



Case Study

# Ian's Family Butchers

Sector

Location

Retail

Ian's Family Butchers, 12 Market Place, Staveley, S43 3UR

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[www.emc-dnl.co.uk/chesterfield-digital-high-street](http://www.emc-dnl.co.uk/chesterfield-digital-high-street)

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## Background

Ian's Family Butchers is run by husband and wife, Ian and Jacqui Talbot. The business sells meat, poultry, pies and groceries in The Market Place, Staveley. With reduced footfall on Staveley's high street due to lockdowns and a move to online shopping, it's been a struggle at times to get customers through the door. Support from the Chesterfield Digital High Street project came at the perfect time...

## Business Vision

Ian and Jacqui have two key aspirations for their business: to offer a quality butchers shop to the Staveley community; and to provide an income for their family.

## Support

It was Rebecca Bland, the Town Centre Manager for Chesterfield Borough Council, who brought the Chesterfield Digital High Street project to Ian and Jacqui's attention. There were many areas where the couple were

able to benefit from invaluable one-to-one Business Adviser support. Tapping into advice on improving their social media presence was key since their customers extend beyond the local Staveley community. As important was bringing in a fresh pair of eyes to look at their sales and customer service delivery, the appearance of their shop, and general approach to their business.

Next on the list for Ian and Jacqui is considering whether to take advantage of the financial support available from the project to set up a new e-commerce website, as well as attending webinars and workshops on how to further build on their digital presence.

## Results

"It's fair to say that, being tech illiterate (!), we were initially sceptical about the value of the project. We're happy to report that the support we've received has made a huge difference to our business. We now feel so much more confident in posting on social media, and recognise the positive, immediate impact it has on our sales. Better than that, we now have renewed hope that we can make our business a success."

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**The support on offer is fully funded, and, as we've found ourselves, it can make a huge difference to your business. There really is nothing to lose in getting involved.**