

Shop Doctor injects new ideas into Denbigh

“It was brilliant - really made us think”, enthused Jo Rowley, owner of Eden ladies’ wear specialist. “It’s good to hear an expert. Diane obviously knows what she’s talking about and made it relevant to us.”



Beryl Tadgell from Ariel Travel agreed, “It was very interesting - Diane was very down to earth and practical; she was definitely on our wavelength. She made us re-think, re-evaluate. We’re certainly making changes in our business.”

The workshops were held in Brookhouse Mill, Ruthin Road in Denbigh and covered practical marketing help such as injecting great customer service ideas into business, improving knowledge and use of the web, advertising and promotions and visual merchandising.

Denbigh’s independent retailers and high street businesses were treated to an injection of expert retail marketing help recently when the Shop Doctor came to town.



A programme of four workshops or ‘surgeries’ on different facets of marketing was devised and delivered by Shop Doctor Diane Jackson, MD of Main Marketing and PR Limited. Diane had been invited to deliver the series of ‘surgeries’ to independent local retailers within Denbighshire County Council. Funded by Denbigh Town Business Group and supported by Denbighshire County Council, the local businesses could attend free of charge – and they were delighted with the practical help they received.

Another very positive reaction came from Chris Jones of Guitarworx. *“I got a lot out of it – lots of good marketing ideas; it was an inspiration. I’ve made changes in the shop already.”* And Kings restaurant manager Lynne Jones found the practical advice really timely as she was considering a re-launch to announce their new chef; she was immediately going to implement the Shop Doctor’s advice with a new advertising strategy.



In an independent survey of delegates after the workshops, electrical retailer Peter Jones said *“It was all very useful and interesting and everyone after the course was giving very positive feedback.”*

It seems that, yet again, the Shop Doctor has provided practical support for shopkeepers by equipping them with basic marketing skills so they could attract more business and meet the challenges of the future.



“We found it very useful and got some good tips. We’ve done a lot of courses, but we still learned new things from the Shop Doctor.”

Sean Peacock, manager at Denbigh’s Co-operative Store

During the surgeries time was spent examining and analysing the issues faced by Denbigh businesses in the light of the new retail park opening and the possibilities of Denbigh ‘old town’ becoming a visitor attraction.

“The analysis session made us join together as a town” said Jo Rowley.

“It was good to spend time with other traders at the workshops”, commented Jazz shoe shop owner Susan Owen.

Project officers, councils, market town associations, regional development agencies and retail partnerships have all helped their local businesses with special workshops from Main Marketing, including The Shop Doctors, Retail Survival, Business Growth and Competitive Edge. For practical advice and ideas on growing independent businesses, contact Diane Jackson at Main Marketing on 0845 129 9948, email her at shopdoctor@retailsurvival.co.uk or visit www.main-marketing.co.uk.

