



The Shop Doctor gives a boost to Prestatyn retailers

Independent retailers were given a real boost when the Shop Doctor came to Prestatyn 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 Denbighshire County Council to help the retail businesses in the Prestatyn area; the initiative was funded by Prestatyn Business Growth Partnership. This meant that the local businesses could attend free of charge - and they were delighted with the practical help they received.

In an independent survey of delegates after the workshops they agreed they were now able “to look at the shop with fresh eyes.”

The reaction of photographer Geoff Abbott from Premier Portraits was typical: “I thought the Shop Doctor was absolutely brilliant and very informative. I’ve started looking at my business in a whole new way, both in the window, the shop and what I offer my customers. She made me realise there’s a science to it.”

Practical tips and ideas

The Shop Doctor 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, the workshops were held in Studio 2 in the Scala Cinema in Prestatyn from 6 to 8.30pm.

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. A good mix of retailers attended the Prestatyn series from the very experienced to those in their first year of trading – and from a diverse range of businesses, and they all derived significant benefit from attending.

Experienced retailer Neale Allum, from Hallmark Cards was very enthusiastic, “I really enjoyed the workshops. I knew a lot because I’ve been in retail since I left school many years ago, but I think Diane really turned the light bulb back on. It’s good to get a nudge at some point to wake you up and start thinking again.”

Business newcomer Brenda Davies agreed: “I found the Shop Doctor very helpful and caring. She’s very passionate about independent retail businesses. I learnt many new things and have already tried to alter some in my shop. We got some helpful advice on window display. All her comments and ideas were very pertinent – and she gave us an idea about developing the market.”

“I thought it was very useful for our business and very motivating. The Shop Doctor gave us a different perspective on some things and showed us ways to improve in our shop. She focussed our attention on different details. I certainly got ideas on how to grow my business – and get a competitive edge.” **Craftshop owner Emma Bickley from Doodleso.**

“The Shop Doctor has given me a lot of ideas. I feel I now understand my customer better and how to reach them better.” **Photographer Geoff Abbott, Premier Portraits**

Hazel Roberts, from Homewood Bound in Ruthin was also delighted. “I thought it was great, I was very impressed. I’ve been in business 11 years but there were still things that Diane mentioned that I was unaware of. She was very good, well organised – it was definitely time very well spent. I now see my business much more through my customers’ eyes.”



THE PAPER SHOP, on High Street, Prestatyn impressed the Shop Doctor mystery shopper to the extent that a special award was made to owner John Evans. Doctor Di felt the certificate awarded to John was appropriate to recognise the excellence of the shop format and layout.



I empower delegates to apply good, practical and affordable marketing techniques. Imagine what an impact all small businesses could have on the economy of a region, if they were all operating with the same ideas, confidence and motivation as our Prestatyn delegates are now doing.”

Project officers, councils, market town associations, regional development agencies and retail partnerships have all helped their

local businesses with special workshops from Main Marketing, including The Shop Doctors, Retail Survival, Business Growth and Competitive Edge.

Impact on the local economy

Shop Doctor Diane put it all into perspective: “It’s always very encouraging to see and share the passion and determination of small businesses and to champion the cause of revitalising, reinvigorating and regenerating them.

If you’re in a position to help independent retailers in your area, or for practical advice and ideas on growing independent businesses, Email the Shop Doctor at shopdoctor@retailsurvival.co.uk or call 0845 129 9948.