

## Arundel Farmers Market - Working group update

3<sup>rd</sup> February 2021

### **January market report:**

The January Farmers Market was our 2nd online only Click & Collect market.

We advertised this event via social media local community pages and sent several email newsletters to customers who had previously ordered in November.

Word is spreading. There were 67 orders placed in January verse 46 in November which is an increase of 45%.

Arundel LIDO again kindly offered the use of their marquee for collating orders and their car park for customers to pick up their shopping. For the first time, we added an opportunity for customers to donate the Lido when making their purchases and whilst collecting. I am very happy to report we raised £100.

The operation ran seamlessly on the day with the help of 2 Community Volunteers who assisted alongside several of the traders, the Market Manager and Sue Roderick.

Following previous feedback, we increased the customer collection window from 15 minutes to 30 minutes and this worked well.

The AFM Working Group are delighted to offer this service for our community during lockdown, and to help support our local growers and producers in a time when all businesses are struggling to survive.

### **February market plan:**

The next market will continue as a Click & Collect only market.