

### THE RETAIL WORKSHOPS PROVE TO BE A HUGE SUCCESS



*Ian Lingard, Business Projects Officer, Blackburn with Darwen Borough Council said, this is part of the series of workshop programmes which we have put on for the retailers and other businesses as part of the Business Growth programme in Blackburn with Darwen.*

*As a Beacon Council for Fostering Business, we wanted to be able to offer our retailers and businesses a practical and effective training programme which would give their businesses a boost. I am delighted with the feedback which shows that all the delegates learned something useful to take away from the programme.*

### FREE ENTRY FOR LEVEL 1 WORKSHOPS

#### In February delivery of the new Level 2 Workshops in Blackburn which gave retailers more in-depth information about:

- how to use visual merchandising to encourage customers to 'shop' the whole shop and using window displays to create customer interest
- how to use customer postcodes to prepare an advertising or promotional plan



"Just the kind of information and help we have needed for a long time but been unable to find until now. We can't wait to get started on our new marketing ideas".

*Karen and Dr. Dos Adele, Bios Naturecure Clinic*

"I couldn't believe there were so many points on visual display that we were missing or getting wrong. Hopefully we shall now see some radical improvements to our shop displays".

*Neil Dearn, Base Systems*



Two more successful programmes of Level 1 Workshops took place in Blackburn last year with retailers and small businesses in the SRB5 areas being eligible for free entry. The workshops have been running in Blackburn since 2003 and have proved to be effective and popular, with delegates reporting numerous actions and successes from the tips and techniques they are given. Feedback from just some of our delegates from 2006 included:



- I shall be carrying out a customer survey to find out what customers want and think.
- We need to refresh our window displays more often to keep customers interested.
- We want to start having staff meetings to make sure our customer care is up to scratch.
- I'm thinking about organising a painting competition with local schools.