

Rushcliffe Town Centres get a Boost.

It is undoubtedly a tough time to run an independent retail business in the borough, with aggressive marketing from supermarkets, internet shopping growing month on month and one of the best retail centres in the country, Nottingham, just minutes away, yet “there are still some great opportunities” claims retail expert Corin Birchall.

Corin Birchall from retail consultancy Kerching Retail, recently conducted an extensive review of the retail offer in West Bridgford, Bingham and Radcliffe on Trent on behalf of Rushcliffe Borough Council. The report highlighted areas in which shoppers’ spend leaks from the town centres and opportunities for retailers to develop, improve and expand their offer - thus attracting more local support.

To further support local businesses, Corin will be hosting three workshops across the borough to share his findings with business owners and highlight where genuine opportunities to grow exist.

“We identified many examples of local people with disposable income, getting in their cars and driving elsewhere to spend it, despite local businesses having a comparable offer. This can be due to many factors incl: habit, lack of effective marketing or perceptions of the local retail offer.” Corin continues “Nottingham may always be the first choice for fashion spend, as its offer is world class. However, we could reduce the number of interim shopping trips to large neighbouring towns by working together and marketing our businesses in a smart cost effective way”

The workshops are designed to help and advise local business owners in techniques to attract, convert and retain shoppers, using techniques adopted by some of the most successful retailers in Europe.

Corin works with many High Street retail brands and speaks across the UK and Europe on retail best practise and how independent businesses can make small changes that result in big returns.

Workshop Dates:

5:30pm - 8:30pm incl. refreshments

Bingham: 1st September 2016, Bingham Methodist Church

<https://binghamretailboosterworkshops.eventbrite.co.uk>

Radcliffe on Trent: 15th September 2016, Grange Hall - Trent Room

<https://retailboosterworkshopradcliffe.eventbrite.co.uk>

West Bridgford: 29th September 2016, Trent Bridge Cricket Ground - Long Room

<https://retailboosterworkshopwestbridgford.eventbrite.co.uk>

The Workshops are sponsored by Rushcliffe Borough Council and Free of Charge to attend. Limited seating, please book now to avoid disappointment.

For more information call 0115 9148 270 or visit

www.kerchingretail.com/rushclifferetailbooster



Regards, Corin