

# REVITALISING INNER ROCHDALE MARKETING WORKSHOPS PROVE A REAL SUCCESS

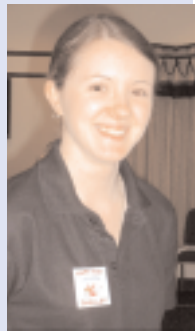


**SANDRA FOWLER** of Comple@t Cafe who attended one of the 2006 workshops has found them extremely beneficial and reports increased takings since attending. Sandra has undertaken a simple research exercise amongst customers providing her and colleagues with feedback to make them focus more closely on the food and drinks they offer as well as customer service. Sandra said "We have increased the number of tables to cope with extra demand. I really value all the information we were given and I regularly go back to it and refresh my ideas. We have introduced promotions such as our half-price cake day on a Friday."



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**MICHELLE MOORE**, who runs the Fairy Dust special occasion clothing shop, was a delegate at the March course. She said: "I learned on the course that something as simple as wearing a badge with my name on would help me create a more friendly atmosphere and help me establish a one-to-one relationship with each customer. It's worked - now my customers know my name and feel they know me and can trust me."



**TARIQ MAHMOOD**, who runs the white goods outlet Arien Distribution on John Street in Rochdale, said: "Diane told us two simple words to use to increase sales - well, I have started using them and it really does work. The workshops programme was brilliant, marvellous ... a real eye-opener."



March saw the first of 4 programmes of Level 1 Marketing Workshops for the 'Revitalising Inner Rochdale - SRB5' project for Rochdale MBC. The workshops were held at the Broadfield Hotel, Rochdale in March. This ongoing programme is part of a business support package for retailers and small businesses in inner Rochdale and is part of the regeneration work in the area.

Esther Shepley of Rochdale Council said, "We wanted a very practical approach to training for our retailers and were delighted to be able to access an existing package of seminars, with a proven track record. We have had a good response from our retailers."

## MADE IN ROCHDALE

March also saw the culmination of several months work, working with the Rochdale Women's Enterprise Initiative to stage the 'Made in Rochdale' a showcase exhibition of the RWEI's members businesses. The highly successful event was held in the prestigious Rochdale Town Hall on the 7 March 2006 and involved coaching the members on exhibition techniques, as well as organising stand contractors, taking bookings and payments, arranging PR and organising a 'Meet the Buyer' event.



Jane Glaysher-White (centre) of Rochdale Women's Enterprise Initiative talking to Esther Shepley of Revitalising Inner Rochdale and Diane Jackson, Main Marketing & PR Ltd at the the successful 'Made in Rochdale' showcase event, Rochdale Town Hall, 6 March 2006