

Chesterfield Digital High Street



Case Study

Ginspired

Sector

Retail

Location

Market Hall, Chesterfield S40 1AR

Website

www.ginspiredshop.com



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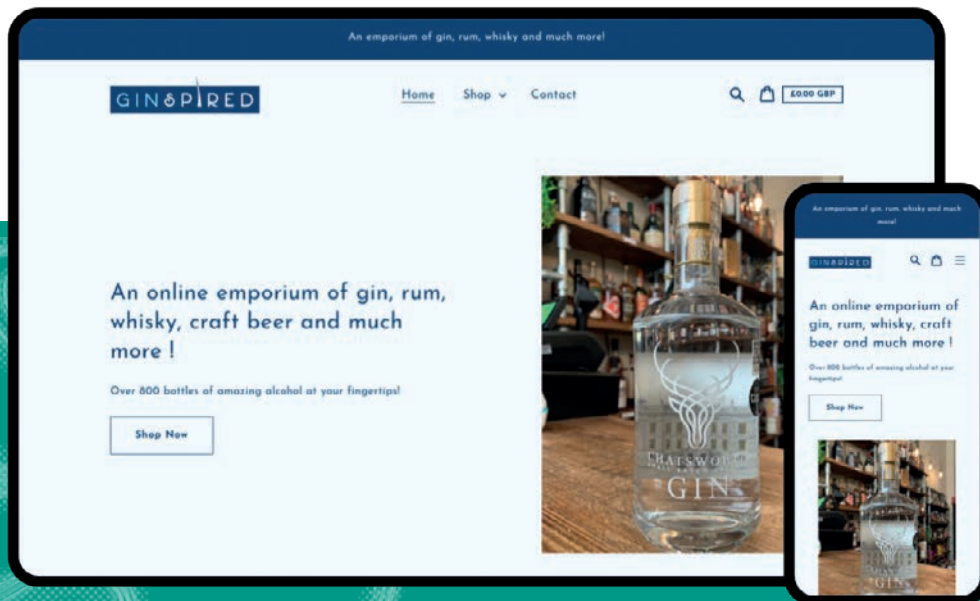
The Business

Ginspired is an independent business based in Chesterfield Market Hall. It provides a hand-selected specialist retail offer of spirits from gins and rums to tequilas and vodka. Support from the Chesterfield Digital High Street project is helping owner Matt Darken and team to become active members of the #LoveChesterfield business community, and extend their reach through an online shop.

The Goal

The business's goals are to grow organically and to create a destination for the people of Chesterfield and Derbyshire to come and select and enjoy its range of products. In particular, the owners are committed to keeping a strong retail presence in Chesterfield and the Peak District, helping to re-boot the high street post-Covid.

Their ultimate aim is to reach a wider audience of spirit connoisseurs – locally through their retail base in Chesterfield Market Hall, and nationally through an online store.



The Support

Matt was introduced to the project by Rebecca Bland, Town Centre Manager at Chesterfield Borough Council. A meeting with East Midlands Chamber Business Adviser, Alex Gardner followed. Alex's support was critical in helping Matt and his colleagues improve their presence on Facebook and Instagram, and to access the financial support available for a new e-commerce website. "Alex gave us lots of ideas... it was great to receive confirmation along the way that we were doing it right."

Also on offer were free online digital workshops. As the sessions are recorded, it's given Matt the option to watch and learn from them outside business hours, and without eating into valuable customer time in the shop.

The Results

The business has already recorded a positive impact on sales and envisages them to grow further as a result of this activity. Its new ecommerce/shopify website is live, thanks to the support of Chamber partner Purpose Media.

Matt's next step is to put his energies into more rigorous cashflow forecasting as well as building a CRM, enabling him to communicate with his customer base through monthly newsletters and to fly the flag for shopping in Chesterfield. "Thanks to the encouragement of my business adviser and to the skills I've gained through the webinars, I am now posting regularly to Facebook and Instagram and intend to integrate ecommerce with my social media."

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As a sole trader, it's always valuable when you have access to positive one-to-one support and encouragement.