

Press Release

For immediate and general release

Shop Doctor injects new ideas into Denbigh

Denbigh's independent retailers and high street businesses were treated to an injection of expert retail marketing help recently when the Shop Doctor came to town.

A programme of four workshops or 'surgeries' on different facets of marketing was devised and delivered by Shop Doctor Diane Jackson, MD of Main Marketing and PR Limited. Diane had been invited to deliver the series of 'surgeries' to independent local retailers within Denbighshire County Council. Funded by Denbigh Town Business Group and supported by Denbighshire County Council, the local businesses could attend free of charge – and they were delighted with the practical help they received.

"It was brilliant - really made us think", enthused Jo Rowley, owner of Eden ladies' wear specialist. "It's good to hear an expert. Diane obviously knows what she's talking about and made it relevant to us." Beryl Tadgell from Ariel Travel agreed. "It was very interesting - Diane was very down to earth and practical; she was definitely on our wavelength. She made us re-think, re-evaluate. We're certainly making changes in our business."

The workshops were held in Brookhouse Mill, Ruthin Road in Denbigh and covered practical marketing help such as injecting great customer service ideas into business, improving knowledge and use of the web, advertising and promotions and visual merchandising.

Another positive reaction came from Chris Jones of Guitarworx. "I got a lot out of it – lots of good marketing ideas; it was an inspiration. I've made changes in the shop already." And Kings restaurant manager Lynne Jones found the practical advice really timely as she was considering a re-launch to announce their new chef; she was immediately going to implement the Shop Doctor's advice with a new advertising strategy.

Manager Sean Peacock at Denbigh's Co-operative Store was also delighted. "We found it very useful and got some good tips. We've done a lot of courses, but we still learned new things from the Shop Doctor."

During the surgeries time was spent examining and analysing the issues faced by Denbigh businesses in the light of the new retail park opening and the possibilities of Denbigh 'old town' becoming a visitor attraction. "The analysis session made us join together as a town", said Jo Rowley. "It was good to spend time with other traders at the workshops", commented Jazz shoe shop owner Susan Owen.

In an independent survey of delegates after the workshops, electrical retailer Peter Jones said "It was all very useful and interesting and everyone after the course was giving very positive feedback."

'Doctor' Di who is the Managing Director of Stockport based Main Marketing & PR Limited, was delighted at the positive results that so many of the delegates have reported. "Our surgeries and workshops usually generate enthusiasm, I have to say and I'm delighted to share my experience and ideas with retailers who often face quite steep challenges. Denbigh is changing as a town and I like to encourage business to embrace change in a positive and practical way. These surgeries have hopefully equipped them with basic marketing skills so they could attract more business and meet the challenges of the future."

If you think your area could benefit from the Shop Doctor, call 0845 129 9948 or send an Email to shopdoctor@retail.co.uk.

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Diane Jackson is the founder of Main Marketing & PR Ltd and is an acknowledged retail marketing specialist. Keen to promote good marketing skills and techniques to all, she has created and delivered many specialist workshops for retailers and small businesses around the country to great acclaim.

She first created Retail Survival Courses in 2001, as an integral part of the District Centres Regeneration Strategy for Stockport Metropolitan Borough Council. In 2002 Diane won the Stockport Junior Chamber of Commerce 'Entrepreneur of the Year' Award for her work with retailers. To recognise her contribution to regeneration work in town centres, she was invited to join the Institution of Economic Development in 2008. Diane Jackson has written and had published various articles on retail marketing and market towns.