

Changemakers Proposal

(ADPA5002)

The fundamental need for an on-campus shop.

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Abstract

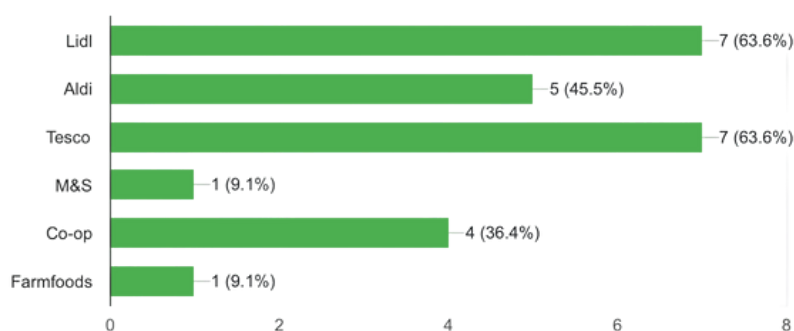
Too many times, people around me have muttered, "If only there was a shop here" and "I only need milk, co-op is too expensive"...so why isn't there a grocery shop here? Carmarthen is small in comparison to many other towns with universities. I've discovered that, despite it's many advantages, it comes at a cost. With the nearest shop selling two pints of milk for £1.85* and the other a twenty-minute hilly walk away, shopping is a challenge for us students living in accommodation, at the University of Wales Trinity Saint David (Carmarthen).

After pitching my idea to many students and lecturers, I received a great deal of positive feedback, with many people who are saying that it is a much needed necessity. I also learned from a staff member that there used to be a food shop, but further enquiring into what happened to it revealed that it no-one knows why it had closed down; One can only assume that it wasn't making enough money or that there were staff shortages. However, I believe that it is essential for us students and staff to be able to get the most basic necessities, like milk, bread, and period products, right at our doorstep without having to travel well over 15 minutes or spend a fortune.

The pros and cons of having a basic grocery store on the UWTSD Carmarthen campus will be covered in this project.

Primary Research

What shops do you use whilst at uni?



Survey:

The last thing I would want is for the university to invest in this idea only for it to fail, therefore I made sure that my research provided enough confidence that students would utilise the shop. Although I only received eleven responses in total, each one is significant to me and the idea.

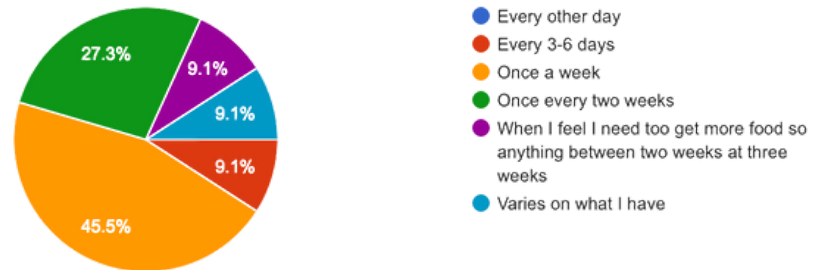
Since I personally would feel awkward talking about money, I started by gaining a thorough understanding of the supermarkets that people shop at in order to see their pricing range. The cost of the products the shop would sell will be a key factor in it's success. I am aware that many previously inexpensive items are currently becoming more expensive due to the cost of living and inflation. So finding that balance between how much profit the shop needs to be able to survive and making it affordable to students is an area that would need more expertise.

So from the first question, I gathered that people like to shop at Lidl and Tesco which are the cheapest and closest shops. Which does it correlate with each other, as co-op is the closest but didnt have as many votes as the others.

I looked at the average prices of a food shop at lidl and for basic food the basket came to £20.94 - which is very cheap, where as tescos was £26.24. So I think that its best if we keep the produce as cheap as possible in the shop. I also thought it could be a good idea if we sell local produce from around carmarthen, however I think the logistics for that arent the best due to shelf lives and having to help people set up their companies with in the shop and keeping tabs on what they are selling in the shop.

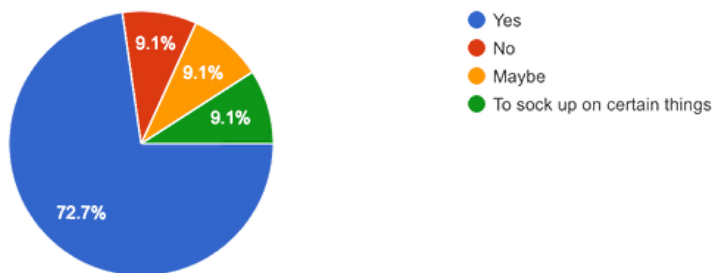
The second question I posed was, "How frequently do you visit a grocery store?" I needed to reassess this information to see whether or not the store would be frequented daily by diverse individuals rather than just the same ones.

How often do you go to do a food shop?



Looking at the responses, 45.5% of respondents indicated that they go shopping weekly, which leads me to believe that the on-campus business will be busy and have a steady flow of customers, which is the ideal situation to be in. Then, 27.3% were every two weeks, and the statement "Varies on what I have" was stated, which I thought was quite significant. Since having a shop here will be essential for that, this entire plan was inspired by instances in which my flatmates and I needed things in a pinch, whether it was loo roll or some milk. Personally, I have a hard time juggling time to go shopping, especially when we have for everyone, but especially for students who can't drive and must walk, lectures every day, till it's late and dark, are not beneficial.

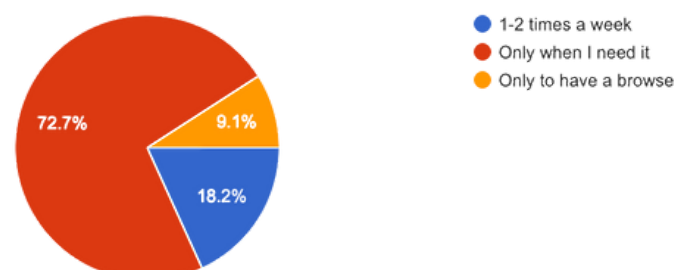
Would you use an on-campus shop?



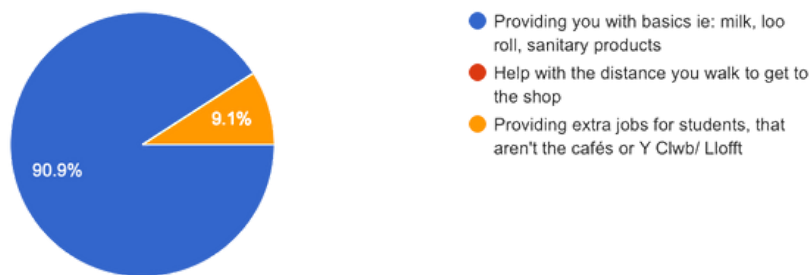
The most crucial issue was whether or not they would use the shop at all, and 72.7% of respondents said that they would. Which is great since that's what matters most, and I wouldn't want the shop to go to waste. Again another person mentioned a good point of "to stock up on certain things" which is the reason why it would only be basic things.

Most respondents to this question indicated that they would only use it as necessary. As previously said, this store wouldn't be for individuals to perform full-blown food shopping; rather, it would be for them to pick up what they need in an emergency.

How often would you use it?



Would an On-campus shop help you by...

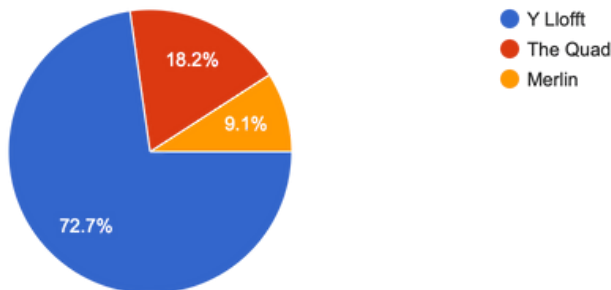


Another crucial issue I had was about how they would assist them, and it was about the basics once more. However, another unique insight I offered was that it may assist in giving students jobs that aren't late-night jobs like working behind the bar with drunk students and/or working at the food places.

I also think it would be quite a relaxed job where students would be able to work on their University courses as well as assisting anyone who needs help at the shop.

A different question I thought was crucial was where the shop would be perfect to go. The only options I gave as if it could be put up in the next few weeks then these places are the best as this is where students go to the most. Most people thought Y Llofft by the SU as it isn't a space that is used a lot and it is also quite a big space a that so I think it would be good. However I feel like the space is forgotten about and very much out of the way.

Where would you put the shop?



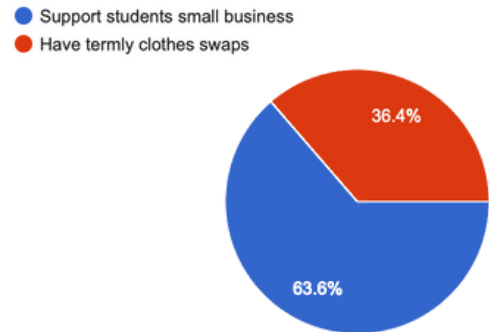
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I thought that having it in either the Quad or the Merlin would be better as thats where I thought most students hang out and where it gets busiest.

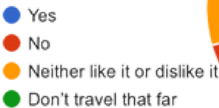
Any other notes/ or thoughts about it?

- A shop would be a major improvement to the uni
- Need to accommodate all students needs weather that be vegan or gluten free products
- Would be super useful for those suffering with mental health issues to access a shop nearby instead of walking by themselves..
- No
- Handy to pick up bits for tea if forgotten

Having a pop-up days where students can..



Do you like travelling 15+ mins to get to the closest shop?



Secondary Research



I researched into Universities that have shops on campus and one that has been very successful is a Nisa Local at the University of York that offers "Offers home goods, milkshake and slush machines, a Smokin' Bean coffee machine, and a sustainable cereal dispenser section."

I found out that the website said that any profits that the shop makes is then invested into making the campus better for students.

Another University that provides their students with a cheap and cheerful things is Aberystwyth University where as listed they they provide:-

- In store Bakery
- Hot filled rolls, Freshly prepared and made to order
- Biggest range of sandwiches on campus
- Snacks, confectionary and groceries
- Hot Grab and Go
- Halal and Vegan options as standard
- Toiletries and hygiene products
- Stationery and everyday essentials
- Gift Ware
- Greeting Cards
- Branded University Clothing
- Meal deals (Choice of sandwich, choice of drink and choose either fruit, chocolate, or crisps) from £3.20



I found this list very helpful as I think it also gives all me a better understanding about what we can provide for our own students. However we already have a stationary and branded clothing shop in the Quad, so I don't think we would need to include that within the shop.

But things like the in-store bakery and having little things like gift cards and the reminders of Halal and vegan options important as well.



"The change follows feedback in student surveys which found that students wanted a branded shop offering on campus. The new shops, in the Portland Building, University Park and the Exchange Building, Jubilee Campus, give students a much wider choice and better range of products, with offers being expanded to include healthier choices alongside more conventional student products.

The greatly improved shopping experience will hopefully encourage more students to shop there more regularly, as a selection of fresh produce, competitively priced 'meal deals' and healthy options are available.

There will also be regular opportunities for the students to maximise their budget with carefully selected and targeted seasonal offers, offering choice and value for money

that is comparable to other branded competitors. With these changes ensuring students are getting the best deals, student satisfaction with the SU Shops should improve dramatically over the coming months." (UoN,2016)



After analysing this article, I think that starting up our own shop would be quite hard to do, as we'd need to hire people and them work for the University and having to look after management ourselves, however seeing that most unis have got an outside company, like Nisa and SPAR, I now feel like that could be slightly easier to manage.

The article also mentioned that all the profits of the shop were again invested into their Student's Union and the SU manager, Kristian Bennett said: *"We have seen a definite shift in the attitude of the student population over recent years, with increasing importance being placed on opportunities to stay healthy, as well as great value for money. We're excited about the new partnership with SPAR because it allows us to offer really great value, while also providing students with healthy alternatives that won't break the bank."*

Overall Proposal

After conducting surveys and examining other UK universities with on-campus stores, I can confidently state that having a grocery store at UWTSD Carmarthen will be very beneficial for students. Students with disabilities or those who are out of toilet paper will gain from it. It was also quite gratifying to learn that universities that have partnered with businesses are investing their revenues back into the university. Additionally, the shop can create several opportunities, such as new jobs for students, clothing swaps to cut waste, and further investments in the university.

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