

**FOR IMMEDIATE RELEASE REF. BUSINESS**

**10.11.20**

**Free online workshops available on-demand for high street businesses**

A programme of free online workshops delivered by business experts are now available on-demand to help high street businesses reopen or continue to trade securely and successfully during COVID-19.

The recorded sessions are taken from Rushcliffe Borough Council’s business support programme which used funding from the European Regional Development Fund to help local businesses recover and operate safely during the pandemic.

A range of topics are available to provide advice and guidance to local businesses, including insights into shopper psychology, driving retail delivery and creating a post-lockdown marketing plan.

All these sessions and more can be accessed by emailing the authority’s Economic Development team at [econdev@rushcliffe.gov.uk](mailto:econdev@rushcliffe.gov.uk)

The workshops are delivered by expert business consultancy firms Shamshad Walker Marketing and Grounded Places, both of which boast extensive experience in guiding and advising businesses to maximise their success.

Rushcliffe Borough Council’s Deputy Leader Cllr Andy Edyvean said: “We’re continuing to assist our local businesses wherever possible and I’m pleased that this latest development means business owners can access support at a time to suit them.

“Following the success of our online workshops, we want to ensure businesses can still benefit from the wealth of helpful advice and guidance our consultants provided on-demand and further help them to navigate their way out of COVID-19.

“By watching back our recent programme of online workshops businesses can utilise this support in a way that benefits their individual operation.

“If you would like to enhance your business’ digital skills and gain further insight into how other enterprises are operating effectively in this new era, I would highly recommend getting in touch with our teams and accessing any of the free sessions available.”

Businesses seeking further advice on any matter can find out more at [www.rushcliffe.gov.uk/businesscoronavirus](http://www.rushcliffe.gov.uk/businesscoronavirus)

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**NOTE TO EDITORS**

**For information please contact the Rushcliffe press office on 0115 9148 555 or** [**media@rushcliffe.gov.uk**](mailto:media@rushcliffe.gov.uk)

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**European Regional Development Fund**

The project is receiving funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Ministry of Housing, Communities and Local Government (and in London the intermediate body Greater London Authority) is the Managing Authority for European Regional Development Fund. Established by the European Union, the European Regional Development Fund helps support innovation, businesses, create jobs and local community regenerations.

For more information visit <https://www.gov.uk/european-growth-funding>