

Workshops UPDATE

Stockport's Review 2005

A recent Review by Stockport Council has shown that Main Marketing's commitment to strengthening partnerships of retailers through their range of training scheme packages has been producing real results. The District and Local Centre Review 2005 looks in detail at the work that has been done in the retail centres in Stockport with notable successes.

In areas where traders worked with Main Marketing to produce promotional plans for their Centre, examples of projects that Traders' Associations have gone on to do include:

- Investigation of the scope for installing an illustrative map in the village
- Production of the first edition of a District Centre newsletter
- Production of a free Christmas parking leaflet
- Starting of a Traders' Charity Fun Day
- Promotional Banners
- Marketing & Tourism leaflet
- Town Carrier Bags
- Shoppers Website
- Generation of positive press stories

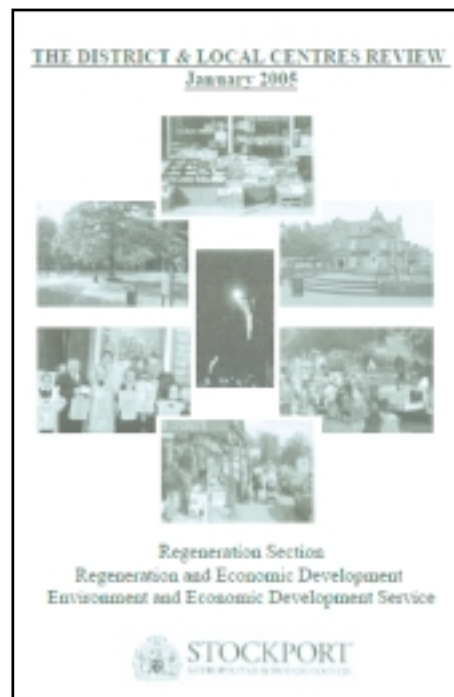
From the Council's viewpoint the advantages of Partnership working have been considerable.

- More ownership of issues by local private stakeholders
- Joint projects
- Joined up working within the

Council and better communication

- Improved understanding of the issues involved in regenerating the centres – and a willingness to work together to resolve them
- A greater understanding of the role of the Council
- A greater willingness by local stakeholders to take more ownership of issues – particularly those where the Council has limited control

Diane Jackson of Main Marketing said, "The Marketing Workshops, Service Charter and Promotional Plan packages are all designed to equip traders with the skills to work both individually and as a group to improve their own businesses and the shopping experience in their area as a whole. This Review clearly shows that Councils also gain a great deal from the strengthened relationship between themselves and the traders, meaning that the process of regenerating and re-invigorating local high streets becomes much easier to achieve. Ultimately we all want to encourage more people to shop locally."



READ THE WHOLE DOCUMENT

Visit www.stockport.gov.uk/about-stockport/visitors/shopping/districtcentres/districtcentrestrategy?a=5441

and click on District & Local Centres Strategy Review 2005 to download PDF version of the full Review

If you want help with setting up traders associations, promotional planning, marketing for small retailers or even an investigation into the standard of customer care given by your local shops call Main Marketing on 0845 129 9948.