



## **Re-opening of Non-Essential Retail**

12<sup>th</sup> April will mark the re-opening of non-essential retail, which will include our retail store in Elvington. Last year we introduced an appointment system, this turned out to be very successful and was strongly favoured by customers who made appointments last summer.

We will be continuing with an appointment system from 12<sup>th</sup> April and visitors can book online from our website. We have a new system in operation which will allow customers the opportunity to cancel or amend their appointment within 6 hours of the appointment time, customers will also receive a text notification of their booked appointment.

When you next communicate with parents could you please remind them that they need to book an appointment to visit our store.

## **Click & Collect orders**

As you would expect, Click & Collect has been a very popular option for parents in the last few weeks and months. We have invested in this aspect of our service to make it easier for parents to identify where they need to go when they visit our store. From late July to early September we are planning to offer the service between 8am & 8pm, Monday to Saturday.

## **Back to School Stock**

Back in November last year we confirmed all our forward orders with our supply base. Given the experience of last year and the delays that Covid-19 had on some of our supplies, we wanted to ensure goods arrived earlier than normal so that as the season approached, we could concentrate on the business of getting orders out to customers.

Goods have started to arrive into our warehouse, earlier than expected which is excellent news. The recent problem in the Suez Canal has slightly impacted some goods so there will be a minor delay on some goods which are currently on the water, but these goods will still arrive by Mid May.

In all we expect to be in a very strong position by the end of the summer term, we have invested in more decorated stock than any previous year which should significantly ease pressure on our in-house embroidery department and speed up delivery of orders, particularly later in the summer holidays but we hope parents will plan ahead and order early.

## **Cut-Off Date for Guaranteed Delivery**

The cut-off date for guaranteed delivery will once again be 29<sup>th</sup> July, if we have parents' online orders by midnight on Thursday 29<sup>th</sup> July 2021, we guarantee to deliver their order before schools start in September.

## Peter

Peter Dalton

