

Costcutter[®]

BAMPTON, DEVON

David Steele, store manager

COMMUNITY SUPPORT



Village stores team up for home deliveries

Many Costcutter retailers are being civic-minded and helping vulnerable members of their communities with home deliveries. Some are going the extra mile to support their local communities.

“Before the lockdown, I used to do about half a dozen home deliveries on a Friday afternoon for older shoppers who were unable to get out and about,” says David Steele of the Bampton Costcutter in Devon. “Now we’re doing between 100 and 120 a week!”

While most of those deliveries are to elderly shoppers, David’s happy to deliver to anyone who says they need it. He’s able to do this thanks to the local council who have organised volunteers for deliveries and sent newsletters to the local residents with contact details of the shops taking part in the scheme.

While Bampton used to be a medieval market town, today it’s more of a large village. It does have a large rural catchment area, with several surrounding villages without facilities.



100 – 120

**HOME DELIVERIES
PER WEEK, UP FROM
SIX, PRE-LOCKDOWN**



“

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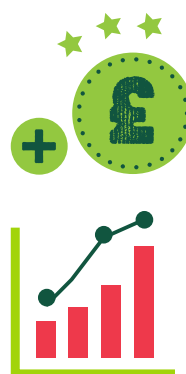
“We’re quite lucky here,” says David. “We have a greengrocer’s, butcher’s and bakery in the village as well as our Costcutter store, so people can more or less get everything they want. There aren’t many places left like left this anymore. That meant during the height of the lockdown, when people were avoiding the bigger stores and choosing to shop locally, we were very busy, with business up around 60% compared to usual.”

“As well as volunteers doing deliveries, we have some people email or call in an order, we’ll walk around the shop and collect the items for them,” adds David. “Then they collect it without actually having to come inside the shop. They just wait outside and we’ll put it in the car for them.”

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**BUSINESS
UP OVER**

60%

**DURING HEIGHT
OF LOCKDOWN**

He admits it’s not something he thinks the store has the resources to commit to once the lockdown is completely lifted, although there’s the future possibility of cooperating with the other shops in the village or the council being persuaded to continue organising volunteer delivery people. In the meantime, while it’s a community service, he says they’re more than happy to support.

“Obviously, we hope we’ll retain the goodwill and new customers that have discovered us during this period and I’m confident we have a great range and offer for local shoppers in order to do so,” he added.

