett.co.uk/case-studies/>
- If you're a Plunkett Foundation member, you can access a free business health check to help you understand how your business is currently performing and inform your plans for the future. Find out more about membership here:  
<https://plunkett.co.uk/becoming-a-member> or email [membership@plunkett.co.uk](mailto:membership@plunkett.co.uk)
- Download a variety of webinars on topics such as adapting your business model from Social Enterprise UK:  
<https://www.socialenterprise.org.uk/coronavirus-information/coronavirus-support-webinars/>



## Follow us

- @ info@plunkett.co.uk
- f facebook.com/plunkettfoundation
- t @plunkettfoundat
- i @plunkettfoundation
- g www.plunkett.co.uk

Plunkett Foundation  
Units 2-3  
The Quadrangle  
Banbury Road  
Woodstock  
OX20 1LH

**01993 810730**

Plunkett Foundation is a registered charity, numbers CC 313743 (England and Wales) and SC 045932 (Scotland). It is a company limited by guarantee, registered number 00213235 (England and Wales).

