

Arundel Farmers Market - Working group update

26th Feb 2021

February 2021 market report:

The February Farmers Market was our 3rd online only Click & Collect market.

We advertised this event via the ACN newsletter, social media, local community pages and sent email newsletters to our own data base and to all customers who had previously ordered.

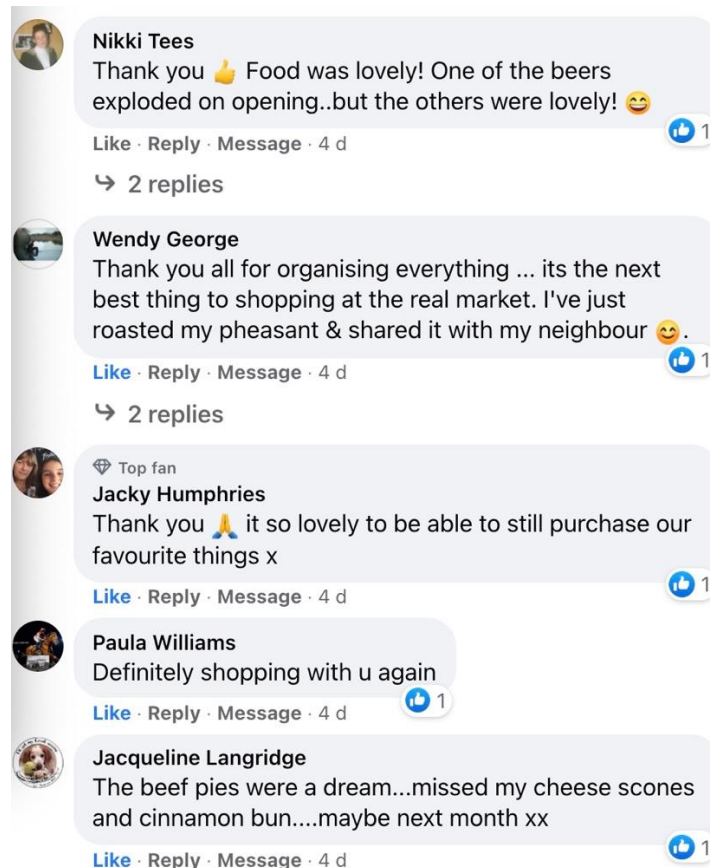
There were 75 orders placed in February verses 67 in January.

Interestingly the average spend was up to and this all resulted in a sales increase around 34% on the previous month.

Arundel LIDO again kindly offered the use of their marquee for collating orders and their car park for customers to pick up their shopping. We added a pop-up box to the customers to website inviting customers to support the Lido when making their purchases and whilst collecting. I am very happy to report we raised another £100.

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

We continue to have very positive feedback from customers both on the day and via social media (see below). 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.



The image shows a vertical scroll of five social media comments. Each comment includes a profile picture, the user's name, the text of the comment, and interaction options like 'Like', 'Reply', and 'Message'. The comments are all dated '4 d' (4 days ago).

- Nikki Tees**
Thank you 🙌 Food was lovely! One of the beers exploded on opening..but the others were lovely! 😊
Like · Reply · Message · 4 d · 1 like
↳ 2 replies
- Wendy George**
Thank you all for organising everything ... its the next best thing to shopping at the real market. I've just roasted my pheasant & shared it with my neighbour 😊.
Like · Reply · Message · 4 d · 1 like
↳ 2 replies
- Jacky Humphries** (Top fan)
Thank you 🙏 it so lovely to be able to still purchase our favourite things x
Like · Reply · Message · 4 d · 1 like
- Paula Williams**
Definitely shopping with u again
Like · Reply · Message · 4 d · 1 like
- Jacqueline Langridge**
The beef pies were a dream...missed my cheese scones and cinnamon bun....maybe next month xx
Like · Reply · Message · 4 d · 1 like

March 2021 market plan:

Other markets in Chichester, Horsham, Shoreham and Steyning have continued throughout the lockdown. Now that the Government have announced the roadmap out of lockdown, the working group feel the time is right to return to a physical market in the High Street. Therefore the March market will be an ESSENTIALS only Farmers Market located in the High Street with a full road closure to provide a safe area and allow for shopping and social distancing. As in previous markets, safety measures in place will be in terms of market layout, marshalls, hand sanitiser stations and stallholder Covid Safety compliance.