

CHESHIRE VILLAGE SHOPS GET ADVICE FOR THE FUTURE

Di Jackson said:

"We were keen to use this as an opportunity to provide support and information that was both useful and practical for local shops and post offices. The carefully chosen exhibitors and speakers were drawn from a selection of local businesses and organisations who all have the interests of local shops at heart or are experts in their chosen field.

"Additionally we felt it was important to take this programme out into the community, and the choice of venues was very important. In both cases they are great examples of business diversification, which was one of the main themes of the roadshow."



Bill Smith retail consultant, pictured right presenting Peter Barrow from Dodleston Post Office with one of the books won in the prize draw

Shopkeepers were able to chat to the speakers and exhibitors and exchange ideas and gather information. Here's what some of them had to say:

ROBERT DICKINSON, Cuddington PO, said: "I would advise any rural shop or post office to visit Retail Revival!, the speakers were very informative and relevant and I came away with a lot of useful information."

CHRISTINE ROBINSON of Barnton PO came to the event to gather information for her village of Ashton Hayes, which aims to be the first carbon neutral village in England. Christine was particularly interested in the local produce scheme and thought the whole event very topical

SCOTT LEADER who is in the process of setting up his new business 'The Farm at Bunbury', was particularly interested in Palmer & Harvey and the Cholmondeley Food Hub. He said "I found the whole event very useful, particularly as I am still in the planning stages with my business, Rural Enterprise Gateway have been particularly helpful and have already been out to visit me, and I've booked onto a business planning course at Reaseheath College which should get me off to a great start'.

ANDREW SMITH, Audlem Post Office and Sharon Hunt, Gawsforth Post Office, were visitors to Clonter, and thought the speakers had a lot of interesting points. Both were particularly interested in websites and found Tony's approach very down to earth and easy to understand.

When Bill Smith, retail consultant to Cheshire Community Council, was asked to organise some training and an event in support of rural shops and Post Offices in Cheshire, he had no hesitation in contacting Main Marketing & PR Ltd.

Bill and Diane Jackson, of Main Marketing, had collaborated on a project with the retailers in Garstang recently which involved delivering workshops on window display and visual merchandising as part of the Garstang MTI Shop Front Improvement Scheme.

Bill thought that the combination of his retail experience and Diane's marketing skills would prove to be a winner for the Cheshire rural shops. Thus the Retail Revival Roadshow was born, and the events took place in April at Cholmondeley Estates in Malpas, and Clonter Opera Theatre in Congleton.



Cheshire Community Council are delighted with the success of the events and the feedback from retailers across the County who have benefited from support. The Defra funded Rural Social and Community Programme (RSCP) is now starting year two of delivery. Over the next 12 months the Community Council is continuing to provide financial support for 'Retail Revival' in Cheshire.



Tony Fish, IT Consultant, talking to delegates about whether websites have a relevance for rural shops and post offices.