



Heritage Action Zones
Historic England

Review of Retail Seminars 2019- part of PSiCA awareness work

Overview

Three seminars for retailers. Produced in partnership with Weston Chamber of Commerce, Federation of Small Businesses and BID/ Town Centre Partnership.

1. Tuesday 17 September

Visual Merchandising and Windows Dressing – Gemma Turner

2. Tuesday 15 October

Minimising Retail Theft- Andrew Sharman

3. Tuesday 19 November

20 marketing ideas for independent retailers- Fran Riseley

At each event there was also the opportunity to hear more about initiatives for retailers that are being planned by The Chamber of Commerce, Town Centre Partnership, BID, Federation of Small Businesses and the Heritage Action Zone Weston shopfront enhancement grants scheme.

There was also the opportunity for attendees to win a free advice session on window dressing, minimising theft or marketing.



Stakeholders: Chamber of Commerce, HAZ, Federation of Small Businesses, BID and Town Centre Partnership

Engagement from retailers

17 September- Visual merchandising: 14 people
15 October- Minimising theft: 12 people
19 November- marketing on a budget: 12 people

38 people in total representing 19 different independent retailers across the three seminars. In addition, representatives from the partnership attended as well as a representative from Visit Somerset.

Following each seminar the presentations were sent to all attendees and shared on the following webpages to allow wider engagement:

-) Weston Business improvement District: <https://www.westonbid.co.uk/> (Paul Batts and Steve Townsend contacts)
-) Federation of small businesses: <https://firstvoice.fsb.org.uk/first-voice/regional-voice/regions/south-west> (Ruth Lambert and Colin Sandford contacts)
-) Chamber of Commerce: <https://www.westonchamber.org.uk/> (Sue Shillabeer contact)

Communications

-) The promotional leaflet (1,000 copies) was widely distributed to all retailers in Weston as well as being promoted via social media and print media
-) The leaflet was also distributed by Town centre wardens to retailers and the partners also talked to retailers.
-) All Weston retailers were sent text messages about the seminars directly to their phones through BID
-) The local paper (Weston Mercury) promoted the seminars (3rd October)
-) NSC promoted the seminars through Facebook pages and social media platforms <https://www.facebook.com/events/775110889577839/>
-) North Somerset Life article in November edition (circulation 108,000)

Feedback from retailers

All retailers were asked to provide feedback on the night, and hand it in prior to leaving so ensuring a high response rate. Every single response was positive in terms of the seminar. Some feedback querying why more retailers had not attended. Retailers felt they had been well informed about the seminars and queried why more people did not attend

Window dressing/ visual merchandising:

1. 'very informative presentation, a real shame that more businesses did not attend'.
2. 'enjoyable and inspiring- specially applies to me in the flower shop having to make eye catching displays from nothing'.
3. 'It would be good to hear some examples of good VM from other retailers. How could we get more retailers engaged?'.
4. 'Gemma Turner gave a fabulous seminar. She was easy to listen to and I learnt a lot and am revitalised!'.

5. 'Enjoyed the evening. Shame not more involvement from retailers. You can always learn something from an event'.
6. 'Thought provoking and informative. Well worth the time'.
7. 'Good to make links with local businesses in the area our community art studio is based and begin to have conversations about collaboration, plus thinking about our window and how we can promote within it, even though we are not a retail space'.
8. 'Great presentation. Well done, need more of this'
9. 'Brilliant and informative, lots of advice to take away. Good to meet other small businesses.
10. 'Gemma was brilliant! More retailers need to share this knowledge'
11. 'Excellent presentation from Gemma. Thought provoking and informative'
12. 'Very informative and inspiring trainer. The session could perhaps have been more tailored to those who were present. Thanks for putting the event on'.

Retail theft

1. 'Need funding to help DISC. Where is everyone?'
2. 'Excellent presentation. Sorry more have not attended. As an outsider I felt it very informative'.
3. 'Very informative. Lots of things I can take back to work and implement'
4. 'Informative, Interesting, Valuable top tips that can save retailers'
5. 'Very informative. Great to get to hear info on this horrible subject'
6. 'Enlightening discussion. Views on the value of CCTV interesting. I would be interested in the DISC and radio connection'
7. 'It went well great presentation'

Marketing

1. Thank you. Great session could have been a bit longer!'
2. 'Informative and simple steps. Nice to see evaluation! Good venue. Very relevant, good content and case studies'
3. Very informative presentation. Good reminder on what we all should be doing more frequently'
4. 'Enjoyed Fran's presentation. I found it very interesting and ideas maybe I can use in the future'
5. 'Really interesting seminar full of useful hints and advice. Great to meet like minded local business owners. Thank you!'
6. 'First I have been to. Well worth coming along'
7. 'Really useful for cheaper marketing tips and how to market internally and on website i.e. things to include'
8. 'It was interesting and informative, but once again disappointing that not enough people were there. Particularly as on Facebook. Independent retailers have talked about meeting to discuss promoting their businesses. I don't understand why they wouldn't use this free platform!'
9. 'Interesting informative talk. Nice to get together with like minded businesses'
10. 'An informative evening with Fran. So glad I came!'



The three winners of the one to one bespoke training in preventing theft, marketing and window dressing. (Weston Museum, Scatter Box and Country Garden florist)

Key highlights

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Added value

Retailers who attended highlighted a desire to link more with each other through 'Weston Collective' <https://www.facebook.com/TheWsMCollective/> and through WsM local business facebook pages. <https://www.facebook.com/groups/WSMlocalbusiness/>

Investment cost

The seminars plus advice session cost £2,215 as follows

	speakers fee	advice session
Gemma Turner	250	
Lesley Hopkins		200
Andrew Sharman	350	350
Frances Riseley	335	335
Graphics/ printing	125	
Room Hire	173	
refreshments	86	
stationary	11	
total	1,330.00	885
		2,215.00

Feedback from partners

Conclusion

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