

Area East Community Planning Sub-Committee – 26th March 2008

7. Wincanton Garden Centre (for information)

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Purpose of the Report

Report on Wincanton Garden Centre

Recommendation

That Members note the report.

Background

Members requested a report on the use of marketing by this RSI grant awardee.

Report Detail

I visited the Wincanton Garden Centre and confirmed that the planned work has been completed.

At that visit I explored their marketing plan and can confirm that they are using both advertising and press relations in such media as Western Gazette and the Blackmore Vale Magazine.

They have developed a good approach to customer reception and improved the front-of-house appearance at reception and the car park outside.

I was very satisfied with their approach and they are now in a key business season when their efforts should pay off.

They are expanding their product line to encourage more food and gardening products variety.

Their temporary sign in Bruton was removed by a competitive Garden Centre, but they have attempted good signage.

Financial Implications

None

Implications for Corporate Priorities

None

Other Implications

None

Background Papers: None