



# Design & Develop Your Business for 2021

Carlow County Council are inviting businesses to design and develop their business in 2021 by engaging in our **Retail+ Programme** which is a combined Paint Scheme and Mentoring/Training Programme designed specifically for Retail.

Improve the front of your premises through painting and shop front improvements, including painting, window design, merchandising, and training for use of outdoor spaces in this 'whole of shop' approach, with financial supports alongside training and mentoring for each successful applicant.

**Invest in YOU and your business**

## Retail +

County Carlow - Retail Enhancement Support Programme

### Carlow County Council Retail + Retail Enhancement Support Programme 2021

- **Paint Scheme 2021 for Painting the Front of Your Premises**
- **Design Mentoring for Colours / Window Design / Merchandising / Use of Outdoor Space, etc.**
- **Retail Training for How to Best Use your Premises to Market Your Business**

#### **Closing Date for Expressions of Interest (EOI):**

1st April 2021

#### **Information Webinar:**

Monday, 12th April 2021 @ 7pm

#### **Closing Date for Full Applications:**

30th April 2021

## Information: Design & Develop Your Business for 2021

### Finance

Financial Aid will be 80% financed by Carlow County Council (subject to the maximum amount of €1,000 excluding vat per premises), with the remainder of costs being paid by the applicants. The training and mentoring element of the scheme will be funded entirely by Carlow County Council in partnership with Enterprise Ireland.

#### Each successful applicant will receive:

- Financial support for painting the front of a premises
- And/or financial support for window design and merchandising

### Training & Mentoring

Each applicant will also receive training & mentoring designed specifically to retail, and must do two of the following training modules:

- Retail Sector Trends & Customer Experience (Compulsory)
- Window Design and Merchandising mentoring/training
- Social Media training, particularly in video
- Outdoor mentoring/training for signage, use of outdoor space

Modules and works and drawdown of funds must be completed by 31st August 2021. Any remaining funds within the budget will be spent by Carlow County Council on other projects after that date. This is specially designed for Retailers featuring leading mentors in retail, design, digital marketing sales and social media in a practical, success-oriented programme running from May to August 2021.

### Make 2021 your best year yet!

Supported by a team of retail professionals, working to a goal of helping your business design & develop to cope with the challenges of COVID-19 and Brexit, this programme includes:

1. **Retail Health Check Diagnostic:**  
an assessment of your current Business Premises
2. **Mentoring Sessions** – you select the skills you need
3. **Specialist Masterclass Webinars** –  
learn from those who have walked in your shoes
4. **Financial Aid for Painting, Shopfront Improvements,  
and/or Window Display**

You will come away with your personal Design & Develop Action Plan that details all you need to do to achieve maximum business growth for 2021/22.

# Retail +

County Carlow - Retail Enhancement Support Programme

Expert supports for your retail business. You won't want to miss this ground-breaking opportunity to design and develop



## Registration by 1st April 2021

1. Register your interest on **Submit.com**
2. **Receive confirmation approval** from your Carlow LEO Office
3. **Information Webinar:**  
Monday 12th April 2021 @ 7pm

#### Places are strictly limited.

Submit your expression of interest as soon as possible on Submit.com with the following details: Business name, address, type of business you are in, how many people you employ, phone number, email address, website (if you have one) and/or social media handles.

Strategy & Planning · Trading and Display Strategy · Visual Merchandising  
Digital Refocus · 1-2-1 Mentoring Tailored to your Business  
Commit to your Design & Develop Programme