

Cardgains Newsletter

September 2020

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Cardgains members are literally spread far and wide throughout the UK mainland, reaching into all four corners from the Shetlands to Lands End to Dover and everywhere in between.

With this vast geographical spread there are obviously many variations of trade activity follow the Covid-19 lockdown period earlier in the year. Trade varies within the membership across the UK as we continue to find some kind of normality in the retail world.



There is no doubt that all members took on the challenge of reopening stores with all the necessary Covid-19 required safety regulations in place and welcomed back customers with a brave smile. It was also good to see the independents were more positive than many multiples in reopening and have hopefully gained many new customers for the future from making this decision. The same applies to the poor footfall in major cities which has moved many customers to small towns and local shopping. These are the stronghold areas of the majority of our stores which should again benefit long term with customer loyalty.

Overall feedback from members has been positive. There has been very much a feeling of 'So far, so good', 'Better than expected' and some stores located in tourist areas saying 'It's like Christmas!' I guess this may be a benefit of the British public 'Staycation' holidays in the UK.

Unfortunately however, the yo-yo regional lockdowns that keep being put in place in different parts of the country have been a further frustrating setback to some members. Hopefully these will be only for short periods and become fewer as the weeks go by. We will all watch with interest the effect on retail as the schools start to return and when the Government furlough scheme ends in the coming weeks.

As mentioned last month, let's hope this optimism continues and is the start of a very positive Christmas sales period. I am in no doubt that the population will make the most of Christmas, with perhaps a little bit more cash to spend than normal, and possibly a time to try to forget the troubles of 2020 and reconnect with friends and families. Card and gift sending may enjoy it's best Christmas ever! Fingers crossed! 🙏

What's-hot@Cardgains

Members already signed up will have noticed a more regular service from us. The response to the emails has been very positive and obviously very useful to many of you with supplier information, new products and special offers.

I have been asked to thank you from the suppliers for your support to the emails. Our plan is to keep this going as it's helping members and suppliers as we continue the post Covid rebuilding program. If you're not signed up and wish to receive the 'what's-hot' emails, please contact kerry@bridewelluk.co.uk to be registered. The regular emails will come from Cardgains HQ. Any follow up from the info on the email goes back to the relevant supplier, usually via a simple 'click through'. There is no commitment required and your email details are not shared with the suppliers.

2021 - Onwards and upwards

Here at Cardgains work is well underway with our plans for 2021. Discussions with potential new suppliers ready for a January launch are in hand and will be confirmed to members in the December newsletter.

Planning has also started on options for the Cardgains Village at Spring Fair in February. There is a strong desire from suppliers and visitors, for the show to go ahead as we strive to regain 'life as we know it!' But, like everything else around us at the moment, Covid-19 and Government guidance will ultimately make the decision if the show is to go ahead.

Meeting suppliers, seeing great products, catching up with other retailers and meeting old and new friends and physically doing some actual 'buying' at Spring Fair, beats a 'Zoom meeting' any day!

As always thanks for your continued support. Continue to stay safe and keep smiling through...Chris

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back of packaging

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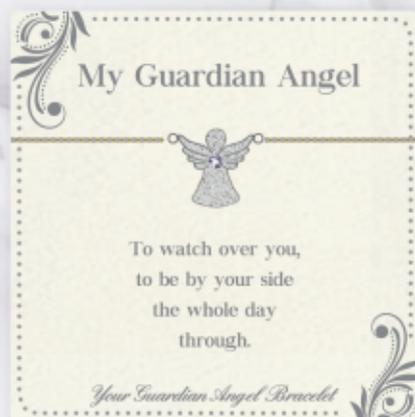
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Cardgains Accounts Team

The team are available from 8.30 am until 5.00pm Monday to Thursday and 8.30 until 1pm on Fridays. Your statement shows you who your designated book-keeper is, and they can all be reached on 0114 249 0333.



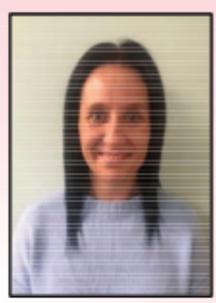
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