

Metamorphosis

SHAPING TOMORROW'S RETAILERS



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Promoting Vibrant and Viable Small Towns

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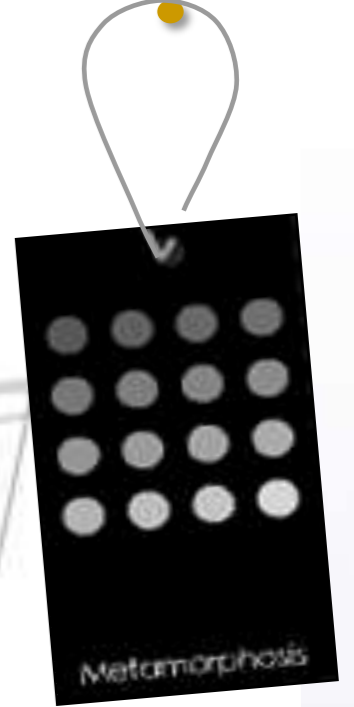
Who we work with

- **Winners**

- Retailers who want to stay the same size; whilst being the best that they can be.

- **Gainers**

- Retailers with a clear ambition to grow and evolve



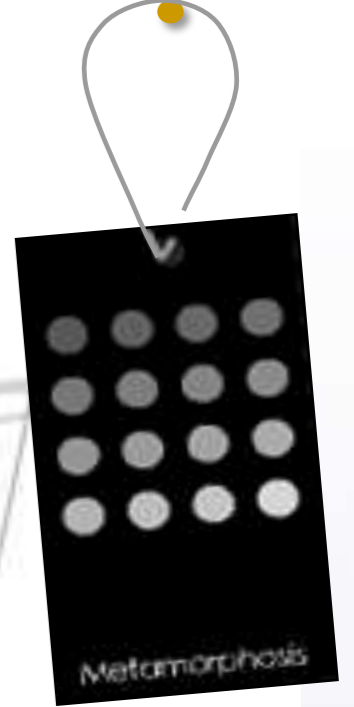
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What we do

- Knowledge & Insight
- Brand Evolution
- Retail Skill Enhancement
- Visual Merchandising Solutions
- Retail Design
- Retail Vitality Projects



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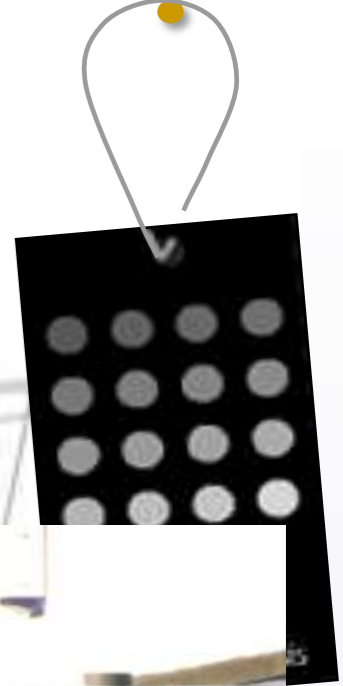
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RETAIL VITALITY PROJECTS

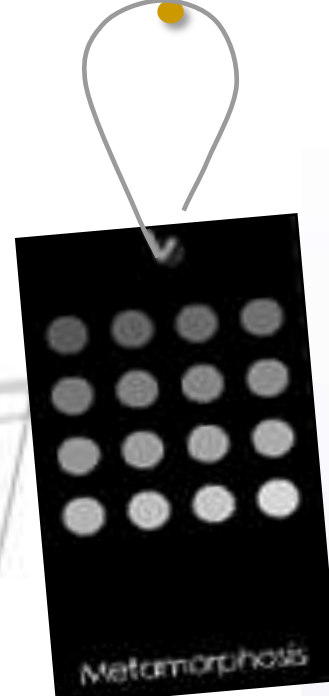
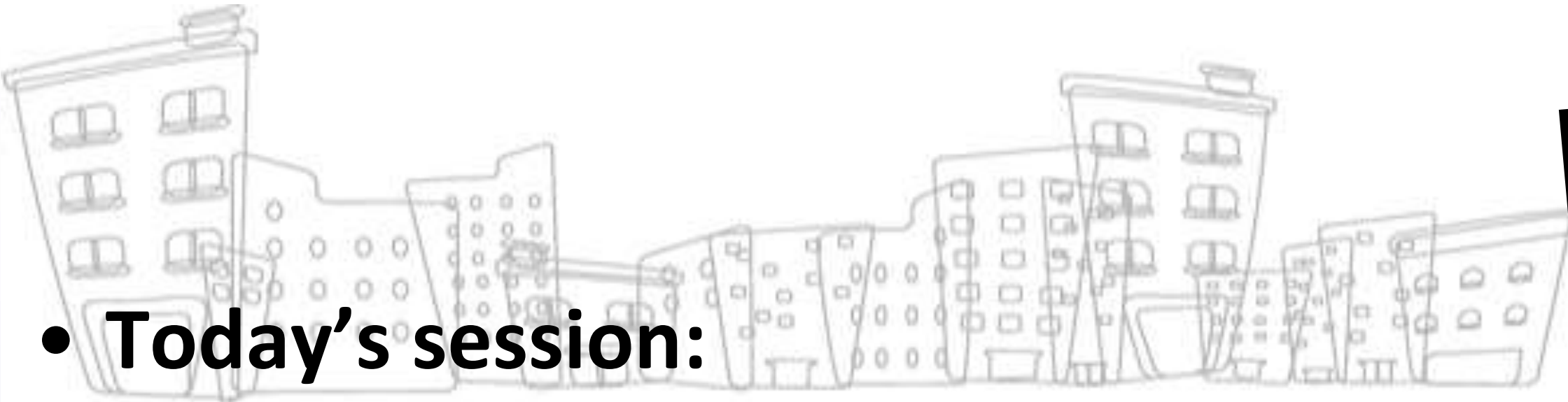
Saving the High Street



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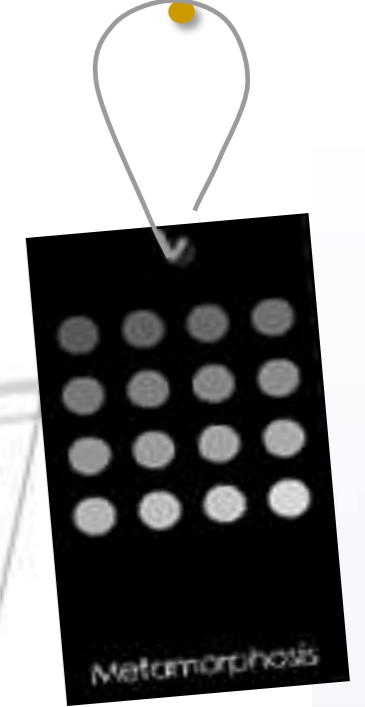


- **Today's session:**

- **Retail Vitality Projects**

- **Shop Front & Customer Experience Enhancement**
 - **Compete on the Street**
 - **Pulborough Retail Enhancement**
- **Dressed for Success (Our 'Christmas Campaign')**

- **Creating a Retail Vision & Plan**



Did you know?

Only 1/3 of all Independent Retailers in the UK have had previous retail experience.

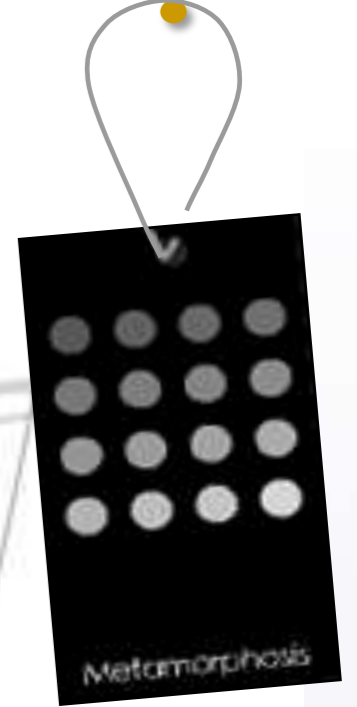


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THE TIME IS NOW a new customer has emerged

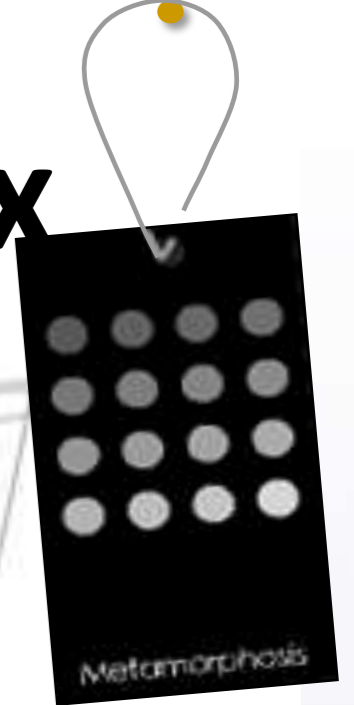


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Midhurst & Selsey, West Sussex Shop Front & Customer Experience Enhancement



This exciting campaign encourages businesses to apply for funding that allowed them to;

- upgrade the appearance of shop fronts & provide them with an opportunity to take part in a retail training programme
- The aim of the project being to provide businesses with a boost by giving them the opportunity to make the most of their shop and customer service opportunities.



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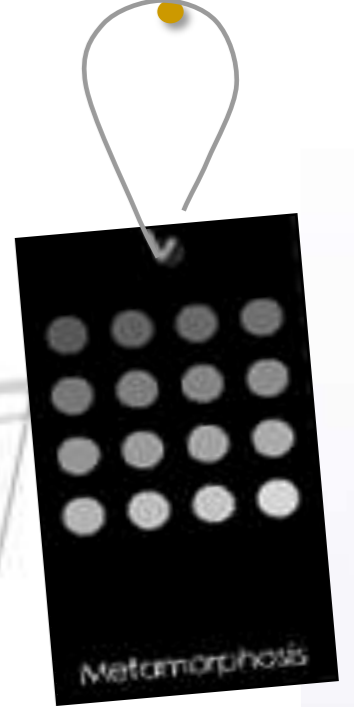
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Results

On average the project increased sales from between 10 – 30%; with some businesses reporting back with a 100%/54%/35%/34% increase in sales...

The Midhurst Project was awarded with the overall Surrey & West Sussex Region Small Business Friendly Award

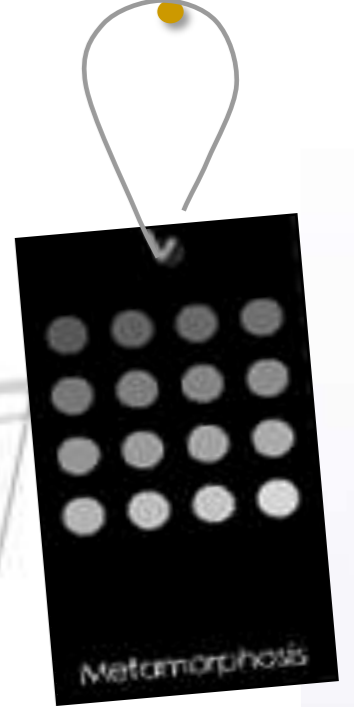


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Dorking, Surrey Compete on the Street



This exciting campaign encourages businesses to take advantage of:

- **Mystery Shop**
- **A full Training Programme of Retail Meta-classes**
- **An In store Follow up**
- **Awards ceremony – to celebrate success**



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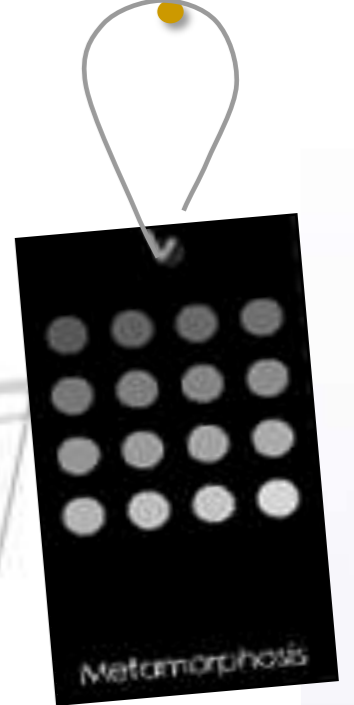
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Results

“The whole exercise is fantastic, I have been in the fashion industry for over 40 years and wasn’t sure how much I would get out of the Master Classes. But I can honestly say after attending the first two, that they had absolutely cracked it. I have come away feeling like they have put bounce back into me!”

Tom Coyne - Ian Munro,



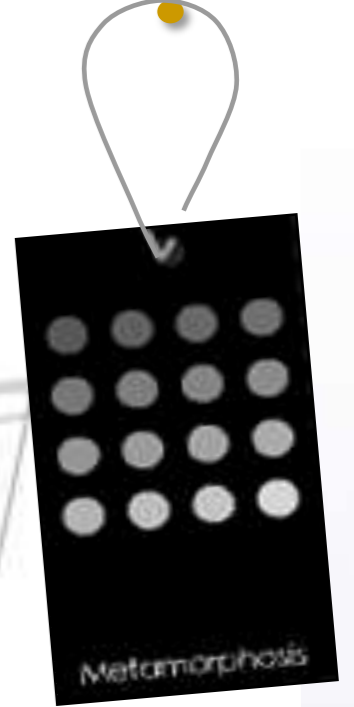
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Pulborough, West Sussex

Pulborough Retail Enhancement



This exciting campaign encourages businesses to take advantage of;

- Retail Engagement
- In store Reviews
- 'Need related' 121 in store training sessions



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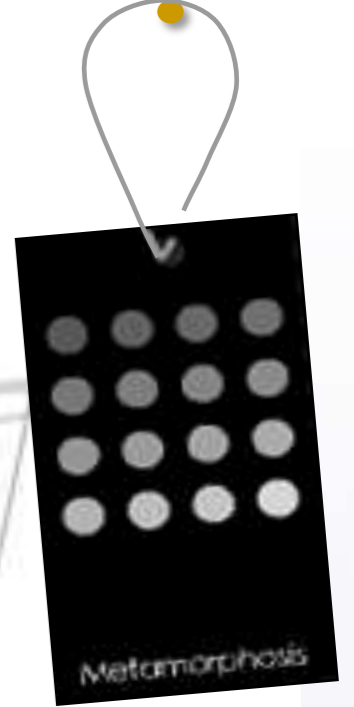
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Results

Newspaper Headlines

“Pulborough... the only town in West Sussex with no empty retail units”



The Pulborough partnership & SEEDA said that the project had:

- *Prevented further businesses from closing*
- *Attracted new Retailers to the town*
- *Saved and revived the village post office*



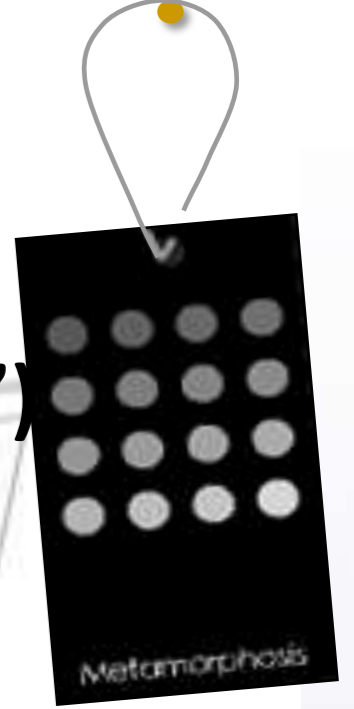
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Horsham & Brighton, Sussex

Dressed for Success (our 'Christmas Campaign')



This exciting campaign encourages businesses to take advantage of;

- 121 window dressing consultation
- Window Dressing competition
- Awards ceremony – to celebrate success



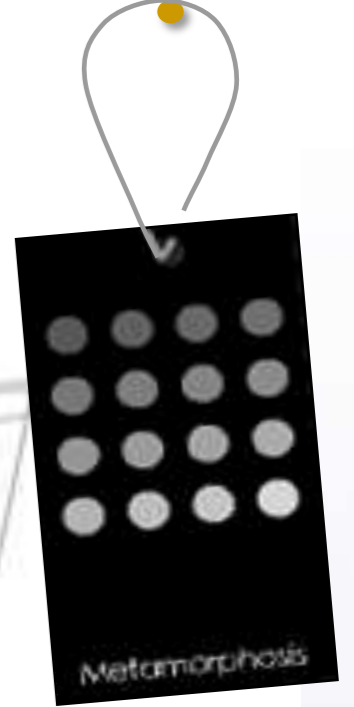
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Results

- **One business reported a 10k Increase Thanks to the project**
- **The Dressed for success campaign was featured in;** Sussex Life , The Resident, The County Times , On BBC Radio Sussex , On BBC South/ BBC South East
Giving each of the Independent Retailers involved publicity that they wouldn't normally be able to afford.



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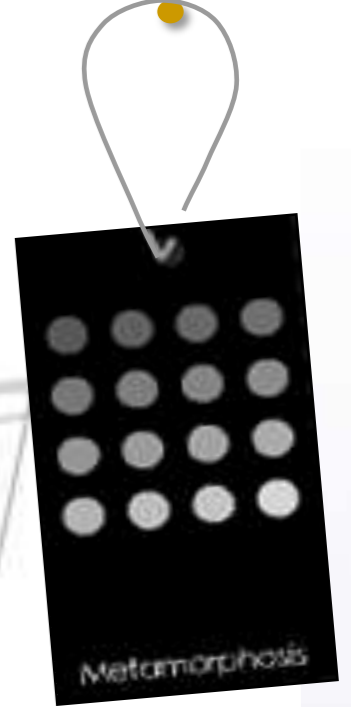
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Creating a Retail Vision & Plan



“If you don’t know where you are going... any road will do”



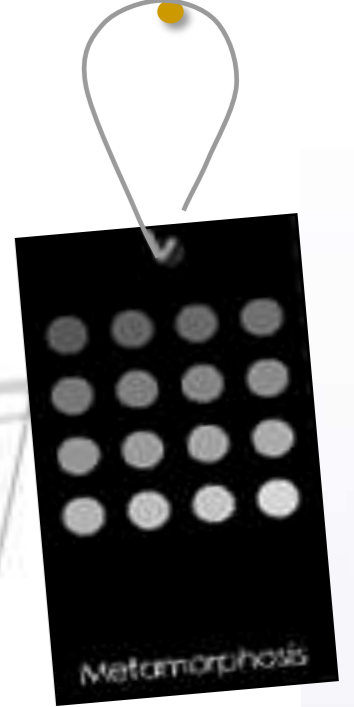
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Midhurst, West Sussex

Future Scoping™



This exciting session encourages businesses to take advantage of:

- **Step 1 Meta-vision™**
Building the Vision
- **Step 2 Meta-action™**
Defining an action plan to achieve the Vision



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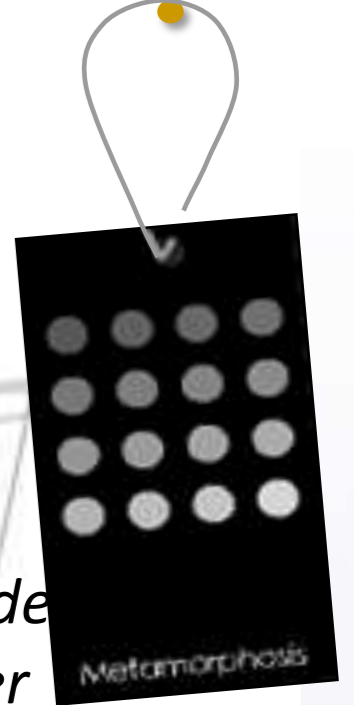
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Results

“The ‘Future Scoping’ event enabled the retailers to work together on solutions for attracting and maintaining footfall, and encouraging people to shop locally. This is a great way to look at barriers; which to some are seen as obstacles outside their control, and to others as an ‘open door; It’s only when a group gets together and ‘link up’ to discuss issues, that they come up with positive solutions for breaking down barriers.”

“Getting retailers together in one place to talk through, what is and isn’t feasible, collaboratively, can endorse what they should be doing. Working collaboratively creates a platform for agreement and involvement and shows everyone that they all need to be involved before anything will happen. It also gets people talking to each other; in our case, some of our Midhurst retailers didn’t know each other before the events. It therefore gave them the opportunity to foster relationships within the town - which now makes the town feel much more like a real community.”

Melanie Burgoyne – The Rural Town Co-ordinator



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Questions & Answers

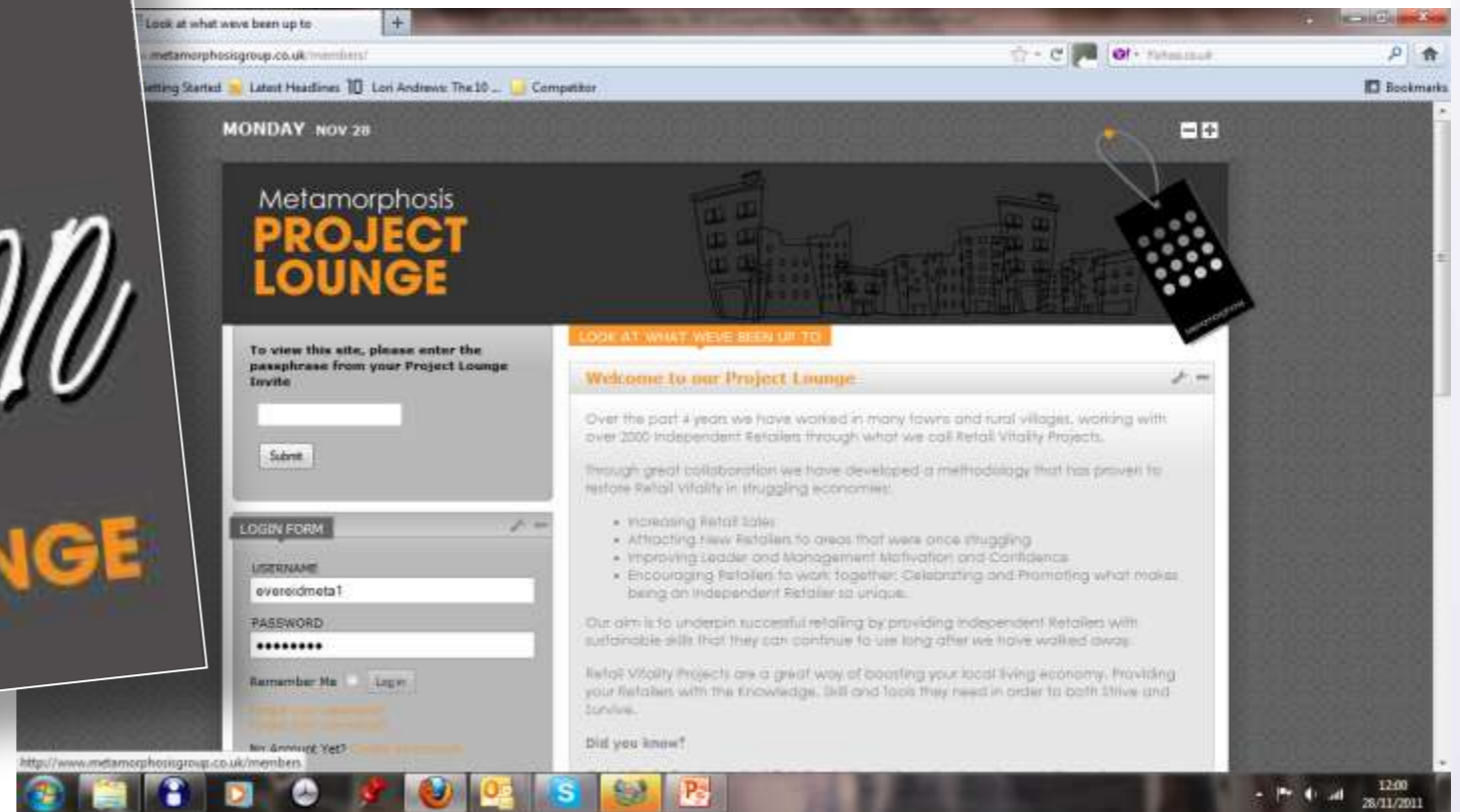


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Next Steps - The Project Lounge



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