

## **Press release**

### **Inspiration for Stockport businesses**

A programme from the popular series "Small budget big impact marketing" held recently for independent businesses in Stockport, has provided tremendous inspiration for those who attended.

The Regeneration Section of the Environment and Economy Directorate of Stockport Metropolitan Borough Council (SMBC) invited marketing specialist Diane Jackson of Main Marketing & PR Limited to devise and run a series of four workshops. The free workshops covered customer service, business image, use of the internet and advertising and marketing and have been extremely well received.

David Morley of Natural Home Floorings in Heaton Chapel had been on a lot of courses over the years but felt this programme topped the lot. "It was better than going to university! The workshops were just so crammed full of practical help. I learned so many different ways of doing things. They really bucked my spirits up. Now I'm excited, inspired and raring to go. I've changed a number of things in the shop and we can see already that they're working."

John Buckley from Minuteman Press on Lower Hillgate echoed the sentiments, "One of the best courses I've ever done; it was excellent. I came back from the course and immediately made some changes – and I'm working on others now. It was a different kind of course in that it covered some specific aspects of retailing, like your shop front. I appreciated the practical help."

And Accountant Vincent Mather endorsed the point "The course really makes you think about what you're going to do. I learned lots of new things."

#### **Something old, something new, but always something for everyone**

For some the workshops reawakened long held knowledge that had worked its way to the back burner. Tony Gallagher from Lazy Daisies commented: "To be honest I knew most of what was being said; I just hadn't got round to doing a lot of it. The whole programme was useful and I'm galvanised into action now. I'm glad I went – it was well worth going to."

His opinion was shared by David Marchant, Cobweb Computers, a computer supplier with a 10 year retail presence in Great Moor. "A tremendous programme – excellent for prodding and prompting you into doing things you may have forgotten or not even considered doing."

A spokesperson from SMBC said, "The programme has been a huge success and we have received encouraging positive feedback throughout. You start to appreciate the value you've added when you hear a business owner saying that the workshops helped clarify his thinking on the way forward for his business."

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