



# 10 reasons to shop local

...things to let your customers know

- 1. Local shops sell a wide range of great products at affordable prices.** Many people get out of the habit of shopping locally and are then surprised by the range of products and gifts available.
- 2. Shopping locally saves you money**  
Out of town shops have done a good job of convincing us all that sole traders = expensive, but the evidence just isn't there to back this up. If you add in travel, parking costs, fees to transport larger items home and customer time, the overall cost is often much greater.
- 3. Shopping locally retains our communities**  
People don't like losing shops and services in small towns and villages but don't equate this to how they spend their money. Shops will only survive if customers spend locally – so if you want a vibrant town centre, where people can socialise as well as shop, we need to encourage people to shop locally.
- 4. Shopping locally retains our distinctiveness** – avoid clone towns!  
Many town centres in Britain look the same with franchises and multinationals. Independent shops create distinctive shopping experiences and stock different products. Independent shops keep traditional local products alive. They respond more quickly to the needs of local customers, stocking products to meet the changing population needs. They can also be more innovative.....organic products were first developed by independent traders!

- 5. Shopping locally saves the environment**  
We are all aware of CO2 emissions and our environmental impact. Local shops often stock a higher percentage of locally sourced goods for which distribution time and customer journey times are reduced. This helps reduce our global footprint.
- 6. Shopping locally creates jobs**  
Shops in our town centres and villages create local employment and self employment. These people in turn spend in the local economy. Over half a million people are employed in retail in our rural towns and villages. Evidence shows that for every £10 spent in an independent shop, £25 is generated for the local economy compared to £14 spent in multinationals.
- 7. Local independent shops invest more in our communities**  
Sole traders and independent stores are proportionally more generous in their support for local charities, carnivals, schools and community events. So supporting local shops means a financial return for our community.
- 8. Local shops are for everyone**  
Most people can get to their local shops easily. This is especially important for the elderly, the vulnerable, young people and those without private transport. Keeping your shops open by buying locally helps the whole community.
- 9. Local shops value you more**  
Evidence from numerous surveys shows people receive better customer care and service in local shops. Traders survive by their reputation and repeat business – so shopping locally means that you get a higher standard of service.
- 10. Shopping locally saves services**  
Private, voluntary and public sector services cluster around shops. The loss of the high street often corresponds to a reduction in these services. As shops disappear, so do hairdressers, vets, dentists etc.

## SO... shop smart, shop local

