

# The Shop Doctor gives a boost to Bassetlaw

Independent retailers were given a real boost when the Shop Doctor came to Bassetlaw to hold a series of marketing workshops or 'surgeries'.

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 surgeries full of practical tips and ideas that were very well received by the delegates.

"The Shop Doctor definitely re-focused my attention and helped me to move forward instead of just standing still", said a delighted Wendy Balandis, owner of Worksop's 'Party Occasions'. "It was a good turning point for me and very, very useful."



Fellow trader Manuel Landeira-Marino from 'Barton Dawes' was equally enthusiastic: "The Shop Doctor gave me some new ideas on how to generate business and they seem to be working."



## Workshops in Worksop

The programme consisted of four workshops or 'surgeries' on different facets of marketing including injecting great customer service ideas into business, taking the

temperature of advertising and promotions and a spoonful of visual merchandising medicine. Spread over two weeks, all the workshops were held in the Assembly Rooms in Worksop Town Hall, from 6 to 8.30pm.



# Retailers don't usually have mentors

In an independent survey of delegates after the workshops, reactions were very positive. Retford based Alison Leckenby, who runs 'Best of Worksop and Best of Retford' said, "The course has really given me ideas on how I can approach my business differently – my aim was to gain an understanding of my customers better and the Shop Doctor certainly helped me do that. It was full of practical help and ideas. Retailers don't have mentors, so the Shop Doctor is ideal for them. What Diane does is vital."

Restaurant owner Mohammad Kashem from Worksop's Monsoon agreed that Doctor Di had given "very helpful guidance on how to market your business". He continued, "I found out during the course why my business has been floundering and what I need to do to get it back on track, so the Shop Doctor really made an impact for me. I'm really optimistic about the future of my business again now."

Another 'foodie' Steve Shelley, from 'Deli and Dine' in Retford echoed the sentiments "It was really interesting to meet people from all different businesses. The course was easy to follow and really good - especially for those who aren't business minded.. You have got to be optimistic about your business and you mustn't stand still. We need to maintain footfall and want all our shops and businesses to be concerned about it. I thought the Shop Doctor was great."



"I've already done lots of things that Diane suggested and they've made a difference."  
Charlotte Ridell, Bling Boutique – Worksop

"The Shop Doctor gave me some new ideas on how to generate business and they seem to be working. We've just had a really good week's trading in what's usually a quiet time."

Manuel Landeira-Marino, Barton Dawes - Worksop



"I really appreciated that Diane saw everything from the independent shopkeeper's point of view . . . I now feel much more part of the local business community . . . she certainly helped me see my business from a different perspective."

Karen Keith, The Kiwi café - Retford

## How to meet the challenges of the future

Bassetlaw District Council Economic Development Manager, Robert Wilkinson said, "These workshops were ideal for our local businesses because they gave practical support to shop owners to improve their trade and marketing skills to meet the challenges of the future."

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 Shop Doctor Diane Jackson at [shopdoctor@retailsurvival.co.uk](mailto:shopdoctor@retailsurvival.co.uk) or call 0845 129 9948.