



## Advice tailored to your business

The Rural Shops Alliance is pleased to be working with Wychavon District Council and Business Link to provide you with a package of specialist advice and support to help you start your retail business.

## Who is the Rural Shops Alliance?

The RSA is a national trade association working to support the owners of independent rural shops. They work at national and regional levels to make sure the views of rural/independent shopkeepers are taken into account at Westminster. However, they also do a lot of work on the ground to help shops improve their businesses.

By enabling rural/independent shops to become more competitive, they also benefit the communities that they serve.



**RETAIL  
BUSINESS  
ADVICE  
FREE**



**01386 565278**

County co-ordinator for Worcestershire, Ken Parsons, has extensive experience within the retail industry. He has worked closely with Wychavon District Council on various projects over the years to support rural/independent shops.

“The retail industry is always changing and so it is very important that we keep closely in touch with it,” said Ken. “This is particularly important at the moment. What was right six months ago is not necessarily right now. We spend a lot of time out in shops, advising but also listening. Often we pick up a trend or an idea long before it is discussed nationally – we aim to make sure our advice is directly relevant to the sector and is practical.”

## What's on offer?

Before you open your shop the overall idea and budget has to be translated into reality. The success of retail businesses very often depends on the detail.

RSA advice will be tailored to the needs of the individual business. It will be geared to making sure that the proprietor has thought of issues as well as feeding in experience from other shopkeepers – certainly not to provide a single “right answer”. Overall the intention is to make sure that the business is as successful as possible from day one. Typical issues that might be covered are:

- **Layout**
- **Fittings**
- **Equipment**
- **Ranging**
- **Ambiance and design**
- **External appearance**
- **Opening hours**
- **Staffing**
- **Leases etc.**
- **Marketing**
- **P.R.**

To book your free one to one RSA advisor visit please contact Jane Dobson at Wychavon District Council, telephone 01386 565278, [jane.dobson@wychavon.gov.uk](mailto:jane.dobson@wychavon.gov.uk).