



GATES
FARM SHOP

MEDIA INFORMATION

YOUR OWN PERSONAL SHOPPER WITH GATES FREE CONTACTLESS CALL & COLLECT SERVICE

Gates Farm Shop near Oakham is offering customers a highly personal Call and Collect service during the Coronavirus lockdown. When customers call to place an order, one of the friendly team of Gates personal shoppers will call them back to 'walk' them through the store, shopping as they go. After paying by phone, customers arrange to collect at a time convenient to them and, on arrival, Gates staff will pop the shopping directly into the boot, meaning they don't even have to get out of the car! As the service is entirely contactless, it is the safest way to shop.

Gates is an independent, family-run business and has been serving its local community since 1948. The business began life as a plant nursery, founded by Fred and Ivy Gates when they created a market garden on the site over 70 years ago. Still very much a family concern today, the garden centre and farm shop business is currently run by Nigel Gates and his son Jack, who was the force and inspiration behind the creation of Gates Farming and the new farm shop last year.

Nigel says, "Over the years our customers have been good to us and we wanted to give something back in return. We're offering our Call and Collect service completely free of charge and with no minimum spend. We were concerned that those most vulnerable in our community continued to have access to the essential food items they need."

"We've had some incredibly positive feedback from customers, who love the highly personal shopping experience. For some, it's the only contact they have in a day and have told us a friendly chat with our shoppers is the highlight of their week! They seem to enjoy the feeling that they are walking through the store with us. Our personal shoppers do a great job as they take customers on a virtual tour whilst they shop...they are very friendly and their knowledge of our stock is incredible!

Continues overleaf...

“Unlike the larger supermarket chains, many of our suppliers are local and we've been lucky enough to remain relatively fully stocked since lockdown began...even including pasta, rice and flour!

As an essential food retail business Gates could have remained open to shoppers. However, in order to provide the safest service for its customers and to protect its staff, it took the decision early on to close the shop to visiting customers and operate an entirely contactless Call & Collect service instead. Gates also offers contactless Home Delivery for online and telephone orders for its garden centre range, including plants. In this way it is able to provide many more customers with the essential products they need in the safest possible way.

Nigel says, “We're a close-knit family business and it's been 'all hands on deck' since lockdown began. Kathy, my wife, and our daughter, Frankie, have both been pulled in to help too! We've had to adapt quickly to new ways of working and we're trying to respond to these new challenges with optimism. It's important for us to keep trading as our staff are relying on us to protect their jobs for the future. Our entire team has been wonderful, often dropping off orders in their own time for those most vulnerable, who cannot come out and have nobody to collect for them. We are so grateful for their hard work and flexibility at this difficult time.

“We are also eternally grateful to our customers, old and new, for their continued support and loyal custom as we all try to navigate this current uncertainty – it is very much appreciated by us all.”

Ends

IMAGE (please request a high res image if required):

Image shows Frankie Gates, one of the team of Gates Farm Shop Personal Shoppers, in action.

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