

Press Release

For immediate and general release

Shop Doctor takes the temperature in Alfreton, Heanor and Ripley

Shop Doctor Diane Jackson has been taking the temperature of shops in the Derbyshire towns of Alfreton, Heanor and Ripley recently and injecting new life and great ideas into the area.

A programme from the popular series “Retail Survival” and “The Shop Doctors” was devised by retailing specialists Main Marketing & PR Limited and presented by MD Diane Jackson.

FREE workshops

‘Doctor’ Di was invited by Derbyshire County Council to run a series of marketing workshops or ‘surgeries’ to independent retailers across many parts of Derbyshire throughout most of 2009.

Aimed at supporting local businesses and creating prosperous towns, the programme is part of Derbyshire County Council’s Market Towns Initiative, funded by the Derby and Derbyshire Economic Partnership (DDEP). Retailers from Alfreton, Heanor and Ripley attended the series of four 90 minute workshops in May at Heanor Gate Science College, which were free of charge.

Ripley retailer Wendy Clarke from Inspired Interiors was most enthusiastic about the time she spent in the marketing surgeries: “I really enjoyed the course and found the advice on promotions particularly useful – as well as ways to find out about target markets. I’ve been in retail 30 years but you can never stop learning. It was certainly a relaxed learning environment and very effective.”

The workshops attracted a diverse range of businesses, including IT support, electrical suppliers, hairdressers and barbers, bridalwear specialists, a card shop and pet shops and an online ladieswear supplier. Jennifer Willis who runs online store Feminine Plus from Long Eaton felt the workshops were helpful, informative and very enjoyable. “It was all put over very well and it was great to meet with other traders” she said.

Ideas that really work

Elizabeth Hewes opened Lilibet florists in Heanor just six months ago and said she found the course very useful. “I’ve been in retail for 25 years or so, but I’ve learned so much on these workshops. They were full of practical help and advice – not just theory. I’ve implemented three major things since being on the course – and they’re working!”

Another established trader, photographer Martin Dudley, echoed Elizabeth’s comments. “The course made me more aware that I have to get on and do things. I certainly learned some new ideas and took lots of good notes.”

The bridalwear specialist enthused about ideas that he had learnt on the course and since implemented: “So far it seems to be paying off and bringing more money in.” Polka Dot florist Amy Williams from Ripley agreed, “After the course I made some of the recommended changes in

my shop and window displays, which seem to be effective. I'm optimistic that the business will flourish."

Main Marketing runs programmes in many areas of the country. As well as the Retail Survival series, they offer "The Shop Doctors", "The Competitive Edge", "Business Growth" and "Business Support" programmes. Any and all of these series provide very cost-effective solutions for Councils and Enterprise bodies who want to support the growth of new business in their area.

For more details of the current programme, contact Main Marketing & PR Limited on 0845 129 9948 or Email shopdoctor@retail.co.uk or visit the website www.derbyshire.retailsurvival.co.uk.

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Diane Jackson is the founder of Main Marketing & PR Ltd and is an acknowledged retail marketing specialist. She has written and had published various articles on retail marketing and market towns. Keen to promote good marketing skills and techniques to all, Diane has created and delivered many specialist workshops for retailers and small businesses around the country to great acclaim.