

## North West Zoom Call Notes

26<sup>th</sup> May 2020 – 7.30pm



**Present:** Frasers, Brendan Anderton, Lishmans, Higginsons of Grange, Cranstons,

All members continue to be very busy with trade increasing, the main worry is how to keep the new customers and develop a sustainable business.

### Frasers

- Turnover tripled; Noticed more use of CC rather than Debit cards and wonders if this means there will be a day of reckoning when people have to pay them off.
- The trade has shown that in reality their biggest competitors were in fact restaurants – as people can not go out to eat, they are buying more food to compensate
- Deciding whether to continue with all the new services – may stop deliveries.
- Dedicated mobile phone and no. due to staff getting messages on their own phones, so it now streamlines the calls to one place and keeps a record of customers no's
- Text customers confirming their order is ready, also provide BACS details for direct payments. They can check it's in the bank before releasing the order.
- Video's of the counter, and updates on FB to help customers know what is on offer.
- Website shows products but is not ecommerce.
- Staff have been asked to take alternate Mondays off, or next 5 weeks, to help the business cope with staff holidays
- Click & Collect works really well
- Distancing, two in shop and front of shop taped, owns the land.
- Screens on top of counters inserted quite early on and works well for staff and makes them feel more protected.

### Brendan Anderton

- Surprised to see larger pack sizes c1kg in weight selling well,
- The business instigated the hygiene rules quite early.
- Card payments not going thro – the group felt this was mainly when using contactless, and the wifi connection is busy.
- Some staff asked to take holidays, especially those on Furlough
- Thinking about Redeploying staff, to help the retail side of the business
- Staff issues – doing more or longer hours and being more flexible some are finding it difficult to plan their own time.
- Request their customers to pay online via the website and Paypal
- Customers not wanting change
- BA - Cash handling – staff worried about handling
- To aid with cleaning of counters now use steam cleaner to clean counter glass

### Cranstons

- Click & collect at Cranston is reducing, and some of the shops in the Tourist area's are being hit hard by less spending and customer footfall. They are looking at ways to stay open later or update the click & collect
- Noted that supermarkets have change or removed all their protective distancing and guidelines – which for some customers has made them uneasy, so are shopping with the local stores as they feel more protected.



### **Lishmans**

- Trialled a text message promotion this week, to engage with new and existing customers. Not sure on uplift yet, but had a few customers mention they had received a message.

### **Delivery charges**

- Lishmans £3.50 locally, nationally £8
- Cranstons - National - £8 – free over £90 certain amount – APC – box and liners can cost up to £11
- Blacker Hall Farm Shop charge an admin fee even for Click & Collect, due to the time to process and upload the order,
  - All agreed this was an issue, and is something to consider long term, how to mechanise or reduce the ordering process.
- BA – free in local area – national del via Parcel Force – poly boxes with cool packs

### **Future Considerations:**

- Customers will eventually have less money due to redundancies, especially when businesses have to start paying towards the costs of furloughed staff, therefore will this knock on effect vary peoples spend instore?
- Many customers are paying by Credit card, but will have to eventually pay off their bills
- Govmt Business Loan – easy to get/access – Frasers and Lishmans have both applied and received £50k – but it still needs to be paid back!
- Meat Order carriage costs, never usually cover the actual cost so some over charge on the meat to cover the carriage, others charge a straight recharge of whatever the carriage is
- Has anyone any 'Exit plans' i.e. 1 mtr distancing, many thought they would check in with their customers before even following Gov advice
- Will cash become less used, as people get used to paying digitally
- Use of digital marketing to keep customer i.e. Text or Messenger adverts/promo's/ reminders. A whole new learning curve for some.

Discussion closed at 9.10pm

Suggest next call in 3 weeks on 16<sup>th</sup> June @7.30pm