



RETAIL SURVIVAL COURSES

BASSETLAW 2010

The Shop Doctor returned with a Christmas Masterclass

Independent retailers were given a real boost when the Shop Doctor returned to Bassetlaw to help with the Backing Bassetlaw Winter Wonderland competition

Forty Worksop and Retford independent shops that entered the competition were invited to a window dressing masterclass in October.

The Shop Doctor Diane Jackson, Managing Director of Main Marketing is a retail marketing specialist with a real passion for helping independent retailers survive and thrive. She was invited by Bassetlaw District Council to help the retailers and owners of small businesses in Worksop and Retford, as part of the Backing Bassetlaw campaign.

As with all the programmes she runs across many parts of England and Wales, 'Doctor' Di packed the masterclass full of practical tips and ideas that were very well received by the delegates.



"I found the whole thing very refreshing", said Lisa Brumpton, owner of Polly & Henry's Hair Salon. "I am about to move premises, and shall be changing my window more frequently, I learned about using props that you don't have to buy and the importance of symmetry."

Computer shops are not normally renowned for their window displays, but Ian Kirkpatrick of PC Planet Computers is about to change all that. "I picked up some good ideas, particularly about how to get started and the importance of different lines and complementary colours. "I now have a plan to make our window display much more interesting".



Branching Out's Heather Taylor and Rosemary Dobson were equally enthusiastic. "We picked up some very useful tips, not only for Christmas, but that we can use all year".

Maybe your Regional Development Agency could help fund a project like this in your area.

If you're a Town Centre Manager, a Project Officer or in a position to help independent retailers in your area, email the Shop Doctor at shopdoctor@retail.co.uk or call 0845 129 9948.



The theory masterclass was held in Worksop on 18 October 2010

Theory in Worksop – Practice in Retford!

The Masterclass came in two parts held on the 18 and 19 October. Part one consisted of an introduction to good display techniques and tips held at the Crossings Centre, Worksop, the second part took place in Mulberries Salon & Spa, Retford, when the businesses present were treated to a live window dressing demonstration by Sheila Dale, an experienced window stylist.



The theory put into practice in Mulberries Salon & Spa window, after the live demonstration by Sheila Dale, 19 October 2010

The Competition Entries

Diane & Sheila returned to help judge the competition in November prior to the Christmas lights switch-on events in Worksop and Retford.

Diane said “The standard of displays was very high and every business taking part in the competition is to be commended for the amount of effort they put in”.

The winning entries were: Bo-Kay, [pictured bottom below] with runner-up Eco Scooters for Worksop, and Branching Out, [pictured top below] with runner-up Cobblers for Retford.

Branching Out, winner (Retford)



Bo Kay, winner (Worksop)



Fiona Humpage, Backing Bassetlaw Economic Promotions Manager commented, “We wanted to brighten up the two towns for Christmas and were very pleased that so many shops wanted to take part in the competition. The results are there for everyone to see, and its great to hear that at least one shop had so much fun creating their display that they’re planning to theme their windows throughout the year. I’d just like to congratulate everyone taking part”.