

### GARSTANG'S WINDOW DISPLAY WORKSHOPS HELP TO ENHANCE ITS MARKET TOWN IMAGE



2006 saw the introduction of the Level 2 Workshops. These were developed at the request of Blackburn-with-Darwen Council after feedback from delegates indicated that they wanted more in-depth help with specific topics. Two topics in particular came up time and time again; Window Display/Visual Merchandising; and Customer Targeting/Advertising Planning.

Industry experts, Bill Smith (Window Display/Visual Merchandising) and Paul Morris (Customer Targeting/Advertising Planning) along with Diane Jackson of Main Marketing & PR Ltd, devised and delivered the workshops, which were piloted in Blackburn in March.

*In October Main Marketing worked with Wyre Borough Council and the Garstang Chamber of Trade as part of a project to encourage shop owners to take up Shop Front Improvement Grants.*



LYN NICKSON, whose family run the Nicksons DIY store, one of the longest established businesses in Garstang, sent an email saying

Just a quick line to say thank you to Bill and yourself for coming to see us at the shop yesterday.

You don't realise just how helpful you were, we now feel able to complete our renovation plans with confidence. Before you visited us, our ideas were confused, even though we had everything down on paper, we couldn't seem to get a flow round the new shop-floor.

Bill was superb and saw the difficulties straightaway, and was able to make constructive suggestions that solved our problems.

And thank-you to you Diane for volunteering to come back after hours and spend time with me on the computer helping me with the new signage ideas.

Regards, Lyn Nickson,



JOANNE GOLTON, Project Manager for Garstang & District Partnership said; "Having worked with Main Marketing in 2005, we were delighted to invite them to return with their new Level 2



programme. The Window Display & Visual Merchandising Workshops were held as part of the Garstang MTI Shop Front Improvement Scheme, which aims to invigorate and enhance the trading infrastructure and retail image of Garstang as an historic market town. One of our main objectives is to stimulate business and consumer confidence and we felt that by offering our retailers this really practical business support package, it would help those who are interested in and who have already benefitted from the Shop Front Improvement Scheme to take best advantage of the improvements. This has proved to be the case, as feedback from all the businesses who participated is that it was really worthwhile and they have started to implement some of the suggestions made by Bill and Diane."

The Window Display & Visual Merchandising Workshop was



used to talk delegates through the kind of improvements they could make, and even the most experienced retailers in the town got a lot out of the consultations held in their own shops.