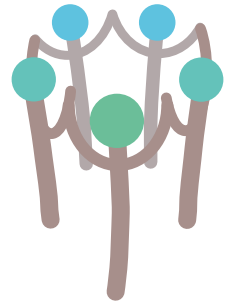


# West Sussex Social Enterprise



## CASE STUDY

# 5

## dizzy retail

For more details about this project:

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Registered Community Interest Company:  
No: 05375930

**dizzy** was established as a Community Interest Company by husband and wife team, Jools and Jane Chaffer. Jools, a business man and entrepreneur, wanted to use his business expertise to find a way of supporting people with diabetes, a condition that his wife has had for over 20 years. The couple always thought that more needed to be done to raise awareness of diabetes and to raise funds to support local initiatives.

In August 2005 the first dizzy shop opened in East Preston, near Littlehampton, funded by a loan. **dizzy** is a charity shop relying on donations, but it differs from most charity shops, modelling itself on a commercial retail chain and using some tricks of the trade such as product placement.

Soon after the first shop was up and running, a second shop was started in Middleton-on-Sea in February 2006. This shop uses the same branding and professional layout as the first store.

**dizzy** now also lease an office unit in Middleton-on-Sea which is used as their headquarters. They have ambitious expansion plans and are looking at establishing a nationwide franchise.

**dizzy** is much more than a charity shop; they pride themselves on supporting the local community where they are based and have run several community awareness raising events. They have also helped to diagnose 12 diabetes sufferers from just talking to people in their shops. **dizzy** now employs 5 members of staff (full and part time) and currently has 32 volunteers and is already using surpluses to support local diabetes initiatives.

### OUR MISSION

to assist diabetics both supportively and financially

#### Our Objective

to promote awareness of diabetes in the locality

#### Our Primary aim

to improve the lives of diabetes sufferers



### What is a Community Interest Company?

Set up as a new legal model in 2005, Community Interest Companies (CICs) are limited companies, with special additional features created for the use of people who want to conduct a business or other activity for community benefit, and not purely for private advantage. This is achieved by a "community interest test" and "asset lock", which ensure that the CIC is established for community purposes and the assets and profits are dedicated to these purposes.

Registration of a company as a CIC has to be approved by the CIC Regulator, who also has a continuing monitoring and enforcement role. To find out more visit [www.cicregulator.gov.uk](http://www.cicregulator.gov.uk)

This case study has been compiled by West Sussex County Council for the West Sussex Social Enterprise Steering Group with the express permission of the project. For more information on the West Sussex Social Enterprise Steering Group - Contact 01243 777606

If this information is needed in an alternative format please contact us and we will try to meet your needs. Call 01243 777544.  
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