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# Norfolk's High Streets Matter

**Retail Excellence Programme**



## What's on offer:

- Free, impartial targeted training and support for local retailers.
- Mix of online and in-person workshops.
- Further support and opportunity to join the follow up Retail High Growth programme.



**Norfolk** County Council



**We offer a series of workshops, free for anyone with a keen interest in retail**

- **Workshop 1:** Love your town.
- **Workshop 2:** Strategic planning & financial literacy.
- **Workshop 3:** Marketing for retailers.
- **Workshop 4:** Operational excellence.
- **Workshop 5:** Merchandising and customer service.
- **Workshop 6:** Moving Forward: Collaboration and community impact.

**Retail Excellence Programme details:**

**Workshop 1: Love your town, in-person in each town**

- Local identity, civic pride, shared challenges.
- Learn about the individual challenges, offer solutions to immediate problems, understand individual level of skills.
- Reconnect with place, collaborate on town-wide ideas.

**Workshop 2: Strategic Planning & Financial Literacy; online**

- Understand your market position.
- Develop a tailored growth strategy.
- Strengthen financial literacy.
- Improve financial management skills.

**Workshop 3: Marketing for Retailers; online**

- Be introduced to a full suite of digital and traditional marketing tools, tailored for independent retailers in market towns.
- Gain the knowledge and confidence to create a practical Digital Marketing Strategy.
- Develop a personalised Sales Activity Planner to support promotional efforts year-round.

**Workshop 4: Operational Excellence; online**

- Enhance operational standards in retail shops to drive efficiency, improve customer experience, and boost profitability.
- Gain a clearer understanding of inventory management, including digital solution.
- Increase awareness and implementation of team safety and Health & Safety (H&S) practices.

**Workshop 5: Merchandising and Customer Service; online**

- Learn practical skills to build strong product ranges, implement effective merchandising, and deliver outstanding customer service.
- Improve understanding of shop layout and product placement to drive sales.
- Retail pricing strategies and margin management.
- Merchandising techniques and promotional activity planning.

**Workshop 6: Moving Forward: Collaboration and Community Impact; in person**

- Includes Love your Market Town funding for Pride of Place project ideas.
- Next steps for each shop owner and the town.