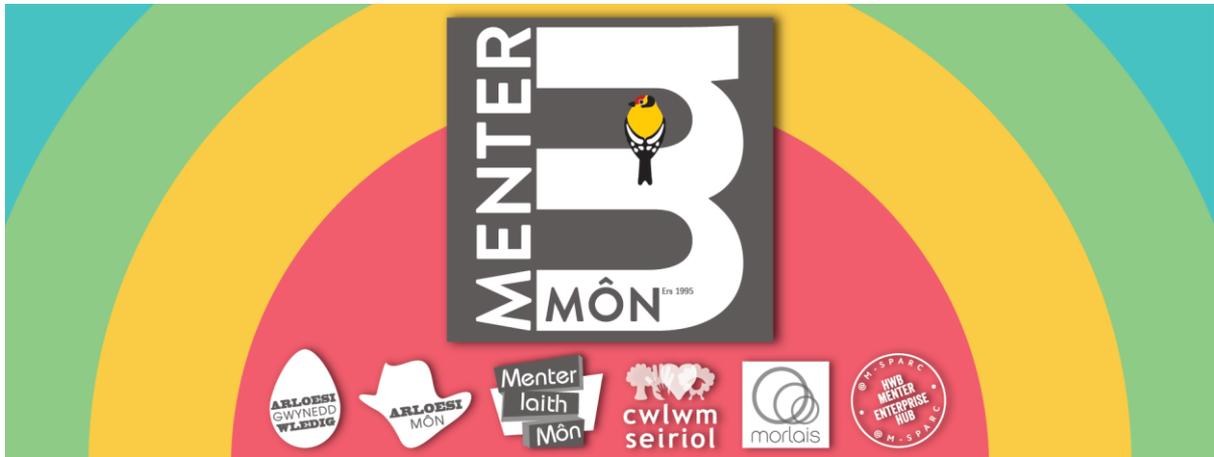


Local Product Market Models in Gwynedd and Anglesey



Final report 7th October 2020

Prepared by:

MYRDDIN DAVIES CYF

Ymgynghoriaeth Bwyd ac Amaeth
Food and Farming Consultancy

Background and Brief:

Arloesi Gwynedd Wledig have appointed Myrddin Davies Cyf to lead and support the LEADER team to research and understand more about local product market models that could be piloted on Anglesey and Gwynedd that would serve communities, towns or the county as a whole.

The main elements include:

a) Baseline Research and Gap analysis

- Investigate local product market models and community responses in Môn a Gwynedd (existing or derived in response specifically to Covid19)
- Investigate local product market models and community responses beyond the two Counties i.e. regionally, nationally, UK, Europe and/or beyond.

b) Identification of local stakeholders

- A local stakeholder should be identified who would be interested in piloting possible models in Môn and Gwynedd.
- Develop and organise a webinar for the key stakeholders to discuss and explore.
- Stimulate discussion amongst producers and market organisers identifying local issues to consider when supporting an activity
- Where possible try to invite at least one speaker to share their experience of establishing / evolving a market with other producers.
- Consider the comments and ideas that have arisen from the research to date

c) Provide recommendations / ideas for possible interventions that could be piloted through LEADER in both counties

The focus of this report is the baseline and gap analysis and potential interventions to be considered by the LEADER team and LAG members in the first instance.

This report is a working document that captures the research to date and identifies a potential intervention that could form part of a pilot to be discussed with LAG members and stakeholders.

Context

In both Gwynedd and Anglesey agriculture, food production/ manufacturing, and hospitality/ foodservice contribute significantly to the local economy. There is a breadth of micro, small, medium and large companies operating in the area, supporting a number of jobs and livelihoods. During Covid 19, there also seems to be an increase in start up and lifestyle businesses responding to local opportunities.

Since March 2020, the food sector in both counties have had to adapt and review their operations in connecting with customers and the format of sale. This report aims to capture the changes made and innovation by businesses in the sector and potential opportunities that could be piloted.

Number of registered food businesses in Gwynedd and Anglesey

Table 1. Registered Food premises in Gwynedd and Anglesey

	Gwynedd	Anglesey
Total number of registered food premises	2063	720
Farmers / Growers	11	3
Manufacturers / Packers	113	56
Other catering premises (typically home based businesses and community buildings)	73	41
Restaurant / Café / Canteen	525	138
Takeaway /Sandwich shop	138	66
Distributors / Transporters	15	9

*Information sourced from www.scoresonthedoors.org.uk as at 01/09/2020

Gwynedd is a much larger county compared to Anglesey geographically; however the number of business per unit of area is roughly similar for both counties.

Figures in table 1 were derived from the scores on the doors website, which is a UK compilation of all food premises registered with Local Authority Environmental Health departments. The table does not include all categories (e.g school canteens and shops), but does include those relevant to this research. There is some overlap in definition or classification, but it useful as a guide of the type of businesses in both counties.

As expected , there is a number of hospitality businesses in both counties (restaurant/ café/ canteen & takeaway/ sandwich shop), but also a number of manufacturers

and packers which would typically be businesses with dedicated production units producing branded or own label products for retail and foodservice with wholesale capacity.

Other catering premises would generally be defined as businesses who are operating from home kitchens or community facilities. These type of businesses are often defined as lifestyle or livelihood and are not employing others. Such businesses often rely on direct sales to the end consumer through fairs, markets, events etc and would have been significantly impacted by Covid, and in many instances not eligible for Government support.

It is unclear how many new businesses have been established during the pandemic as changes have been made to the normal function of Environmental Health visits, however it is likely that a higher than average number have been established. The Cywain (a pan Wales support program for food businesses) Development Manager for the area echoes this assumption in the increased number of enquiries received in recent months.

One business as part of this research operating in the confectionary sector also expressed concern at the rise in home baking and informal trading from premises that are not registered. Piloting activity as part of this initiative will need to ensure that beneficiaries are registered businesses with adequate levels of public liability insurance in place.

Changing Marketplace

Covid 19 and lockdown restrictions resulted in an overnight step change in purchasing behaviours by consumers and necessitated a shift from traditional food and drink purchasing. Panic buying was evident and larger or more complex supply chains unable to fulfill the extra demand put upon them which resulted in empty supermarket shelves and reduced availability of certain items.

Lockdown and travel restrictions in some ways encouraged consumers to use local services and in turn local businesses with short supply chains were able to respond and provide food and drink and meet the increased demand. Food producers and manufacturers in Gwynedd and Anglesey did not all have the same opportunity, depending on the type of product and market channel they operated in. Some were forced to hibernate or re purpose their businesses, others operated at reduced capacity and others were able to capitalise on the changed behaviours and respond to an increased demand for delivered solutions- especially if the product was a commodity or a frequently purchased item.

Businesses that were easily accessible to customers and had an efficient means of distribution fared better with the ease of ordering and collection or delivery featuring higher in terms of customer requirements. Consumers are also seemingly giving more consideration to what food is purchased and from where, favouring local and independent and avoiding larger city centres.

The following extract from www.thefoodpeople.co.uk quantifies the change experienced over the summer. *“The one constant that we have experienced this summer is change. Restaurants have pivoted to ensure that we still enjoy our favourite foods with take-aways and meal kits. As we get used to more time at home, more of this behaviour could be likely to stay even as cities reopen. Alongside delivery methods undergoing a seismic change, living with COVID-19 has also meant that we have had all had to chance to rethink how we want to shape a very different future. From new and flexible working patterns opening up different opportunities for 'food to go' to brands leading with sustainable messages, the future is change. We are also seeing a focus on health and wellness with probiotics and immune boosting ingredients coming to the fore. People and planet have been at the heart of many consumer decisions this summer and look to become even more important.”*

The Sales Process

Sales is critical to the success of any business, and dependent on four stages regardless of how or where the selling is taking place.

Fig 1. The sales process



During lockdown, smaller food and drink businesses in particular who used to generate attention and build consumer interest through presence in markets / fairs and local other events effectively lost their ability to have presence and needed to rely on other avenues to initiate the sales process.

Likewise, businesses with retail premises in towns and villages experienced a significantly reduced footfall and had to think creatively of methods to generate consumer attention and build interest in their brands and offering.

Online and Social Media Activity

Online and Social media marketing has been instrumental in recent months for businesses to generate sales opportunities. As one of the main ways of contacting consumers during lockdown, this has proved a particularly effective communication tool for many businesses in the area at a low cost. Businesses in Anglesey and Gwynedd have:

- Been more active on social media in recent months and updated consumers on their changing and evolving circumstances (Attention)
- Provided details of their offer and products available (Interest)
- Adapted their service and usual terms in response to changing consumer requirements, providing delivery or collection services and responding to questions and messages (Desire).
- Positioned their offer as a compelling and safe purchase that meets the needs of the consumer (Action)

Businesses of all sizes have increased their online presence, and there appears to be a renewed focus on the value of direct sales and consumer engagement across the board.

Whilst some businesses have relied on social media and traditional methods of phone or email for receiving orders, others have developed or adapted existing websites and provided ecommerce sites to facilitate purchasing. App based ordering has also increased in prevalence especially in the foodservice (take away) sector with a local EPOS supplier offering an 'off the shelf' system to its customers.

The ease and speed of ordering from home is a particular consideration for consumers who have become more accustomed with Amazon ordering, next day delivery etc.

Some businesses have extended their range to include more local products and 'essential everyday' items whilst others have included their core range and offered a more experiential / occasion package.

What appears to have been challenging for many small businesses is the ability to establish systems that can allow customers to order 24/7 and pay via ecommerce pre ordering. Butchers for example will sell individual items on a weight basis and cannot determine the cost until the order has been assembled; the availability of certain items or preparing to order is another consideration where a longer lead time may be required. Piloting commerce solutions that allows for pre ordering would help support a more sustainable business model.

Collection, Distribution and Delivery

Businesses have responded in a number of ways to getting products direct to consumers. Using own vehicles for distributing to the local area or working with couriers for distributing further afield as well as establishing collection points at designated days and times in local villages, towns and landmarks.

Local responses by businesses in Anglesey and Gwynedd have are included in appendix 1. What is clear is that businesses in both counties have adapted and developed new business models in response to changes in consumer demand and a renewed marketplace. 3 businesses in the Dwyfor area have also announced plans to collaborate as part of a Christmas offer.

Appendix 2 looks further afield at other responses and initiatives that could be replicated in Anglesey and Gwynedd.

For any pilot activity to be successful and integrated into commercial businesses it needs to have buy in. It is clear through the research undertaken as part of this project that both counties have innovative business Owners and Managers that could through piloting alternative and developed models endorse and trial such activity within the food and drink sector. Supporting businesses of various sizes should also be considered to evaluate differential approaches and encourage peer to peer support (subject to funding limitations and requirements).

Short term outlook: Christmas 2020

During July, The Food People- a specialist food trends and ideas agency released the latest consumer insight on trends and opportunities for Christmas 2020. A video summary can be seen here:

<https://www.youtube.com/watch?v=J1m4m2uw1Vg#action=share>

Covid-19 means that this will be a Christmas like no other. There are a number of key trends happening now as a result of Covid-19 according to the Food People that are likely to impact Christmas 2020. "These include:

- Meal Kits
- Luxury at Home
- Virtual Cookery
- Luxury Food Boxes
- Frozen Food

These trends could lead to Festive opportunities, such as:

- Festive Meal Kits – as consumers continue to spend more time at home and have more time for cooking, there is an opportunity for Meal/Recipe Kits for Christmas, e.g. Christmas cake kits including measured out icing and decorations, Homemade Stuffing kits.
- Experiential – trying to create the magic of Christmas in the 'new normal', e.g. virtual family baking sessions or socially distanced dining spaces with igloos for each household to dine in.
- More Occasions – more time at home and less eating out creates the opportunity for snacking to get a festive upgrade, e.g. mini panettones, Christmassy croissants or indulgent pizzas with figs and red wine."

Whilst such trends may not be as apparent in the rural areas of Gwynedd and Anglesey, any pilot activity will need to consider how local market models can respond to an increased requirement for quality food for at home consumption with experiential or occasion attributes.

In addition, looking at the consumer response to the 2008- 2009 crisis, could identify early opportunities for food businesses as Covid 19 impacts the economy.

According to Mintel research, the 3 biggest lessons from the 2008 recession are:

- Prove your value to the consumer:
 - Premium products perform well when delivering clear benefits.
 - Consumers value local products in troubled times.
 - Consumers are looking for simplicity. Simplicity is an antidote to the stress of economic uncertainty. In 2020 simplicity will also help reduce the anxiety of the pandemic.
- Keep innovating, keep communicating:
 - Resist the urge for deep cuts in marketing and innovation budgets.
 - Marketing reinforces awareness and brand equity.
 - Grocery categories which grow most during recessions are those with the highest level of new product introduction.
- Deliver affordable aspiration:
 - Consumers want to treat themselves to small indulgent treats which lift mood in uncertain and difficult times, e.g. premium coffee, premium chocolate, premium gin.
 - The “affordable luxury” concept expanded during the last recession, with consumers drawn to premium goods which were cheaper but perceived as close or equivalent in quality to more expensive alternatives, e.g. swapping Champagne for Prosecco.
 - Premium in home meal options thrived in the last recession. This will be amplified in 2020 as restaurants remain closed.

Intervention and piloting activity for consideration by the LAG

This research has looked at alternative market models and innovation that has happened by businesses within the two counties themselves. Businesses have the capacity and resilience to produce and adapt the requirement to consumer needs, however there are gaps in terms of the consumer journey in ordering/ buying and receiving or collecting.

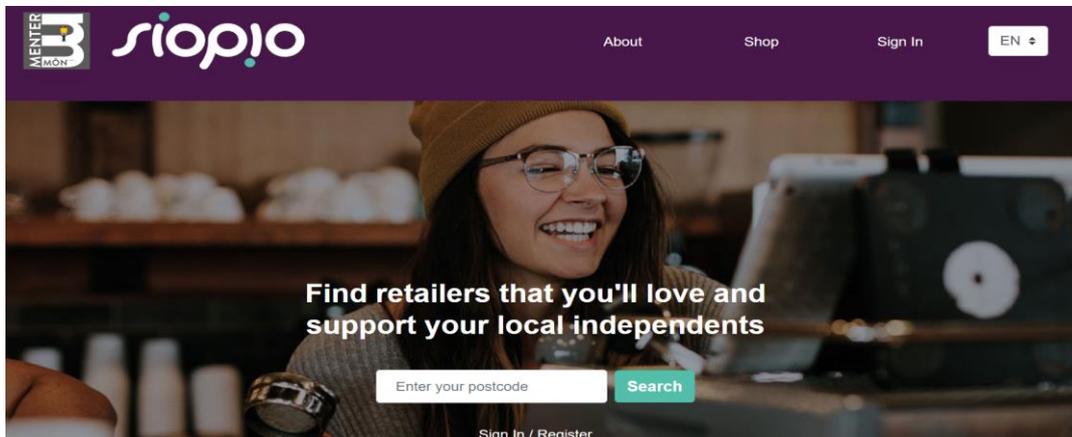
It is suggested that a phase 1 pilot activity should focus on the opportunities that Christmas 2020 will offer and that a pilot is developed to investigate alternatives to the events and fairs that have been cancelled for this year- but provides an opportunity for smaller and lifestyle businesses to position themselves to supply. Phase 1's focus would be to offer alternatives to those living in the Anglesey and Gwynedd areas and increase the appreciation/ awareness of food and drink businesses in those communities.

Subject to review, a second phase could be trialled from Spring 2021 in engaging with visitors to the area and creating a better sense of place through accessible artisan food producers.

The pilot should consider 3 main elements:

- **The development of an app** based ordering system that has the necessary functions to display a business product range, pricing, location and facilitates delivery/ collection. This app would seek to test how orders can be compiled,

paid for and organised electronically for the producer to focus on production and logistics. Dependent on budget availability, up to 15 businesses could be part of this trial in each county to offer choice to the consumer and have a sufficient mass of businesses involved to measure the effectiveness. The www.sioip.io app is in development by Menter Môn and could be used for this part of the pilot.



- **Town market revival and use of public spaces.** For businesses that are not able to deliver or courier products, established town markets could be used as collection points, either through collective ordering and drive through venues or as physical stalls during designated times. Facilitating the opportunity for temporary sites at markets in the lead up to Christmas could also provide additional opportunities for selling for lifestyle producers. This approach would help encourage footfall into town centres by utilising outdoor spaces and create a more vibrant shopping experience. Trialling the use of lockers in public spaces for collection of ambient (low risk) products could also be a consideration to minimise person to person contact. Amazon have already established this model in city centre locations- the same could be done in Anglesey and Gwynedd main towns and / or villages.
- **Marketing campaign.** Any activity needs to be visible. Supporting an app based system with an integrated online /social media marketing campaign targeting those living in Gwynedd and Anglesey would be key in getting consumers to engage. Going beyond the messaging of 'buy local' the campaign should seek to connect consumers with producers and focus on the products offered and how that ties in with consumer insight and likely requirement for indulgence, quality, experiential and occasion based food and drink in the lead to Christmas. This aspect of the pilot could also utilise established Llwyddo'n Lleol developed services @ArGoedd and the services offered by Ifan Wyn Erfyl Jones in promoting local businesses.

To develop the above, indicative budgets would need to be agreed and a discussion to ensure that all activity proposed is a development of previous LEADER activity in both areas. The mechanism for piloting will also need consideration to ensure the required resources are available and business expectation in terms of support available is quantified at the outset. Whilst the app based ordering and payment system and marketing campaign would be relative to both counties, the town market revival and use of public spaces could be adapted dependent on the needs identified in each county and desire of LAG members and producers.

Full specification for piloting activity will be developed once the concept is agreed.

Appendix 1

Business Name:	Becws Islyn
Location:	Aberdaron
	
Business Activity pre Covid 19:	
<ul style="list-style-type: none">-- Retail bakery located in the village of Aberdaron. Café on site.- Trading throughout the year.- Direct / retail sales main activity. Some wholesale customers delivered to within a 15 – 20 mile radius.- Focus on traditional and artisan baked goods, cakes and savoury products.- Complimentary local products also sold (e.e Poblado coffee)	
Adapted Business Model:	
<ul style="list-style-type: none">- Shop and cafe closed when lockdown restrictions were implemented- Established a home delivery service (once a week) immediately for customers within a 20 mile radius. Customers required to text their orders beforehand.- Delivery options included entire range of Becws Islyn products, Wyau Llŷn, Poblado Coffi, local Honey, Dragon cheese and butter, Cotteswold milk.- Shop re opened on 10th July (subject to social distancing regulations) Café remains closed.- Delivery terms were reviewed on 10th September to include minimum order/ delivery charge and delivery on Friday and Saturday to designated areas within a 20 mile radius.	

- A renovation/ extension project was also started during lockdown to increase the size of the bakery / production area and shop/ café. This is due to be completed in autumn/ winter 2020.

Business Name: Ffrwythau DJ Fruit

Location: Penrhyndeudraeth



Business Activity pre Covid 19:

- Fruit and Vegetablae wholesaler covering the whole of Gwynedd and Anglesey
- Supporting local farmers, growers and producers where possible.

Adapted Business Model:

- In response to the closure of hospitality businesses in March, launched a home delivery service.
- Orders placed via an app, email or telephone to be received before 2pm on day prior to delivery. Deliveries once a week into defined aread. (Customers are signposted to partner suppliers in some areas).
- Secure payment required online via online payment site prior to delivery.
- Weekly email sent to registered customers with pricing and detail of seasonal and new items.
- Free delivery over £25
- Extended the offer beyond fruit and vegetable to include other provisions from local suppliers such as Cigoedd y Llain, Jones o Gymru, Blodyn Aur, Calon Lân, Dwyfor Coffee, Idris Café, Cosyn Cymru, Wyau Llŷn, Dylan's bread, Treddafydd Organic, Coconut kitchen, Maggie's Exotic. Actively seeking additional local suppliers to add to its range.

Business Name:	Môr a Mynydd
Location:	Penrhyndeudraeth



ORDER ONLINE
 DOWNLOAD OUR APP
ARCHEBU AR-LEIN
 LAWRLWYTHWCH EIN APP



Business Activity pre Covid 19:

- Established in 2019 as take out fish and chips outlet
- App based ordering system in place from the outset and active on social media.
- Prides itself on using local suppliers and featuring local items on it's menu.
- Developed a steak and meat based offer as an outlet for Pearson Farming grass based herd.

Adapted Business Model:

- Continued with app based ordering and take out option.
- Introduced a local delivery service temporarily.
- Continued and developed emphasis on short supply chain and provenance of ingredients and community contribution.
- Strengthened it's local meat offer- beef from the Pearson family and lamb from other local farmers in the area.

- Launched the Pearson's family beef boxes as part of Primal Grazings offer where customers can also scan QR codes which provides full traceability details of the animal, farm and slaughterhouse.

Business Name: The Marram Grass (The Fat Pig Farm and Moch a Môr)

Location: Newborough



Business Activity pre Covid 19:

- Renowned Restaurant and campig site run by the Barrie brothers.
- Using local produce and that of their own farm (Gardd Rhosyr which grows ingrediens such as herbs, fruit, vegetables and a herd of pigs.
- Ellis Barrie is a celebrity chef who has featured on multiple platforms.
- The Ft Pig Farm's produce available to buy at the Marram Grass and included as part of cooked offer.

Adapted Business Model:

- Restaurant closed when lockdown restrictions were imposed.
- The Fat Pig Farm website was launched as an outlet for pork produced on the farm.
- Pork products ordered via an ecommerce site and delivered by courier nationally on designated days.
- As lockdown restrictions eased, the Marram Grass farm shop and deli reopeed as did a pop up restaurant- Moch a Môr.
- Online site trading subject to availability. At the time of research, site was sold out of all items.

Business Name: Dylan's Restaurants

Location: Menai Bridge, Criceth, (Llandudno)



Business Activity pre Covid 19:

- Operating 3 restaurants and a production kitchen in Llangefni
- Established a retail range of own brand products with pan Wales distribution in place.

Adapted Business Model:

- Instrumental in the development and execution of the Neges model providing prepared meals and other food item boxes to identified vulnerable households in Anglesey and Gwynedd. (This initiative finished in July 20)
- Initially developed a take away service from restaurants using local taxi drivers to deliver within a defined radius or for customers to collect. Subsequently opened all 3 restaurants when regulation allowed.
- Expanded the retail range to include bread and pizza formats for the public to enjoy Dylan's produce at home.
- Established a local produce market from their Menai Bridge site every Saturday; currently scheduled until end of October.

Business Name:

Pwllheli Seafoods- Bwyd o'r Môr

Location:

Pwllheli



Business Activity pre Covid 19:

- Wholesale supply of fish and seafood to the hospitality industry locally
- Providing an outlet for locally caught seafood that is supplemented by additional purchases from a fish market in Manchester.

Adapted Business Model:

- Established direct sales to the public, travelling as far as Llanuwchllyn and Barmouth on a weekly basis
- Looking to develop a pre order and home delivery system and expand the range to include prepared fish and seafood based meals.

Early Stage Collaboration in Gwynedd for Christmas 2020



Cigoedd y Llain

Medi 29 am 19:26 · 🌐



Rydym wedi penderfynu ymuno â cwmnïau lleol eraill i geisio cynnig Nadolig hwylus gyda chynnyrch o safon i'n cwsmeriaid.

We have decided to team up with other local businesses to offer our customers a stress free Christmas with quality produce.

Cludiant neu godi o Glasfryn~ Delivery or pick up from Glasfryn.



CIGOEDD~PRYDAU
PAROD~FFRWYTHAU~LLYSIAU~
MINS PEIS~PWDIN CLWT~BARA
A MWY

NADOLIG~ CIGOEDD Y LLAIN~ CHRISTMAS



RHESTR A PRISIAU I DDILYN YN FUAN
LISTS AND PRICES TO FOLLOW SHORTLY

MEATS~READY MEALS~FRUIT~VEG~MINCE
PIES~CHRISTMAS PUDDING~BREAD & MORE



Appendix 2- Examples from other areas of revised models due to Covid 19

Wye Valley Producers

www.wyevalleyproducers.co.uk

A collaboration of award winning producers from the Wye Valley who have developed a click and collect portal in response to Covid 19. The producers were previously known to each other and had engaged collaboratively in the past. Orders are placed on the website and collected by customers in a designated location between 5 and 7pm on a Friday evening.

A single option postal box is also available and distributed by Courier to mainland UK- this includes a pre selected range of products from the collective's producers.



How it works (extract from website)

#WyeValleyProducers - Click&Collect

An online food and drink producers market with drive through collection

When? Every Friday between 5pm and 7pm

Where? The Drill Hall, Lower Church St, Chepstow NP16 5HJ

What? Pre-order from this website by 7pm on Thursday and we will have it boxed and ready for collection on Friday between 5pm and 7pm.

With the spread of Covid-19 requiring strict social distancing and lockdown regulations at the moment, a **responsible set up** for the drive thru market that **ensures the personal safety** of everyone involved is **our top priority**. We want you to be able to buy your favourite foods directly from us - your small local food producers - and be just as safe (if not safer!) as when you make a trip to the supermarket.

How it works:

1. Peruse and choose from all the delicious products - hand-crafted and made with love in the Wye Valley.
2. Pay online via our website - safe and easy.
3. Make a note of Friday 5-7pm in your diary.

On the Day:

1. Collection is between 5pm and 7pm.
2. Please put your order number on your dashboard for ease for us to see and bring a cool bag/freezer bag if you are collecting frozen and chilled products.
3. Look out for a Hi Viz Vest and we'll direct you to your Click & Collect spot.
4. We'll ask you to park, please **remain in your car**, turn off your engine and pop the boot.
5. We will place your order in your boot, and your chilled/frozen order too.
6. We'll then ask you to leave safely and wave you off with a smile.

The Drill Hall, Lower Church St, Chepstow NP16 5HJ

Taste Montgomery

(Extract from an article in www.welshfoodanddrink.wales)



A new pop-up farm shop, deli and eatery stocking goods from 12 local producers has opened in the historic Welsh border market town of Montgomery.

The new 'Taste' shop is situated in what was the Little Gallery, Broad Street, whose owner has kindly let members of Taste Montgomery use it for the next three months as a base to sell their wares.

Councillor Jill Kibble, Montgomery's Deputy Mayor, officially opened the new venture.

Taste Montgomery has more than 30 members, comprising producers and hospitality providers whose purpose is to co-ordinate, enhance and promote what Montgomery and the locality has to offer. The aim is to encourage more visitors to the area as well as offering the local people more diversity and choice.

Katrina Collins, the driving force behind the enterprise, said: "It's so exciting and we are looking forward to being able to offer great food and drink from our members to the local community and visitors. Thank you to everyone who has helped and contributed to get this off the ground.

"We had a fabulous first week and I would like to thank everyone for their support, good wishes, cards and flowers. Do pop in to see all the delights we have to offer."



'Taste' is very much a co-operative endeavour from production of the new sign, made by local graphic designer Keith Williams, to various Taste Montgomery members providing chillers and fridges, and friends and family providing practical skills, muscle and staffing the shop.

Phil Owens, Taste Montgomery chair, said:

"Our intention is to work together with other businesses in the neighbourhood, as well as Taste Montgomery members, in order to complement each other. This policy will help to promote what Montgomery has to offer."

The shop is open between 2pm-7.30pm from Monday, Tuesday, Wednesday and Friday and 9am to 1pm Saturday. It is closed on Thursday as the stall will be on at the market in Broad Street.

Find out more about the shop and producers on the Taste Montgomery page of www.montgomery-wales.uk website.

Colwyn Bay Artisan Market

(Extract from www.theartisanmarketcompany.co.uk)

THE COLWYN BAY ARTISAN MARKET

The Colwyn Bay Artisan Market runs on the third Saturday of every month from April to December, 9am - 4pm on Station Rd.

Here you'll discover a host of unique handmade arts & crafts from local artists, designers and makers. Alongside an array of artisan cheeses, breads, olives, chocolates, cakes and, of course, our delightful street food trucks serving an impressive choice of hot foods from around the world.

Take your time, relax, unwind, enjoy the entertainment and be sure to have a drink (or three) from one of our mobile bars serving some of the finest gins, rums, proseccos, craft lagers and local ales around.

THE COLWYN BAY LOCAL MARKET

The Colwyn Bay Local Market runs every Tuesday and Saturday throughout the year, 9am - 4pm on Station & Seaview Rd.

This handy market has been a focal part of the town for over 30 years and provides an important life-line to the local community. Now, under our new management, we're giving this tired market a much needed boost and sprucing it up by introducing new traders with a fresh variety of stalls and produce.

It's here you'll find all kinds of necessities from homewares, hardwares, music, fashion and plants to fresh fruit n veg, fish, meats, cheeses, breads and pies!

Come and see your favourite regulars and meet the new traders whilst doing your weekly shop and enjoying the hustle and bustle of market day.

COLWYN BAY

The delightful Victorian seaside town of Colwyn Bay has many attractions and is the perfect spot for a vibrant new market. Benefiting from excellent access and ample parking making it super easy for tourists and traders to find.

Both markets are set in the very heart of town, spanning across the broad pedestrianised streets of Station Rd. & Seaview Rd.

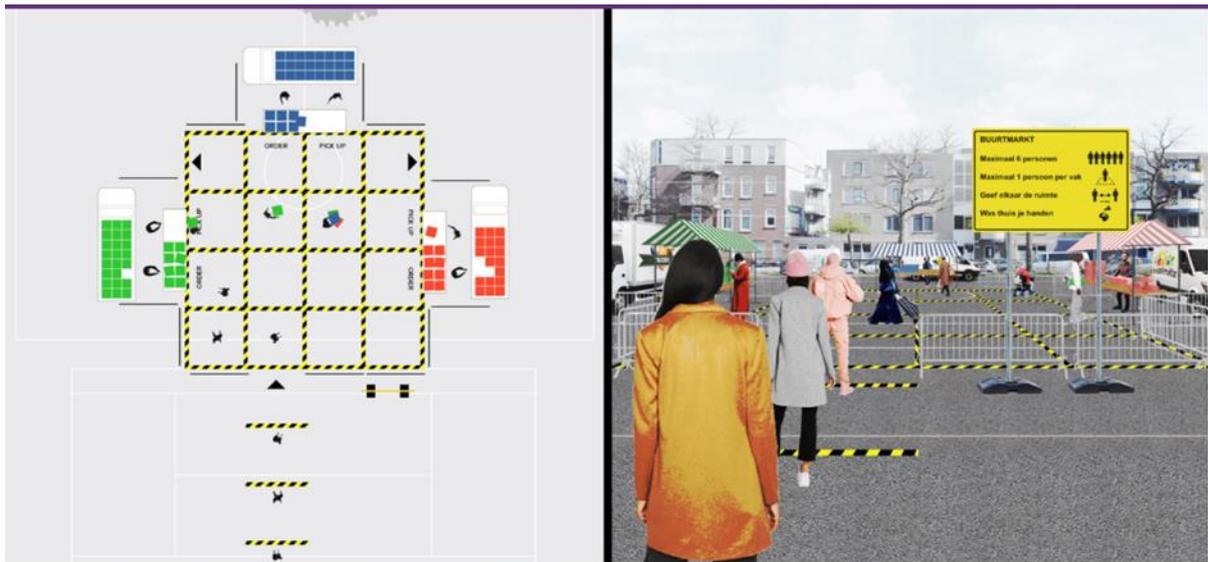
Just a stone's throw from the beach and straight in front of the railway station it couldn't be better situated!

Colwyn Bay boasts some of the most beautiful beaches in Conwy with long, sandy shores and a promenade that stretches all the way to Rhos-On-Sea. There's a watersports activity center on the seafront next to the exquisite restaurant and bistro by celebrity chef Bryn Williams.

Back in town, Colwyn Bay's streets are lined with stunning Victorian architecture and benefit from the original Victorian decorative shop fronts.

With a host of trendy cafes, charming shops, restaurants, bars, antique shops and even an original victorian theatre there is much to enjoy beyond the markets in Colwyn Bay.

COVID 19 safe market layout



Any open-air market can use the design | Photo source Shift Architecture Urbanism

Innovation > Architecture & Design > Redesigned local food markets with social distancing in mind

REDESIGNED LOCAL FOOD MARKETS WITH SOCIAL DISTANCING IN MIND



Source- www.springwise.com

Scottish alternative market models

(Extracts from initiative websites)

Foraging Fortnight: 29th August – 13th September 2020

From virtual foraging classes to online cookery and craft workshops, Foraging Fortnight has announced a virtual festival to be hosted on Orkney this autumn.

The new virtual LEADER-funded festival is a specially curated element of the longstanding Orkney International Science Festival and has been designed to educate and provide the confidence for everyone to carry out foraging activities in their own time.

The Foraging Fortnight line up includes well known ethnobotanist Anna Canning who will be hosting a series of streamed foraging walks; food writer Wendy Barrie who is partnering with local bakers and foragers to host a live cooking demonstration; and artist Lin Chau, who will be showing participants how to make paper from wild ingredients. Other events across the region will include virtual island outings, foraging talks, and wilderness training.

The majority of the events will be free to attend and streamed live on the Foraging Fortnight website, with the opportunity for participants to interact direct with the course leaders. Some events may incur a charge due to cover the cost of sending out activity kits in advance.

Alison Barclay, Development Officer at Orkney LEADER said:

“2019’s collaboration with the Science Festival went really well, enabling Orkney to take part in Foraging Fortnight with events enjoyed by local people and visitors alike. 2020 has been a challenging year but I’m delighted to be able to confirm LEADER’s support for the Foraging Fortnight element of the Science Festival’s programme. The virtual programme has enabled to us bring the beautiful landscapes of Orkney to a much larger audience. I am sure it will capture the imagination of people locally and shine a light on Orkney further afield too.”

In previous years, the foraging festival has taken place across five of Scotland’s distinct regions: Lanarkshire, Fife, Moray, Forth Valley and Loch Lomond and Orkney. It aims to encourage people of all ages to participate safely and responsibly in different foraging activities, and to become more aware of the benefits of wild plants around us. With restrictions in place for large events due to Covid-19, the festival has transformed into a virtual event, which is hoped will bring it to an even wider audience.

Foraging Fortnight is being run in partnership with Orkney International Science Festival, as part of its rich programme of talks, outings and activities.

Foraging Fortnight events encourage adherence [to Scotland’s Outdoor Access Code](#) and organisers have put together foraging guidelines to ensure that those taking part are doing so in a safe and responsible way.

The full programme will be announced soon, with fuller information on www.foragingfortnight.co.uk.

www.neighbourfood.co.uk

The country's leading digital farmers' market, **NeighbourFood** is looking to reach new producers, suppliers and market organisers as Coronavirus restrictions increase online demand for quality local produce.

To protect the health of producers and shoppers, farmers' markets across Scotland have temporarily ceased trading but Scotland Food & Drink in partnership with Connect Local, has secured funding to help hosts and suppliers pivot to online sales.

NeighbourFood's online market platform currently connects 64 suppliers directly with consumers via locally run hubs in Killin, Peebles, Stirling, Blairgowrie and Balfron, with more markets preparing to launch in Errol and Falkland. The team behind the site is actively seeking to help their offline counterparts across Scotland with increased capacity for pop-up online markets during the lockdown.

Since the outbreak of Coronavirus, NeighbourFood markets have reported an increase in sales of between 300-400%.

Fiona Richmond, Head of Regional Food at Scotland Food & Drink, said:

"The impact of Coronavirus and related restrictions on businesses and people has been immense, and despite increased sales for supermarkets, some local suppliers have found their markets gone overnight.

"There is, however, increasing demand for local, high-quality products that can be delivered to the door – an opportunity that innovative and entrepreneurial suppliers are recognising and getting on board with. NeighbourFood is a tried and tested model and provides an easy way for farmers' market organisers and their suppliers to essentially put their market online and broaden their consumer base.

"With additional funding unlocked from the Regional Food Fund, we can open the established NeighbourFood market up to new organisers and suppliers with wrap-around support for migrating sales online."

Forth Environment Link (FEL) is the Scottish environmental charity supporting the development of new NeighbourFood markets in Scotland. FEL has created a mentoring and training programme to help organisations host their own online farmers' markets, and recently fast-tracked NeighbourFood Peebles to help offer food deliveries to those self-isolating or shielding.

Jules Ryan, Project Coordinator at FEL, said:

"We want to offer a boost to the local food economy by offering traditional farmers' markets a new home online. Our dedicated team can help businesses make the most of the digital marketplace, using a wealth of practical guides and promotional resources. NeighbourFood is a sustainable way to shop for essential groceries that supports the local economy, local producers and cuts down on food waste. In the current crisis, 'local' is more important than ever."

Expressions of interest to host an online farmers market on NeighbourFood should be sent to Fiona Richmond, Head of Regional Food, Scotland Food & Drink at fiona@foodanddrink.scot.

For further information on NeighbourFood, please visit: www.neighbourfood.co.uk

Neighbour Food has already established a Swansea initiative and the same approach could work as part of a pilot activity in Gwynedd and Anglesey. The initiative is also established in Ireland. www.neighbourfood.ie

HOW IT WORKS

A new, simple way to buy the best quality food from your local farmers and food producers

[JOIN NOW](#)[SIGN IN](#)

Find Your Local Market On NeighbourFood

Choose from a wide range of local produce including fruit and veg, bread, pastries, cheese, meats, beers and many more. When you're happy with the items in your basket, complete your purchase online.



Collect Your Order At Your Local Venue

Each week you collect your order at a local venue. During your collection, meet your local farmers and food makers who create the amazing produce as well as your fellow shoppers! We often have tasting nights at collections, where producers give away free tasters; not to be missed!



Our Products

All of the products listed in a NeighbourFood market are grown or produced by local farmers or artisan producers. The sale of any large-scale commercially grown vegetables, non-organic imported fruit or vegetables, genetically modified products, intensively reared meat, imported fish or battery eggs are not permitted to be sold at a NeighbourFood market.

ONLINE

Co-op trials zero-emission app-based deliveries via Pinga

By Steve Farrell | 4 September 2020



Source: Co-op
Shopping is picked by Pinga and delivered within 90 minutes

The Co-op has partnered with a zero-emission courier startup in the latest of its growing number of delivery trials.

The retailer is offering a range of 500 products on a smartphone app called Pinga from five of its London stores, in Hackney, Stepney and Stoke Newington.

The shopping is picked by Pinga and delivered in 90 minutes, either by electric scooter, bicycle or on foot, and will be available to up to a million people living close to the stores.

The Co-op and Pinga said the plan was to eventually offer the service across east London.

The Co-op has grown its e-commerce operation from nothing to a burgeoning rapid delivery service over the past three years, using numerous partners across hundreds of stores.

MOST POPULAR

MOST COMMENTED



Morrisons extends 10% NHS discount to September



All trick or treat: Halloween category report 2020



The Covid school lunch: kids' lunches category report 2020



Costa Coffee trials street-facing counter for first time at London store



Could Waitrose really be about to team up with Amazon? And if so how?

Morrisons Join Amazon



British supermarket chain Morrisons has launched its collaboration with online retail titan Amazon, offering its full range of in store products to millions of Amazon Prime members during the coming weeks.

Featuring Amazon's same-day delivery, which is currently free to Prime members on all orders over £40, the supermarket will see staff hand pick orders from your local store and then deliver them via Amazon Flex Delivery partners across the UK.

Fans of Morrisons will be pleased to know that the usual array of high quality goods and exclusive promotions will remain available through the new service, ensuring you do not need to stress about comparing between the two purchase options online.

Speaking of the announcement, Morrisons Chief Executive, David Potts said: "Morrisons on Amazon will build on our partnership with Amazon, making our good quality, great value food even more accessible through Amazon.co.uk and the Amazon app. It will give more and more customers the option of receiving Morrisons groceries straight to their doorstep, including freshly prepared products from our brilliant Market Street colleagues."

The continued expansion of Amazon into the world of grocery retail looks set to raise eyebrows yet further still in 2020.

Sourced from www.thefoodpeople.co.uk