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## Business Growth Programme for Independent Retail Business Owners in Inverclyde 2024

Retail is an exciting, diverse and dynamic industry undergoing transformational change and is a sector that touches almost every aspect of our Scottish culture.

This programme is funded through the UK Shared Prosperity Fund. The aim of this project is to work in partnership with twelve independent retailers to make a positive difference to the retail industry and to the customers it serves.

This exciting fully funded opportunity is open to independent retailers who are operating within Inverclyde which includes the towns of Greenock, Port Glasgow, and Gourock and the villages of Kilmacolm, Inverkip, Wemyss Bay, and Quarrier's Village.

At the end of the programme, participants can apply for a grant to help them with implementing the business growth recommendations. Please note, the grant will only be paid on the condition that the programme is completed, with an attendance rate of at least 80%. The grant will cover up to 100% of eligible costs up to a maximum contribution of £1,000.

The purpose of this programme is to create an opportunity for retailers to work with entrepreneurs to encourage and stimulate growth, to encourage business growth through various factors including innovation, diversification, improved productivity and digitisation.

This project aims to:

- Work with business owners to encourage growth through various factors including strategy, branding, customer service, merchandising and managing change.
- Increase footfall, visitor and customer numbers, visitor and customer spending thereby increasing revenue, turnover, profits and development of employees, products, services and infrastructure of participating retail businesses.
- Create and safeguard jobs.
- Boost community cohesion.
- Develop visible improvements to local retail businesses which can then have a positive impact on other sector facilities such as hospitality and leisure.
- Promote networking and collaboration, through interventions that bring together businesses and partners within and across sectors to share knowledge, expertise and resources and stimulate innovation and growth.



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## **Programme format**

This programme will consist of five face to face interactive learning modules with subject matter experts and there will be the opportunity to take part in five networking lunches to further develop peer to peer learning and develop a support group to continue this connection after the formal stages of this programme has completed.

Participants will be provided with access to additional online learning modules to further develop your knowledge and understanding. This programme will commence with a short launch session and this programme will conclude with an action planning and future focused review session.

A detailed welcome letter with joining instructions, full learning aims and objectives will be provided to participants before starting on the programme.

The face-to-face learning modules will be delivered in Inverclyde at Tweetie Pie Media, Aves Business Centre, 11 Jamaica Street.

Attendees will be provided with five opportunities to engage with a mentor and or a coach in a 90 minute one to one session to ensure that the content covered during the face-to-face sessions can be discussed.

This will ensure that you and your business can apply the learning gained to your own environments and specific situations with the aim of increasing the transferability of these new learning into your own businesses.

At least one of the participating businesses will be showcased and a detailed case study will be created to highlight the journey and progress through this programme. This case study will also be used to increase promotion of this pilot programme, to raise awareness and encourage additional businesses to participate in a future programme if funding can be secured.



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**The dates and content of the programme are:**

|  |                           |   |
|--|---------------------------|---|
| <b>Monday 19<sup>th</sup><br/>February</b><br><br><b>10am until 4pm</b>  | <b>Module 1-</b>          | Purpose, mission, Vision<br>WHY<br>Strategic Plan and KPI's<br>Action planning<br>SMART Objectives<br>Development of retail strategies  |
| <b>Tuesday 27<sup>th</sup><br/>February</b><br><br><b>10am until 4pm</b> | <b>Module 2-</b>          | Brand development, marketing strategy and plan,<br>Digital marketing, increasing Social Media presence for<br>online, ecommerce and in person retail experiences.                               |
| <b>Tuesday 5<sup>th</sup><br/>March</b><br><br><b>10am until 4pm</b>     | <b>Module 3-</b>          | Providing excellent levels of customer service, creating<br>memorable retail experiences, sales training, upselling<br>and cross selling  |
| <b>Wednesday 14<sup>th</sup><br/>March</b><br><br><b>10am until 4pm</b>  | <b>Module 4-</b>          | Merchandising, stock control and management,<br>setting up a web business and increasing online<br>presence,<br>E commerce  |
| <b>Monday 18<sup>th</sup><br/>March</b><br><br><b>10am until 4pm</b>     | <b>Module 5-</b>          | Resilience, wellbeing and transformational change.<br>People Management and development, Performance<br>Management, feedback, recognition and motivation<br>techniques                          |
| <b>Thursday 28<sup>th</sup><br/>March</b><br><br><b>10am until 1pm</b>   | <b>Review<br/>session</b> | Development of an individual action plan with<br>each participant for the next 12 months.<br><br>Review of the whole programme, lessons learnt,<br>achievements made, further support required. |



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**The outcomes from this intervention will be:**

- A Focus on Purpose, WHY, Mission, Vision, strategic aims and objectives with SMART objectives and action planning will lead to clarity of purpose and better decision making for the business. This will lead to creative and innovative thinking, being more entrepreneurial and this can lead to partnership working, diversification, innovation which results in new products, new services and new ways of doing business. A well-developed strategy will make it easier for the business to apply for other relevant funding streams and additional business support.
- A refreshed and improved brand, a marketing plan, increased effective marketing and increased targeted social media will increase footfall to businesses both in person and online helping to create vibrant retail communities and hubs and these will create prosperity by providing a high quality, effective, efficient, reliable and trustworthy service to locals, visitors and tourists, providing a service and creating attraction and destination thereby improving the local economy.
- A launch or improvement of the online presence and embracing of ecommerce will attract new markets out with the immediate Inverclyde geographical area and encourage new products and services to be launched and developed. This will increase the financial viability of the business, providing increased confidence to be brave to try new things and to investment in the development of the business and its team.
- Increased levels of customer care providing satisfaction and repeat business and word of mouth recommendations.
- Increased upselling and cross selling which will result in increasing revenue and profit generation leading to more job security, additional recruitment for the local area and increased development of the staff, the product range, systems and procedures and engagement with technology which all takes financial investment.
- Increased staff training leading to increased competence, improved product knowledge, leading to increased levels of service delivery and job satisfaction.
- Increased job satisfaction leading to reduced staff absence, happier more satisfied employees, longer employee service, increased staff retention, reduced attrition rates, retaining knowledge, competence and ability, reducing ongoing training costs and improving reputation of business.
- A focus on resilience and wellbeing and the linkage of resilience and the ability to embrace change and innovation will ensure that the business and its employees will have the additional capacity to embrace change, to have the necessary energy levels to think differently, embrace a growth mindset and be entrepreneurial.



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## **Our Subject Matter experts and specialists**

**Annie Lindsay-** Co-Founder of Tickety Boo Training, organisational development specialist and accredited executive coach working in a wide sector of industries for over 30 years. Over 20 years OD Investors in People specialist, NLP Master Practitioner, accredited Resilience Coach and Fellow of Institute of Leadership and Management. Annie will deliver learning sessions on Purpose, vision, mission, strategic objectives and key result areas.

**Fiona Young-** Learning and Development Partner with Tickety Boo Training. An extremely passionate specialist customer service and sales trainer with over 30 years' experience working in various sectors including retail, hospitality, tourism and related sectors. Currently provides guest excellence training to Gleneagles Hotel, Edinburgh Townhouse, Laings and various visitor attractions. One of the lead trainers in the delivery of the highly successful Glasgow Welcomes programme which was delivered for the city ahead of the Commonwealth Games. Fiona will provide learning experiences related to customer service, sales training, upselling and cross selling

**Jacqui Treays-** Learning and Development Partner with Tickety Boo Training. A highly competent learning and development professional with over 30 years' experience working in a variety of sectors, facilitating the learning and development of others. Qualified business and wellness coach and mentor, passionate about wellbeing and resilience utilising tools and techniques for being a Master NLP Practitioner and a Registered Hypnotherapist. Jacqui will provide one to one coaching provision alongside training delivery of Resilience and transformational change, People Management, Staff training, performance management, feedback, recognition and motivation techniques.

**Val Fotheringham- Learning** and Development Partner with Tickety Boo Training. A highly capable and competent retail specialist with over 20 years working in the retail sector delivering various roles and functions such as team leader, display and merchandising, stock controller and buyer in establishments such as House of Bruar, Brechin Castle Centre, Dobbies, Fish in Crieff, and Kirkton Garden Centre & Restaurant, Val will provide mentoring and coaching provision to ensure that you are supported to transfer the learning shared in the face to face setting back into your own businesses.

**Lizzy Todd –** Founder and owner of Tweetiepie Media. Tweetiepie Media is a digital media and marketing company located in Inverclyde on the west coast of Scotland. Having recently celebrated 10 years in business as a limited company, Tweetiepie Media has worked with a variety of small to medium sized businesses through Scotland in different sectors. Although specialising in digital solutions, Tweetiepie Media understands that one size does not fit all businesses and tailors each marketing approach to be suitable and relevant to each business and their audience.



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**Fiona Robertson-** Owner of The Green Welly Stop and qualified business coach. The Green Welly Stop is a third-generation family-owned business that prides itself on providing Good Food and Fine Shopping. The retail shops and restaurant endeavour to have something for everyone covering all spectrums of age, gender and travelling method, thus making it "the perfect spot for a halfway stop".

With a range of homemade food available in the Restaurant and Snack Stop Café, award winning toilets, huge range of gifts, outdoor fashionwear and an abundance of rare whiskies, this business believes there is something for everyone.

Fiona will provide mentoring and Coaching support to you to increase your confidence and capability to transfer new learning back into your own businesses

**Craig Deardon-** Whisky buyer and Ecommerce development for TyndrumWhisky and The Green Welly Stop. Over 16 years of experience as The Green Welly Stop Internet Manager, Craig is responsible for various departments online presence, TyndrumWhisky.com, Outdoor store, Goodies and Gifts, Perfect Present, looking after four stores over two websites. Responsible for Whisky and Spirit purchasing, social media development, online marketing, all online digital imagery and online marketing releases, online customer support, maximising profitability and pricing through effective purchasing, online brand development and engagement, general IT development, website design, maintenance and photography. Craig is very entrepreneurial previously running his own web hosting and website design business for 12 years as well as founding UKwins.co.uk in 2000 one of the biggest competition and prize draw websites in the UK. Craig will provide some learning experiences as well as providing mentoring support to you to increase your confidence and capability to transfer new learning back into your own businesses. Craig is an Award Winner: Whisky Magazine's Icon of Whisky 2023 – Whisky Buyer of the Year.

TyndrumWhiskey.com has been awarded with Whisky Magazine's Icon of Whisky 2023 – Online Retailer of the Year. Whisky Magazine's Icon of Whisky 2023 – Highly Commended Single Outlet Retailer of the Year.

**Cheryl Dyer-** Graduated with a BA degree in Business Management and Marketing, Cheryl has been involved in a retail management role since 2015 and is now the Retail Manager at The Green Welly Stop with responsibility for managing four departments Outdoor store, Goodies and Gifts, Perfect Present and Whisky Store. Responsible for recruitment, training, people management, purchasing, stock control, EPOS systems, display, merchandising, achieving and exceeding budgets, delivering excellent customer experiences and increasing customer average spend levels. Cheryl will provide training and mentoring support to you to increase your confidence and capability to transfer new learning back into your own businesses.



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# The Application Process

Complete this application form and answer the questions below.

Forward your application form to:

Annie Lindsay [annie@ticketybootraining.com](mailto:annie@ticketybootraining.com)

The deadline for applications is **Thursday 25th January 2024 at 12 noon**  
Applicants will be invited to a TEAMs discussion during **w/c 29th January 2024**

|                              |  |
|------------------------------|--|
| <b>FULL NAME</b>             |  |
| <b>MOBILE PHONE NUMBER</b>   |  |
| <b>EMAIL ADDRESS</b>         |  |
| <b>JOB TITLE</b>             |  |
| <b>ORGANISATION/ COMPANY</b> |  |
| <b>WORK ADDRESS</b>          |  |
|                              |  |
|                              |  |
| <b>WORK PHONE NUMBER</b>     |  |

Please state what you expect to gain from your participation on this Business Growth programme and why you believe attending will help you to further develop your business and your team?



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**How will you utilise the knowledge and experience gained through this programme to transform yourself, your retail business and your community?**

**Once you submit this application, you will then be sent a link for you to complete and return the Microsoft Forms pre attendance data collection form.**

**Business Owner/ Personal Endorsement**

By completing this endorsement, you agree, if successful with this application, that you will make yourself available to attend the programme, to cover the costs of travel and any accommodation that may be required.

It is essential that you can commit to at least 80% attendance on this programme.

|                            |  |                   |  |
|----------------------------|--|-------------------|--|
| Name                       |  |                   |  |
| Job title and organisation |  |                   |  |
| Signature                  |  | Date of signature |  |