

## SALES & MARKETING REPORT FOR 2023

The year saw the sales stand make an appearance on more than a dozen occasions, ranging from a morning in a village hall to weekends “al fresco”, both afloat and on dry land.

We were given the charity spot at the monthly Southam Market twice, and once again we were at the Southam Christmas Lights. Thanks are due to Norman and Kath who did the bulk of the “heavy lifting” on these. We again had two weekend “pop ups” to support working parties on the boats, four days at Easter and three over the August Bank Holiday. We plan to continue with these this year, our first outing being to Southam on February 17<sup>th</sup>.

Our waterway wanderings last year saw us at Rickmansworth, Linslade, Cosgrove, as in 2022, as well as Huddlesford, a biannual event not held since before the pandemic. And we did not have to travel far for the Braunston Historic Boat Show, which is by far our biggest event in terms of both sales space and takings. This year the Russell Newbery Register held their annual gathering the weekend after the Braunston Show, some of the infrastructure being left in place for them to use. We were asked to be part of the event, with Raymond and Nutfield moored in the arm amongst the visiting boats. We did a talk on the Friday, after which we sold lots of jam and marmalade, and on Saturday we opened the boats to view, with sales tables alongside.

Additionally, we attended an event at Avon Dassett Country Park, where we set up but never opened due to appalling weather, as well as small events in Newbold and Braunston. Both the Village Café and Gongoozlers Rest in Braunston continue to support us through sales of jam and marmalade.

As yet our touring plans for this year have not been finalised. Nicki has agreed to continue making the ever popular marmalade and jam for us (sales more than 450 jars last year), and I am making my first pick up on 12<sup>th</sup> February.

Finally, my thanks to all those who have helped, even if only for an hour or so, with our sales efforts in 2023, which has produced some very satisfactory results.

Turning now to marketing, we did decide early last year to have a banner made for display on Raymond when it was tied up in the marina arm, and could also be used when the boats were elsewhere. Nick L and myself, with input from others, put in many hours to design an eye catching banner, Unfortunately, while it looked splendid on a computer screen, it has so far proved difficult to get this translated into the finished article. We do intend to get this sorted out as quickly as we can.

Brian Seymour

23 January 2024