

FoR Sales & Marketing 2024

The year saw the sales stand make more than a dozen outings, ranging from small half day events in village halls to large weekend events 'al fresco'.

Waterway events included Rickmansworth and Brownhills (by road) and Cosgrove and Linslade, where we sold from the boats. At Braunston in June we had a large sales area, leading to very healthy takings. We also had two pop up events in the marina over the Easter and August bank holiday weekends. Sadly our plans to attend the revived Canal Festival at Banbury in October were thwarted due to Nutfield being unable to get into Lock 12 at Napton.

Jam and marmalade sales were down on that for 2023 but still brought in very useful income. Our supplier Nicki has agreed to carry on producing for us, and at a cost which means that we should not have to raise our selling price. This would mean no increase for 3 years

In addition to items that we buy in. we often receive useful things we can sell. These include books, (mainly non-fiction), which can bring in more than £500 each year. I am always on the lookout for new stock, so if you are having a clear out please think of FoR, thank you.

The new banner for display on Raymond is now in place, and attracts a lot of interest from people walking past, both in the marina and when we take the boats to events. We also have new signage for the gazebo which makes us more visible to the public at events. Consideration is being given to a banner for Nutfield, as well as changes to our display boards.

In conclusion, may I sincerely thank all those who have helped me over the past year, both on the sales stand and behind the scenes producing or sourcing things for us to raise much needed funds.

Brian Seymour.