

# HIGH STREETS MATTER

## A free, impartial programme designed to help our Suffolk High Streets and Hospitality thrive

A practical, people-centred support programme for independent retailers, cafés, pubs, hospitality venues, and service businesses across Suffolk.

### What's on offer:

- **Retail Excellence training programme**  
Upskilling for retailers, with participants eligible for a business improvement grant of up to £1,000.
- **Pubs and Hospitality training programme**  
Upskilling for pubs, cafés, restaurants, with participants eligible for a business improvement grant for up to £1,000.
- **Love Your Market Town Grant**  
Funding for projects that celebrate our towns, engage communities, increase footfall and raise awareness of our high streets.
- **Retail and Hospitality web tool kit**  
Available to all retail businesses.

# Retail Excellence training workshops

## What's on offer:

- Free, impartial targeted training and support for local retailers.
- Mix of online and in-person workshops.

### 1. Love your town

*In-person in selected towns*

A creative session that explores local identity, civic pride, and shared challenges – helping businesses understand their individual needs and skills, find quick practical solutions, reconnect with their place, and collaborate on bold, town-wide ideas.

### 2. Strategic planning & Financial literacy

*Online – 2.5h*

Understand market position, plan clearly, and build financial confidence.

### 3. Marketing for Retailers

*Online – 2.5h*

Blended digital and traditional marketing to drive sales and seasonal planning.

### 4. Operational Excellence

*Online – 2.5h*

Improving daily operations with a bold 'Fix This Shop' simulation.

### 5. Merchandising & Customer Service

*Online – 2.5h*

Better displays, product ranges, and service standards.

**Courses run from September to November for cohort 1 and January to March for cohort 2.**

# Pubs and Hospitality Matter Workshops

## What's on offer:

- Free, impartial targeted training and support for local pubs, cafés, hotels, restaurants.
- Mix of online and in-person workshops.

### 1. Love your town

#### *In-person in selected towns*

A creative session that explores local identity, civic pride, and shared challenges – helping businesses understand their individual needs and skills, find quick practical solutions, reconnect with their place, and collaborate on bold, town-wide ideas

### 2. Strategic Planning & Financial Literacy

#### *Online – 2.5h*

Seasonal planning, cost control, and sustainable business confidence.

### 3. Marketing & Online Booking Systems

#### *Online – 2.5h*

Hospitality marketing plus booking platforms, loyalty, and simple website fixes.

### 4. Menu Engineering, Profitability & Sustainability

#### *Online – 2.5h*

High-margin design, psychology, waste reduction, and menu surgery activities.

### 5. Seasonal Staffing, Team Culture & Operational Excellence

#### *Online – 2.5h*

Hiring for attitude, morale, scheduling, and culture-building activities.

# HIGH STREETS MATTER



## How to Join:

For more information, please email [shsm@newangliagrowthhub.co.uk](mailto:shsm@newangliagrowthhub.co.uk) or scan the QR code.



Participants that complete the training course (75% attendance) will be invited to apply for a business improvement grant of up to £1,000. (MFA rules apply, paid retrospectively, not for running costs).

**NEWANGLIA  
GROWTHHUB**  
for Norfolk and Suffolk

 **Suffolk**  
County Council