

**Glossop Town Partnership**  
Howard Town House  
High Street East  
Glossop  
Derbyshire SK13 8AD  
Tel: 01457 866820 [www.highpeak.gov.uk](http://www.highpeak.gov.uk)



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Dear Diane,

**Retail Development Workshops**

I thought you might like to know about the feedback we have had from the shopkeepers in Glossop after the workshops.

I'll be in touch with you in the New Year to discuss how to take the Promotional Plan exercise forward with the Glossop group.

Thanks for all your support,

Regards

Sarah Parkin  
Project Officer  
Glossop Town Partnership

# Glossop Town Partnership



## Retail Development Workshops

### Feedback

#### Have you found the Retail Development Programme useful? Are there any tips or ideas you will test in your business?

- Yes, Direct Mail, advertisement design
- I feel most of the ideas have been done to the shop in the last six months and have worked!
- Very useful. Yes some new ideas and reminders of things I have been meaning to do for ages. Display opening times on shop front. I will use the info and train my staff.
- The programme was useful. We have tried most of the suggested items. We will focus more on local shoppers get new 'flyers' done.
- Yes, very, numerous
- Yes, have opening hours on front door, staff are more alert to meet and greet. Shop logo is being changed anyway. Window displays are changed often.
- Marketing and advertising on a shoestring, Enhancing customer awareness, Tips to retain customers, Demographic sheets. On the whole very useful although some areas not relevant for my business (although certainly so for retailers in shops etc)
- Yes, although since I am mail order only the last session was less useful than the others – some very good points on advertising techniques though
- Very useful and worthwhile meetings. I have listed six actions which I am confident will be implemented, and have a positive effect.
- Yes – database creation and existing customer promotion/marketing.
- Many of the points contained in the programme can be used mainly from a customer service point of view. Most of the information was non-specific and the retailer must tailor make this to suit their business.
- Very! Staff customer care. Talking to the Chronicle. Planning promotions. Leaflets and many more.
- We have found it very useful. Not coming from a retail background and being a new venture, we have picked up lots of tips and gained a lot of knowledge. Thank you. Has made us very motivated
- Yes, lots of tips and ideas. As a new business this was much needed.
- Potential for advertising. Welcome and thank you notices

#### What have you found most useful about the workshops?

- Thought provoking and money saving in the long run.
- Workshop 3 Meeting and hearing suggestions from other traders. Will look more carefully at our shops – from the customers' side.
- A reminder of all the things I should be doing. We may be having an open day on Saturday, as we do not open Saturdays, as we are the Volunteer Bureau.
- Useful Tips
- Networking with other new business owners has been reassuring.
- Useful reminder of retail principles. Makes you look twice and think more.
- Creating a positive image
- Use a fresh pair of eyes! Look at your business as though you were a customer. Talking to other retailers and meeting them. Rejuvenating old ideas. Talking to an expert for free.
- Marketing and eye appeal but all sessions were relevant.
- Able to discuss with others what advertising has worked/not worked.

#### Anything else you would like to add?

- Great time to meet 5.30-6.30pm Short and sweet – just what you need at the end of the day. Good networking opportunity too.
- Thank you for funding the workshop
- The room was too large and I had trouble hearing what people were saying.
- Time to Network would have been useful. Q+A session with the group
- Just Thanks for organising a great free resource like this
- Look forward to further workshops held in future for local businesses in Glossop.
- Very worthwhile. Thanks for organising the workshop
- Interesting.