The Cheetham Hill Retail Improvement Project – Outcomes

The remit from Manchester City Council to Prosper Associates
Detailing work undertaken with North Manchester Neighbourhood Regeneration Team (NRT)

- Conduct a mystery shopper exercise on local businesses

- Distribute the information on mystery shopper programme to selected businesses

- Meet with businesses to conduct customer service assessment

- Provide diagnostic sessions with businesses to develop SMART action plans for retail improvement

- Evaluate the programme

Outcomes:

- We established the Cheetham Hill Retail Improvement Project

- Twelve businesses engaged through the mystery shopping approach

- Ten businesses attended the review finding sessions

- Eight businesses attended the diagnostic sessions

- Eight businesses developed the improvement Actions Plans with SMART objectives

- We produced a report summarising key findings/issues identified upon completion of the project