

**FOR IMMEDIATE RELEASE REF. BUSINESS**

**18.08.20**

**Free online workshops for high street businesses to begin next month**

A programme of free online workshops begins next month, allowing high street businesses from across Rushcliffe to access expert marketing and retail guidance and advice to help them reopen or continue to trade securely and successfully following COVID-19.

Rushcliffe Borough Council has launched the project with funding from the European Regional Development Fund to help local businesses recover and operate safely in the aftermath of the pandemic.

The first of these live, online training sessions takes place on Tuesday, September 1 and addresses shopper psychology, including how businesses can optimise their customer engagement activities having suffered the economic shock of COVID-19.

The session looks at how people process information, react or behave when introduced to various stimulus.

A further ten opportunities are set to take place throughout September and October:

**September 1**Expert Retail Marketing: Using shopper psychology to accelerate recovery

Book here: <https://bit.ly/2CFgqeE>

**September 3**

Driving Retail Recovery: 10-steps to improve commercial performance & profit

Book here: <https://bit.ly/2FzfUjs>

**September 8**

How to excel in customer experience & staff engagement in a COVID19 world

Book here: <https://bit.ly/31jX2w0>

**September 10**

Creating a post lockdown marketing plan for your business

Book here: <https://bit.ly/39Tkwfu>

**September 15**

Post COVID19: How to boost your website and increase sales

Book here: <https://bit.ly/33mouvR>

**September 17**

Marketing your business on Facebook in a COVID19 world

Book here: <https://bit.ly/2DyBUdm>

**September 22**

Tips and strategies for using Instagram post COVID19

Book here: <https://bit.ly/3kev5P1>

**September 24**

Using Twitter to increase footfall in a post COVID World

Book here: <https://bit.ly/2XnVDmY>

**September 29**

Expert Retail Marketing: Using shopper psychology to accelerate recovery

Book here: <https://bit.ly/3g8Cvjt>

**October 1**

Driving Retail Recovery: 10-steps to improve commercial performance & profit

Book here: <https://bit.ly/34blSkK>

**October 6**

How to excel in customer experience & staff engagement in a COVID19 world

Book here: <https://bit.ly/3204Vah>

Businesses can review further details on the full list of sessions or find out more about the programme on the authority’s website: <https://bit.ly/2Xwp46i>

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.

The consultants have recently visited businesses across the Borough to help advertise the range of support available to high street businesses through the programmes.

Rushcliffe Borough Council’s Portfolio Holder for Business and Economic Growth Cllr Andy Edyvean said: “I’m absolutely delighted that we’re able to launch this new package of free support and offer training, guidance and advice from experienced consultants who can help local businesses navigate their way out of COVID-19.

“These programmes will not only enable business owners to enhance their digital skills and consider new ways of operating to help them, their staff and their customers, but also provide them with insight that can help them adapt in this new era.

“We enjoy a wide breadth of brilliant high street businesses across the Borough and I hope they take advantage of this new support and book a free session with our consultants.”

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

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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)

For the latest news and events, follow [@rushcliffe on Twitter](https://twitter.com/rushcliffe) or [Rushcliffe on Facebook](https://www.facebook.com/rushcliffeborough/) or go to [the council's website](http://www.rushcliffe.gov.uk/).

**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>