

BUSINESS TOOLKIT

SUPPORTING LOCAL FOOD & DRINK



People are now much more interested in where their food and drink has come from and want to know more about the businesses and stories behind them.

Food and drink plays a huge part in determining visitor perceptions of a destination.





● Contents

Why have we produced this Toolkit?	3
Introduction	4
Let's go local	5
Top tips 'How to be more local' for retailers & restaurants	6
Top tips 'How to be more local' for manufacturers & producers	7
Work together Nottinghamshire	8
Working Together: Business Example – The Fruit Basket	9
Mythbuster – separating fact from fiction	10
Finding new local customers	11
Practical menu help	
Transform your menu	12
'Season' your menu	13
The 'Eat Seasonably' campaign	14
Local food ideas	16
Menu sample ideas	17
Inside bites	18
Digital Marketing Help	
Social media tips	19
'COVID-19' Social media support tips and & example business case	20
Support Resources	
Adapting: Home deliveries	22
We're Good To Go	23
Local suppliers/producers list	24
Covid-19 support resources	26
General useful resources	27
Appendix A: Self-Assessment Tool for hospitality & retail businesses	28
Appendix B: Self-Assessment Tool for Manufacturers, Producers & Growers	29
Appendix C: The Fruit Basket - The Full Story	30





Kerry's Fresh



The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

● Why have we produced this toolkit?

The world has been hit by the COVID-19 pandemic and Nottinghamshire is facing one of its most difficult periods and economic challenges ever. Whilst we recognise the enormity of the obstacles that lie ahead, we are determined to do all we can to create the right conditions to support the recovery of our businesses and local economy. We have devised an Economic Recovery Action Plan to help our economy withstand and recover from COVID-19.

This Toolkit has been produced as a deliverable of the Recovery Action Plan, to support the Food and Drink sector, in line with feedback we received when we recently conducted our 'COVID-19 Visitor Economy Recover Planning' business survey.

69% 

of businesses stated a major short term and longer-term challenge as "consumer confidence after all measures have been put in place".

A business said, 'a regional marketing push to illustrate what's best about the area' would help their business.

46% 

of businesses stated a 'positive PR/marketing toolkit for businesses to use' would help them.

Another stated 'availability of ingredients for our distinctive menu' as being a challenge.

51% 

stated social media activity to drive traffic would be helpful.

A respondent said 'local businesses buying local produce' has had a positive impact.

We recognise that food and drink has been one of the hardest hit industries in our county and understand the fundamental role it plays to Nottinghamshire as a destination and the local economy. This Toolkit has been designed to offer tips and guidance to support businesses to be more 'locally focussed' and leverage the assets we have in Nottinghamshire. This capitalises on changes and accelerations in consumer trends, towards being more 'locally conscious'. The toolkit also includes some COVID-19 specific resources and tips. Businesses can implement these to try to tackle the challenges and mitigate some of the negative impacts of the pandemic.

In the appendix you will find a self-assessment tool, use this before commencing the toolkit to assess how 'local' your business currently is. Then use the toolkit to find ways to become an even better ambassador for Nottinghamshire food and drink, while combatting the effects of COVID-19, on the path to yours and Nottinghamshire's recovery.

● Introduction

Why being more local is so important to both YOUR business and NOTTINGHAMSHIRE

Now more than ever, sourcing locally is vital to Nottinghamshire, our businesses and our residents. COVID-19 has impacted all aspects of our lives, and the food and drink industry has experienced some of the most upheaval. Under the intense pressure of the pandemic, vulnerabilities within our food supply chains have been exposed. Fundamentally, relying so heavily on imports and exports, has meant our supply chains have weakened under the sudden changes and strain of the pandemic. Buying and selling local produce will help to address this industry-wide issue, as well as bringing a whole host of other benefits to Nottinghamshire.



The Dapper Spaniel

Locally sourced food and drink play a key part in developing a unique sense of place for Nottinghamshire and can help attract visitors.

Offering an authentic, local experience that encapsulates all things Nottinghamshire could help your business to stand out from competitors and attract new and returning customers.

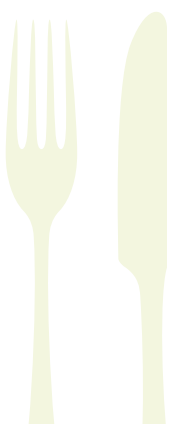
Both buying and selling local food and drink keeps money invested in the local economy, helping to realise true growth in the county.

Offering local produce also helps to provide the people of Nottinghamshire, fresher, tastier and healthier food when it reaches their plate.

DID YOU KNOW?

Just eating locally sourced alone, can reduce an individual's carbon footprint by up to...

6%



Pastability



Perkins Bar & Bistro



Pastability



Kerry's Fresh



The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

● Let's go local



5 key reasons why 'Notts Nosh' is best:



Sourcing locally is a great selling point

Locally sourced food will attract many more customers. Local food and drink has been a longstanding trend which has been gaining traction in recent years. COVID-19 has accelerated this trend, and now, 48% of UK consumers are ready to pay more for local foods and those brands that emphasise provenance and local supply chains.



Supports the local economy

COVID-19 has triggered a global economic crisis. By buying and selling local food and drink you will be keeping money circulating within the local economy. This is critical to Nottinghamshire's economic recovery and will play a vital role in job retention.



Create an experience

COVID-19 has impacted the tourism industry, resulting in a rise in domestic tourism and 'staycations'. It is more important than ever, for Nottinghamshire to be a standout destination. Leveraging local provenance with food and drink helps to do this by creating authenticity and a more valuable experience for visitors.



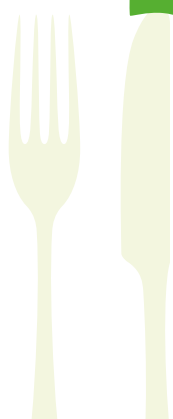
Food nostalgia and local comforts

For many, especially the older generations, buying locally transports them back to happy times in their lives. These are often childhood memories, where for many, local Food and Drink was the norm and usually the only option. This food nostalgia acts as somewhat of a safety blanket, triggering fond memories. In times of uncertainty, people revert to what they know and can control; since the onset of COVID-19, 37% of UK consumers are revisiting dishes from their childhood, in search of comfort and familiarity. It is also proven that for a large proportion of people, local produce provides a perception of increased health benefits and buyer confidence.



Reduce carbon footprint

Sourcing locally means products travel much less, reducing emissions and improving environmental sustainability. The importance of this is ever increasing, COVID-19 has brought environmental issues into sharp focus; sometimes we don't understand the magnitude of something until we see its consequences. This has meant a record high of 50% of UK consumers are now looking to consume more responsibly in terms of food and drink.





Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



Perkins Bar & Bistro



The Martin's Arms

● Top Tips 'How to be more local' for:



Retailers and restaurants



Tell the 'Provenance Story'

Go further than just claiming your food and drink is locally sourced, today's more 'conscious consumer' want to know more than that. Tell the story and journey of the people behind the business, this brings the products to life for the customer, enabling them to become emotionally invested in the your 'business story and brand'. For example, a short caption about the producers of your meat at a local, family run farm, will go a long way with your customers.



Tell everyone!

If you offer local food and drink, use every opportunity available to shout about it. We know that the 'locally conscious' consumer trend has taken off in the wake of the pandemic, but remember, if you don't tell people your food is local then they won't know. Provide a list of suppliers on your website, social media (see social media tips page for more information), and menus. Use visuals, maps of food miles travelled, pointing out where the food came from and how it got to their plate, showing them a story they can follow and relate to. On advertisements, avoid using the words local or locally sourced in isolation, use specific supplier names and geographical locations too.



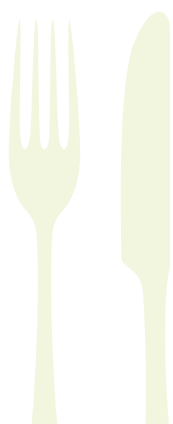
Knowledge

Ensure every employee knows the provenance of all products and information about the suppliers. Make sure they confidently communicate this to customers.



Use Nottinghamshire's Assets

Local food and drink doesn't have to just mean products that have originated or been produced in Nottinghamshire. It can be a cooking technique, a recipe, or even, simply championing the county's history and heritage. For instance, naming a dish after a famous person or landmark, e.g. 'Robin Hood's Rocky Road'.





Kerry's Fresh



The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

● Top Tips 'How to be more local' for:



Manufacturers and producers



Promote 'local'

Show customers and suppliers you have a local product, a simple strapline (e.g. Made locally in Nottinghamshire) on product labels and all marketing materials is an easy and effective way to do this. Since COVID-19, consumers have become more concerned about the provenance of their food and drink; suppliers and retailers are very aware of this growing trend. So, it is imperative you have a way to signify and emphasise that your product is local. Use social media to promote and highlight local links between your business/products and Nottinghamshire (see social media tips for more information).



Tell your story

Bring your product to life by telling customers about you, the people behind your product(s) and the journey of how the business came to be. Focus the message on this personal aspect of the business and how the product is local to Nottinghamshire. Reiterate this story and message consistently across all marketing activities and channels.



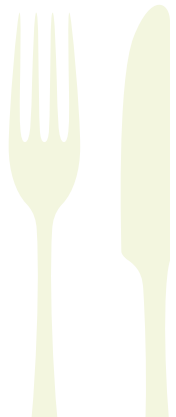
Meet local suppliers

Be approachable and make the effort to 'meet', communicate and build a rapport with potential customers. Given the restrictions imposed by the pandemic, face-to-face meetings are likely off the cards, despite this, it is vital to still make the effort to create and build these relationships. There are alternative ways to do this, see our 'finding new customers' section for more information. If you make yourself known as an approachable and reliable local producer or manufacturer, you will start to build a reputation. You will then become recognisable to other local businesses which means more people are likely to do business with you.



Enter local food & drink awards

We know that due to COVID-19 many of these awards events have had to be cancelled. However, keep yourself up to date about what is happening in your area, there are more virtual food and drinks events popping up, as we all adapt to the 'new normal'. This can help build awareness of your products and your reputation. It is a great way to widen your network, meeting potential suppliers and other customers. If you win awards, these can be used very effectively as a promotional tool.





Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



Perkins Bar & Bistro



The Martin's Arms

● Work together Nottinghamshire



Collaboration is key to our recovery and future growth. COVID-19 has shown us all just what and how much more can be achieved when we work together.

Local food and drink industry and economy experts are clear that collaboration is vital to our continued recovery. Food service and hospitality businesses need to buy more from local suppliers, suppliers need to work with local farmers and so on. This will support the economy, building a locally, more circular and resilient food system.

TOP TIPS FOR JOINT OFFERS

REMEMBER YOU CAN WORK WITH ALL TYPES OF BUSINESS

Food and drink businesses in Nottinghamshire can benefit from working not only with others in the same industry, but also with organisations from other sectors that provide complimentary products or services. For example, providing a discounted meal for customers staying at a local accommodation provider, in exchange for the provider advertising your business.

MAKE SURE THE PARTNERSHIP ADDS VALUE

Use the following checklist to initially assess whether a joint opportunity has the potential to add value to your business.

- Can the opportunity help the business reach a new market?
- Does the joint offer provide higher value than the sum of the individual parts? (if not, the partnership does not add value for your business)
- Make sure there is a 'measurement' tool in place to be able to monitor and assess direct impact and results
- Make sure you are getting your fair share of the marketing/added value in the joint offer

METHODS OF PROVIDING A JOINT OFFER

(Please note this list is not exhaustive)

- Develop a loyalty scheme or joint voucher that can be used at all businesses involved in the joint offer
- Promote/market the other business(es) in your own organisation; e.g. at the point of sale, online on your website/social media channels
- Develop joint itineraries that include a visit to all businesses in the offer, use discounts and/or other incentives to complete the full itinerary



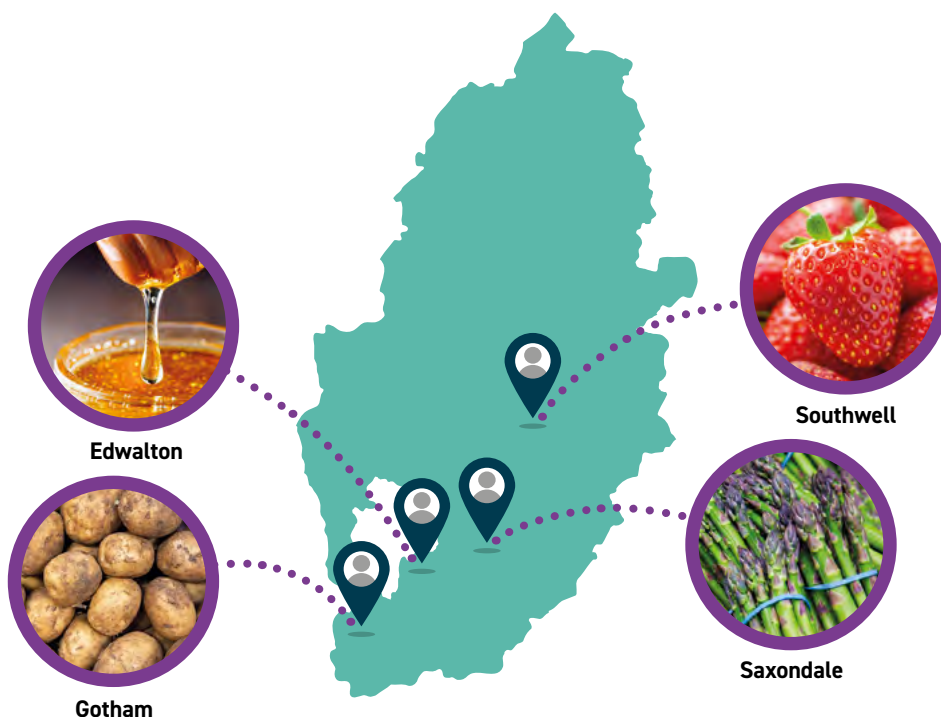


● The Fruit Basket

The Fruit Basket is a long-established, independent greengrocer in West Bridgford that supplies fresh, local produce at fantastic prices. The ethos of The Fruit Basket is to source the highest quality, local produce for their customers, whilst actively supporting environmental sustainability. In order to achieve their vision, they have successfully collaborated with many local businesses.

The Fruit Basket work with numerous local farmers and producers to source their produce. So, whether it is fresh bread baked by local bakeries, asparagus from Saxondale, potatoes from Gotham, honey from Edwalton or strawberries from Southwell, this business truly have made their success through local partnerships. They extend their local collaboration even further, networking directly with local restaurants and other establishments to supply them with their fresh produce in bulk. Again, supporting the local economy as well as enabling more local businesses access and use local produce.

This level of collaboration has meant they have shared their success with other businesses across the county, contributing to a more resilient and sustainable local supply chain. They have managed to do all of this whilst maintaining great prices and value for their customers, who are equally as delighted to be championing local produce and the environment.





Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh

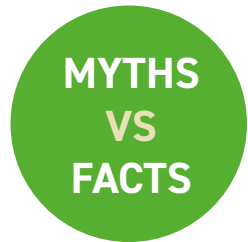


Perkins Bar & Bistro



The Martin's Arms

● Mythbuster



There are some common misconceptions regarding whether sourcing food and drink locally is a feasible option and whether or not it actually adds real value.



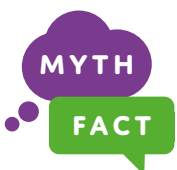
It is too expensive, retail prices are forced to increase due to more expensive ingredients and customers are put off by these higher prices.

Sourcing locally can be more expensive, however, this is not always the case, some local foods can even be cheaper. Importantly, the benefits usually offset any additional costs; fresher produce, higher quality, environmental benefits due to less 'food miles' and a more authentic offer for customers. Critically, since the COVID-19 pandemic, consumers are much more conscious about the benefits of local sourcing, and now, '48% of UK consumers are ready to pay more for local foods and brands'.



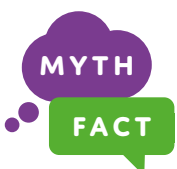
It is too difficult to source locally all year round due to seasonally sensitive produce needing to be imported at certain points throughout the year.

Use seasonal menus and recipes, designing dishes based on what is available locally at different times throughout the year. This mitigates the issue of not being able to source certain ingredients locally at certain times. Additionally, using seasonal menus can be significantly cheaper. Using produce only when it is in 'season', means prices are not inflated. See our 'season your menu' section for more information.



The availability of local products is too limited.

Government statistics show that the UK supplied 53% of all food consumed in the UK in 2018. Although, as COVID-19 has highlighted, this importation figure is still too high, there are, in fact, many more things produced here in the UK than many people think. Also, don't forget, as local sourcing and selling increases, so does local production and availability of local produce, investing locally means reaping the benefits locally too. That being said, there is already a huge variety of food and drink being produced in Nottinghamshire. There are producers and manufacturers ranging from farmers, dairies, creameries to breweries, butchers, bakers and more. See our supplier page for a list of some key suppliers across the county.



Sourcing locally doesn't make any difference to the quality of the food.

Sourcing locally means the food and drink has travelled a much shorter distance, equating to a reduced carbon footprint. As a result, products are arriving fresher and are not subject to chemical preservatives that food travelling further distances require for longevity.



Kerry's Fresh



The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

● Finding local trade customers:

Tips for producers/manufacturers

COVID-19 has made finding and meeting new trade customers to sell products to, such as suppliers and wholesalers, more difficult due to social restrictions. There is good news though, it is still possible, use these tips to navigate your way through some of the 'new' ways in which to meet local buyers.



Register your products with online directories

There are many online directories that you can sign up to and have your business and products listed. The idea is to connect local producers with local customers. Once registered, your business and products will be promoted to buyers looking to source local food and drink in your area. In the absence of many face-to-face events like Trade Shows due to COVID-19, these websites are a great, cost effective alternative. Do your research and make sure you sign up to the one that is 'right for you'.

A great directory you could use (but not the only one) is the **'The Big Barn UK'**. The Big Barn passionately support local businesses selling seasonal and local produce. They have expanded successfully and built a great reputation, with their efforts commended by Gordon Ramsay. You can visit and join The Big Barn UK here: <https://www.bigbarn.co.uk/supplier/>



Be creative, think outside the box

Whilst you may not be able to seal the deal on new contracts by taking prospective buyers to lunch or showing them around your facilities, you can still engage and 'wow' them in other ways. When you have made contact with a potential new buyer, why not arrange to offer a delivery of product samples? You can create hampers, exhibiting a range of your products and have them delivered safely, in accordance with guidelines. You can then present your business pitch to the prospective buyer virtually once they have received the products.



Network online

COVID-19 may have scuppered physical food trade shows and markets for now, but you can still connect with trade customers online. There are even dedicated groups you can join as a producer looking to sell your products. Simply search on social media platforms for relevant groups in your area. (See our digital/social media sections for more digital information).

Please see our supplier list for details of some of the key local food and drink suppliers across Nottinghamshire.



Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



Perkins Bar & Bistro



The Martin's Arms

● Transform your menu

You'd be surprised how big an impact small changes can have. Changing the descriptions of existing dishes on your menu, is a simple, yet effective way of clearly communicating local links and the journey of the food and drink.

The examples below are just for illustration, use products from your local suppliers wherever you can, including local butchers, farms, greengrocers, bakeries and breweries just to name a few. Remember to always tell your customers exactly where their food has come from.

	BEFORE	AFTER
STARTER	<p>Ham and cheese pinwheels</p> 	<p>Exclusive home cured ham from the award-winning Maloneys butchers, with world-renowned Blue Stilton cheese from the county's own famous Colston Bassett dairy. Served encased in a golden, puff pastry shell.</p>
MAIN	<p>Steak and chips</p> 	<p>Dry-aged 12oz Rump Steak</p> <p>Organic grass-fed beef, reared in a local Newark pasture, served with triple-cooked chips made from Nottinghamshire grown Romano potatoes.</p>
DESSERT	<p>Raspberry and blueberry jam sponge pudding</p> 	<p>A wonderfully nostalgic dessert. A light fluffy sponge, oozing with fresh cream made using milk from the Real Milk Company's Holbeck Farm. A light fluffy sponge oozing with homemade jam made from succulent berries, hand-picked in the local Kirklington countryside. Served with fresh cream made using organic milk from the Real Milk Company's Holbeck Farm.</p>



Kerry's Fresh



The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

● Season your menu

Menus that utilise seasonal produce have many benefits for both you as a business and your consumers.



Designing dishes based on seasonal availability, forces a variety of dishes to be used, which include an expansive range of ingredients. Varied ingredients mean varied nutrients, critical to our health. Since COVID-19, our health has been the centre of attention, as a result, consumers are much more health conscious.

Having seasonally adapted menus enables local sourcing, only using what is available locally eliminates the need for importing. This results in spending being kept in the county and supporting other businesses. This increasingly 'circular' economy is critical to Nottinghamshire's economic recovery from COVID-19.

COVID-19 has revealed that our food supply chains have some vulnerabilities in the event of unexpected crises. Using seasonal, local foods more often will result in increased local production. In turn, this will reduce our reliance on imports and exports, making our supply chains more local and therefore, more robust and resilient.

Since COVID-19, changing your menus and adapting dishes according to 'seasonal' availability has the potential to be even more beneficial and combat some of the challenges imposed by the pandemic.



Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



Perkins Bar & Bistro



The Martin's Arms

● The 'Eat Seasonably' campaign



The 'Eat Seasonably' award-winning campaign is the UK's leading authority on seasonal fruit and vegetables. Seed-funded by DEFRA and launched by co-ordinated involvement of thousands of SME's, over 40 business giants and famous faces, including Gregg Wallace, Eat Seasonably is designed to support businesses and the public to sell and consume, respectively, more seasonal products.

The campaign is focussed online and can be found here:
<http://eatseasonably.co.uk/>



Any businesses who offer seasonal produce can use the 'Become a Partner' facility and have their business promoted on their 'Eat Seasonably' Map. This is an effective way of promoting to your customers and potential future customers that your business offers seasonal produce.

You can become a partner by registering online here:
<http://eatseasonably.co.uk/what-to-eat-now/partner-map/>



Once you have registered to become a partner, customers can use the 'where to eat seasonably' locally facility. They can select whether they are looking for a restaurant/pub, a catering company or retailer/greengrocer and enter their location, all registered and relevant businesses in the area will then appear in the search results.



The Eat Seasonably website contains a wealth of other useful information, including tips on how you, as a business, can encourage your customers to buy and eat more seasonal produce.

Seasonal Food Calendar

To help you make your offer more seasonal we have put together a 'mini seasonal food calendar'. This is a quick and easy to follow guide to inform you of some of the key ingredients that can be sourced locally at different times throughout the year. Once you've made your seasonal choices, ensure you source as many of the ingredients as you can locally. As you are using produce that is 'in season' in the UK, it is much more likely that you will be able to find all of these products locally, here in Nottinghamshire. Please note, this is a mini guide for ideas and as such these lists are not exhaustive.





Kerry's Fresh







The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

SPRING	Vegetables	Fruits	Proteins (meats/fish)
<p>March - May</p> <p>Specific months in which items are available is specified. If no month is specified, then the item is available in all spring months.</p>	<p>Peppers</p> <p>Spinach</p> <p>Spring onions</p> <p>Asparagus Apr, May</p> <p>Cauliflower Mar, Apr</p> <p>Purple sprouting broccoli Mar, Apr</p> <p>Aubergines May</p> <p>Carrots May</p> <p>Leeks Mar</p>	<p>Rhubarb</p> <p>Pomegranate Mar</p> <p>Raspberries May</p> <p>Strawberries May</p> <p>Redcurrants May</p> 	<p>Duck Dec, Jan</p> <p>Goose Dec, Jan</p> <p>Turkey</p> <p>Rabbit Dec</p> <p>Venison</p> <p>Mussels</p> <p>Dover Sole Feb</p> <p>Haddock</p> <p>Salmon Jan, Feb</p>
SUMMER	Vegetables	Fruits	Proteins (meats/fish)
<p>June - August</p> <p>Specific months in which items are available is specified. If no month is specified, then the item is available in all summer months.</p>	<p>Asparagus Jun, Jul</p> <p>Courgettes</p> <p>Carrots</p> <p>Runner beans Jun</p> <p>Spinach Jun</p> <p>Fennel</p> <p>Broccoli</p>	<p>Blackcurrants Jun, Jul</p> <p>Blackberries Jul, Aug</p> <p>Blueberries</p> <p>Strawberries</p> <p>Raspberries</p> <p>Cherries</p> <p>Pumpkin Aug</p> <p>Tomatoes</p>	<p>Lamb</p> <p>Ham Jul, Aug</p> <p>Beef Aug</p> <p>Pork spare ribs</p> <p>Crab</p> <p>Haddock</p> <p>Mackerel</p> 
AUTUMN	Vegetables	Fruits	Proteins (meats/fish)
<p>September - November</p> <p>Specific months in which items are available is specified. If no month is specified, then the item is available in all autumn months.</p>	<p>Beetroot</p> <p>Broccoli Sept, Oct</p> <p>Leeks</p> <p>Mushroom Oct, Nov</p> <p>Parsnips Oct, Nov</p> <p>Peppers Sept, Oct</p> <p>Potatoes</p> <p>Pumpkin</p> <p>Rocket Sept, Oct</p> <p>Sweetcorn Sept</p> <p>Swedes</p> <p>Turnips Oct, Nov</p>	<p>Apples</p> <p>Blackberries Sept, Oct</p> <p>Clementines Nov</p> <p>Cranberries Oct, Nov</p> <p>Grapes Sept, Oct</p> <p>Figs</p> <p>Pears</p> <p>Plums Sept, Oct</p> <p>Tomatoes Sept, Oct</p> 	<p>Duck</p> <p>Goose</p> <p>Lamb Sept, Oct</p> <p>Rabbit</p> <p>Turkey Oct, Nov</p> <p>Venison</p> <p>Crab</p> <p>Haddock</p> <p>Mackerel Sept, Oct</p> <p>Mussels</p> <p>Salmon Sept, Oct</p>
WINTER	Vegetables	Fruits	Proteins (meats/fish)
<p>December - February</p> <p>Specific months in which items are available is specified. If no month is specified, then the item is available in all winter months.</p>	<p>Beetroot Dec, Jan</p> <p>Brussel Sprouts</p> <p>Parsnips</p> <p>Swede</p> <p>Turnips</p> <p>Cabbage</p> <p>Cauliflower</p> <p>Kale</p> <p>Leeks</p> <p>Rhubarb Jan, Feb</p> 	<p>Apples (Bramley)</p> <p>Pears</p> <p>Pomegranate</p> <p>Cranberries Dec</p> <p>Pumpkin Dec</p>	<p>Duck Dec, Jan</p> <p>Goose Dec, Jan</p> <p>Turkey</p> <p>Rabbit Dec</p> <p>Venison</p> <p>Mussels</p> <p>Dover Sole Feb</p> <p>Haddock</p> <p>Salmon Jan, Feb</p>



DID YOU KNOW?

The first Bramley apple grew from pips planted in 1809 by Mary Ann Brailsford.



£50m

sold each year in the UK

Local food ideas

Food item	How is it local to Nottinghamshire?
Bramley Apple	Mary Anne Brailsford planted a pip in the garden of her cottage in Southwell and Bramley Apples were born.
The Pilgrim 400 Apple	John Stirland, a horticulturist and his friend cultivated an entirely new apple tree in Nottinghamshire, to mark the 400th anniversary of the Mayflower's voyage. It is a culinary apple, with a sweet taste that mellows perfectly over time.
Batter puddings	Nottinghamshire is traditionally known for excellent Batter puddings.
Colston Bassett Stilton	This cheese is produced at a unique dairy in Colston Bassett. Using milk from local farms and traditional techniques only, makes this Stilton entirely exclusive to Nottinghamshire.
Game: including but not limited to: <ul style="list-style-type: none"> • Venison • Rabbit 	Harker's farm are a licensed game dealer who provide fully traceable meat caught on Nottinghamshire's Vale of Belvoir. Local family run Maloney's butchers also provide a range of game and other meats. Rabbit and other wild game can be linked to Nottinghamshire's history, key to the diet of local legend Robin Hood and his Merry Men.
Bread loaf (made with Tuxford Windmill's very own stoneground flour)	Bread was a known staple of those who lived in or near Sherwood Forest in Medieval England, including Robin Hood himself. Nottinghamshire is home to its own commercial flour mill, producing high quality stoneground flour, from locally grown and organic grain.
Chantenay Carrots	The return of the Chantenay carrot was pioneered by growers based in Nottinghamshire, who are now the world's leading supplier.

Example menu: dishes that promote provenance and champion locally sourced food and drink.



Menu sample ideas

STARTERS

Rabbit & pork terrine with peppercorns

Locally sourced Rabbit meat and sumptuous oak smoked belly pork from **Maloneys butchers** packed into a divine terrine with green peppercorns to add a hint of spice and extra flavour.

Robin Hood's artisan bread with olive oil & balsamic vinegar

A selection of traditional breads will give you a flavour of one of local legend Robin Hood's favourites. Served with a peppery blend of olive oil produced from **Nottinghamshire crops** and an intensely flavourful balsamic vinegar for dipping.

MAINS

Friar Tuck roast duck with sage and onion stuffing, baked apples & roast potatoes

Maloney's Butchers roast duck with beautifully baked **Bramley apples** and fluffy roasties made from locally grown potatoes.

Pork & Venison sausage with creamy mash and winter vegetables

Lean, fresh pork & venison meat sourced locally from Maloney's Butchers, with creamy buttery mash served with a melody of fresh vegetables including Nottinghamshire's own **Chantenay carrots**.

DESSERTS

Bramley Apples stuffed with caramel cheesecake filling

Southwell's very own Bramley apple, oozing with a sticky, salted caramel cheesecake filling made from the local and distinctive **Colwick cheese**.

Spiced Sherwood Forest fruit bake

All locally **sourced fruit from Kerry's Fresh** including apples, strawberries and blackberries beautifully baked and bursting with flavour from cinnamon and nutmeg spices sourced from Nottinghamshire's own spice specialists - **freshly spiced**.

Award-winning Nottinghamshire butchers, established in 1979. It remains a family run business situated in the rural area of Tuxford Nottinghamshire, with 2 shops in Blidworth and Warsop.

Creating a link between the dish and Nottinghamshire's history and heritage.

Sourced from traditional local butchers. Venison is famously attributed to the diet of legend Robin Hood.

A fresh cheese invented in the 17th Century in Colwick, Nottinghamshire. This unique cottage cheese has made a recent revival.

Here a link has been created between the dish and Nottinghamshire - using local heritage and history.

Emphasising locally grown produce.

Bramley apple famously founded in Southwell, Nottinghamshire.

The return of the Chantenay carrot pioneered in Nottinghamshire, which is still the world's leading supplier today.

Kerry's Fresh - sourcing local Nottinghamshire fruit since 1885.

Nottinghamshire based family company, selling fresh individual spices.



Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



Perkins Bar & Bistro



The Martin's Arms

● Inside bites



Some of Nottinghamshire's very own business owners, entrepreneurs and chefs have shared their top tips on how to be better at being local.



Top Tip:

Buying from even just one local business has a big impact and shouting about it encourages others to use local businesses/suppliers too.

"Local businesses are the social fabric of a community, helping bring people together, it's so important to support them and encourage others to do so too. If you buy through 1 local business you could be supporting many others, shout about it so others have the courage to use them too."

Dawn Wilson, founder and owner of The Cake Story - Newark, Nottinghamshire



Top Tip:

Use the high-street and independent shops in your area to ensure the produce you are purchasing is truly local.

"The best way to ensure you're using local produce is to start with your local high street, use the village greengrocer, butcher or find the nearest farmers market/farm shop."

Alain Launay, proprietor and head chef at Launay's Restaurant & Bar - Edwinstowe, Nottinghamshire



Top Tip:

Talk to other local businesses to find out more about what local food and drink is available, there is more available locally than you may think.

"If you want locally sourced products, a simple tip is to talk to your local butcher - he's usually the one in the know and often, they'll be selling locally made products such as jams, chutneys and produce from the allotments. They're more likely than not to be supporting local producers as they themselves will be championing their own local produce."

Alain Launay, proprietor and head chef at Launay's Restaurant & Bar - Edwinstowe, Nottinghamshire



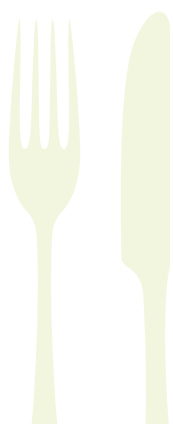
Tuxford Windmill



Kerry's Fresh



Maloneys





Kerry's Fresh



The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

● Social media top tips



Use #hashtags and consistent brand messaging

Use hashtags/slogans with every post that clearly communicate your offer of locally sourced produce. Include relevant buzzwords, this will ensure your pages appear in searches related to local food and drink. Using the same hashtags consistently across all platforms makes your posts more recognisable, memorable and builds brand association through reinforcement.



Follow other local food and drink organisations

Following other key players in the sector enables a greater reach and visibility for yourself. Interacting with well known, reputable organisations can help build your own reputation through association. Making yourself known to other local businesses also puts you in better stead for future collaborations and partnerships.



Use it as a source of instant feedback

If used effectively and dealt with correctly, customer feedback and reviews can be critical to success. In the food and drink industry, this feedback can help inform a variety of decisions. For example, whether to launch a new dish or change an existing one. It also means negative feedback can be responded to quickly, to minimise detrimental impact.



Use it to start a campaign or competition

Competitions and campaigns can be a strong driver of user engagement. These can extend your reach, increase awareness and build your brand. For new businesses and/or the launch of new products, this is an effective way of generating initial interest and establishing yourself in the market.



Always use an image or a video

Using images and/or videos with every social media post is essential and increases engagement significantly. It helps posts stand out amongst the competition and makes them more memorable in the minds of your followers.



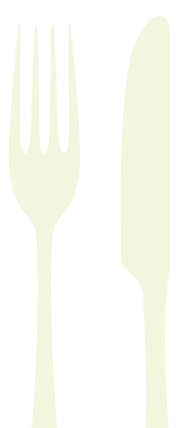
Tuxford Windmill



Perkins Bar & Bistro



Newfield Dairy Ice Cream Parlour & Café





Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



Perkins Bar & Bistro



The Martin's Arms

● COVID-19: Social media tips



While we have given you social media tips on how to convey 'local provenance', we also wanted to provide you with some specific COVID-19 social media tips. COVID-19 has meant we have had to adapt in many ways and the way businesses use social media is no exception, strategies need to be adapted to make them more appropriate.



Tell your COVID-19 story

Everyone and every business have their own COVID-19 story to share, tell your customers how you and your business has been affected. If you have adapted your business to stay afloat and continue trading, explain how you've diversified, the challenges you faced and what you are offering now. This will appeal to the 'human' side of your customers, it is an opportunity to tell them how important their support is to you and all local businesses.



Communicate more frequently and deeply

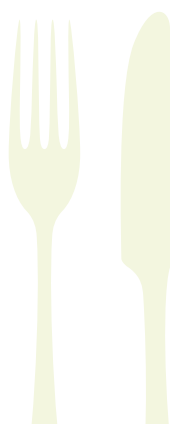
With time spent on social media at a record high, this is the perfect opportunity for you to connect more with customers, so, naturally, you need to post more. If you're going through a period like a lockdown, where you are unable to sell your products, remember your customers are still there so you still need to engage. You can still market your business, explain your situation, create 'behind the scenes' content, share what you/your staff are doing instead of working and be honest. You could also post about the 'future', like business ambitions for when the pandemic allows, 'dream' about better times with your customers.



Adapt your posts

'Read the room', although this is an opportunity to post more and communicate more with customers, you must get the tone right. Acknowledge the pandemic in some way, don't just carry on posting as normal without any recognition. If you do, you run a high risk of being perceived as ignorant or insensitive. Don't just go for the 'hard-sell' only posting about your products, focus more on the customer and their needs. Try to provide a mixed range of posts alongside minimal direct selling content. For example:

- Share inspiring or supportive messages
- Share nostalgic content (relate this to your business/products if possible)
- Promote other local businesses you know or work with to show solidarity and support





Kerry's Fresh



The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms



Empathise

To an extent, marketing always relies on empathy, however, in the current climate, empathy has become arguably the most important ingredient for a successful social media strategy. An overwhelming majority of consumers are seeking 'reassurance' from businesses and brands they trust, you can offer this through compassionate and positive messaging. With every post, you must remember everyone has been impacted differently by the pandemic; some have lost loved ones, some have lost their jobs, some may be struggling with illnesses themselves and so on. It is therefore vital that you consider this when devising your posts, making sure you do not inadvertently post content that could be misinterpreted as being insensitive. Make sure you do not inadvertently post content that could be misconstrued as insensitive. While this is an opportunity to build deeper relationships with customers, it is also a vulnerable time that could be detrimental for businesses who get the 'messaging' or 'tone' wrong.



Create user-generated content

User engagement is key to helping you connect with your customers and making your business more memorable and prominent in their minds. A great way to get customers interacting with you is simply by asking them to. Set up a thread where you ask customers to share posts of something specific. For example, if you are still selling products at the time, you could ask followers to post pictures or videos of them using your products to cook at home. If your business is temporarily closed, you could ask them to post pictures/videos of themselves cooking their favourite dish, or even call for humorous food and drink related images. Consumers enjoy this type of 'call for engagement' and these campaigns are proven to increase interactions between businesses and customers.



Tom Cable: Mayflower Scholar 2020 (as Robin Hood)



Newfield Dairy Ice Cream Parlour & Café



The Dapper Spaniel



Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



Perkins Bar & Bistro



The Martin's Arms

● Adapting: Home delivery of essential food and drink



COVID-19 has meant we have all had to adapt in one way or another. Throughout the pandemic the food and drink industry has seen; customer bases disappear overnight, such as hospitality and school catering, disruption to supply chains and the changing needs of customers. The sector has done a remarkable job of diversifying and adapting where possible, to keep the county fed and to try to keep their businesses afloat. As a result, there has been a marked increase in businesses offering home deliveries, from establishments who have overhauled to provide a service they never have previously, to places expanding their existing delivery services.

Here is a snapshot of some of the businesses currently providing deliveries of essential grocery items and fresh produce; fruit, veg, salad, meats etc. This is just a small selection of businesses we found to be delivering as the result of an online search, there are many more businesses who are delivering essential food and drink and continue to support the county through this difficult time.

Anthony's Fruit & Vegetable boxes

www.anthonysfruitandvegboxes.co.uk
Fresh, locally produced fruit & veg from local farms.

Craig Dawson Quality Family Butchers

www.facebook.com/craigdawsonbutchers
High quality meat hamper deliveries.

Fred Hallam Ltd

<https://fredhallam.shop>
delivers to NG9 postcodes only
Fresh local produce; fruit, veg, dairy & locally made Starkeys fresh fruit juices.

Kerry's Fresh

www.kerrysfresh.co.uk/delivery
Fresh, seasonal, locally sourced fruit, veg, salad, herbs & spices, deliveries'.

Parsnips and Pears

www.parsnipsandpears.co.uk/pages/postcodes
Fresh, seasonal veg box deliveries.

The Fruit Basket

www.thefruitbasketdirect.uk
Fruit, veg, dairy, bread & bakery, tinned items, flour, fruit juice & more.

Trinity Farm - home grown deliveries

www.trinityfarmshop.co.uk/contact-us-2-w.asp
All locally grown, organic salad, fruit & veg boxes.

Troops Fruit & Veg

www.troopsfruitandveg.co.uk
Locally sourced, farm fresh produce delivered to your door.



Kerry's Fresh



The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

● 'We're good to go' industry standard

Our 'COVID-19 Visitor Economy Recovery Planning' business survey told us that our hospitality businesses saw consumer confidence as a major challenge to recovery: **70% of business respondents stated 'consumer confidence' as a major challenge to their business, even after all required measures have been put in place.**

In response, we would like to make you aware of the 'We're Good To Go' industry standard. We encourage you to apply for this certification, a free of charge, UK wide, consumer mark available for all hospitality businesses. This will help you instil consumer confidence, signifying that you've adhered to the COVID-19 safety requirements detailed by the Government and Public Health.

How to get 'We're Good To Go' certification: Step by step guidance



- 1** Read the relevant **Government guidelines** for your business, which can be found here: <https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/the-visitor-economy>
If you are a **restaurant, pub, bar or café** business, please also read the following: <https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/restaurants-offering-takeaway-or-delivery>
Read the **Public Health guidance**, which can be found here: <https://www.gov.uk/coronavirus>
- 2** Implement all of the required steps as detailed in the Government and Public Health guidance. Then complete a COVID-19 Risk Assessment, found here: <https://www.hse.gov.uk/simple-health-safety/risk/risk-assessment-template-and-examples.htm>
- 3** Once you have implemented the necessary requirements and completed a risk assessment, you can apply online for the 'We're Good To Go' certification, here: <https://www.hse.gov.uk/simple-health-safety/risk/risk-assessment-template-and-examples.htm>
- 4** Upon successful completion, you will receive a secure link containing your certificate, consumer mark and a toolkit. The toolkit contains information on how to get the most out of your certification, including practical ways to let customers know you are 'good to go'.



Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



Perkins Bar & Bistro



The Martin's Arms

● Local producers, suppliers and manufacturers

Blue Monkey Brewery

Brewery, more than 12 different types of beer including; Pale Ales, Stouts, Dark Ruby Ales and Black IPAs. A range of fruit gins and chocolate and amaretto liqueur available too.

T: 0115 938 5899

E: laura@bluemonkeybrewery.com

W: www.bluemonkeybrewery.com

F: www.facebook.com/bluemonkeybrewery

Freshly Spiced

Producer and speciality retailer of vibrant spices and spice blends; creating unique recipes to accompany the various spices and blends.

T: 07468 269109

E: info@freshlyspiced.co.uk

F: www.facebook.com/freshlyspiced

Hanwell Wine

Vineyard, traditional champagne-variety vines are hand-tended to grow grapes for creating handcrafted, English sparkling wine.

T: 01949 81393

E: info@hanwellwine.co.uk

F: www.facebook.com/HanwellWine

Kerry's Fresh

Retailer, online farm shop (market place), selling produce sourced from Nottinghamshire's best, most celebrated local suppliers (home and office box deliveries).

T: 0115 986 0929

E: enquiries@kerrysfresh.co.uk

F: www.facebook.com/kerrysfresh

Maloneys

Family run butchers, catering butcher, manufacturer of handmade meat products, wholesale and supply store at Tuxford and 2 retail butchers' shops (Warsop and Blidworth).

T: 01777 870270

E: enquiries@maloneys.net

W: www.maloneys.net

F: www.facebook.com/maloneys.net

Spring Lane Farm Shop

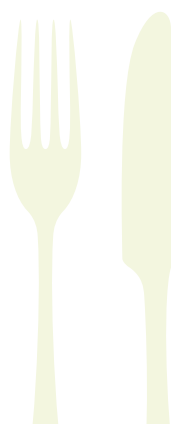
Traditional family run farm shop, producer and manufacturer; fresh bread (baked on-site daily), butchery house (using own locally reared meat), home-cured cooked meats, locally sourced cheeses including Nottinghamshire and Leicestershire's 3 famous Stilton's.

T: 0115 926 7624

E: enquiries@springlanefarmshop.co.uk

W: www.springlanefarmshop.co.uk

F: www.facebook.com/springlanefarmshop





Kerry's Fresh



The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

The Cake Story

Specialist wedding cake designer, offering a fully bespoke service.

T: 01636 636021

E: dawn@thecakestory.co.uk

W: www.thecakestory.co.uk

F: www.facebook.com/yourcakestory

The Fruit Basket

Independent Greengrocer, retailer, supplier of fresh fruit, vegetables and other produce; including a range of vegan, vegetarian, gluten and dairy free products. All products are sourced from local farmers and producers. Available as fresh produce supplier for chefs and restaurants.

T: 0115 981 7014

E: sales@thefruitbasketdirect.uk

W: www.thefruitbasketdirect.uk

F: www.facebook.com/FruitBasketDirect

The Real Milk Company

Organic Dairy Farm and producer, providing free range; fresh milk, eggs and 'real' ice cream (using their own fresh milk). Also, a retailer of some fresh bakery products from the local Hambleton bakery.

T: 07920 831398

E: tom@therealmilkcompany.com

W: www.therealmilkcompany.com

F: www.facebook.com/realmilkcompany

Tuxford Windmill

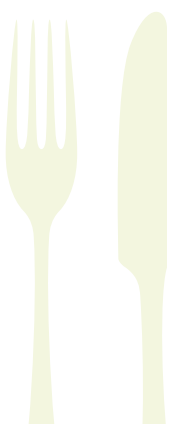
Commercial flour mill, milling British grown grain, sold onsite and in other local outlets. Tearoom onsite, selling; cakes, teacakes, scones, quiches and more, using Tuxford's own flour.

T: 01777 871202

E: info@tuxford-windmill.co.uk

W: www.tuxford-windmill.co.uk

F: www.facebook.com/Tuxford-Windmill-Tearoom-157365301123002/



Maloneys



Tuxford Windmill



Kerry's Fresh



Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



Perkins Bar & Bistro



The Martin's Arms

● COVID-19 support resources



Guidance for Food Businesses (Gov UK)

<https://www.gov.uk/government/publications/covid-19-guidance-for-food-businesses/guidance-for-food-businesses-on-coronavirus-covid-19>

Supply Chain Information (Gov UK)

<https://www.gov.uk/government/publications/gca-position-statement-on-current-supply-arrangements>

Financial Support for Businesses (Gov UK)

<https://www.gov.uk/government/publications/guidance-to-employers-and-businesses-about-covid-19/covid-19-support-for-businesses>

Federation of Small Businesses COVID-19 Advice Hub (FSB)

<https://www.fsb.org.uk/campaign/covid19.html>

Food Standards Agency (FSA) COVID-19 Guidance for Food Businesses

<https://www.food.gov.uk/business-guidance/reopening-and-adapting-your-food-business-during-covid-19>

British Chambers of Commerce (BCC) Coronavirus Support

<https://www.britishchambers.org.uk/page/coronavirus?k=30cdfbcf8e205792be8adadf43630166035c27d5>

Food & Drink Forum COVID-19 Support Resources

https://www.foodanddrinkforum.co.uk/public/?page_id=1450

UK Hospitality: Coronavirus Information Updates for Hospitality Businesses

<https://www.ukhospitality.org.uk/page/coronavirus>



Perkins Bar & Bistro



The Martin's Arms



Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

● Useful resources

D2N2 Growth Hub

T: 0333 006 9178

E: info@d2n2growthhub.co.uk

W: www.d2n2growthhub.co.uk

East Midlands Chamber

T: 0330 053 8639 (Free Business Advice)
0115 957 8757 (Nottingham office)

E: info@emc-dnl.co.uk

W: www.emc-dnl.co.uk

Food and Drink Forum

T: 0115 975 8810

E: enquiries@foodanddrinkforum.co.uk

W: www.foodanddrinkforum.co.uk

NFU - National Farmers' Union

T: 024 7685 8500 (General Enquiries)
07887 416613 (Andy Guy,
Nottinghamshire County Adviser)

E: east.midlands@nfu.org.uk
(contact for East Midlands region)

W: www.nfuonline.com

Visit England

There are various different points and persons of contact dependent on the reason, use the following contact finder to find specific contact details relevant to your needs:

W: <https://www.visitbritain.org/contact-finder>

E: content@visitengland.org
(requests for your website link to appear on Visit England) For other enquiries find relevant details on the 'contact us' web page (above)

W: www.visitengland.com



The Dapper Spaniel



The Martin's Arms



Newfield Dairy Ice Cream Parlour & Café



Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



Perkins Bar & Bistro



The Martin's Arms

Appendix: A Self-assessment



The self-assessment tool: for hospitality and retail businesses

Use this simple tool to assess how well your business champions locality and all things Nottinghamshire.

Use the following scale to rate yourself:

Strongly Agree = 4 Agree= 3 Neither Agree nor Disagree= 2 Disagree = 1 Strongly Disagree= 0

I have good awareness of who the local suppliers are in Nottinghamshire and what they offer.	
We use locally sourced products where possible.	
We have a good relationship with our local suppliers.	
We know the stories of the local suppliers/producers we use.	
We try to promote the local suppliers/producers we use via our marketing activities/materials (e.g. menus, leaflets, advertising boards, online).	
The descriptions of dishes on our menus clearly express and reflects use of locally sourced ingredients.	
The descriptions of dishes on our menus incorporate links to and reflect Nottinghamshire's history and/or heritage.	
Our front of house staff have good knowledge of the local suppliers we use (including knowing where specific ingredients in dishes have come from).	
Our front of house staff communicate and convey information about provenance and the supplier story to customers.	
Overall, our food/drink offer provides customers with a distinctive and unique Nottinghamshire experience.	
Once you have your total, identify which box (below) it corresponds to and this will guide you through the toolkit.	TOTAL

0-15

Currently your business reflects and encapsulates little of Nottinghamshire and the local food and drink message: Use this toolkit to discover ways to help you promote locally sourced produce and the story of Nottinghamshire.

16-29

Currently your business reflects limited aspects of Nottinghamshire and the local food and drink message: There is much more you can do to improve how well you promote local provenance and Nottinghamshire's story, use this toolkit to find out how.

30-40

Congratulations! Your business reflects Nottinghamshire and the local food and drink message brilliantly. Use this toolkit to identify any additional methods you can use, to help you continue to be a great ambassador for Nottinghamshire food and drink.



Kerry's Fresh



The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

Appendix: B

Self-assessment



The self-assessment tool: for Manufacturers, producers & growers

Use this simple tool to assess how well your business champions locally sourced produce and all things Nottinghamshire.

Use the following scale to rate yourself:

Strongly Agree = 4 Agree= 3 Neither Agree nor Disagree= 2 Disagree = 1 Strongly Disagree= 0

We have good awareness of the local food and drink organisations in Nottinghamshire.	
We use our locality and association with Nottinghamshire in our marketing activities as much as we can.	
We have a good relationship with our customers and know most of them personally.	
We share our story with customers.	
We invite both existing and potential customers to our premises to really emphasise the importance of relationships with local businesses as well as a chance to exhibit local facilities.	
The descriptions on our products clearly state that it is made/produced in Nottinghamshire.	
In marketing efforts, we try to link our product/s to Nottinghamshire's heritage and history.	
All our staff know 'our story' and can communicate this eloquently to existing and new potential customers.	
We work with other local businesses as much as we can to promote each other and/or offer a joint itinerary.	
Overall, our business and products encapsulate and clearly convey the local provenance and 'Nottinghamshire experience'.	
Once you have your total, identify which box (below) it corresponds to and this will guide you through the toolkit.	TOTAL

0-15

Currently your business reflects and encapsulates little of Nottinghamshire and the local food and drink message: Use this toolkit to discover ways to help you promote locally sourced produce and the story of Nottinghamshire.

16-29

Currently your business reflects limited aspects of Nottinghamshire and the local food and drink message: There is much more you can do to improve how well you promote local provenance and Nottinghamshire's story, use this toolkit to find out how.

30-40

Congratulations! Your business reflects Nottinghamshire and the local food and drink message brilliantly. Use this toolkit to identify any additional methods you can use, to help you continue to be a great ambassador for Nottinghamshire food and drink.



Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



Perkins Bar & Bistro



The Martin's Arms

Appendix: C

The Full Story:

The Fruit Basket



The family-owned business 'The Fruit Basket', situated in West Bridgford has been taking on the challenge of supplying their customers with the freshest, highest quality, locally sourced produce, namely fruit, vegetables and wholefoods, for over 30 years. However, they have never been met with a such an enormous task as the one posed by COVID-19. This is the inspiring story of a Nottinghamshire business, who, when the pandemic hit, fought back, tackling a whole host of problems head on so they could continue serving their customers as they always have. The Fruit Basket and their staff have had to think creatively, work even harder and longer than usual, to, quite literally, transform the operations of the business, in a bid to stay afloat and be an integral support to their community.

BEFORE COVID-19

Pre COVID-19, the wholesale arm of the business, 'The Fruit Basket Direct', ran a small home delivery service. Alongside this, they ran a bigger operation in which they were a supplier to many of the area's best pubs, cafés and restaurants. They also ran their retail outlet in West Bridgford very successfully, with a vast range of instore products, sourced locally through their many partnerships with local producers and farmers.

COVID-19 LANDS A DEVASTATING BLOW

When the lockdown was announced in March, 'The Fruit Basket' lost their main customer base, hospitality establishments, and along with it 90% of their business. This was a devastating blow, though it wasn't long before they spotted an opportunity, a rocketing demand for home deliveries. There was still a problem though, home deliveries had only ever been a small part of their business, they somehow had to increase their capacity for home deliveries and quick.





Kerry's Fresh



The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

ADAPTING: CHALLENGES IMPOSED BY COVID-19 AND OBSTACLES TO OVERCOME

- Cash Flow: sales revenues were down 90%, monies were tied up in outstanding debt from customers who had had to close and bills still needed to be paid
- Employees: managing the concerns of staff members regarding working on the front line and differing workloads
- Ordering process: As home deliveries were only a small part of the operation, the system in place was one where customers had to email or phone up to place an order. When they started to increase orders, the admin was laborious and took too long
- Work-life balance: Transforming the entire operations of a family run business at extremely short notice and under time pressure, equated to 7-day working weeks with extremely long hours. This was made especially difficult with children and childcare to juggle too.

SOLUTIONS

- Cash Flow: Moving quickly to home deliveries enabled them to recoup some cash as orders would be paid for either on the day or the next day.
- Employees: Put in all required social distancing and safety measures; PPE, hand sanitiser, 2-metre rule. They also changed rotas so the same people would be working together where possible. This helped to make their staff feel safe in the workplace.
- Ordering Process: They built an online shop to process orders online, this was much quicker and more efficient for both the business and customers. This enabled capacity to be increased significantly too.
- Work-life balance: The improved operational processes and the introduction of the website reduced some of the long working hours, though the dedicated staff have still been working extremely hard and are yet to have a holiday!

AFTER COVID-19 ADAPTATIONS

The Fruit Basket Direct now deliver all across Nottinghamshire, Mon – Sat. Customers place orders online on their brand-new website and orders are fulfilled within 48-hours. Since the introduction of the website, a whopping 1300 customers have registered online. There is no charge for the delivery service and no minimum ordering requirement, making this accessible as many people as possible.

Follow them on Social Media for all the latest updates & visit the website to order

Facebook: @FruitBasketDirect

Instagram: The Fruit Basket Direct

Twitter: @NFBdirect

Website: www.thefruitbasketdirect.uk



You can find out the latest COVID-19 information for Nottinghamshire here:

www.nottinghamshire.gov.uk/care/coronavirus/covid-restrictions-for-nottinghamshire

For further enquiries please contact Nottinghamshire County Council on 0300 500 80 80



Perkins Bar & Bistro

Drink, dine and discover Nottinghamshire