

Transcription

STILL OPEN FOR BUSINESS

A story told by Nick, a business owner from Tewkesbury, Gloucestershire, UK

When the floods happen in Tewkesbury, and we have a nice bit of sunshine which is quite often, we either get a lot of visitors come in to have a nose at the floods or take pictures of the sunsets or the nice buildings with the floods in the background and getting nice reflections.

They tend not to take pictures of people's houses or businesses that have been damaged by the floods but the nice things like the Abbey and the sunsets. When the floods happen we try and promote as much as possible that Tewkesbury is still open for business. So, we mention things on Facebook - that we're here, we're open, that other shops are open.

If someone rings up, we make sure we answer the phone quickly and answer any questions - 'are you open?', 'are the car parks open?', 'are the roads closed?', 'do you know if such or such shop is open?'. If people send emails, we answer them quickly. We don't go ringing people saying we are open unless we are really expecting them to pick something up.

I take involvement in the 'Tewkesbury Open for Business' which is a small group that the local MP initiated to promote Tewkesbury, and the fact when the floods happen, Tewkesbury is still open. And there are a lot of small businesses that survive on customers coming in all the time so it's important to promote that. We used to take part in 'Discover Tewkesbury' which is a website based initiative, and I also take part in Chamber of Commerce and they are very good at supporting small businesses.