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Press Release

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REF DIGITAL

New Digital High Street Adviser for Rushcliffe businesses

A new Digital High Street Adviser will be visiting Rushcliffe based businesses from this week to help them develop their digital offer, give wide ranging business advice and complement their in-person sales at the Borough's retail premises.

Rushcliffe Borough Council have contracted East Midlands Chamber's Steve Phillips as one of their experienced Business Advisers to deliver the project in the Borough, courtesy of UK Shared Prosperity Funding (UKSPF).

They are one of the first authorities in Nottinghamshire to use this new funding from central government to respond to the pressures high street businesses are currently facing.

Steve is now out and about chatting with business owners, listening and exploring how he can assist development of their websites, online marketing and use of social media to aid sales and assist further footfall, as well as opportunities to refer them for fully funded specialist business advice.

The project will include businesses being supported through a set of short 'how to' films, guides and webinars that will provide advice on a range of topics and examples of good practice, previously identified as helpful by business owners in other recent Council projects.

Businesses wishing to chat to Steve directly can complete an [online expression of interest form](#) over the phone 07570 949752 or email steve.phillips@emc-dnl.co.uk

The Digital High Street Advisor project has received £25,000 from the UK Government through the UKSPF.

Steve said: “At East Midlands Chamber we offer business advice on a wide range of topics and we’re pleased to now extend this offer to Rushcliffe businesses, with a particular focus on how businesses can maximise their online presence, that can raise revenue across their operating models.

“I will be able to refer businesses to our specialist colleagues, tailoring owners’ needs to particular support and advice they need in their sector and working closely with EMC and RBC colleagues on further ways businesses can seek grant support or increasing their networks.”

The project runs until June with initial contact and advisor visits from Steve made to all participating businesses by the end of March.

The Council’s Deputy Leader and Portfolio Holder for Business and Growth Cllr Andy Edyvean said: “The last three years have been especially challenging for high street businesses through the COVID-19 pandemic, experiencing supply issues, rising fuel costs, a shift to online shopping and a challenging and unpredictable economy.

“We’re therefore one of the first to act in the region by taking advantage and utilising this UKSPF funding and applying it to local businesses’ advantage with this support and using Steve’s and the Chamber’s expert insight.

“It builds on our support for local businesses in recent times, distributing COVID grants quickly and effectively, webinars during the lockdown periods and high street digital recovery grants to assist with digital trading, payment and marketing initiatives.

“All the projects aimed to meet some of the needs identified by local businesses to help them trade more effectively and market themselves to a wider audience and attract customers back to the high street and this latest project will further enhance this work.”

For more information email econdev@rushcliffe.gov.uk

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NOTE TO EDITORS

For information please contact the Rushcliffe press office on 0115 9148 555 or media@rushcliffe.gov.uk

For the latest news and events, follow [@rushcliffe on Twitter](#) or [Rushcliffe on Facebook](#) or go to [the council's website](#).

The Rushcliffe Digital High Street Project is funded through the UK Shared Prosperity Fund (UKSPF), a national government fund, which replaces former EU funding streams

with funds allocated direct to each local authority, according to a Government assessment of local need.

The UK Shared Prosperity Fund is a central pillar of the UK government's Levelling Up agenda and provides £2.6 billion of funding for local investment by March 2025.

The Fund aims to improve pride in place and increase life chances across the UK investing in communities and place, supporting local business, and people and skills. For more information, visit <https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus>