

Andy Jolliffe



Community background

I have lived in Longparish for over 30 years, and retired early in 2015 after 35+ years in sales and business management and have been a trustee for the Longparish Community Association for nearly 10 years. During the Covid lockdowns I coordinated the community's efforts to keep the village shop running, plus organised delivering fruit and vegetable boxes. I also spearheaded the campaign against the incinerator project.

Involvement with the Plough

I hold a passionate belief that the Plough is integral part of our community and that it can operate successfully as both a Community Hub and Pub, providing a fantastic asset for our community, both now and for future generations.

Actively involved right from the very start of the campaign to save the Plough. From fighting the planning application to convert it to housing, through to leading the Plough Ahead steering group, founder member and chair of Longparish Community Pub Limited, co-writing the business plan, helped to secure grant funding, launched the Community Shares Offer, and negotiated the eventual acquisition, and managed the refurbishment.

Chair of the Committee

At its heart, this project is about what it provides for the community. To support this, I believe the Management Committee's primary responsibility is to ensure our underlying pub-trading business is financially sustainable, and also to act with caution where necessary in order to protect the long-term future of our valuable community asset and our shareholder's investments.

Since the Plough reopened in Sept 2021, I have applied my experience from working in fast-growth and successful technology start-up companies, to help ensure the Plough could trade profitably as quickly as possible. As the Society now emerges from a hectic growth phase to become a steady business, the committee's focus can turn to both ensuring we have strong processes, management and governance, as well as delivering on the wider community-oriented goals and aspirations that were set out in the business plans.