

Reasons to shop locally

1. It boosts the local economy

Research shows that when we shop locally, for every £1 spent with a small or medium-sized business, around 63p remains in the local economy. This compares with around 40p with larger firms.

£10 spent with a local independent shop can mean up to an additional £50 going back into the local economy; local shop owners then put that money back into their community by using shops, cafes, restaurants, services and so on, helping to grow local businesses.

2. It helps to create jobs/careers

3. It's an ethical choice

Produce is fresher, higher quality, service is personal.

4. It's sustainable

Cuts air miles and carbon. Shopping locally reduces packaging, travelling times, field-to-fork journeys. Good local business builds up a loyal following of repeat customers who are advocates for their products and services.

5. It delivers choice, generates competition and controls pricing

6. It helps to encourage a wealth of creative and unique products

7. It builds communities

Cafes, craft shops, local trades, word of mouth recommendations. All bringing people together.

8. It creates community character

Develops local identity/feel-good factor.

9. You can personally support them

Recommend local businesses that you like through word of mouth and social media.

10. Local knowledge and a personal touch

Local knowledge and great customer service go a long way. Never underestimate the power of word of mouth referrals! Good businesses know this and will go the extra mile to make sure they deliver right first time.

