

# Costcutter<sup>©</sup>

## STITHIANS, CORNWALL

Jason Burley, store manager

## COMMUNITY SUPPORT

### Hard to reach becomes hard to beat for Cornwall store

Being in a rural area brings plenty of challenges to a village shop, however it can also be turned into an advantage. That's the experience of Jason Burley, owner of Costcutter Stithians in Cornwall, since he opened the store in 2016.

The village of Stithians is home to around 2,500 people but is also located in the middle of four larger towns: Falmouth, Helston, Redruth, and Camborne, with Truro also slightly further away. In total, that's a catchment area of at least 80,000 with a slighter older, and affluent customer base.

"My biggest concern when we opened was that there was no trading history since there was no shop here four years ago. So we decided to make ourselves a destination: a convenience store but with a farm shop twist. Now we've actually got people travelling four or five miles to do their shopping with us, and as more people become aware of our strong offer, we're attracting shoppers from further afield."

That's only accelerated during the coronavirus lockdown period as people started avoiding the larger supermarkets. Jason described the first few weeks as being calm but as soon as buying restrictions started being enforced at the larger stores, that's when the rush really hit, and it doesn't look like it's slowing down anytime soon.



**AVERAGE  
BASKET SPEND**

**£18.00**



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“We’re on track to have the busiest week since we opened,” he said, “With footfall averaging between 250 a day during the week and 350 at the weekend, and an average basket spend of a very healthy £18.”

Jason grew up in the village and his family still lives there, so everything about store has always been very community minded. That includes home deliveries for vulnerable local shoppers. “We’ve always offered home deliveries, either delivering direct to their door or even collecting our elderly shoppers by car and bringing them to and from the shop for them to do their own shopping but it’s never been like it is now. We’re doing an average of 20 to 25 home deliveries a day, seven days a week”

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140 – 175

HOME DELIVERIES PER WEEK



The store team is helped by a network of volunteers who as well as undertaking local deliveries, they have even lent a hand to unload deliveries, stock shelves and pick orders. Jason has to increased staffing levels to cope with demand during the crisis.

It’s not just during the lockdown that the volunteers support Jason and his teams efforts to serve the local community. They have also helped out during heavy snow when travel around country lanes can be difficult. The store also support a number of local charity events to help raise money for the local playing field and Macmillan.

“We’ve always tried to do what we can to support our local,” says Jason.